

# The Beginner's Guide to Social Media

CL514: YOUTUBE AND YOUR COMMUNITY:  
OPPORTUNITIES AND PITFALLS OF  
OUR ON-LINE PRESENCE

# Agenda

---

- Introductions
- What is Social Media?
- What's Happening?
- Why Participate?
- What are the Tools?
- Demonstrations/Examples
- What's Next for Me/My Organization?

# What is Social Media?

Officially, social media is “an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.”

<http://www.wikipedia.org>



# What is Social Media?

## Social Media

- Online
- Open
- Flexible
- Dynamic
- Highly accessible
- Interactive
- Real-time

Media that allow for open interaction between content producers and content consumers





# 3 OUT OF 4 AMERICANS USE SOCIAL TECHNOLOGY





**2/3 OF THE GLOBAL INTERNET POPULATION VISIT SOCIAL NETWORKS**

**VISITING SOCIAL SITES IS NOW THE 4TH MOST POPULAR  
ONLINE ACTIVITY—AHEAD OF PERSONAL EMAIL**







## **24 HOURS**

The amount of video  
uploaded to YouTube  
**every minute.**

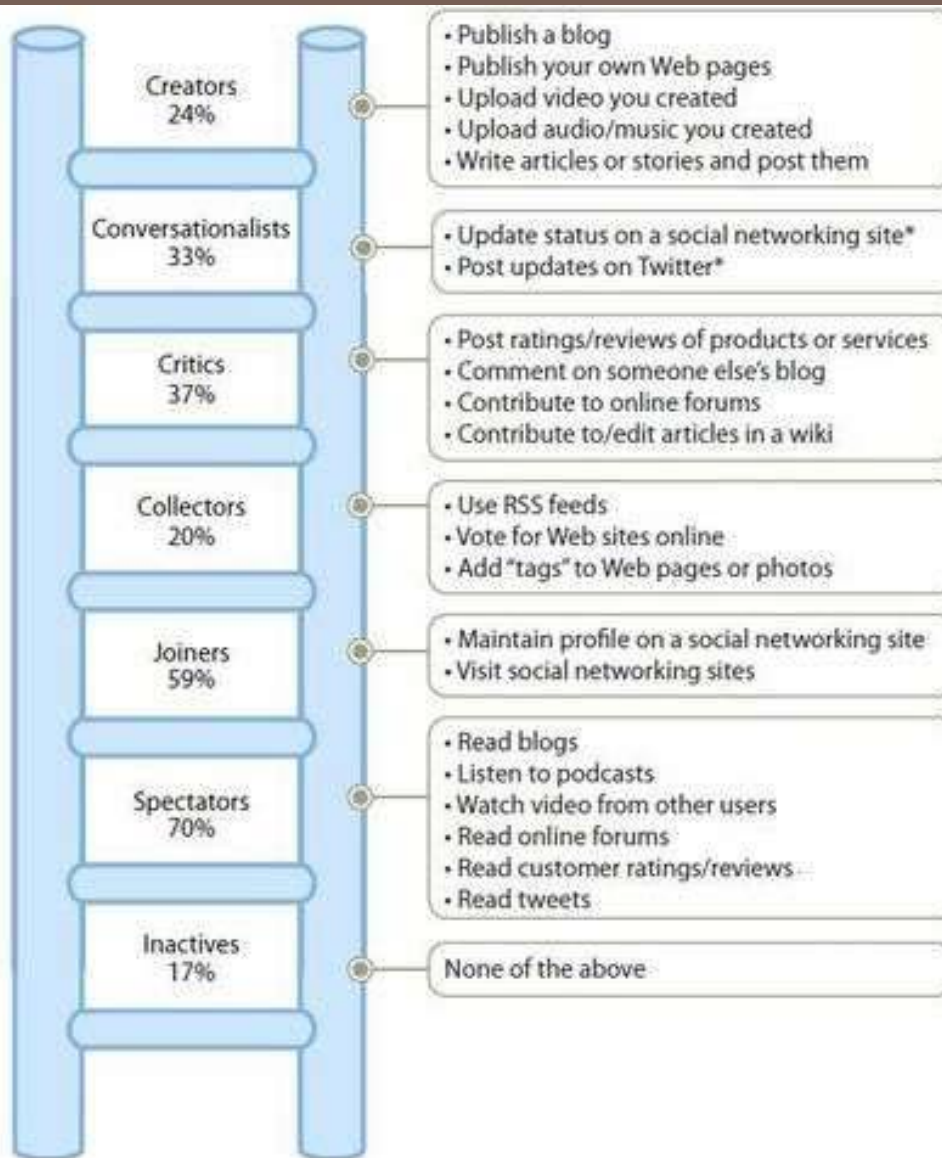


The length of time it would take to view every YouTube video  
**412.3 YEARS**

# WHAT'S HAPPENING WITH SOCIAL MEDIA?



Groups include consumers participating in at least one of the indicated activities at least monthly.



Base: US online adults

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)  
\*Conversationalists participate in at least one of the indicated activities at least weekly.

# What's happening?

- 116 million US Facebook visitors/month
  - ▣ Users share 3.5 billion pieces of content/week
  - ▣ Recently passed Google: 7% of all US traffic
- Users send 50 million tweets per day
- Over 1 billion views on YouTube per day
- 4 billion photos hosted by Flickr
- 90 trillion emails sent in 2009
- 126 million blogs on the internet

Source: Creating a Social Media Strategy for Your Organization, Farra Trompeter, NeighborWorks Training Institute

# Who's Where?



- 116 million unique U.S. visitors
- Slightly more female
- Mostly younger, aged 13-34
- 37% of Facebook users are 35+
- Facebook is the #3 most-visited site by Internet users who are 65+



- 24 million unique U.S. visitors
- Slightly more male
- College education
- Generally older, more educated, and more affluent



- 23 million unique U.S. visitors
- Peak at the 18-34 age group
- Less wealthy than those on Facebook and LinkedIn

## Demographics of Social Network Users

The percentage of online Americans in each demographic category who have a profile on a social network website:

<b>All adults</b>	<b>35%</b>
<b>Sex</b>	
Men	35
Women	35
<b>Age</b>	
18-24	75*
25-34	57*
35-44	30*
45-54	19*
55-64	10
65+	7
<b>Race</b>	
White, non-Hispanic	31*
Black, non-Hispanic	43
Hispanic	48
<b>Annual Household Income</b>	
Less than \$30,000	45*
\$30,000 - \$49,999	38
\$50,000 - \$74,999	30
\$75,000 +	31
<b>Education</b>	
Less than HS	43
HS grad	31
Some college	41*
College grad	33
<b>Locale</b>	
Urban	34*
Suburban	26
Rural	23

Source: Pew Internet & American Life Project Survey December 2008 Survey, n=2,253, with an n of 1,650 internet users. For internet users the margin of error is  $\pm 3\%$ .

\* These groups are significantly different from the other groups in the section.



Surprised?

# What's happening.....mobile

- 72% of adult cell users send/receive text messages
- Black and Hispanic adults are most likely to use wireless or mobile internet
- 59% of adults now access the internet wirelessly using a laptop or cell phone – highest among African-Americans and Latinos





# What's happening.....community

- 22% of all adults receive local alerts via email or text
- 20% of all adults uses digital tools to talk to their neighbors & keep informed about community issues
- 11% read a blog dealing with community issues
- 5% belong to a community email listserv
- 4% communicate with neighbors by text messaging
- 4% joined a social network site group connected to community issues
- 2% followed neighbors using Twitter

Source: Pew Internet & American Life Project

# WHY PARTICIPATE IN SOCIAL MEDIA?



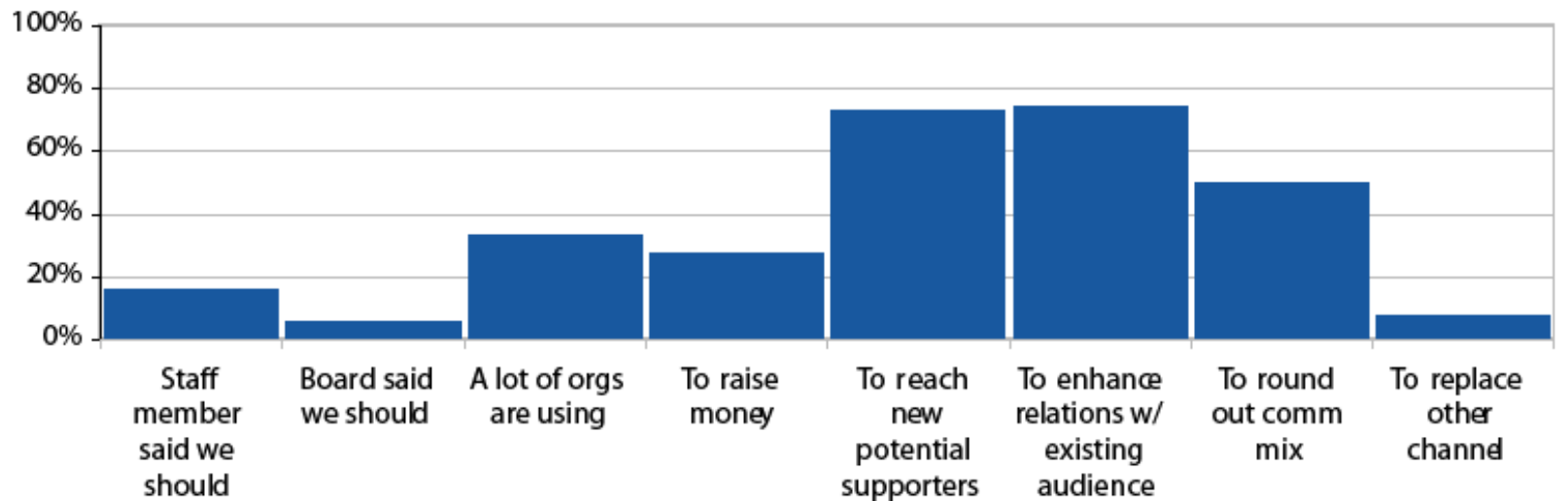
# Why Participate in Social Media?



**92% of nonprofit executives  
feel that online presence  
raises awareness of their issue**

# Why Participate in Social Media?

## Why Nonprofits Are Using Social Media



Source: [http://www.idealware.org/sm\\_survey/download.php](http://www.idealware.org/sm_survey/download.php)

# Why Participate in Social Media?

- <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>

# Why Participate in Social Media?

- **Build brand loyalty**

Help drive brand loyalty for local organizations.

- **Greater Visibility**

Social news sites allow users to submit news stories, articles and media (videos/pictures) to share with other users or the general public.

# Why Participate in Social Media?

- **It's not just a fad**

Social media reflects a cultural shift as people desire more interaction online with individuals and with institutions.

- **People are going there**

You take your message to where people are going online — finding new venues for customers and community residents to engage with you and or your organization's programs, services and activities.

# Why Participate in Social Media?

- **Younger audiences: Generation Y**
  - raised as consumers,
  - are technologically adept, and
  - convenience is a top priority for them when accessing services.
  - Spend 1 / 3 of their life on the Internet.
  - They thrive on change and subscribe to whatever is the latest and greatest.



# Why Participate in Social Media?

## □ Older audiences:

The share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past four years

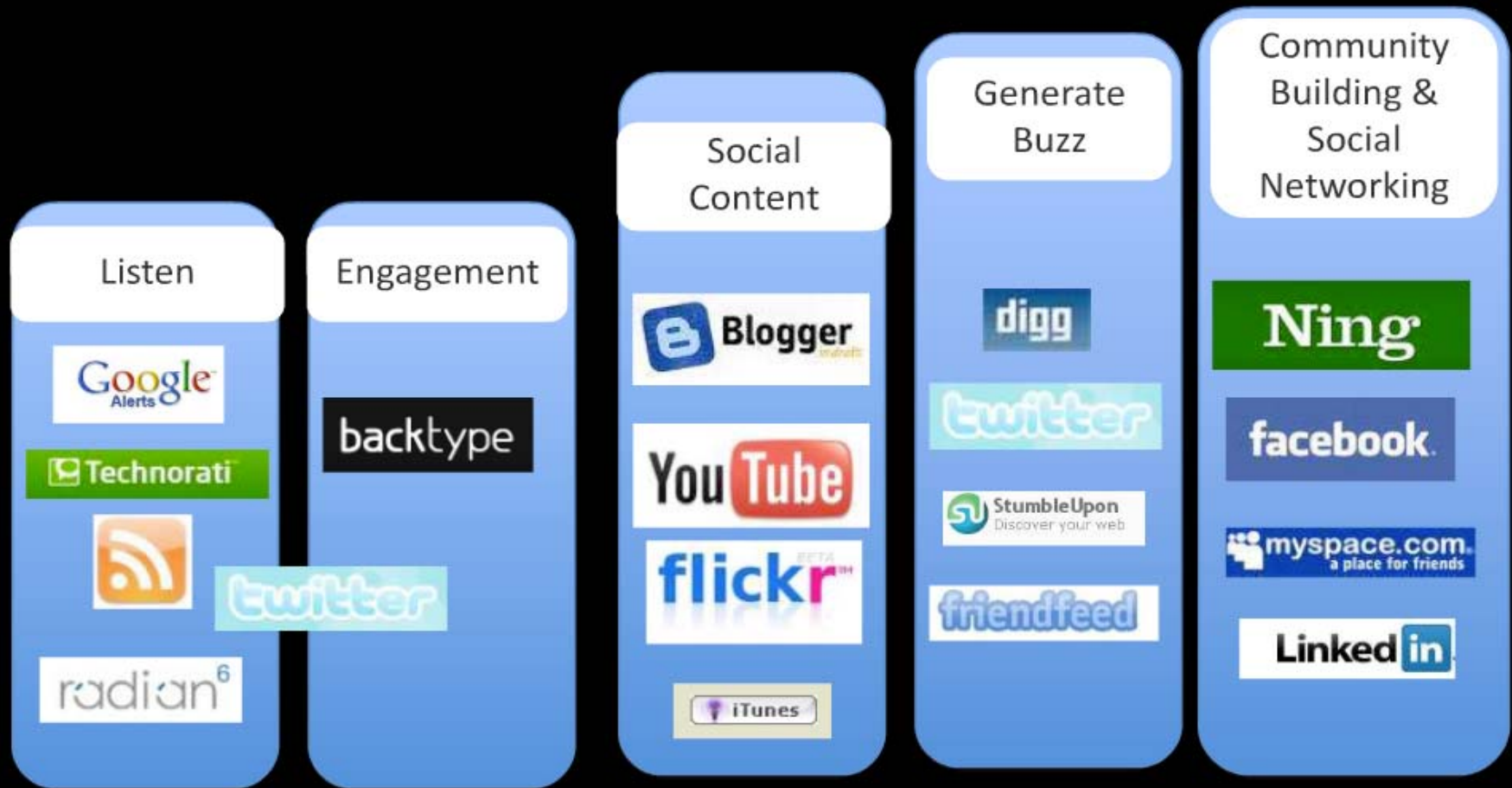
- From 8 percent in 2005 to 35 percent now
- Facebook, added 13.5 million visitors in the 50-64-year-old age group, twice the number that they added in the under-18-year-old demographic in the same period.

# Benefits of Social Media?



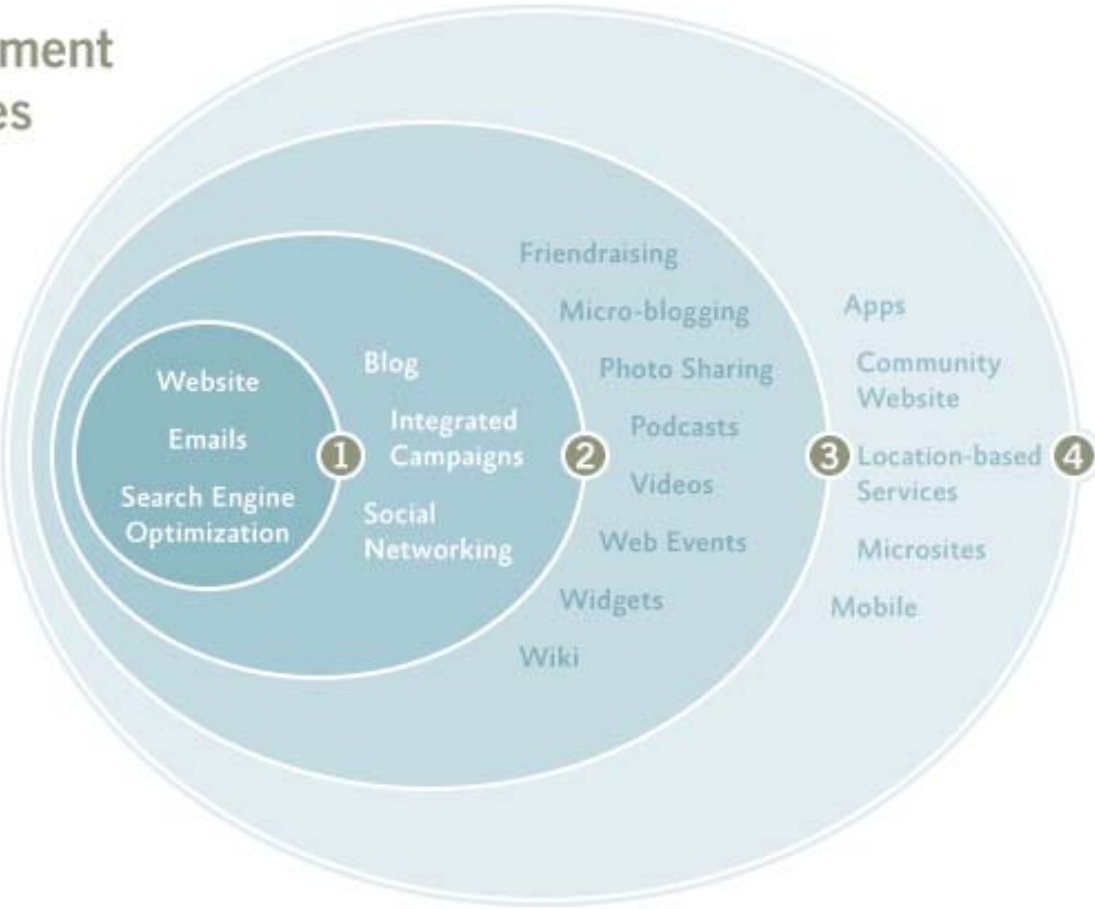
Source: Social Media Marketing Industry Report © 2009 Michael A. Stelzner

# Social Media: Tactics and Tools



**Support Overall Communications and Internet Strategy**  
**Supports Offline Action , Change of Behavior, or Impact Outcome**

# Online Engagement Priorities



# Some Differences In Tactics

## COMMUNICATIONS

Brand in control

One way/ Delivering a message

Repeating the message

Focused on the brand

Educating

Organization creates content



## SOCIAL MEDIA

Audience in control

Two way/Being part of a conversation

Adapting a message

Focused on the audience

Influencing/Involving

User created content/Co-creation

# WHAT ARE THE TYPES OF SOCIAL MEDIA TOOLS AVAILABLE?

# Social Networks

- Connect people to people through common interests
  - **Leaders for Communities** [www.LeadersforCommunities.org](http://www.LeadersforCommunities.org)
  - **Facebook** [www.facebook.com](http://www.facebook.com)
  - **MySpace** [www.myspace.com](http://www.myspace.com)
  - **LinkedIn** [www.linkedin.com](http://www.linkedin.com)

# Video

- Create or archive videos online to share with others.
- Great way to share your message or tell a story.
  - **YouTube** [www.youtube.com](http://www.youtube.com)
  - **Qik** [www.qik.com](http://www.qik.com)
  - **Skype** [www.skype.com](http://www.skype.com)



# Photo Sharing

- Create or archive photos online to share with others.
- Create an account much like a social network.
- Pictures tell a thousand words.
  - ▣ Flickr [www.flickr.com](http://www.flickr.com)
  - ▣ Picasa [picasa.google.com](http://picasa.google.com)

# Blogs and Micro Blogging

- Allow you to post content in a variety of media.  
[www.blogger.com](http://www.blogger.com)
- Personal or organization blogs.
- Conversation through comments.
- Uses brief text (140 characters or less for Twitter).  
[www.twitter.com](http://www.twitter.com)
- Can be updated using your phone or through the web.
- Good to keep people posted and can be syndicated.

# Connect with NeighborWorks



<http://www.facebook.com/NeighborWorksAmerica>



<http://twitter.com/neighborworks>



<http://www.flickr.com/photos/neighborworksamerica/sets/>



<http://www.youtube.com/user/NeighborWorksAmerica>



<http://neighborworksnews.blogspot.com/>



<http://www.leadersforcommunities.org/>

# Demo: What You're Doing Online

---

## NeighborWorks Rochester



## Impact Silver Spring

# Resources

- NTEN: We Are Media  
<http://www.wearemedia.org>
- Using Social Media To Meet Nonprofit Goals  
[http://www.idealware.org/sm\\_survey/download.php](http://www.idealware.org/sm_survey/download.php)
- Nonprofit Social Media Benchmarks Study  
<http://www.e-benchmarksstudy.com/socialmedia/>
- Nonprofit Social Network Survey  
<http://www.nonprofitsocialnetworksurvey.com/download.php>
- Case Foundation: Social Media Tutorials  
<http://www.casefoundation.org/social-media-tutorials>
- Pew Internet & American Life Project  
<http://www.pewinternet.org>
- Beth Kanter's blog  
<http://www.bethkanter.org/>

# THANK YOU!

For copy of presentation email  
Debbie Wise [dwise@nw.org](mailto:dwise@nw.org) or  
Lee Anne Adams [ladams@nw.org](mailto:ladams@nw.org)