Social Media

Examples
- Facebook
- YouTube
- Myspace
- Twitter
- Del.icio.us
- Digg
- Etc...

Why You Should Care
- eMarketer estimates by 2011 one-half of all Internet users will use social networking regularly.

Why You Should Care
- It’s still a lot of teens though
- 83% of US teens today use social networks

What is Social Media?
- Social Network
- User Generated Content (UGC)
- Social Bookmarking
Social Network

- Online communities of people who share interests and activities,
- ... or who are interested in exploring the interests and activities of others.
- Examples: Facebook, MySpace, LinkedIn, Orkut
- Falls to analysis with tools in Ch. 9

User Generated Content (UGC)

- Or Consumer Generated Media (CGM)
- Defined: Media content that is publicly available and produced by end-users (user).
- Usually supported by a social network
- Examples: Blogs, Micro-blogs, YouTube video, Flickr photos, Wiki content, Facebook wall posts, Second Life...

Social Bookmarking

- A method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.
- Based on communities; The more people who bookmark a piece of content, the more value it is determined to have.
- Examples: Digg, Del.icio.us, StumbleUpon, and Reddit...

Social Media Principles

- Who you are
  - Personalization
- Who you know
  - Browse network
- What you do
  - Generate an activity stream
  - Share an activity stream
  - Process an activity stream
Generate an activity stream

- Automatic
  - Google History, Google Analytics
- Blog
- Micro-blog
  - Twitter, yammer, identi.ca
- Mailing groups
  - Google groups
- Social network tools
  - Facebook, Digg, FriendFeed

Share activity stream

- Web pages
  - Twitter, Facebook, friendFeed...
- email
- Sms
  - twitter
- IM
  - Twitter...
- RSS Feeds

Process activity streaming

- Overwhelming amount of information
  - Need for abstraction
- Collaborative analysis
- Automatic formatting

Use social medias to improve your online presence


**Tactics for Any Budget**

- Host a blog
  - [make a node]
- Participate on industry leading blogs and conversations
  - [make links]
- Host or sponsor a podcast
  - [make node and link maker]
- Host/participate on discussion boards
  - [make a node and links]
- Try Viral video
  - [make a link maker]
- Create a group on a social network
  - [make a subnet maker]
- Add social bookmarking links to your content
  - [make links]

**Best Practices**

- Attempt to leverage an existing social networks.
  - [reuse networks]
- Listen and study the community before you enter the discussion
  - [understand, apply cognitive]
- Converse and don’t shout
  - [Cognitive-social]
- Be prepared to relinquish control of the brand
  - [social]
- Be honest and transparent about your involvement
  - [cognitive-social]
- Learn through experimentation