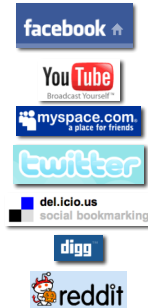


Social Media

IST 331 - Olivier Georgeon, Frank Ritter
31 oct 15

Examples

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



Why You Should Care

- eMarketer (2007) estimated by 2011 one-half of all Internet users will use social networking regularly.
- By 2015, 75% use

US Online Social Network Users, 2006-2011 (millions and % of total Internet users)

Year	Users (millions)	% of total Internet users
2006	40.3	(33.2%)
2007	72.0	(38.3%)
2008	85.9	(44.3%)
2009	94.4	(47.2%)
2010	100.2	(48.4%)
2011	104.7	(49.6%)

Note: ages 3+; use at least once a month; includes general social network sites where social networking is the primary activity; social network offerings from portals such as Google, Yahoo! and MSN; niche social networks devoted to a specific hobby or interest and marketer-sponsored social networks
Source: eMarketer, December 2007

09/14/08

www.eMarketer.com

2

What is Social Media?

- Social Network
- User Generated Content (UGC)
- Social Bookmarking

3

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

4

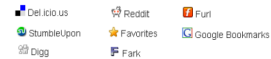
User Generated Content (UGC)

- 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, reddit, Second Life...

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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...and now combinations



6

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

7

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

11

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]

12

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