SOCIAL MEDIA FOR SOCIAL GOOD

Inspire Action

Speakers:

Emily Riley, Senior Analyst, JupiterResearch
Beth Kanter, Nonprofit Blogger, Beth's Blog

Web 2.0

The Shift of Online Behavior due to Web 2.0

- **Users are now creators**

- **Information spreads virally online**

- **Brand messages are competing with consumer opinion**

- **Online marketing is becoming a dialogue instead of a loud speaker**

Gen Y Dominates 2.0 Behavior, but Other Groups are Large and Growing
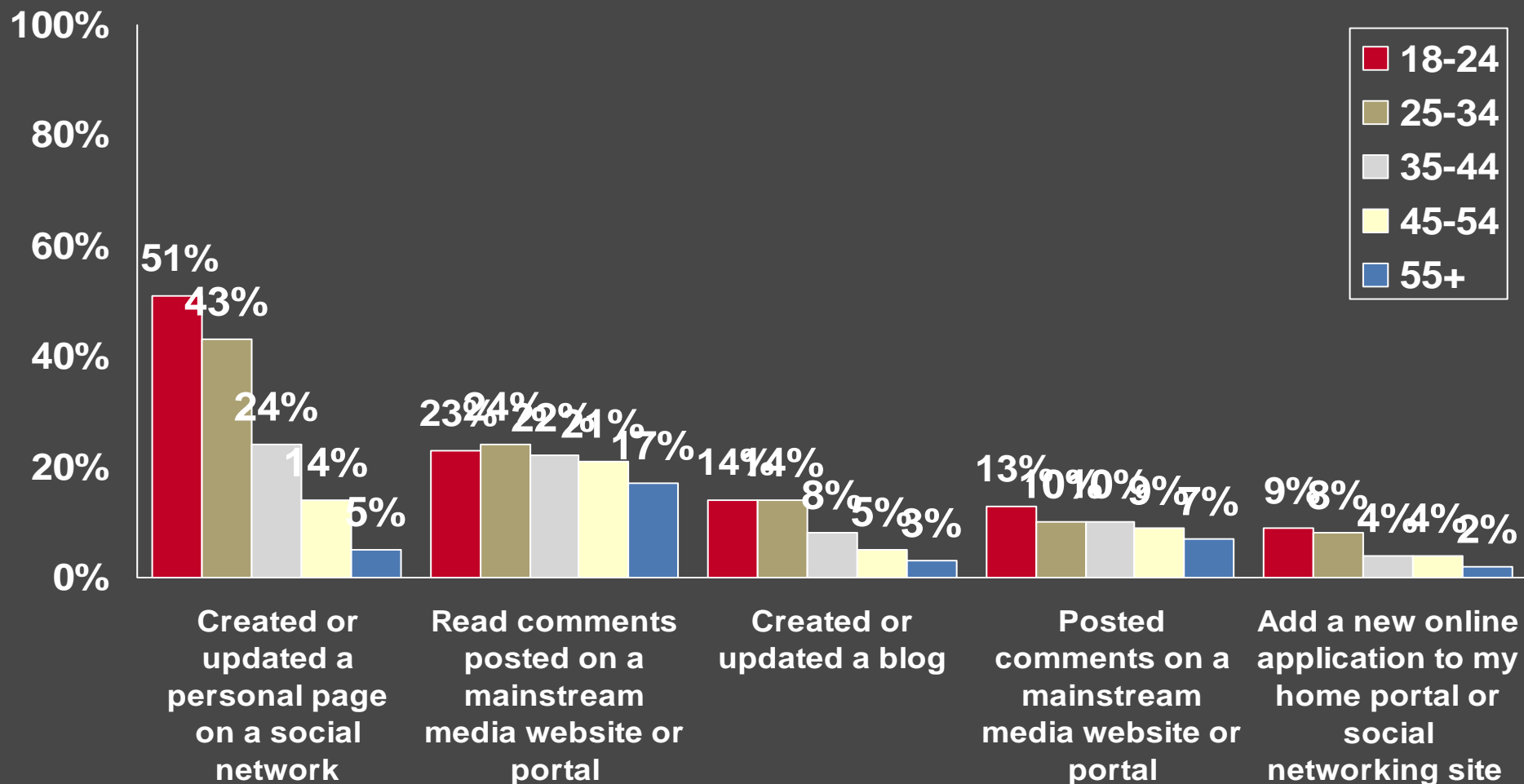
Legend:
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

Created or updated a personal page on a social network: 51%, 43%, 24%, 14%, 5%

Read comments posted on a mainstream media website or portal: 23%, 24%, 22%, 21%, 17%

Created or updated a blog: 14%, 14%, 8%, 5%, 3%

Posted comments on a mainstream media website or portal: 13%, 10%, 10%, 9%, 7%

Add a new online application to my home portal or social networking site: 9%, 8%, 4%, 4%, 2%

Thinking about your use of the Internet over the last year, which of the following activities did you conduct online monthly or more frequently? (Select all that apply)

JupiterResearch/NPD Group Individual User Survey (6/08), n = 3,730 (US only)

Public and Personal UGC will mature with Gen Y
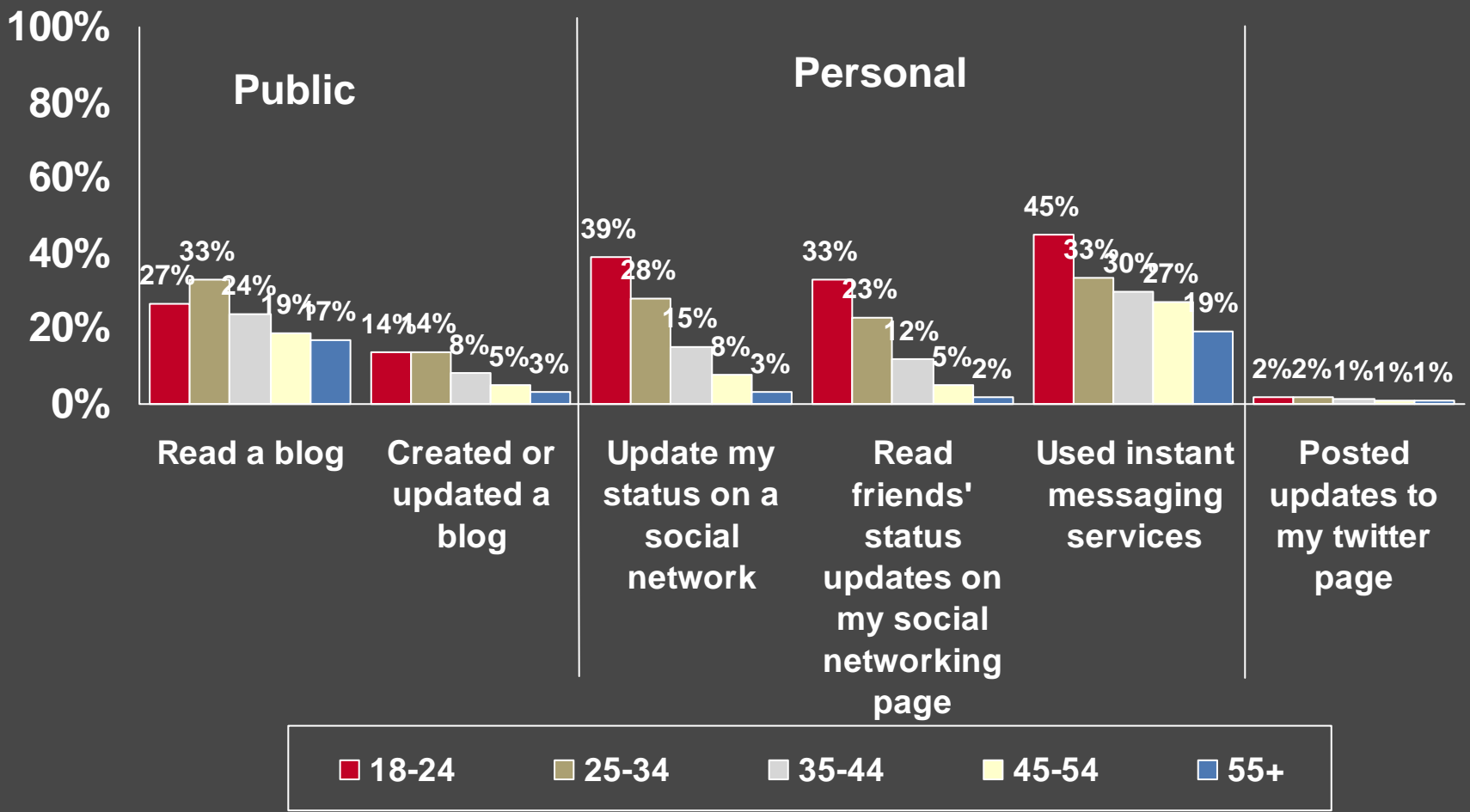
Public

Personal

Read a blog
- 18-24: 27%
- 25-34: 33%
- 35-44: 24%
- 45-54: 19%
- 55+: 17%

Created or updated a blog
- 18-24: 14%
- 25-34: 14%
- 35-44: 8%
- 45-54: 5%
- 55+: 3%

Update my status on a social network
- 18-24: 39%
- 25-34: 28%
- 35-44: 15%
- 45-54: 8%
- 55+: 3%

Read friends' status updates on my social networking page
- 18-24: 33%
- 25-34: 23%
- 35-44: 12%
- 45-54: 5%
- 55+: 2%

Used instant messaging services
- 18-24: 45%
- 25-34: 33%
- 35-44: 30%
- 45-54: 27%
- 55+: 19%

Posted updates to my twitter page
- 18-24: 2%
- 25-34: 2%
- 35-44: 1%
- 45-54: 1%
- 55+: 1%

Legend: ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Thinking about your use of the Internet over the last year, which of the following activities did you conduct online monthly or more frequently? (Select all that apply)
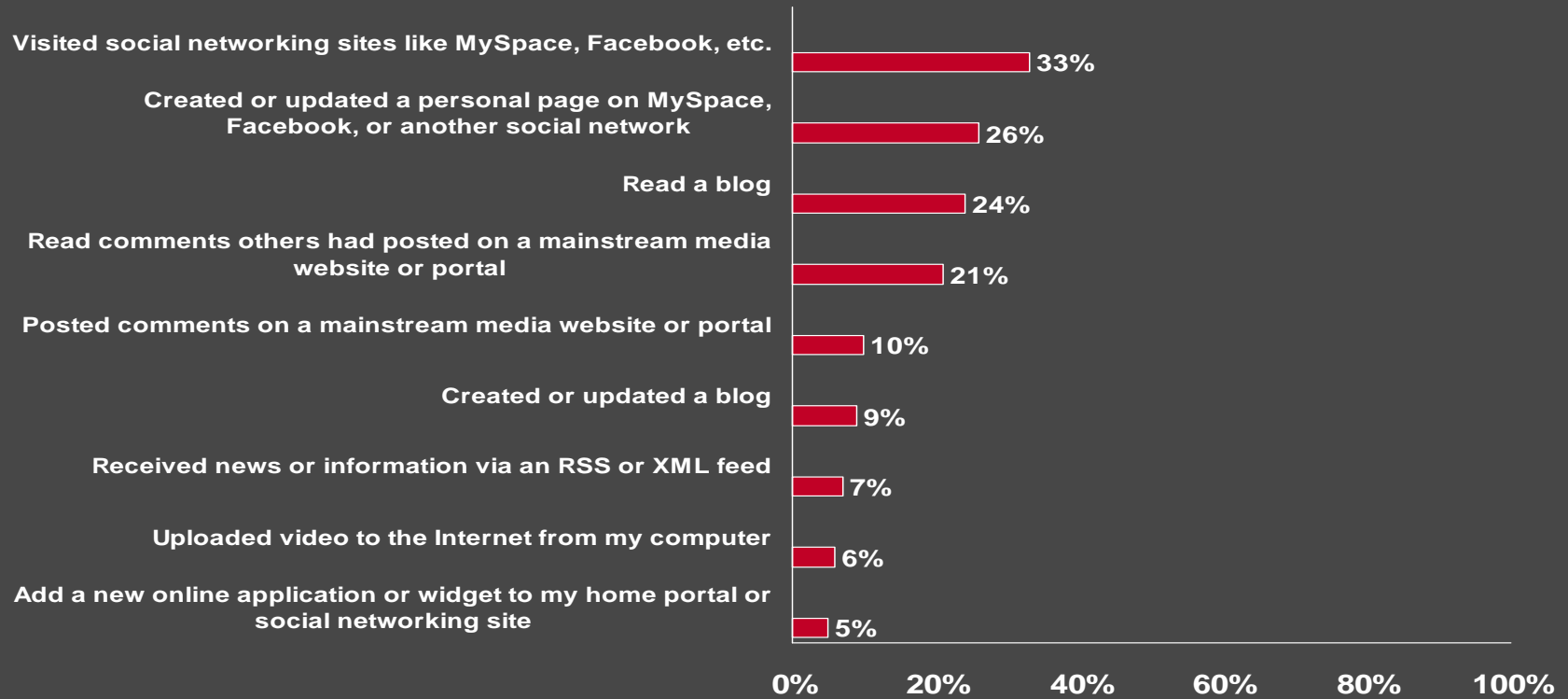
Online Social Media Use – Passive trumps Active

Visited social networking sites like MySpace, Facebook, etc.	33%
Created or updated a personal page on MySpace, Facebook, or another social network	26%
Read a blog	24%
Read comments others had posted on a mainstream media website or portal	21%
Posted comments on a mainstream media website or portal	10%
Created or updated a blog	9%
Received news or information via an RSS or XML feed	7%
Uploaded video to the Internet from my computer	6%
Add a new online application or widget to my home portal or social networking site	5%

0%   20%   40%   60%   80%   100%

JupiterResearch/NPD Group Individual User Survey (6/08), n = 3,730 (US only)

Influentials vs. Social Initiators

- **Most popular form of social marketing two years running is to target a select group of influentials**

- **A wide range of the online user base is influential over friends decisions for different subjects. When all subjects are listed, nearly everyone is influential for something.**

- **Influentials are not the same as "social initiators" i.e. people who forward information to friends or try to influence others using social media or blogs.**

- **Influentials are only slightly more likely to be active with social media, whereas initiators are very heavy users.**

Social Marketing Done Right

- **Tactics**
- **Case Studies**
- **Best Practices**

Social Marketing Definition

- **JupiterResearch defines social marketing as the practice of marketing to encourage user engagement or viral communication, particularly by leveraging social media such as social networks, blogs, and other communities.**

Viral Marketing Definition

- **Jupiter Research defines viral marketing as marketing for the specific purpose of encouraging consumers who receive the original marketing message to pass the message along, in this case online through email, video, social networking sites and widgets.**

User Generated Content Definition

- **User Generated Content (UGC) includes all text, image, video and audio content that is created by individual online users and subsequently available for public consumption in the form of blogs, social networking profiles, message-boards, and media sites like YouTube.**

Engagement

- **A new set of consumer behaviors have arisen online as a result of the increase in popularity of social media which are being loosely defined as "engagement." Engagement within social media can occur when online users interact with games, social networking sites, blogs, video, and other rich online platforms.**

- **For marketers, such high levels of interactivity and communication present new opportunities to create ongoing dialogues with users that create more personal brand experiences.**

McDonald's Fake Blog – It takes little time for online users to uncover the truth

"If You Build It, They Will Come" Does Not Apply To Social Marketing

How Madison Avenue Is Wasting Millions on a Deserted Second Life - Windows Internet Explorer

http://www.wired.com/techbiz/media/magazine/15-08/ff_sheep?currentPage=all

WIRED

TAHOE HYBRID

HOME   SUBSCRIBE »   SECTIONS »   BLOGS »   READ MAGAZINE

Search   Top Stories   GO

WIRED MAGAZINE: ISSUE 15.08

TECH BIZ : MEDIA   RSS

Email Article
Print
Full Page
Comments

Sponsored by: Kodak SAVE NOW

How Madison Avenue Is Wasting Millions on a Deserted Second Life

Frank Rose   07.24.07 | 2:00 AM

For months, Michael Donnelly had been hearing all about the fantastic opportunities in Second Life.

As worldwide head of interactive marketing at Coca-Cola, Donnelly was fascinated by its commercial potential, the way its users could wander through a computer-generated 3-D environment that mimics the mundane world of the flesh. So one day last fall, he downloaded the Second Life software, created an avatar, and set off in search of other brands like his own. American Apparel, Reebok, Scion — the big ones were easy to find, yet something felt wrong: "There was nobody else around." He teleported over to the Aloft Hotel, a virtual prototype for a real-world chain being developed by the owners of the W. It was deserted, almost creepy. "I felt like I was in *The Shining.*"

Illustration by Eddie Guy

SONY

Most Popular   Most Commented

Done   Internet   100%

start   Inbox - Micr...   RE: Slides - ...   8 Microsof...   Calculator   Brown Form...   Document1 ...   How Madiso...   2:12 PM

Social Network

Facebook Example – NBA for Utility and Entertainment

Widgets and downloads

Links to important fantasy tools

Video

Li'l Green Patch on Facebook

HEAL Viral Video on YouTube

Nike Desktop Widget

- **Pros:**
  - Customized for a niche group of customers
  - Encourages long term engagement
  - Promotes brand loyalty
- **Cons**
  - Not nearly as social as it could be
  - Does not enable maps technologies to make it more custom
  - Doesn't incorporate anything about shoes or purchasing

Takeaways

- **Accept shift in consumer control and work with the tide**

- **Integrate traditional channels like search to create a seamless experience**

- **Identify niche groups and create opportunities to engage with special audiences**

- **Use free tools and harness people power**

- **Measurement can only be done when goals are aligned with tactics**

Thank You

Emily Riley
Senior Analyst – Jupiter Research
eriley@jupiterresearch.com
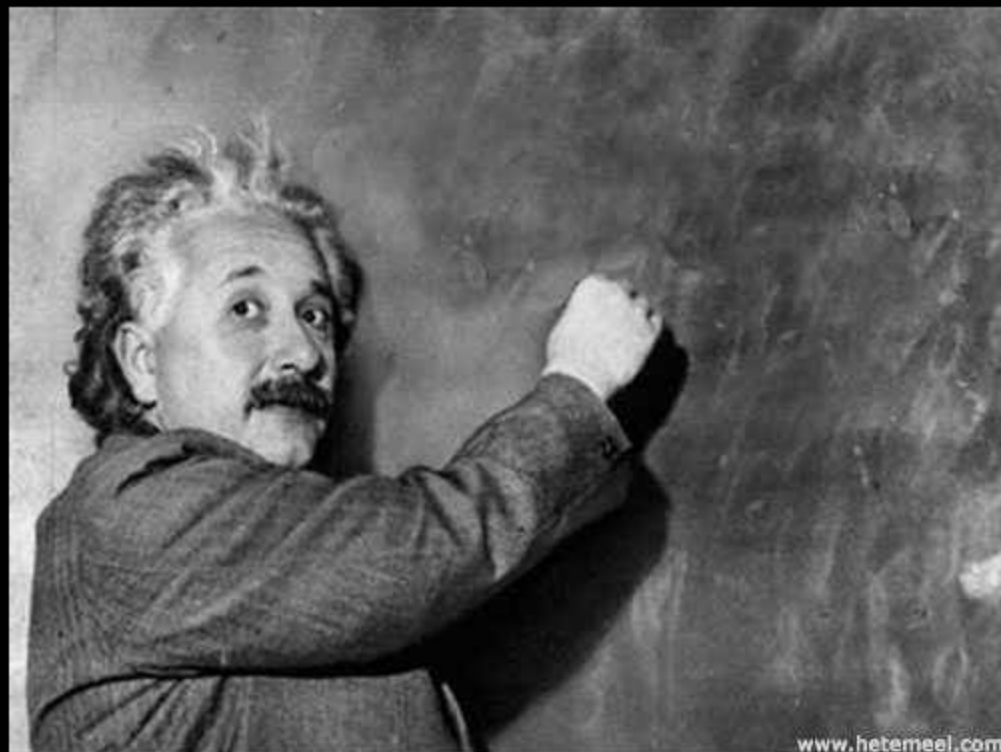
How To Think Like
A Nonprofit Social Media
Marketing Genius

Beth Kanter, Beth's Blog
http://beth.typepad.com

twitter

Home   Profile   Find People   Settings   Help   Sign out

"Not everything that counts can be counted, and not everything that can be counted counts." Einstein #quotes

10:35 AM Dec 1st from twhirl

timoreilly
Tim O'Reilly

Alheri @kanter Einstein was a prolific letter writer, responding to all correspondents, writing regularly to newspapers, speaking at town halls   *about 1 hour ago from web in reply to kanter*

Jfavreau @kanter that sounds interesting. What is Einstein going to think about it? LOL!   *about 1 hour ago from web in reply to kanter*

meshugavi @kanter einstein got to the essence of things, elemental questions, understanding organizations and ideas in context- relativity,   *about 1 hour ago from TweetDeck in reply to kanter*

jordanv @kanter sounds genius, Beth :)   *about 1 hour ago from twhirl in reply to kanter*

aspott @kanter I'm looking forward to seeing the connection you draw   *about 1 hour ago from twhirl in reply to kanter*

greggfraley @kanter - This article about Einstein and Elvis might be of interest to U: http://www.greggfraley.com/...   *about 1 hour ago from web in reply to kanter*

ayeletb @kanter can't wait to see it, Beth!   *about 1 hour ago from web in reply to kanter*

The Inspiration ...

Beth Kanter, Beth's Blog
http://beth.typepad.com

New + Tech = Resistance
New + Tech + Education = Adoption

www.hetemeel.com
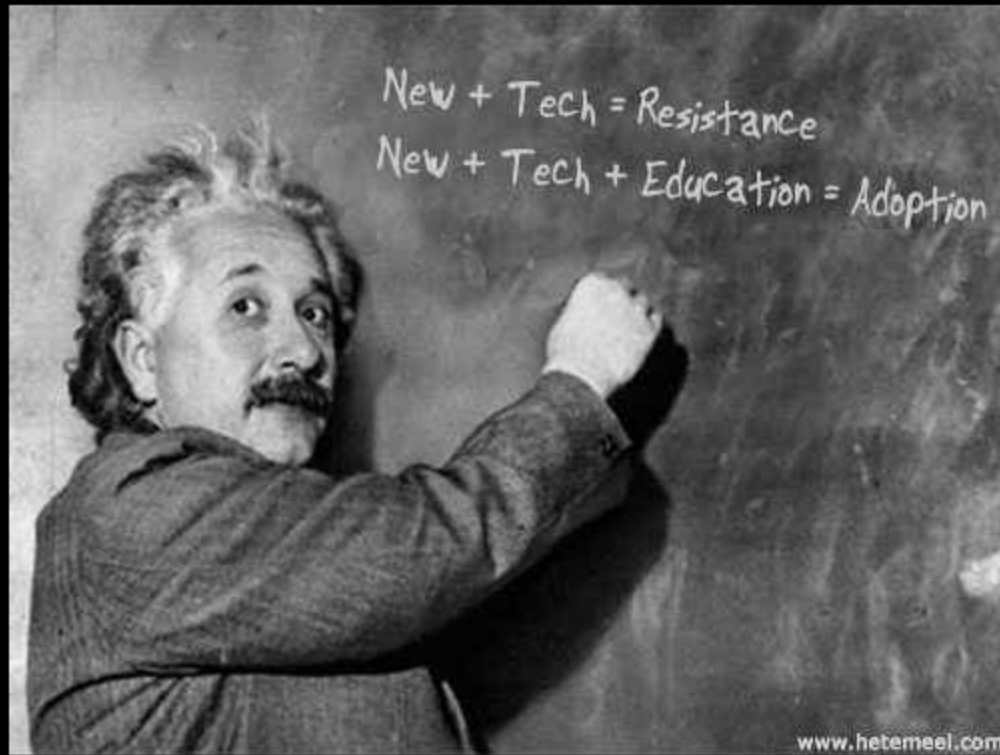
#1: Understand Organizational Change Theory

Beth Kanter, Beth's Blog
http://beth.typepad.com

Geoffrey Moore's Version

Share This →

Uploaded on November 26, 2006
by **miss_rogue**

Geoffrey Moore's 'Crossing the Chasm' diagram circa 1991

miss_rogue's photostream

10,724 uploads

← | browse | →

Tags

- crossingthechasm
- argh

Add a tag

Additional Information

Some rights reserved

Anyone can see this photo

◇ Taken on November 26, 2006
◇ 5 people call this photo a favorite
◇ Viewed 516 times

Flag this photo
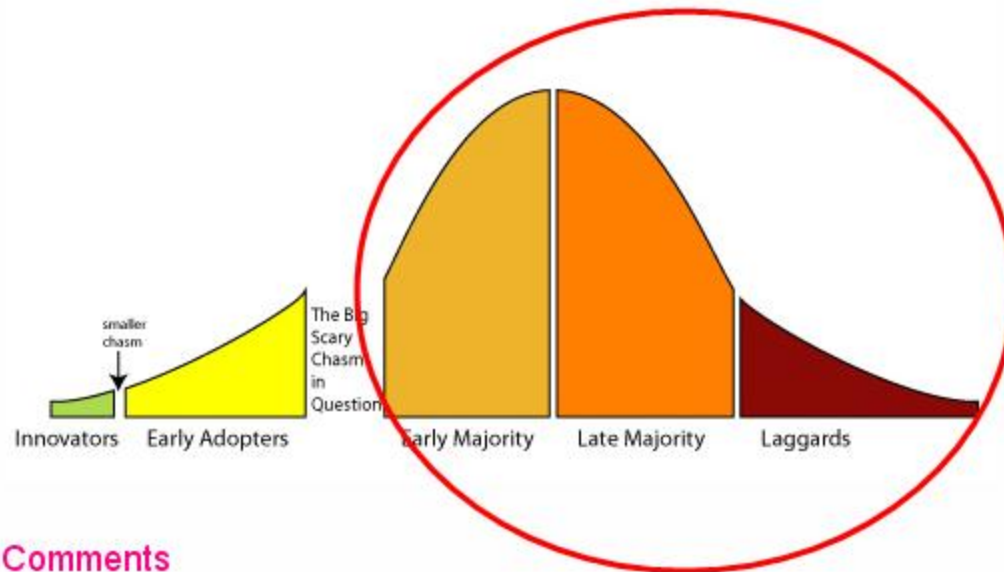
Comments

jeremiah_owyang *pro* **says:**

Education is needed and Awareness.

Fear and Doubt separate that Scary Chasm.

I find trying a 'trial/pilot/' are the best things to overcome. Factor in failure as part of the exercise to learn to do it better, that helps bridge the gap.

Social Media Workshop at Board Retreat: Demoing Flickr and Twitter

ADD NOTE   SEND TO GROUP   ADD TO SET   BLOG THIS   ALL SIZES   ORDER PRINTS   ROTATE   EDIT PHOTO   DELETE

Photo taken with phone to demonstrate flickr and posting by cell phone. then posted URL to twitter to demonstrate how quickly information spreads.

beth.typepad.com/beths_blog/2008/02/the-nonprofit-t.html
This photo has notes. Move your mouse over the photo to see them.

Share This

Uploaded on February 8, 2008
by **cambodia4kidsorg**

cambodia4kidsorg's photostream

...nter twitter spreads...
...and heck even a wet...
...rs ago from web in reply...
...er - Comment about...
...And Twitter found m...
...tr ☆

10,448 uploads

← browse →

Comments

< Prev   **1** 2   Next >

(121 comments)

elemenous pro **says:**
Hello from Chicago IL! I teach at the University of Chicago Charter Schools!
Posted 10 months ago. (permalink | delete)

EmilyMcKhann **says:**
For you Beth, anything!!
Posted 10 months ago. (permalink | delete)

Miguel Rodriguez **says:**
Hey Beth! obviously Twitter rocks
Posted 10 months ago. (permalink | delete)

ntenHRoss **says:**
Hello from Portland, OR
Posted 10 months ago. (permalink | delete)

mousewords pro **says:**
Howdy form Coastal California! Writer, artist, & web designer pounding away at a novel as we speak...
Posted 10 months ago. (permalink | delete)
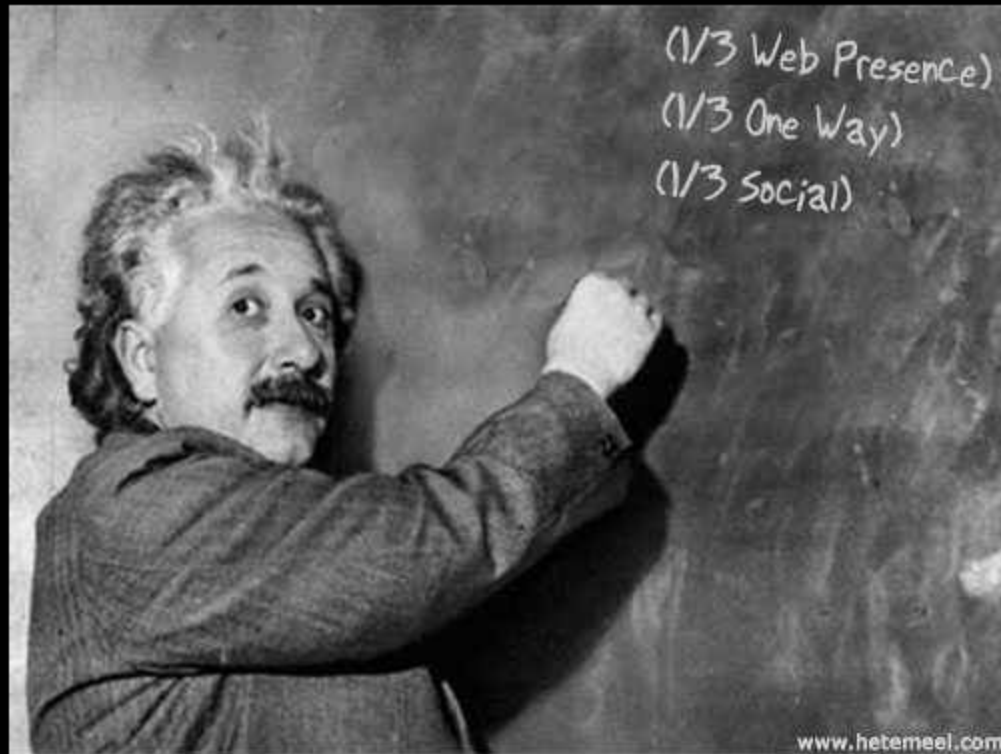
#2: Use the Rule of Thirds
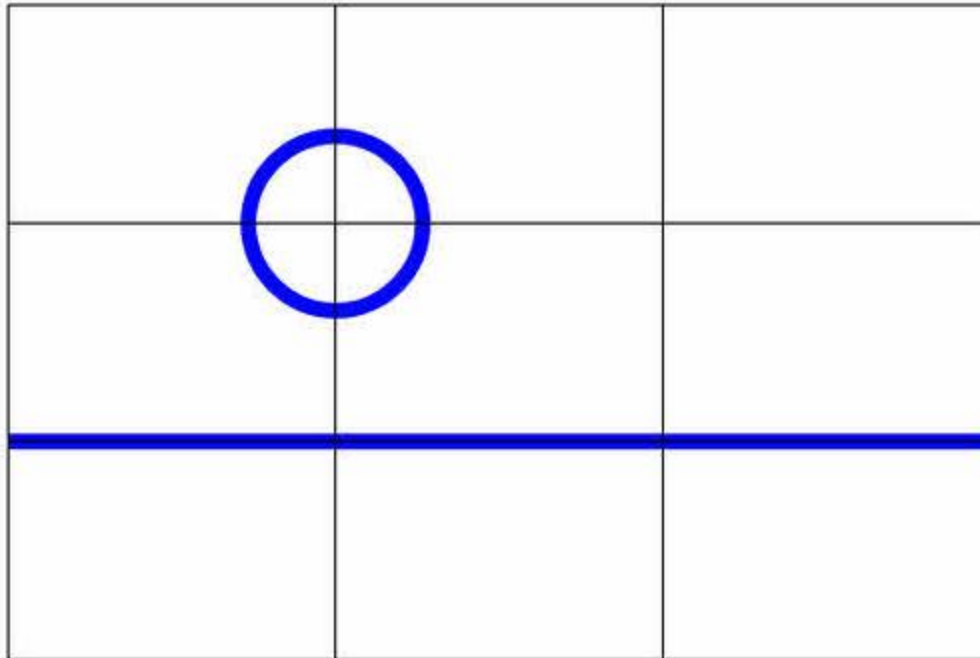
Rule of Thirds in Photographic Composition

1/3 Web Presence

1/3 One Way

1/3 Social

ntenhross
facebook

NTEN: The Nonprofit Technology Network
Global
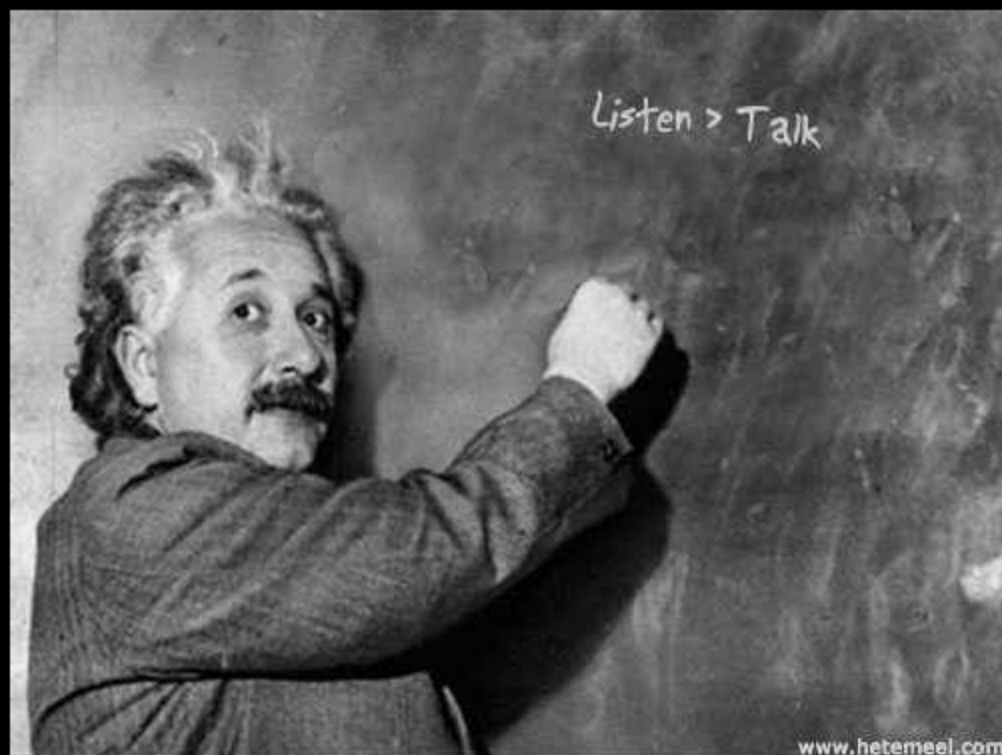
#3: Listen First

Social Media Strategy

Hrs/per week

Listen

Participate

Share Content

Generate Buzz

Community Building & Social Networking

Begin here

# of weeks

Listening to supporters in their natural environment

Beth Kanter, Beth's Blog
http://beth.typepad.com

Technorati™

homeless washington, DC   Search

Home | Popular | WTF | Favorites | Watchlist | Topics

518 blog posts about **homeless washington, DC restaurants**

Quick View | **Posts** | Blogs | Videos | Photos   Subscribe

Key Words Are King!

A Taste of Georgetown

Over the last decade, **Washington** has truly blossomed as a food city in its own right with a diverse array of tantalizing offerings reaching into almost every neighborhood. While the Taste of **DC** (a city-wide food sampling festival ... will provide ample opportunity to sample what some of **DC's** culinary best have to offer. The festival

4 days ago in **Rhonda** · No authority yet

links for 2007 10 05

Boom times for online ad sales reps - Oct. 2, 2007 A shortage of online advertising sales reps has led to bidding wars, lavish perks, ... in **Homeless** Dave's back yard. (tags: a2b3 purevisibility teetertotter teetertalk homelessdave

7 days ago in **Vacuum** - **Edward Vielmetti in Ann Arbor, Michigan 48104** · Authority: 67

40 Minutes with David

Homeless1 Last week, I met a **homeless** man named David. He was very genuine, kind and trustworthy ... from **Washington** Times shuttle stop. There was a **homeless** man sitting on the steps. I tried to sit away ... . Unlike most **homeless** people I've met, he didn't ask for money nor did he attempt to con

10 days ago in **InkTank** · Authority: 6

A homeless person isn't someone you pass on your way into a fancy restaurant

Do you think Twitter is Pointless?

Beth Kanter, Beth's Blog
http://beth.typepad.com

Twitter Search

twitter stroke | Search |
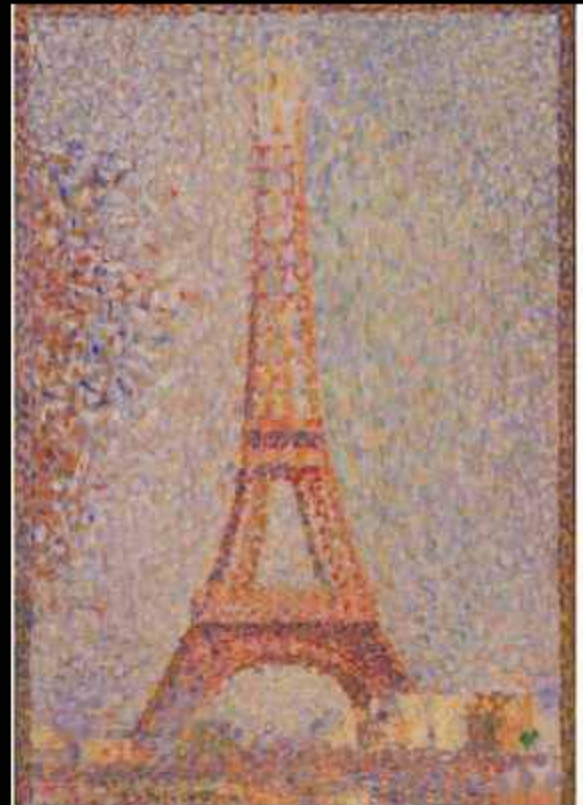
Realtime results for **stroke**   0.04 seconds

o_O **jordan_news**: Family waits for answers on why **stroke victim** left on bus for 2 hours: The family of a woman who had .. http://tinyurl.com/52t68v (expand)
13 days ago · Reply · View Tweet

luckyb52: Your friend had a **stroke**? Ask him/her to read 80 year old millionaire **stroke victim**'s inspiring story at http://tinyurl.com/5n7zjp (expand)
16 days ago · Reply · View Tweet

elseash: Retweet **@foundersheart**: Wanna know the Top 10 research advances in heart disease and **stroke** in 2007? http://tinyurl.com/5jdps2 (expand)
about 1 month ago · Reply · View Tweet

PerthNorg: Stage star Rob Guest dies after **stroke**: Record-breaking performer Rob Guest, who played the Wizard in t.. http://tinyurl.com/4jp69q (expand)
about 3 hours ago · Reply · View Tweet

LynJ: American **stroke** patient travels to China for TCM: http://tinyurl.com/4o7vov (expand)
about 1 hour ago · Reply · View Tweet

geek. **OmegaStauf**: Did you have a **stroke** or have you always talked like that?
about 2 hours ago · Reply · View Tweet
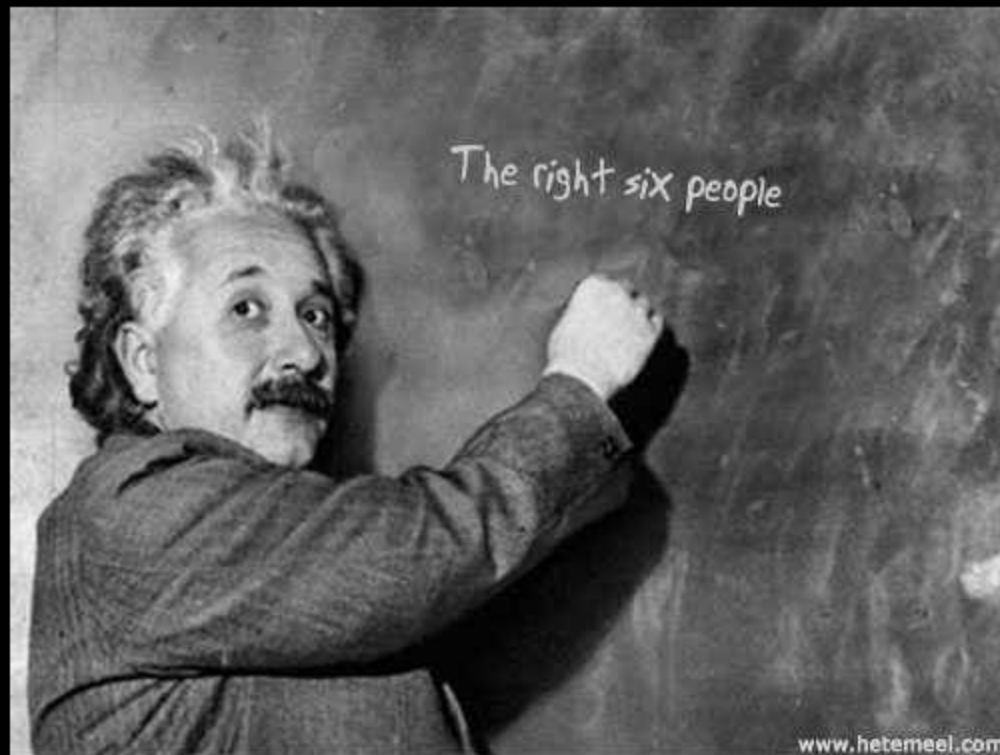
#4: Build Relationships with Influencers

Beth Kanter, Beth's Blog
http://beth.typepad.com

Think Differently

Email Marketing
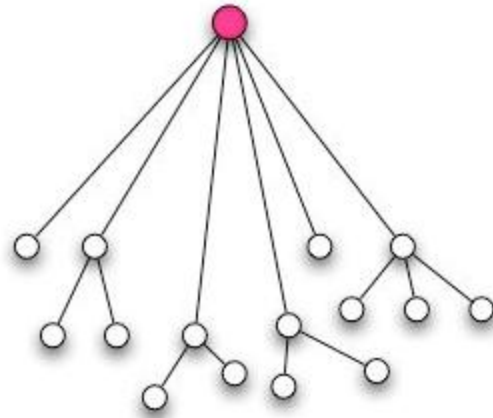
Social Media
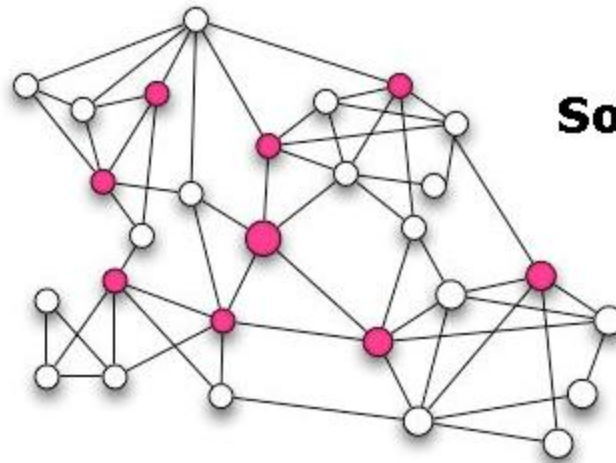
Source: David Wilcox, The Social Reporter

HAM-up
Home | HAM-up

🖨 Printer Friendly   ✉ Send to friend

HUNGER ACTION MONTH
RAISE OUR VOICES AGAINST HUNGER

Join the HAM-up Tweet-up

In recognition of Hunger Action Month, help end hunger by participating in these HAM-up events with your friends from Twitter.

What's a HAM-up Tweet-up?

A Tweet-up is when people following each other on **Twitter** meet in real life. In recognition of Hunger Action Month, we're calling this special Tweet-up the "HAM-up". Clever, huh.

Event Schedule
HAM-up Grill-up Happy Hour Kickoff
Thursday, September 11
5:30 – 8 p.m.
Whole Foods Market, 525 N. Lamar Blvd., Austin, TX 78701 map

WHOLE FOODS MARKET

Help kick-off the HAM-up. Listen to the sounds of **Gina Chavez** and her band while enjoying

Tyson HungerRelief

"Never doubt that a small group of thoughtful, committed indiv
change the world. Indeed, it's the only thing that ever has."

| Home | About Hunger Relief | Our Commitment | Media & Resources | Hunger All-Stars |

Hunger in Austin--Something you can do to help

MONDAY, AUGUST 25 AT 09:33 AM

*Here's something you can do today: For every comment this po
indicating it has been read, Tyson Foods will donate 100 pounds
a 35K pound truckload) to the HAM-up (Tweetup), sponsored b
Bank, Social Media Club Austin and 501 Tech Club Austin. Help
Comment here (even one-word comments acceptable--BTW, sin
comments are moderated, it might take a bit to get them up, bu
them up).*

**UPDATE--The response from the online community has been aw
your response, we were able to fill the truck in less than six hours.**

• **Tags:** America's Second Harvest, Capital Area Food Bank of Texas, Food Bank, food
budgets, Hunger Relief

• **Comments:** (658)   Share

---

twitter

Read about hunger in Austin. For every comment,
Tyson Foods will make a donation.
http://tinyurl.com/5byrao

12:13 PM August 25, 2008 from web

TysonFoods

---

twitter   Home Profile Find Peopl Settings Help Sign out E08

TysonFoods

✓Following ─Device updates OFF

Name TysonFoods
Location US-based with ops in
18 c
Web ungerreli...
Bio Ty oods is the world's
largest pr in company. 104k

359   327   144
following followers updates

It's about engaging the right 6 people

Keep it happy, Keep it fun
Keep it easy

www.hetemeel.com

#5: Make It Easy To Remix Your Content

Beth Kanter, Beth's Blog
http://beth.typepad.com

Capital Area Food Bank of Texas > Collections > News & Media Events

Slideshow 🖥   Share This ↗

Hunger is Unacceptable

Thumbnails | Detail | Comments

129 photos | 5,640 views | Add a comment?

items are from between 01 Jan 2006 & 27 Aug 2008.

To make your LOLseal:

Step 1: Choose your favorite photo

Click on the link below the photo you'd like to caption. Once you're done, save it to your computer and follow the rest of the steps below.

humanesociety.org/protectseals

humanesociety.org/protectseals

'merica's next top model?

yea, i gotz it

humanesociety.org/protectseals

Write a caption for this photo

Write a caption for this photo

Step 2: Submit your entry.

Fill out the form below to submit your photo.

Have your own Flickr account? Log in, upload your photo, and use the tag "lolseals08".

First Name	
Last Name	
Your E-mail	
City and State	
Your Image	Browse…

Upload Photo >
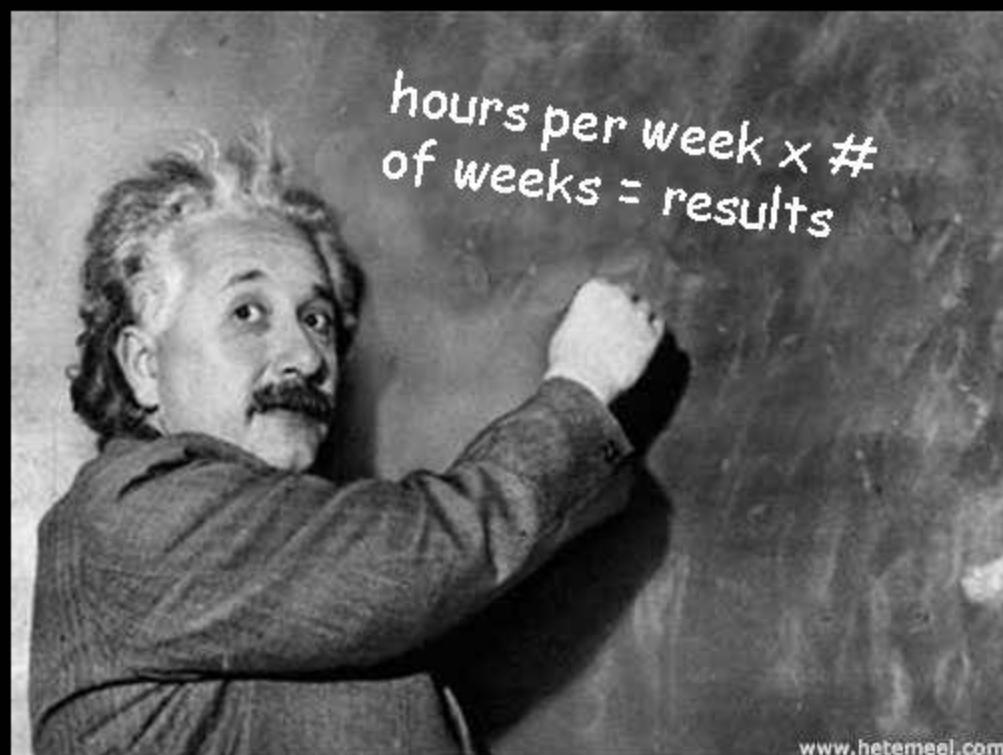
#6 No Instant Gratification

Results require effort over time
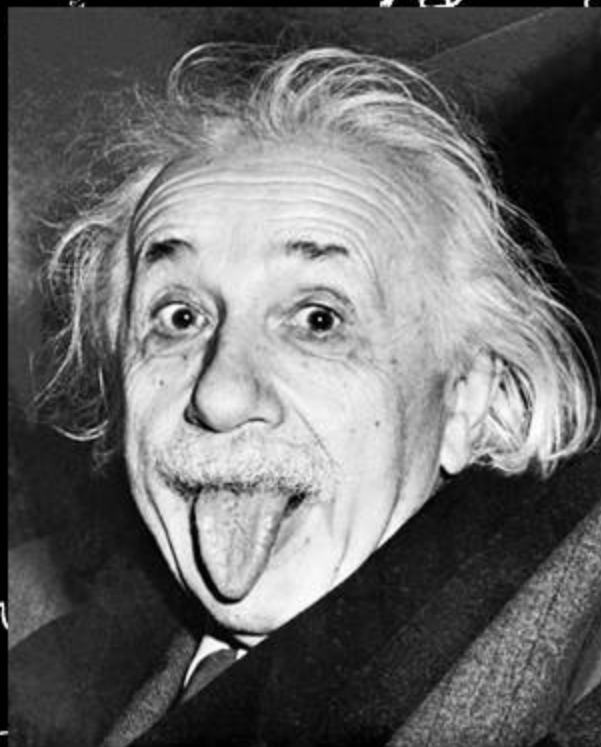
http://www.slideshare.net/danielle.brigida

"Not everything that counts can be counted, and not everything that can be counted counts."

www.hetemeel.com
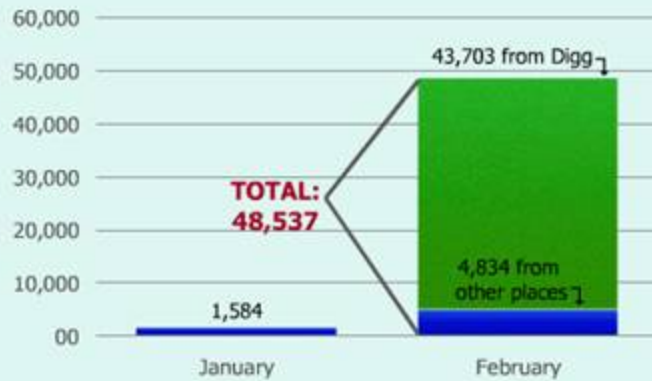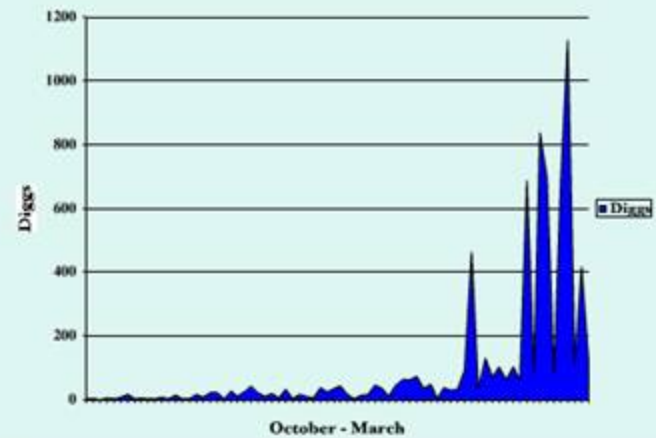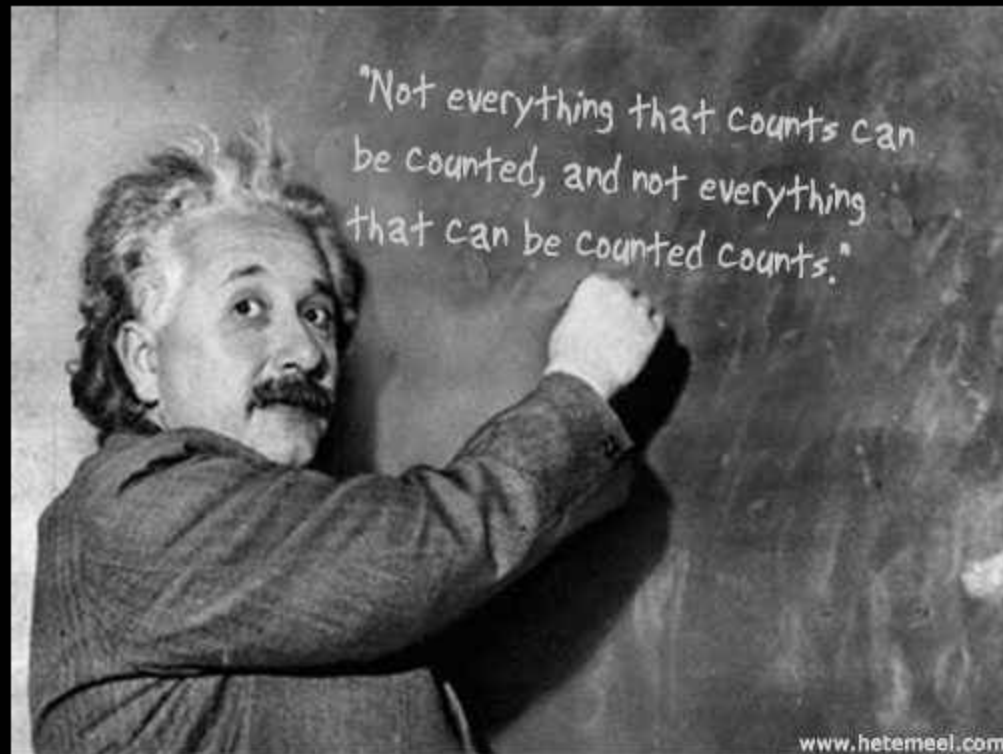
#7 Use metrics to discover what works and what doesn't

Raw Author Contribution

Unique Blog Readers

Conversation Index

Authority

Cost

Return on Investment

Avinash

The Secret Sauce

Absolute Unique Visitors

Oct 31, 2006 - Oct 6, 2008

Visitors   All Visits

Oct 31, 2006

Unique Daily Visitors

aideRSS™   Read what matters.

Beth's Blog – A place to capture and share ideas, experiment with and publish links about nptech, educational technology, information design, visual thinking, creativity, ICT in the developing world, and much more.

72 posts per month • 557 posts since Jul 05, 07 • Last update: 30 minutes ago

| ALL POSTS | GOOD POSTS (53%) | GREAT POSTS (45%) | BEST POSTS (29%) | TOP 20 |

PostRank	Date ▽	Headline		Top conversations		
10.0	Oct 02, 08	How Much Time Does It Take To Do Social Media?	more	💬 25	G 24	■ 0
9.7	Sep 29, 08	Hunger Is A Global and Local Issue: Some Ways To Tak...	more	💬 13	G 4	■ 0
10.0	Sep 27, 08	What, Why, and How of Facebook Pages: An Expertise R...	more	G 11	💬 5	👥 4
8.4	Sep 27, 08	Should there be A Nonprofit and Social Change Catego...	more	💬 6	G 5	■ 0
8.6	Sep 19, 08	What color is your nonprofit's blog?	more	💬 5	G 3	■ 0
8.4	Sep 16, 08	Social Media Trainings: How do you use pre-workshop...	more	💬 3	G 3	■ 0
10.0	Sep 14, 08	22 Years Ago Today and Some Advice About How Not to ...	more	💬 13	G 4	■ 0
7.9	Sep 05, 08	RIP: Treo	more	💬 12	■ 0	👥 0
10.0	Aug 23, 08	How Long Does It Take for 250 Super Connected Gnomed...	more	👥 75	G 38	💬 13
9.0	Aug 21, 08	Help Me Send Leng Sopharath Back To College in Good ...	more	💬 11	G 7	■ 0
8.8	Aug 07, 08	Working Wikily: The Power of the Newbie, Balance Qua...	more	💬 9	G 9	👥 1
8.2	Aug 05, 08	Measuring the Value of Your Blog: Reflections Over t...	more	G 8	💬 2	■ 0
10.0	Aug 03, 08	Where are the twenty-something or GEN-Y Bloggers Wh...	more	💬 25	G 7	■
10.0	Aug 01, 08	What are your tips for using your social networking ...	more			
7.8	Jul 22, 08	WeAreMedia Module 4: The Art of Storytelling	more			

Work Flow: Time = Costs

Reading

Writing

Commenting

Maintenance

Outreach

MINUTE ♥ TIMER

FARBERWARE®

Benefits and Value

Beth Kanter Beth's Blog
http://beth.typepad.com
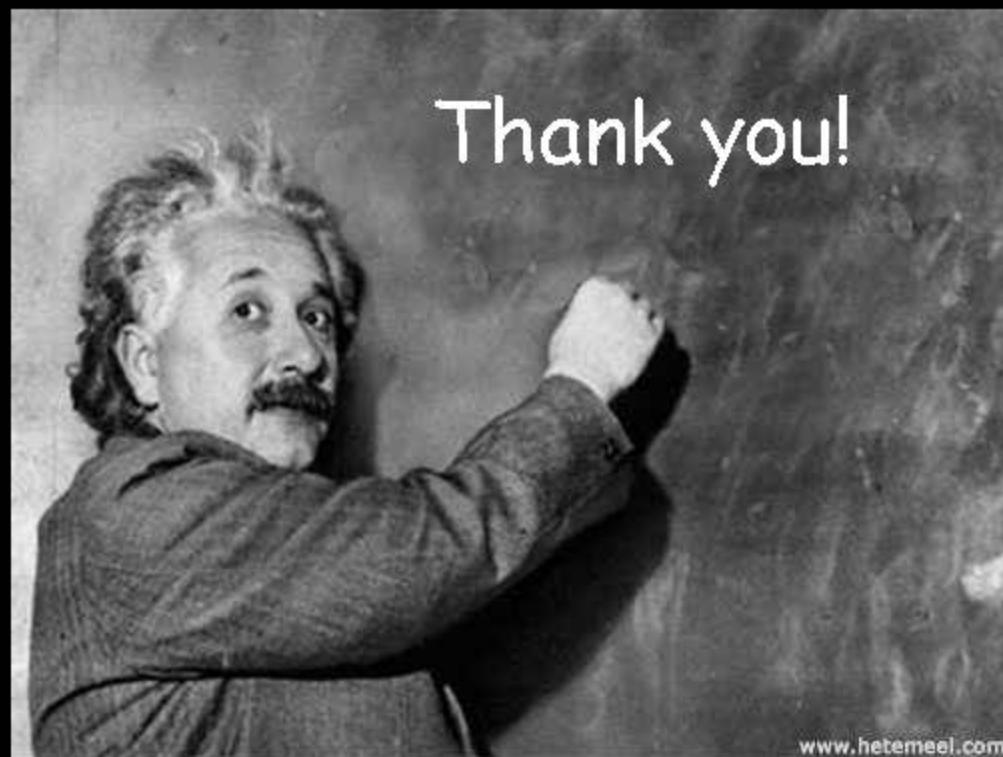
How do YOU think like a social marketing genius?

Beth Kanter, Beth's Blog
http://beth.typepad.com

What are Convio clients doing?

■ General Social Networking

■ General Social Networking

General Social Networking

General Social Networking

General Social Networking

convio®

General Social Networking

■ General Social Networking

What are Convio clients doing?

- Specialty Social Networks

Specialty Social Networks

Specialty Social Networks

What are Convio clients doing?

■ Portable Content Widgets

■ Portable Content Widgets

Thank You