



T3 @ HAA : Web 2.0 & Social Media Primer

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T3 Workshop Series @ Houston Arts Alliance

Web 2.0 & Social Media Primer

“The Basics: What? Who? Why? How?”

This workshop, the first of HAA's T3 “Tech Tools & Tips” series, will help organizations & individuals answer:

1. What are Web 2.0 and Social Media?
2. Who is using it?
3. Why should I and/or my organization use it?
4. How do I get started?

Aggregators Folksonomy Wikis
Blogs Participation User Centered Joy of Use
Pagerank XFN Six Degrees Usability Widgets
Recommendation Social Software FOAF
Videocasting Podcasting Sharing Collaboration Perpetual Beta Simplicity Browser
AJAX

WHAT ARE WEB 2.0 & SOCIAL MEDIA?

UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility SOAP Microformats Syndication XML
Modularity

What is Web 2.0?

Web 1.0 was Commerce.

Web 2.0 is People. - Ross Mayfield

The coining of "Web 2.0" is widely credited to Tim O'Reilly:

"...core competencies of Web 2.0 companies:"

3. The Web as Platform – *The World is Flat (Thomas L. Friedman)*
4. Harnessing Collective Intelligence – *Crowdsourcing*
5. Data is the Driving Force – *Information Economy*
6. End of the Software Release Cycle – *Perpetual Beta*
7. Lightweight Programming Models – *Mashups*
8. Software above the level of a single device – *Virtual Mobility*
9. Rich User Experiences – *Useful, Engaging, Community-Oriented*

What is Social Media?

According to Wikipedia:

Social media is the use of electronic and Internet tools to share and discuss information and experiences with other people.

Social media tools include: networking sites, blogs, microblogs, vlogs, podcasts, forums, wikis, picture/ video/music sharing sites, instant messaging applications, and RSS feeds.

What is the difference?

“Web 2.0” represents the next generation of Internet companies and technology;

“Social Media” refers to the use of those tools to communicate with other people.

Web 2.0 : Social Media :: TV/Cable : Broadcasts

POPULAR Web 2.0 Tools/SITES:

Communication & Community

- ❖ CMS (Content Management System): Drupal, Joomla
- ❖ Blogs: Wordpress, TypePad, Blogger
- ❖ Microblogs: Twitter, Jaiku, Pownce, Tumblr
- ❖ Social Networks: Facebook, LinkedIn, MySpace, Friendster
- ❖ Social Network Aggregators: FriendFeed, Youmeo
- ❖ “White Label” Social Networks: Ning, KickApps, CollectiveX
- ❖ Crowdsourcing: Wikipedia, PBWiki, crowdSPRING, Kluster, CollabandRate, NameThis
- ❖ Social Bookmarking: del.icio.us, StumbleUpon, Digg, Reddit
- ❖ Opinion sites: epinions, Amazon reviews, Yelp

POPULAR WEB 2.0 TOOLS/SITES:

Multimedia

- ❖ Photo sharing: Flickr, SmugMug, Picasa, Photobucket
- ❖ Video sharing: YouTube, Vimeo
- ❖ Livecasting: Ustream, Justin.tv
- ❖ Audio/Music Sharing: imeem, Last.fm, Pandora, iLike

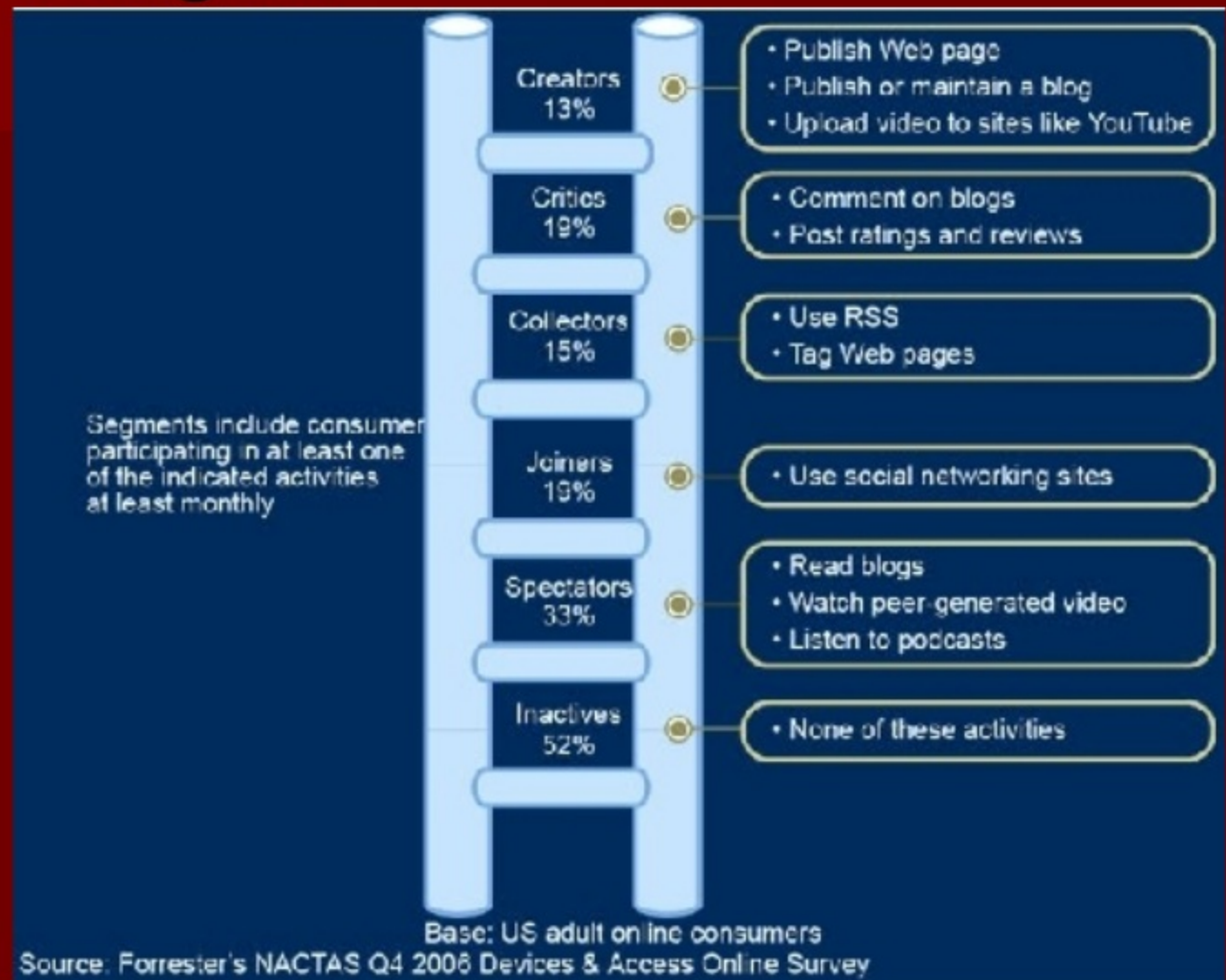
Entertainment

- ❖ Virtual Worlds: Second Life, Active Worlds, IMVU, There
- ❖ Social Gaming: World of Warcraft, Halo, Miniclip.com

Who is using it?

Nearly half
of all online
consumers
participate in

at least one
Web 2.0
activity.



The Numbers:

- ❖ 47% of people's time on the internet is spent on content; 33% on communicating
- ❖ 91% of users are likely to act on a friend's recommendation
- ❖ 330 million online video viewers
- ❖ Twitter @ 1 million users and 3 million messages per day
- ❖ LinkedIn @ 19 million users
- ❖ MySpace @ 110 million users
- ❖ 41% of users read blogs

Source: Vanina Delobelle, PhD – May 08

Top 20 Social Sites, 06/08	Users (000)	Time/Person
Myspace.com	59,482	2:19:38
Facebook	29,226	1:21:14
Classmates Online	15,451	0:08:30
LinkedIn	9,566	0:12:52
Windows Live Spaces	8,546	0:06:13
Reunion.com	7,481	0:04:43
AOL Hometown	5,539	0:01:53
Club Penguin	4,347	0:32:47
Flixster	3,662	0:04:09
Imeem	3,558	0:12:03
Tagged.com	2,867	0:33:27
AOL Community	2,818	0:35:58
Last.fm	2,622	0:03:46
Ning	2,271	0:06:57
Bebo	2,176	0:20:33
hi5	2,025	0:23:34
Meetup.com	1,900	0:16:38
Buzznet.com	1,887	0:02:15
MyYearbook	1,749	1:00:10
Yahoo! 360°	1,655	0:07:51

ALL IN: Multigenerational Use

Facebook Users

- ❖ **2.6 million** users identified: 63% female, 36% male
- ❖ 17%<18 yrs | **52% 18-25 yrs** | **21% 26-35 yrs** | 5% 36-45 yrs | 5%>45 yrs
- ❖ 2.9 major social networking sites used on average

MySpace Users

- ❖ **11.3 million** users identified: 63% female, 36% male
- ❖ 20%<18 yrs | **40% 18-25 yrs** | **27% 26-35 yrs** | 7% 36-45 yrs | 6%>45 yrs
- ❖ 2.4 major social networking sites used on average

LinkedIn Users:

- ❖ **0.8 million** users identified: 38% female, 61% male
- ❖ 2%<18 yrs | 9% 18-25 yrs | **49% 26-35 yrs** | **24% 36-45 yrs** | 16%>45 yrs
- ❖ 3.2 major social networking sites used on average

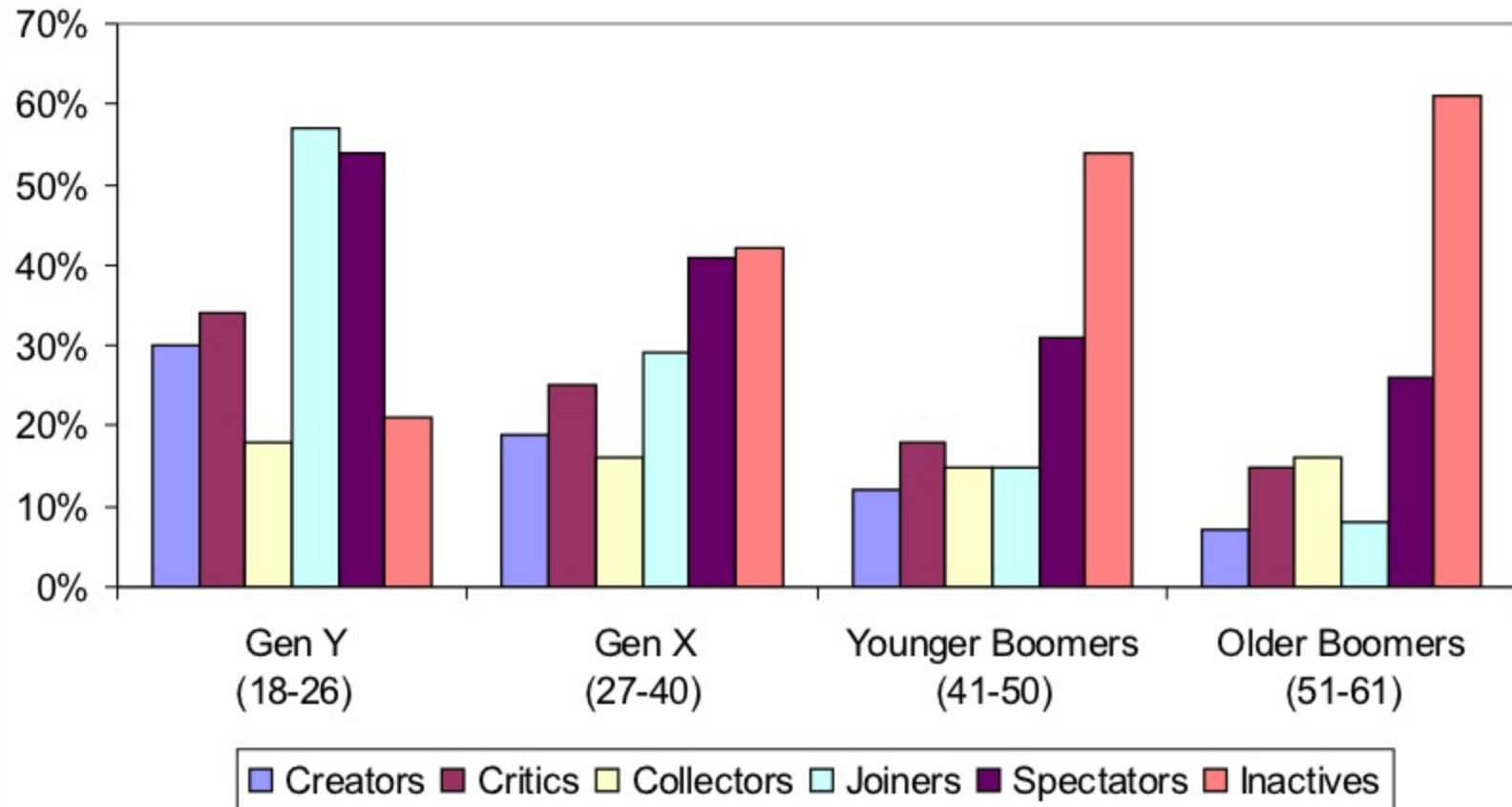
Plaxo Users:

- ❖ **1.3 million** users identified: 62% female, 37% male
- ❖ 16%<18 yrs | **39% 18-25 yrs** | **24% 26-35 yrs** | 10% 36-45 yrs | 11%>45 yrs
- ❖ 3.6 major social networking sites used on average

Source: Rapleaf

XYZ: Youth DOMINATES ONLINE

Percent of each generation in each Social Technographics® category



Base: US online consumers

Source: NACTAS Q4 2006 North American Devices & Access Online Survey, Forrester

NACTAS Q4 2006 Youth Media & Marketing And Finance Online Survey

The RenGen

Short for Renaissance Generation, RenGen was coined by Patricia Martin to identify the new “Cultural Consumer” that has emerged alongside social media. This market comprises people from various age groups who are united by similar psychographics, rather than by traditional demographics:

- ❖ Their world is **wired, flat, social**, and **democratic**.
- ❖ They want **authenticity, meaning, good design, natural /organic experiences** and **products**.
- ❖ They want to **feel connected** to a mission* and have fun.
- ❖ They believe strongly in **community service*** and volunteering for a **good cause**.
- ❖ They **connect through the Web frequently** and **regularly**.

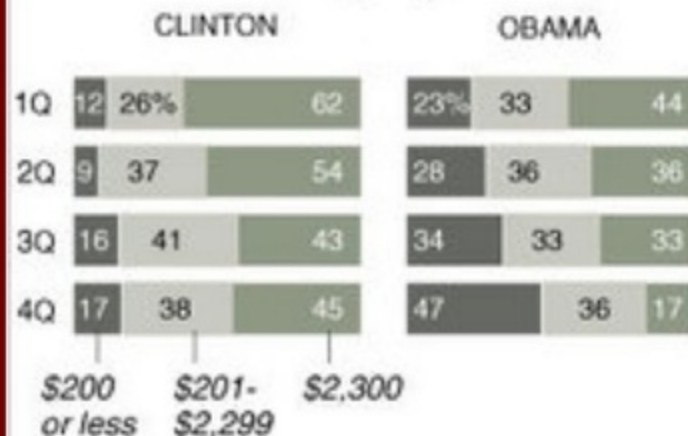
*Source: “Decoding Generational Differences” by W. Stanton Smith, Principal, Next Generation Initiatives

Case Study: Barack Obama

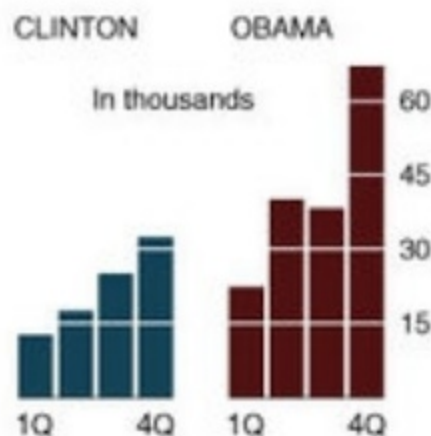
Two Ways of Raising Money

Senator Hillary Clinton raised about half of her primary money in 2007 from donors who gave in amounts of \$2,300, the maximum allowed for an individual donor. Senator Barack Obama has relied on smaller donors; nearly 47 percent of his fourth-quarter contributions came from donors giving \$200 or less.

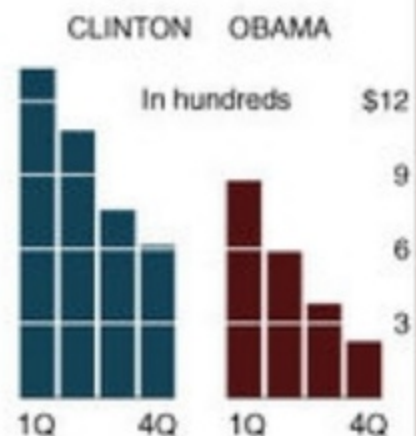
Size of contributions per quarter



Number of contributions



Average amount donated

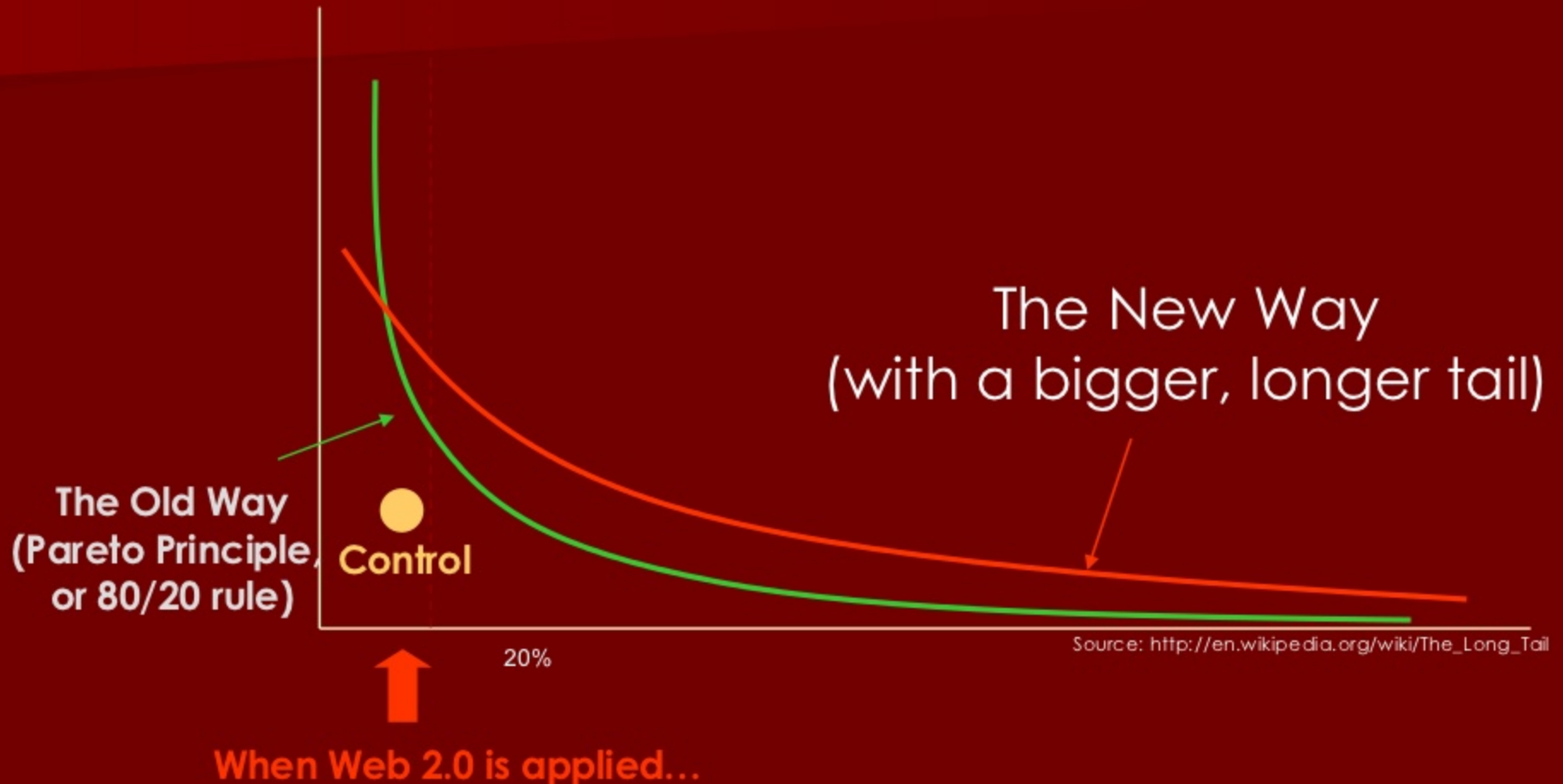


Sources: Campaign Finance Institute (size); campaign filings with the Federal Election Commission

THE NEW YORK TIMES

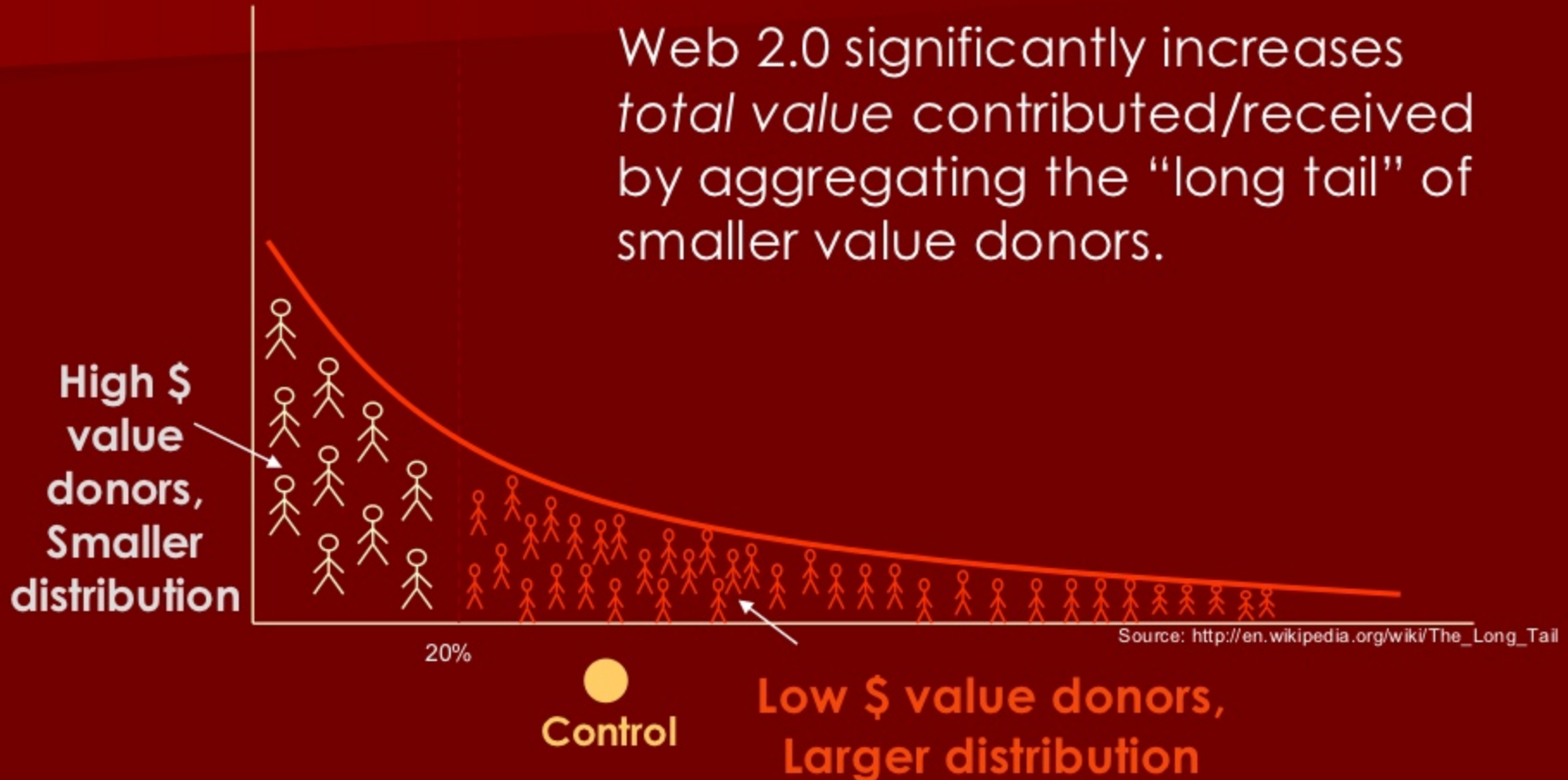
\$32 million raised from 275,000 people
who gave \$100 or less

The Long Tail

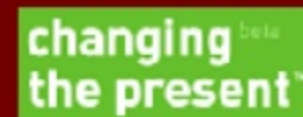


Change is Here!

Web 2.0 significantly increases total value contributed/received by aggregating the “long tail” of smaller value donors.



Organizations Going Social:





WHY SHOULD I USE IT?

The Future is Social

Social media allows you to effectively engage audiences to:

- ❖ Enhance your image
- ❖ Raise awareness for your organization, programs, and services
- ❖ Share news and event notices
- ❖ Get actionable feedback
- ❖ Build donor, member, stakeholder, and volunteer relationships
- ❖ Develop community around your mission
- ❖ Manage volunteers & staff
- ❖ Research opportunities

... all at little-to-no cost, with high ROI in comparison to traditional media. Your only cost is time & dedication!