

Confused about Social Media?



Why Social Media is here to Stay and how to make it work for You

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Executive Summary

Are you the type of person...

- Who likes to continuously learn more about your passions and interests?
- Who likes to be regarded as an expert in field?
- Who wants to take control of your career and land or create your dream job?
- Wants to build more meaningful personal and professional relationships?
- Is unsure how to get the most out of social media for you and your company?

If you answered **YES** to the questions above,

Then this report is a **MUST READ**

to help you achieve your goals



Why this report was created

This report was created for **your** benefit. It is intended to be educational in nature and help you answer the fundamental questions:

“Is social media worth the time investment to learn and master?”

“Which social media tools make sense for me and my company?”

This report evolved out of NCC Automated System’s efforts to better understand social media. Like many other companies, NCC knew that social media was growing in popularity but was unsure how it could be used effectively. NCC invested heavily into researching and developing a social media strategy which resulted in this report.

Valuable Lesson Revealed

The biggest lesson learned during this process is that there is a **paradigm shift** in thinking when it comes to Social networking. Instead of being protective, people who share their thoughts freely deliver higher quality work and products than ever imagined from working alone.

It all comes down to **Creating Value** for your audience. Companies and individuals that have dynamic interactions and provide valuable information build credibility and gain valuable insights from their network.

Our hope that you don't just dabble in social media, but rather **successfully integrate social media** into the way you do business. The more successful you become, the more valuable our network becomes. In an era of increased global competition and economic hardship, it is more important than ever that we all learn new and practice new ways to help each other.



This report will help you by:

- Providing jaw-dropping Statistics that illustrate the **importance of Social Media**
- Explaining **how to use social media** for maximum **benefit**
- Providing you with innovative methods and tools to **apply Social Media**
- Exploring how the market has changed and **why social media is here to stay**



Top Sites see Explosive Adoption



- More than 500 million active users
- 50% of active users log on to Facebook in any given day
- People spend over 700 billion minutes per month on Facebook
- More than 30 billion pieces of content shared each month.

[Facebook Statistics](#)



- LinkedIn has over 85 million members
- A new member joins LinkedIn approximately every second
- Half of members are outside of US
- Members are in over 200 countries.

[LinkedIn Statistics](#)



- 370,000 new sign-ups daily
- 95,000,000 Tweets per day
- 175,000,000 registered users

[Twitter Statistics](#)



- 24 hours of video loaded per min.
- Exceeds 2 billion views a day
- More video is created in 60 days than all 3 major US networks created in **60 years.**

[YouTube Statistics](#)

Dramatic Shifts in People's Behavior

Social Media is a part of everyday life

- Social Media is the **#1 activity on the Web**
- The average visitor spends **66% more time** on these sites than a year ago
- There are over **200 Million Blogs** and **54%** of them **tweet daily**



Find information in new ways

- 24 of the 25 largest **NEWSPAPERS** are experiencing **record declines** in circulation because we no longer search for the news, the news finds us.
- 25% of search results for the World's Top 20 largest brands are links to **user-generated content**
- The **#2 largest search engine** in the world is **YouTube**



Sites are becoming more trusted

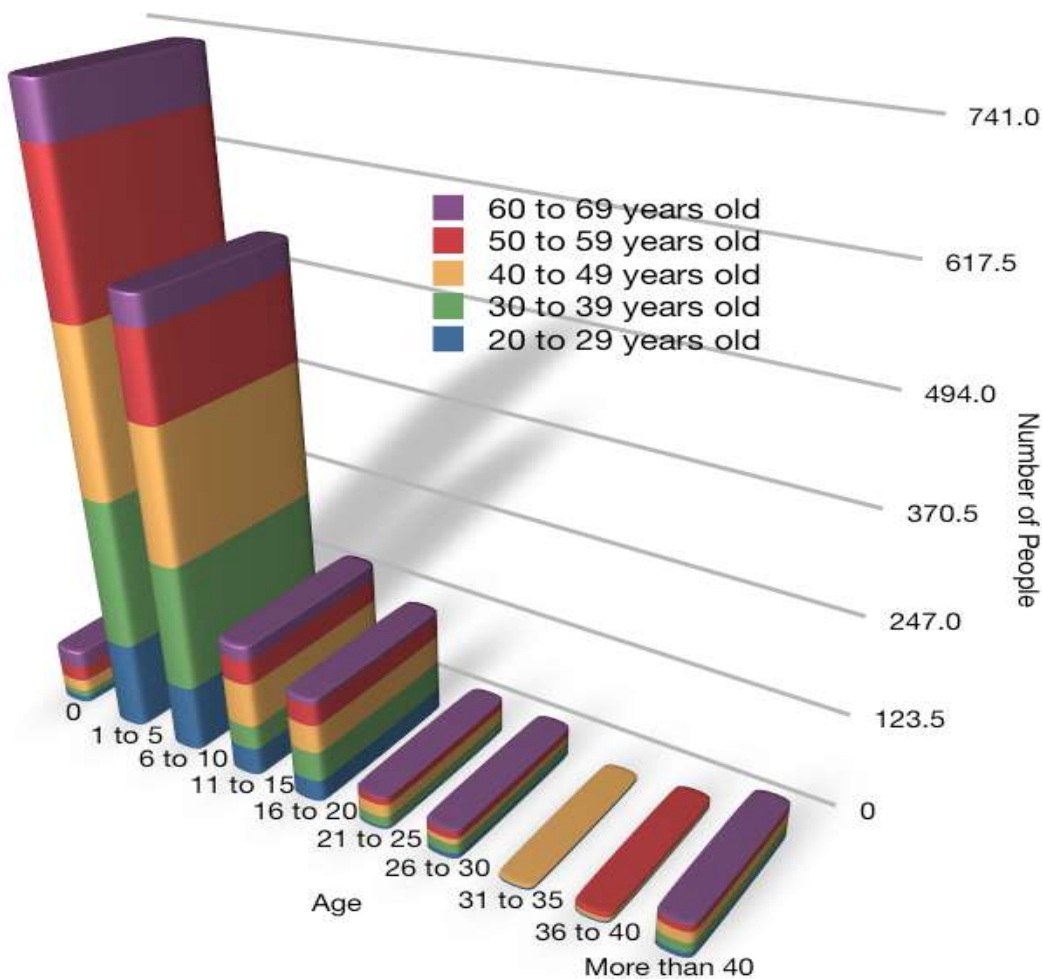
- **80%** of companies use LinkedIn as a **primary tool to find employees**
- **1 out of 8** couples **married** in the U.S. last year **met via social media**
- **78%** of consumers **trust peer recommendations**
- **80%** of US consumers use social media to verify purchase **recommendations**



Sources: Socialnomics.net

Demographics are Changing

- By 2010 **Gen Y will outnumber Baby Boomers....96%** of them have **joined a social network**
- The **median time** for all groups (except the 60- to 69-year-olds) was **10 hours per week**.
- 20 to 29 spend the most time using social media marketing (59.1% spending 6+ hours weekly)
- 40- to 49-year-olds (58.3% spending 6+ hours weekly)
- 30- to 39-year-olds (58% spending 6+ hours weekly)



Source: SocialMediaExaminer.com

Benefits of Using Social Media

Build Credibility



- Build a following
- Become a contributor on an article, blog, or podcast
- Content becomes a source for others

Become an Expert



- Learn the latest industry trends
- Stay informed about competition
- Learn about emerging technologies
- Learn from experts to improve your skills

Deepen Relationships



- Interact with people on a different level
- Develop a personal connection by sharing your life and insights
- Let your personality shine

Increase Awareness



- More frequent communications
- Top of mind awareness
- Viral Effect

Build Credibility

The best way to build credibility on social media is to consistently provide quality content. You will eventually build a following if you provide content people are interested. Your reputation will grow over time and you will start being cited as a credible source on blogs and twitter.



Become an Expert

One of the best bits of advice is to “listen before you talk”. The same applies to social media. Nobody wants to hear the exact same thing they heard a minute before. When you consistently listen to the leaders in your industry or niche skillset, you will start coming up with your own fresh insights.



Deepen Relationships

It is important to remember that everything you do on social media can positively or negatively impact your reputation. You have spent a lifetime building your personal contacts. Don't taint them by asking everyone you know to buy a product. People are only interested in things that are valuable to them, so think about the audience and message before sending.



Increase Awareness

One of the perks of social media is that almost every activity you do reminds people that you exist. This can be a powerful tool for top of mind awareness. However be careful that you don't abuse this privilege because people can easily filter your activities out so that you disappear.



Get the most from Social Media



Best Practices for Social Media

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS

DO'S

- Have a PLAN before you start.** (Illustration: Document with checklist)
- Create Measurable GOALS** (Illustration: Target with bar chart)
- Be Consistent**
 - Keep your message on target and stick to your brand.
 - Stick with business messages only.(Illustration: Arrow hitting target)
- Be a good social citizen** (Illustration: Angel with wings)
- Build a Strong Network** (Illustration: People connected by lines)
- Be Engaging**
Communicate regularly with your network. (Illustration: Speech bubbles)
- Be A Good Listener**
Hear what your network is telling you. (Illustration: Person listening)
- Give GREAT CONTENT**
that your network will share. (Illustration: Lightbulb and people)

DON'T'S

- Build your network too quickly**
Besides diluting your network, you could be banned from the site. (Illustration: Rabbit)
- Rely on one application**
Each application has its own strengths and weaknesses. (Illustration: Basket with social media icons)
- Be PUSHY**
People will not respond well... remember, everyone connected to you can see what you write. (Illustration: Man at laptop with exclamation mark)
- Spam social sites** x 1000 (Illustration: Envelope)
- Forget to thank people**
When people promote you to their network be overly polite. (Illustration: Person with flowers)
- Try and sell people**
Allow your network to discover what you do. **SALE!** (Illustration: Starburst)
- Use generic marketing techniques**
Make it personal. One size does not fit all. (Illustration: Hand holding a banner)

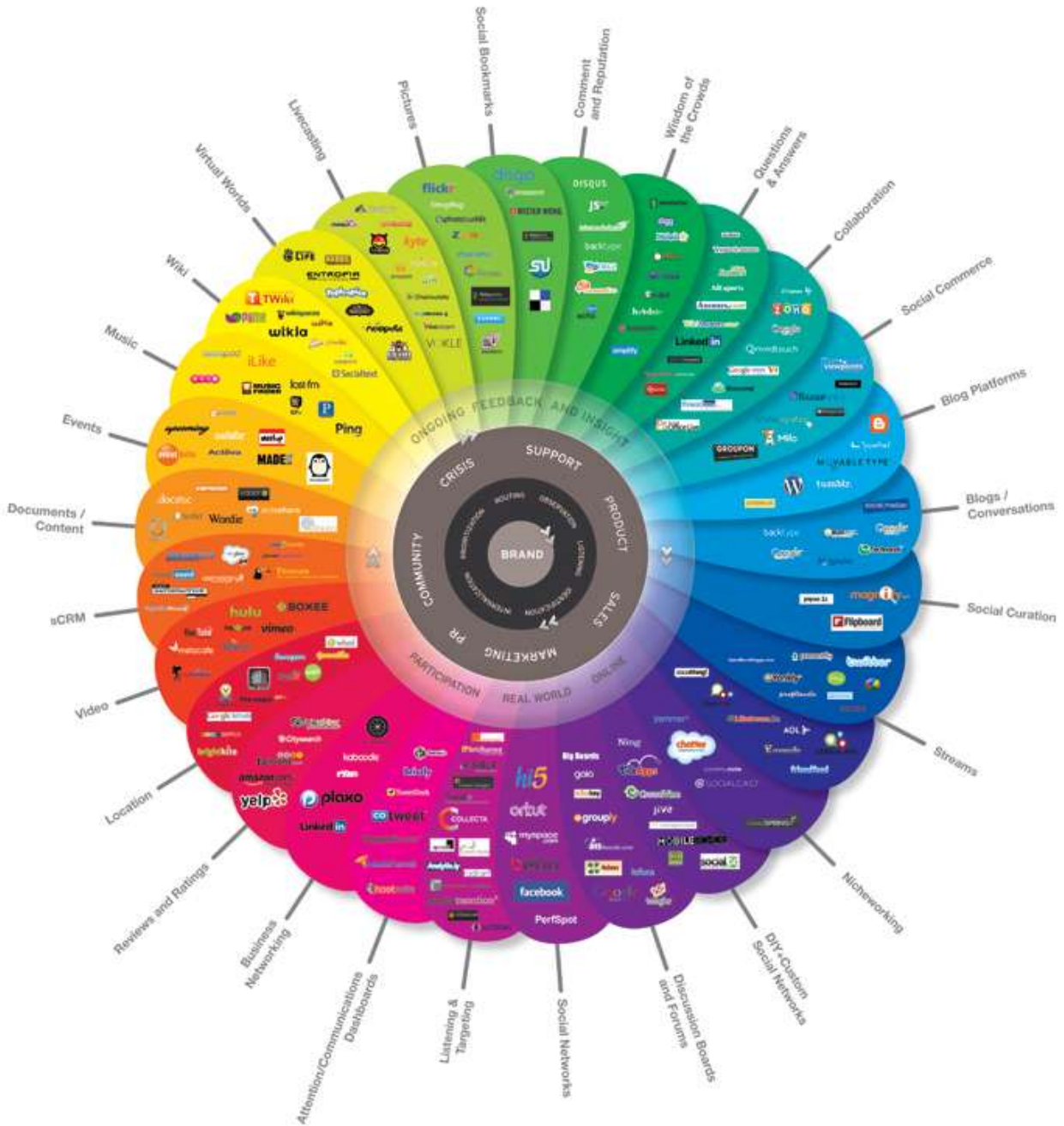
www.TheSteelMethod.com

The Steel Method

Visual Resource of Social Media Tools

The illustration below shows the innovative applications and companies that are pioneers in social media. You can use this as a source of great companies and tools to investigate further.

For a closer look at the diagram below visit [The Conversation Prism](#)

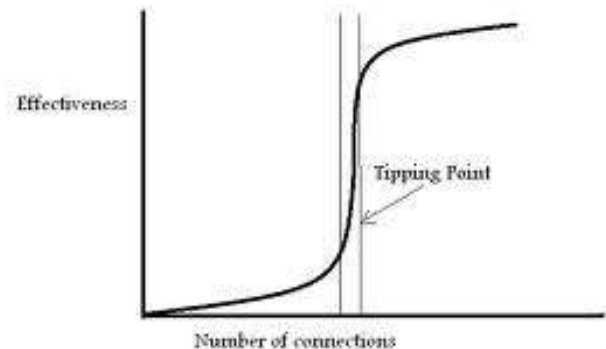


Why Social Media is here to stay

Law of Critical Mass

Consider this...Years to Reach 50 million Users:

- **Radio** (38 Years)
- **TV** (13 Years)
- **Internet** (4 Years)
- **iPod** (3 Years)
- **Facebook** added 100 million users in less than 9 months
- **iPhone applications** hit 1 billion in 9 months



The power of networks is that the more people that are on them, the more valuable they become. It usually takes a while for a network to build but a few selective technologies reach a tipping point that causes main stream adoption. At this point there is a clear winner and people have to adopt the technology or lose all the benefits that come along with it.

Social Media has gone Mainstream

- **3 in 5 Fortune 500** companies now have an active **Twitter** account
- **56% of Fortune 500** companies that have **Facebook** accounts
- **80%** of companies use **LinkedIn** as a **primary tool** to find employees
- **Executives** from all **Fortune 500** companies are **LinkedIn** members

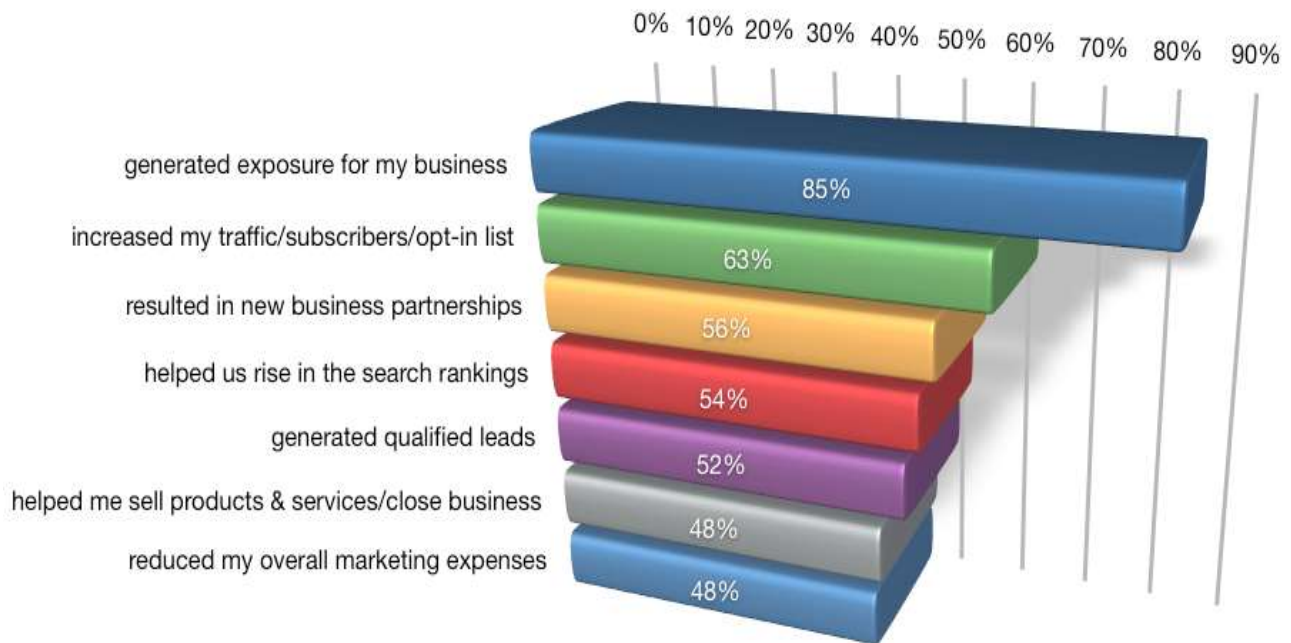


Sources: Socialnomics.net SocialMediaOptimization.com LinkedIn.com

Social Media Drives Business Results

Top Benefits of Social Media Marketing:

- **85%** of all marketers reported an **increase in awareness**
- **63%** of all marketers reported an **increase of traffic** to their website
- **56%** of all marketers reported it helped **build new business partnerships**



Marketers has Significant Plans for 2011

- At least **67%** of marketers plan on **increasing their use** of blogs, Facebook, video/YouTube, Twitter and LinkedIn.
- A significant **73%** of marketers plan on **increasing their YouTube** and/or video marketing. B2C are more likely to employ video (75.6%) than B2B (70.8%).
- **93% of marketers are using Twitter** and 71% plan on increasing their use of the network to further their marketing objectives.
- **67%** of marketers are planning to **increase the use of LinkedIn** for their marketing objectives.

Source: SocialMediaExaminer.com



Conclusion

- Learn what your audience is interested in and become an expert
- Provide people quality content that is relevant to them
- There are a lot of sites and tools around so decide on what social media makes the most sense for your needs
- Social Media is going to continue to grow so learn how to make it a regular part of how you find and share information with friends and colleagues

Takeaways

- Try a new social media site and use it on a regularly for several months to see how effective it can be for you
- Join or create a group and be an active contributor
- Use the links at the top of the page to forward this report to a friend who may be interested in learning how to better apply Social media
- Email any questions or comments to marketing@NCCAS.com



Sources

- 1) [BlissfullyDomestic.com- 20 Reasons Your Small Business should Use Social Media](#)
- 2) [Kikolani.com- 8 Ways Businesses Should Use Social Media](#)
- 3) [Socialnomics.net- Statistics show social media is bigger than you think](#)
- 4) [SocialMediaOptimization.com- Fortune-500-discovers-twitter/](#)
- 5) [SocialmediaExaminer.com- Social-media-marketing-industry-report-2010/](#)

