

Introduction to Social Networking



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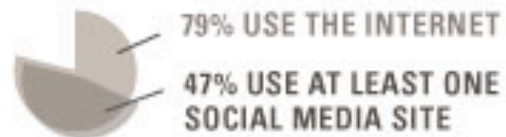
<http://netweaveonline.com>
<http://facebook.com/netweave>
<http://twitter.com/netweave>

Just how social is America?

AMERICANS ARE FOLLOWERS

Nearly half of all Americans are now members of at least one social network, double the proportion of just two years ago.

OUT OF ALL AMERICAN ADULTS



In 2008, only 26 percent of adults were on online social networks.



AMERICANS LIKE BRANDS

Four out of ten Americans on social media platforms (identified as frequent users) are following products, services and brands.



Just how social is America?

AMERICANS ARE CONNECTED

Six out of seven American homes have broadband internet access.



9 OUT OF 10 AMERICANS ARE ONLINE.



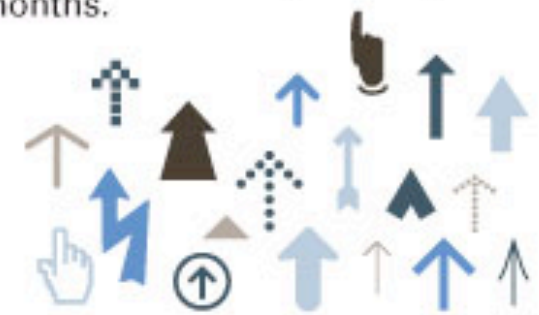
AMERICANS ARE HYPER-SOCIAL

Social media now reaches the majority of Americans 12+, with 52% having a profile on one or more social networks.



AMERICANS ARE HIGHLY INFLUENCED BY OTHERS

The purchasing decisions of 38 million 13 to 80-year-olds in the U.S. are now influenced in various ways by social media—up 14% in just six months.



Social Media Strengths

- **Brand building**
- **Humanizing your company**
- **Public relations**
- **Customer service**
- **Providing a stage for evangelism**

Social Media Weaknesses

- **Direct sales**
- **Long term strategy**
- **Can't set on autopilot**
- **Give up control of the conversation**

Social Media Approach:



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Traditional Media Approach



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Seth Godin *Purple Cow*

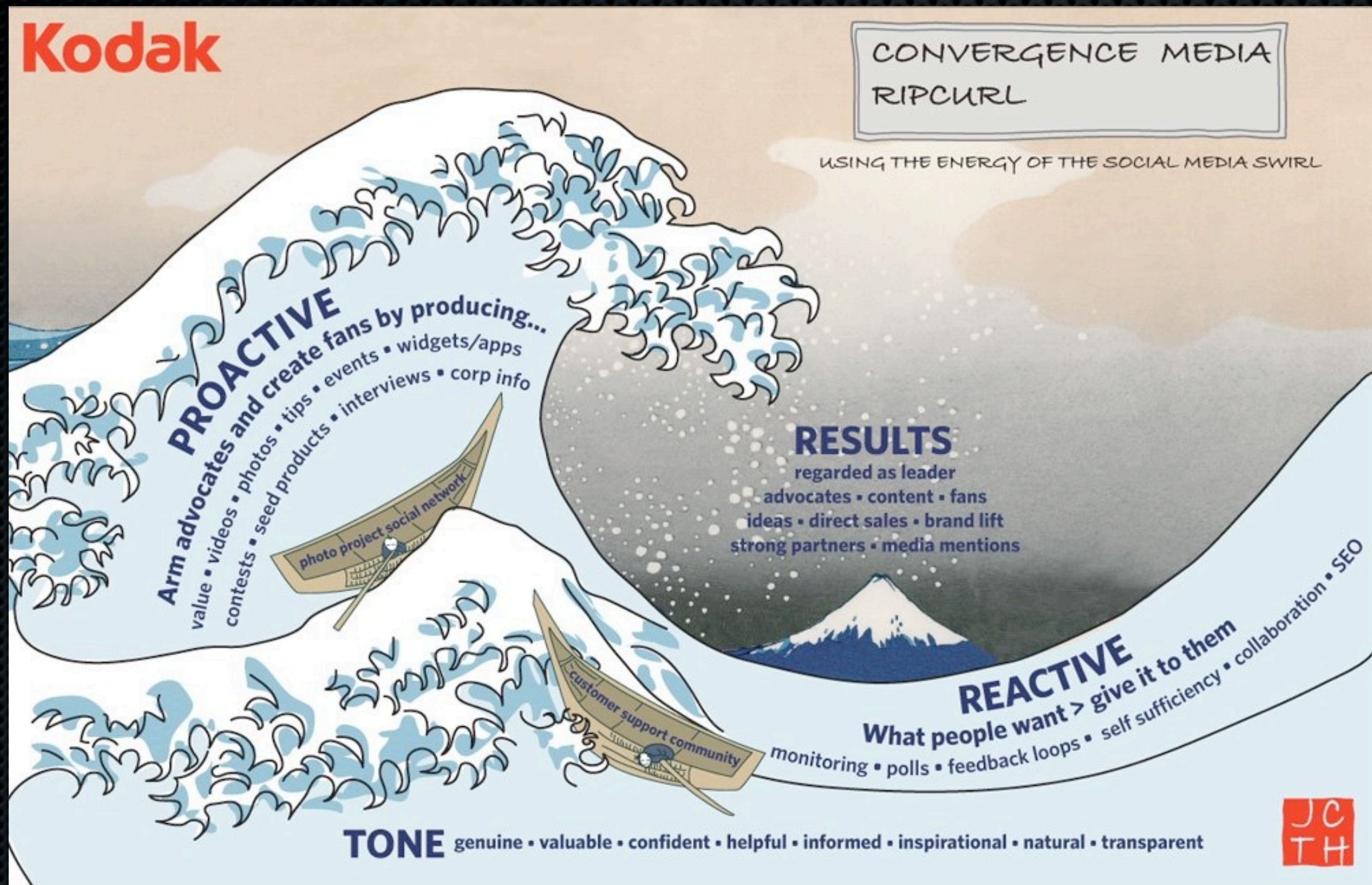
Selling to people who actually want to hear from you is much more effective than interrupting people who don't.

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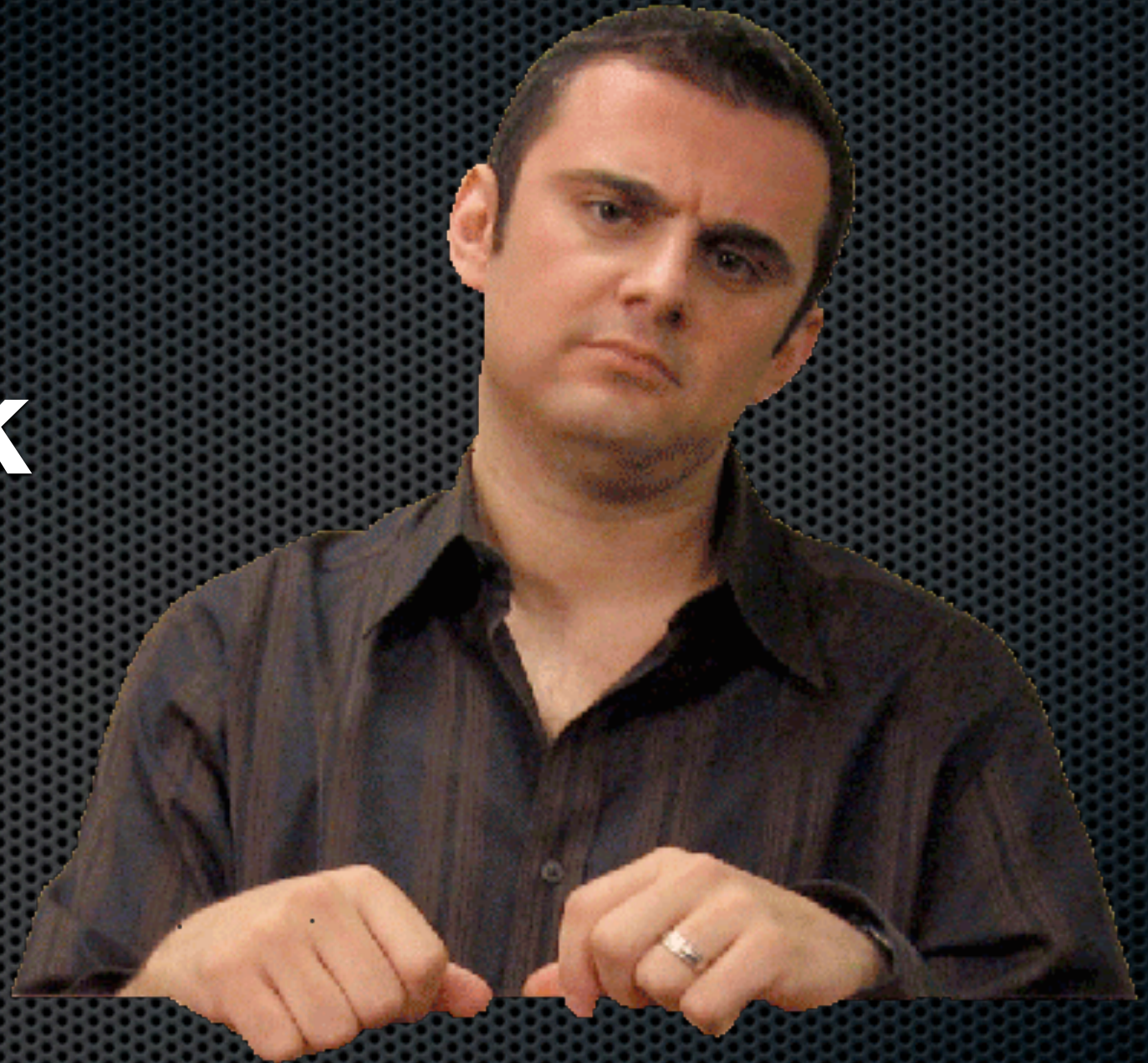


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Social Networking Plan



Gary Vaynerchuk *Crush It*



*Don't get married to the platform.
Content is still king.*

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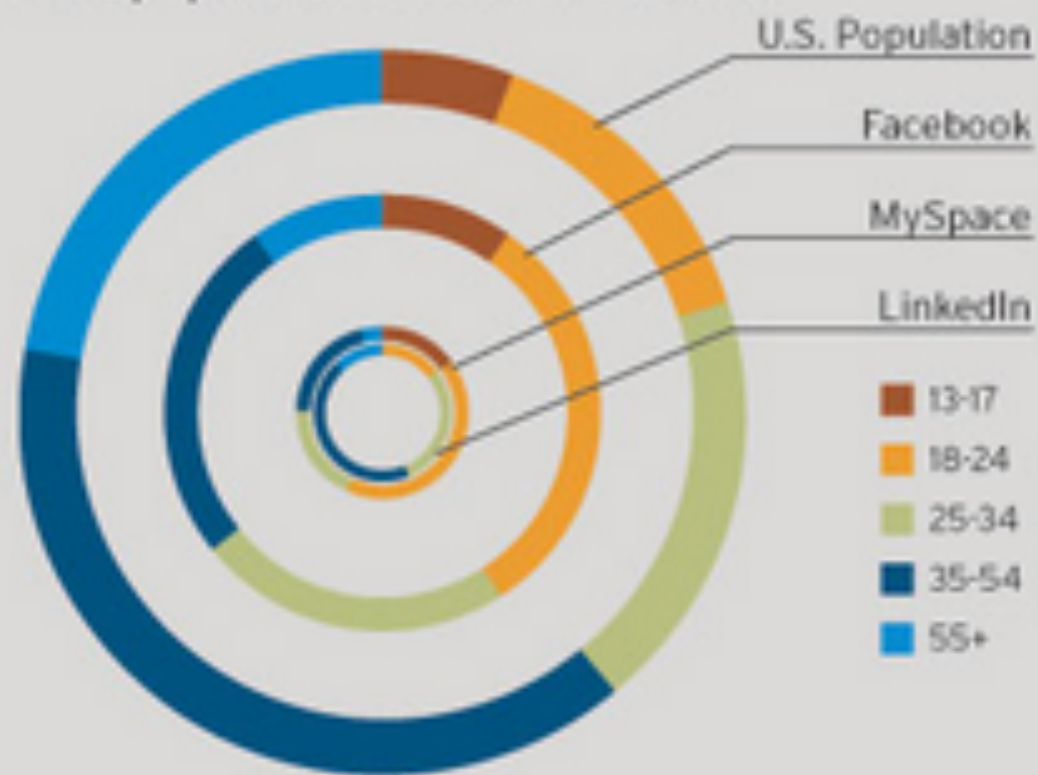
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Most Popular Sites

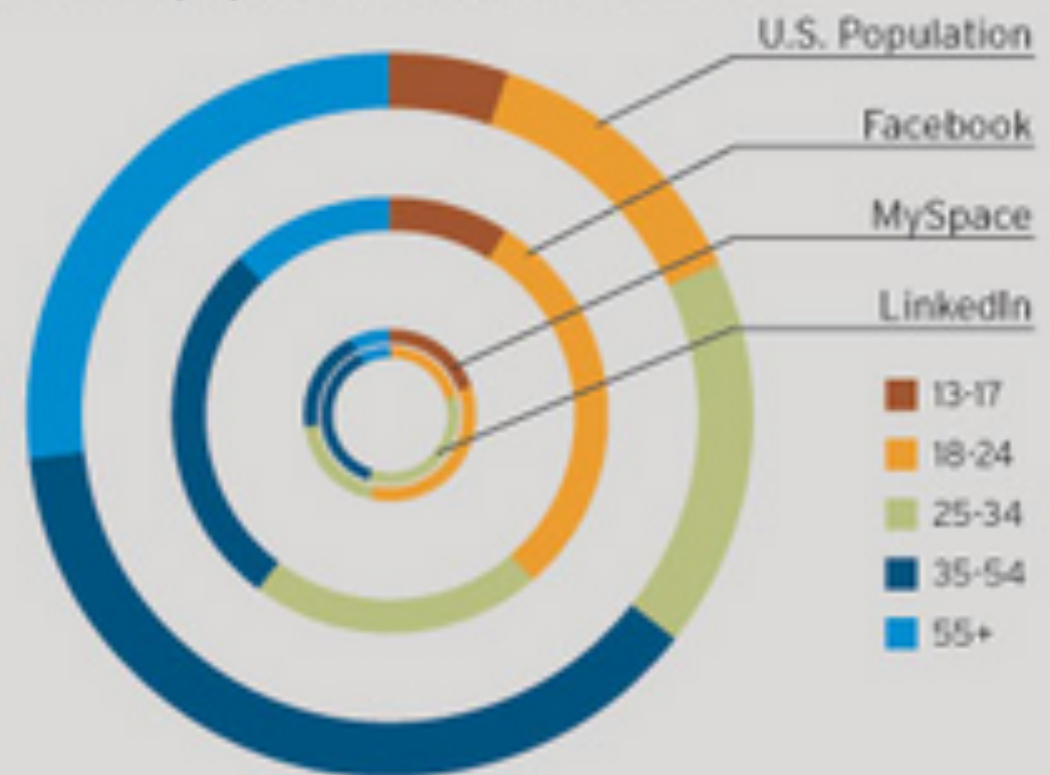
THE DEMOGRAPHICS OF SOCIAL MEDIA

A breakdown of who uses the most popular social sites

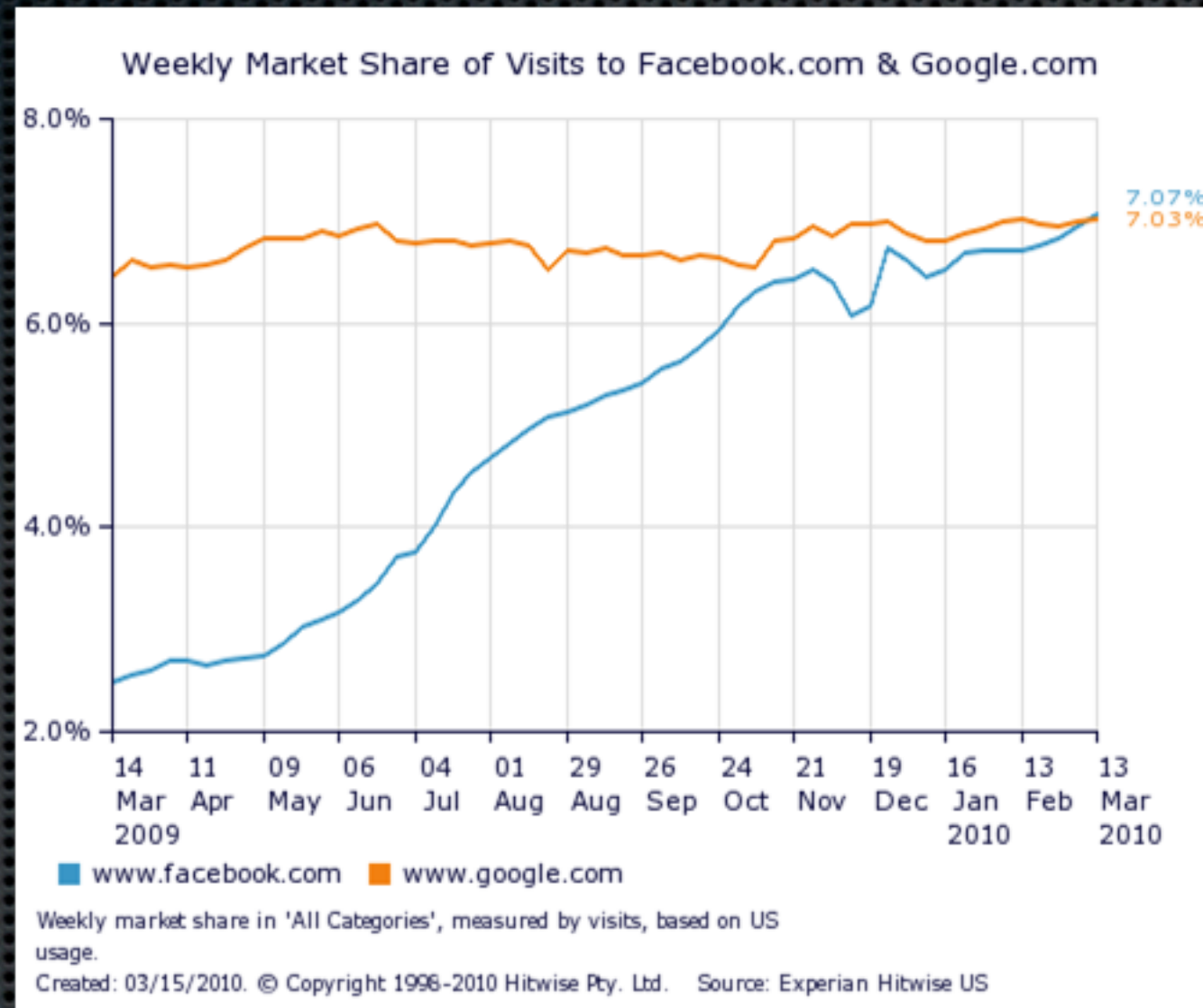
Male population of social media sites



Female population of social media sites



Facebook Surpasses Google



Facebook

facebook   **Kevin McNulty** | Home | ▾



Kevin McNulty Update Info View Activity ⚙ ▾

 President & CEO at NetWeave Social Networking
 Studied Organizational Effectiveness at California ...
 Lives in Palmetto, Florida
 It's complicated

 Friends 2K

 Photos 38

 Map 82

 Likes 963

Status Photo Place 🏠 ❤ 🏠 🍏 🚩

 **Kevin McNulty** via **Sean McNulty** shared a link.
3 hours ago *

Our squeezles earn their nickname every day.

Recent Activity

 Kevin likes **Flying Magazine**.

 Kevin and **Jim Angelini** are now friends.

 Kevin subscribed to updates from **Mark Zuckerberg**, Founder and CEO at Facebook.

 Kevin is following: What do you think makes the best promotional item:

Sponsored

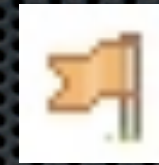
Security Management
apu.apus.edu

Earn a degree or certificate in Security Management online from AMU. From

Facebook

**Best medium if you want to
establish a community.**

Facebook



Profiles	Pages
personal	public
“friends”	“fans”
limited search index	full search index
5000-friend limit	no fan limit
one profile per person	no page limit
no businesses	businesses encouraged
one login	multiple page admins
some apps for profiles	MANY apps for pages

LinkedIn


LinkedIn Go to LinkedIn Ads »

Kevin McNulty **Add Connections**

Home Profile Contacts Groups Jobs Inbox Companies News More

People Search... Advanced

Hiring the Right Employee is a Big Deal – Post your Job Free for 10 days at Snagajob.




Share an update

Attach a link

Share


LinkedIn Today: See all Top Headlines for You

6 Lessons We Could Learn from Steve Jobs




Steve Jobs
1955-2011


Quotes From the Experts: Will There Ever Be Another Steve





Samsung And Google Postpone Huge Android



People You May Know


**Jamaree Stokes**, Training Leader at General Electric
Connect


**Christina Perry VanHorn**, HR Training and Wellness Coordinator at
Connect

**Lorii Weile**, Director of Sales at Environmental Biotech International,
Connect

See more »


All Updates • Shares • Groups • More ▾

**Kate S. Brown** is now connected to Judith Bell, Heather Lambie, Sherry Facht and 2 other people.
Send a message • 28 minutes ago

**Loretta Calvin** is now connected to John Hughes and Mariana Abarca

Start winning new customers and strengthening existing relationships at


PersonallyPB.com



 **Pitney Bowes**
Every connection is a new opportunity™

LinkedIn

**Best medium if you want to
connect to businesses or
professionals.**


Twitter





Home Profile Messages Who To Follow   NetWeave ▾


What's happening?

Timeline @Mentions Retweets Searches Lists

**iraajcohen** Ira J Cohen
October 7, 2011 COVER STORY: STEVE JOBS AT THE PEARLY GATES Posted by The New Yorker nyp.kr/n09rkg
5 seconds ago



**AlfredoFlores** Alfredo Flores ↻ by Shuuubby
[@JustinBieber](#) killed it tonight. Feeling real proud. Tonight was special.
2 hours ago


**yoshuadaely** Yoshua Daely
I Endorsed a Feed: Minervity by Richard Darell (e)BITREBELS empireavenue.com
17 seconds ago

**gambrill** Dave Gambrill
High School Insider: Rutgers-Bound Cooley Picks Lax Over Football; Darien's Lyons Decides; ... bit.ly/nZVAVM via [@inside_lacrosse](#)
17 seconds ago

Your Tweets **21,504**
2 hours ago : The Future of Content in SEO goo.gl/Ln51V

Following **15,486** Followers **19,379**





Trends: Tampa · [change](#)
[#Yaris](#)  Promoted
[#PeopleWhoAreOverRated](#)
[Al Davis](#)
[#YouGottaBeKiddinglf](#)
[#Flugtag](#)
[Wake Forest](#)
[ALCS](#)
[Bruins](#)
[Chris Brown](#)
[FSU](#)

[Firefox with Twitter](#)
Mozilla Firefox with Twitter instantly connects you to what's happening in the world.

Twitter

What is Twitter?

[What?](#)[Why?](#)[How?](#)



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: **What are you doing?**

Get Started—Join!

▶ Watch a video!

Please sign in

user name or email address:

password:

☐ Remember me

Sign In »

Forgot password? [Click here.](#)

Already using Twitter from your phone? [Click here.](#)

It's almost like ESP

Wired

Incredibly useful

Wired

Suddenly, it seems as though all the world's a-twitter.

Newsweek

Twitter



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Twitter

**Best medium for real time
access to followers, news.**

Getting Started

Top sites:

www.mashable.com • www.alltop.com

www.techcrunch.com

www.socialmediatoday.com

www.readwriteweb.com

Top bloggers:

[Seth Godin](#), [Chris Brogan](#), [Guy Kawasaki](#),

[Steve Woodruff](#), [Mack Collier](#), [Mari Smith](#)