

Introduction to Social Media

Web 2 Icons



Agenda

- What is meant by the term “social media” and why is it important?
- Overview of webinar objectives and an introduction to Media Kits
- How can social media be used to advance your organization’s goals
- Which social media tools can best meet those goals and how to choose between different options
- Analysis of participant websites
- Future Steps: What topics would you like to cover in future social media webinars?

What is Social Media?



- According to Wikipedia “Social media uses web-based technologies to turn communication into interactive dialogues”
- Technology + social interaction = co-creation of value
- Examples

Webinar Objectives



- Introduction to social media
 - What is it?
 - How it is used?
 - What are the benefits?
- Answer questions about social media
- Provide information about the best ways to use the distributed media kits
- Lay a foundation for future more in-depth webinars

Why is Social Media Important?

POPULAR SOCIAL NETWORKING ACTIVITIES

Percentage of online tweens and teens who say they do these activities at least weekly



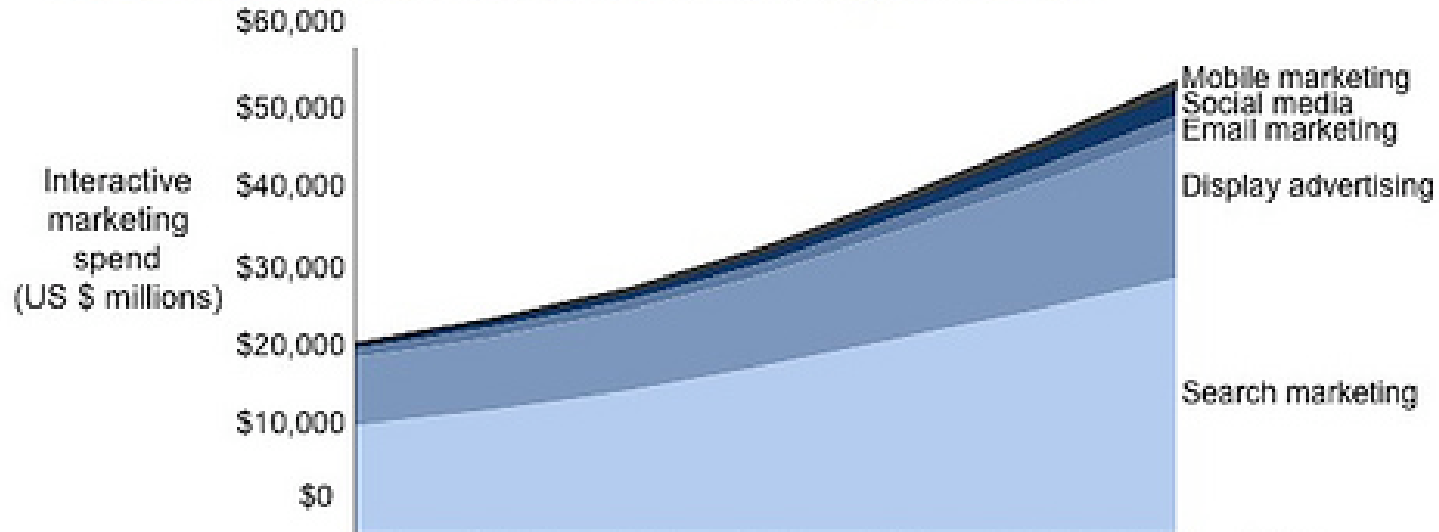
Source: Grunwald Associates LLC

- Inexpensive
- Assessable
- Requires little specialized skills or training
- Reaches large or small or very specific audiences
- Instantaneous
- Changeable
- Targets those who are resistant to traditional marketing
- END RESULT: People increasingly want to interact with technology in new ways

U.S.-Middle East Partnership Initiative



Because the world is moving ahead



	2008	2009	2010	2011	2012	2013	2014	CAGR
Mobile marketing	\$232	\$391	\$561	\$748	\$950	\$1,131	\$1,274	27%
Social media	\$455	\$716	\$935	\$1,217	\$1,649	\$2,254	\$3,113	34%
Email marketing	\$1,170	\$1,248	\$1,355	\$1,504	\$1,676	\$1,867	\$2,081	11%
Display advertising	\$7,699	\$7,829	\$8,395	\$9,846	\$11,732	\$14,339	\$16,900	17%
Search marketing	\$13,516	\$15,393	\$17,765	\$20,763	\$24,299	\$27,786	\$31,588	15%
Total	\$23,073	\$25,577	\$29,012	\$34,077	\$40,306	\$47,378	\$54,956	17%
Percent of all ad spend	9%	10%	11%	13%	15%	17%	19%	

1 Entire contents © 2009 Forrester Research, Inc. All rights reserved.

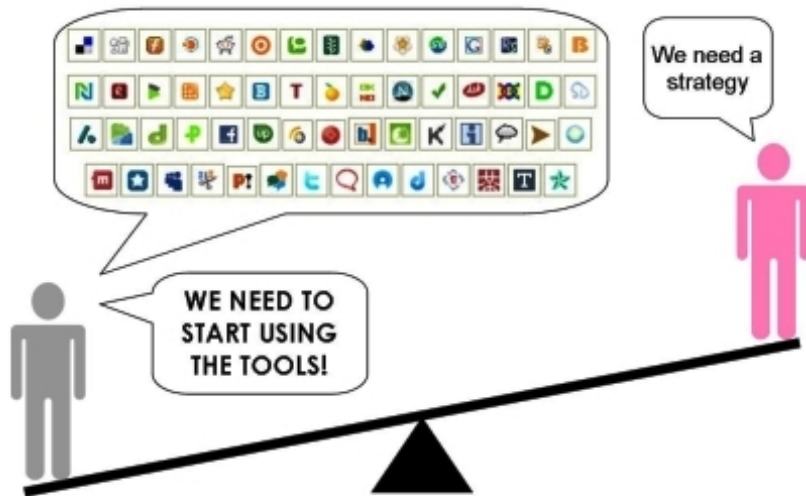


Source: Forrester Research Interactive Advertising Forecast, 4/09 (US Only)



How can social media advance your goals?

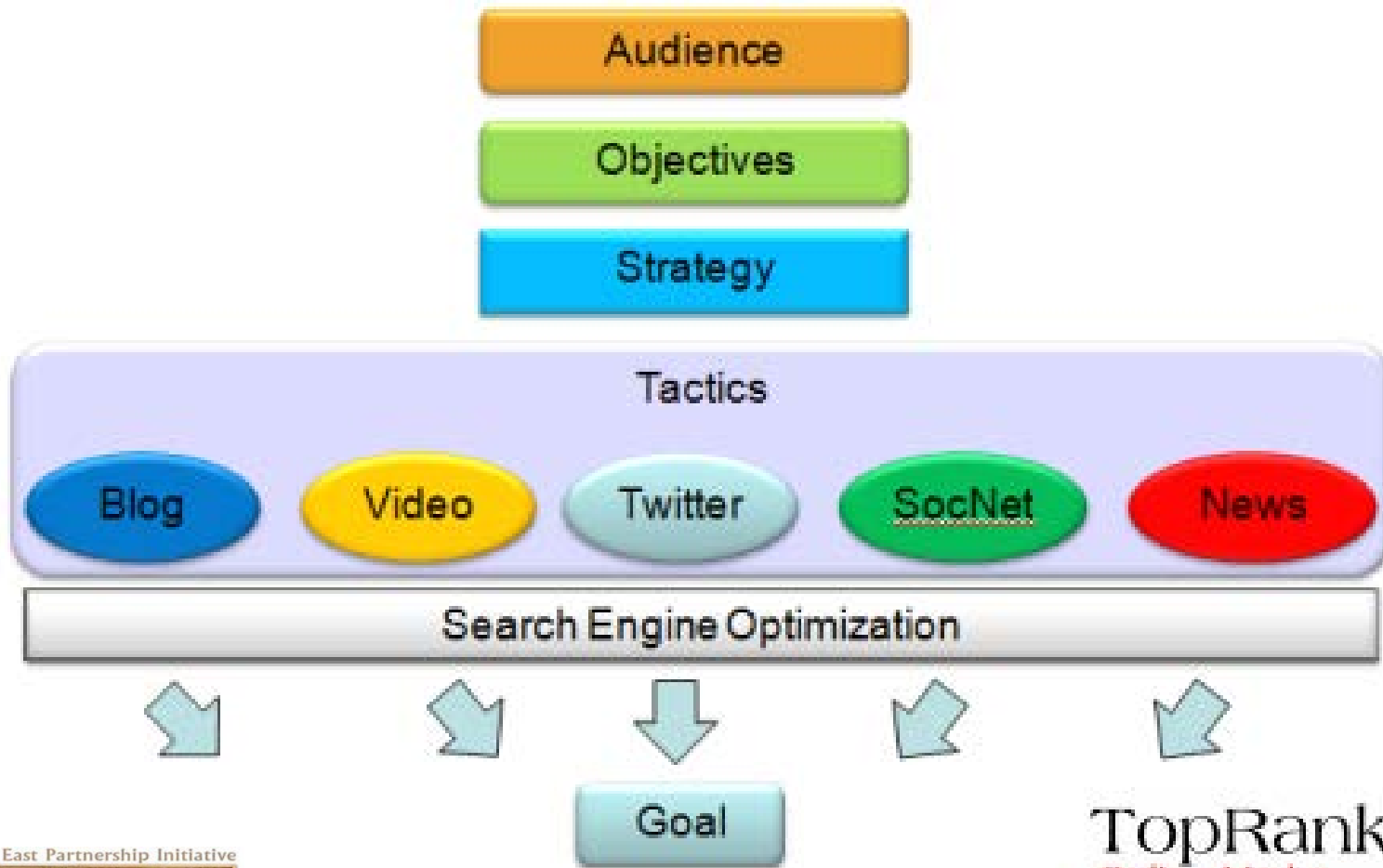
Social Media Tip: Tools vs. Strategy



The rush to start using the tools should NOT outweigh the need to formulate a social media strategy

- Business Growth
- Marketing
- Branding
- Increase customer / support base
- Raise money for a particular cause
- Increase awareness of an issue
- Communicate and strengthen ties with supporters or a specific community

Which social media tools are best?



TopRank®
Online Marke

Your Website



- Branding
- Communication Platform
 - Links
 - Comments
 - Blogs
 - Paypal
 - Member Profiles
- Updated Material
 - Photos
 - Videos
 - Polls
 - Calendars
 - Regular Updates
- Prompt Responses and Contact
- Mixed Tools and Method in line with Strategy (mobile)

How to choose?

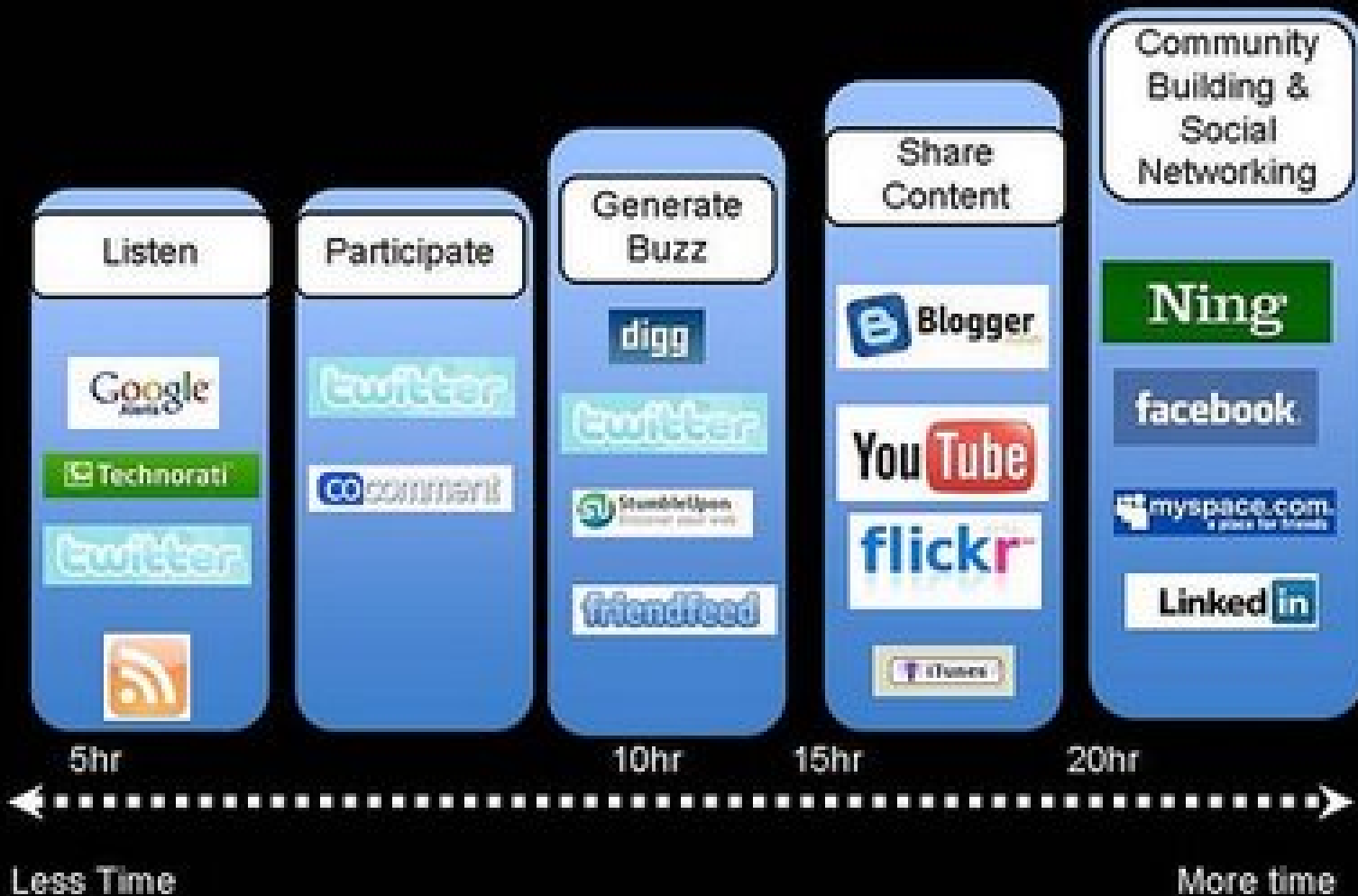


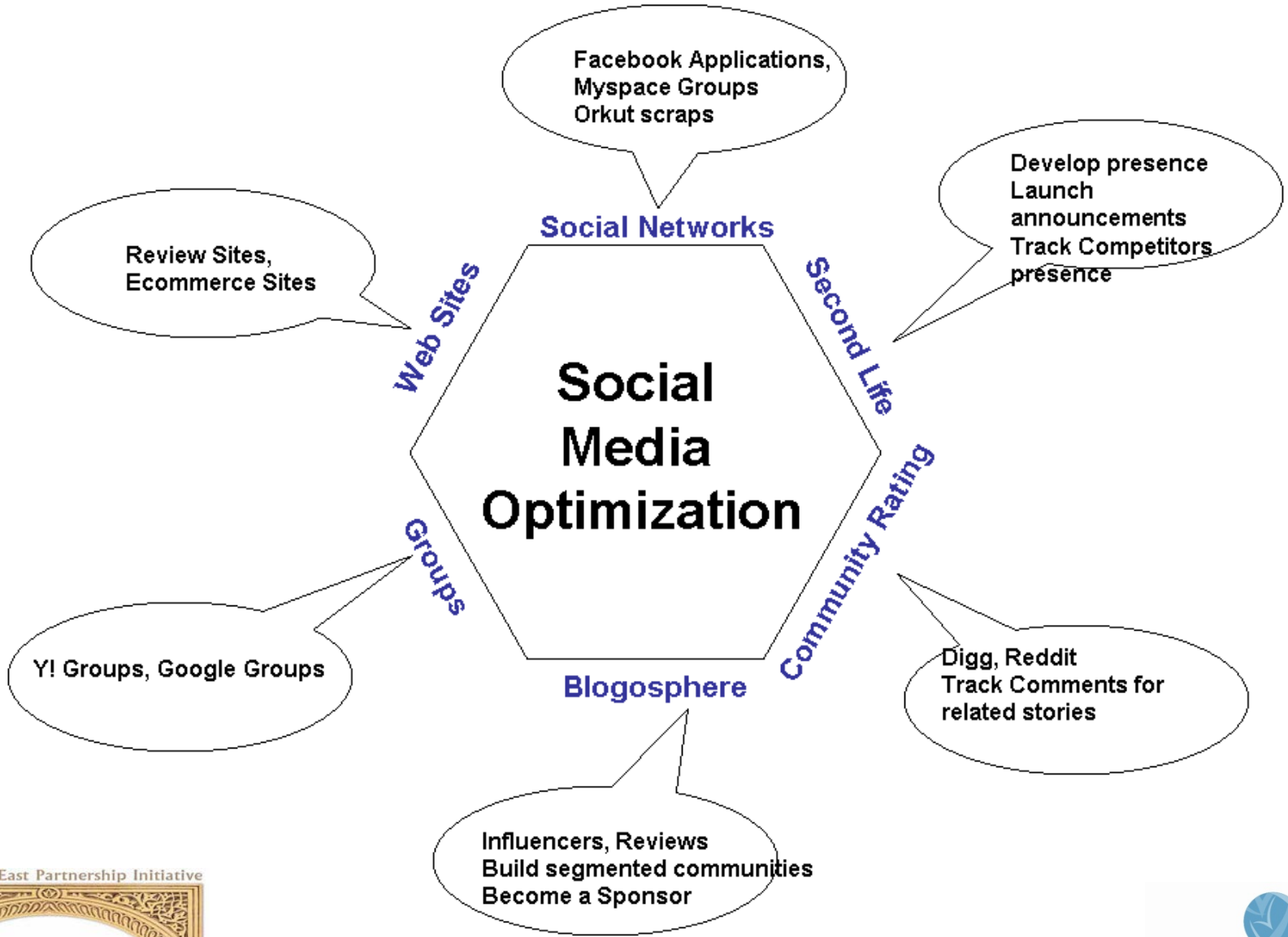
U.S.-Middle East Partnership Initiative



VITAL VOICES
GLOBAL PARTNERSHIP

Tactics, Tools, Time





Social Media Kits - Video



- Film events and upload to website and youtube
- Highlight members
- Create videos/PSAs/podcasts of relevance to your business or organization
- Allow viewers to react to videos
- Update Video regularly
- Speed is important
- Link to other websites
- Create a “Go Viral” Strategy

Social Media Kits - Photos

- Post photos of relevant events
- Use photos to enhance articles or blogs
- Post member profiles or staff bios
- Allow people to respond to photos
- Cross link photos on Flickr and other blogs / websites
- Change photos regularly



Social Media Kits – Web-camera



- Create interactive forums with customers / supporters
- Allows global connections
- Enhances a feeling of community
- Allows experts to connect with your audience through webinars or special live streaming events
- Publicize events widely using links, blogs, websites, and event calendars

Analysis of participant websites



Future Steps???



- Social Marketing
- Social Media Strategy
- Blogs
- Video
- Website
- Digital Security

This project was funded, in part, through the Department of State, Bureau of Near Eastern Affairs, Office of Middle East Partnership Initiative (MEPI) under Cooperative Agreement number S-NEAPI-07-CA-250. The opinions, findings and conclusions or recommendations expressed herein are those of the Author(s) and do not necessarily reflect those of the Department of State. MEPI is a Presidential initiative founded to support economic, political, and educational reform efforts in the Middle East and expand opportunity for all people of the region, especially women and youth. More information about MEPI can be found at: www.mepi.state.gov.