T3 @ HAA : Web 2.0 & Social Media Primer

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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?

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WHAT ARE WEB 2.0 & SOCIAL MEDIA?

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

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 • Microformats • Syndication • XML • Modularity • SOAP

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*

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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.

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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

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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

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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
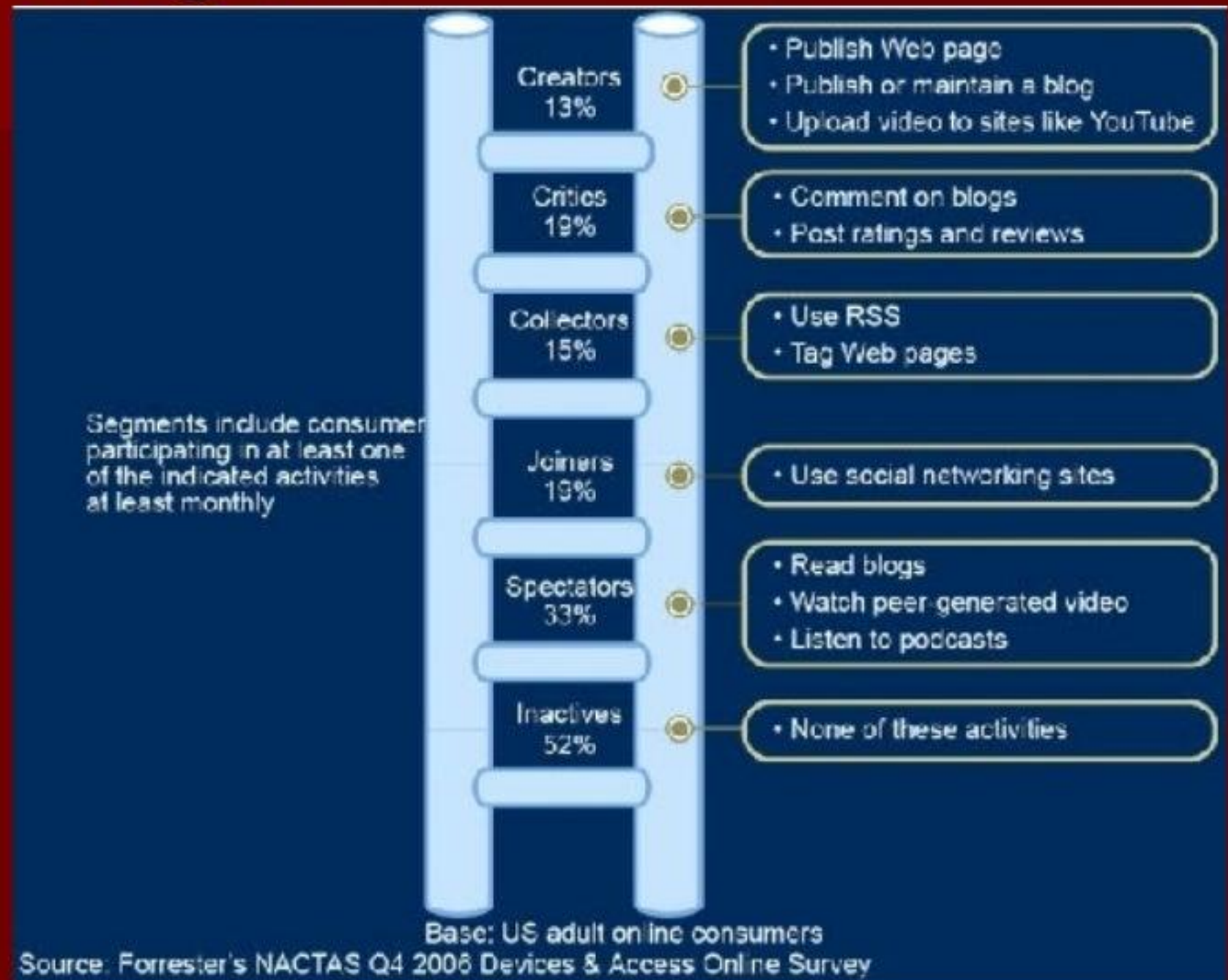❖ Social Gaming: World of Warcraft, Halo, Miniclip.com

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WHO IS USING WEB 2.0?

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Who is using it?

Nearly half of all online consumers participate in

at least one Web 2.0 activity.

Creators
13%
- Publish Web page
- Publish or maintain a blog
- Upload video to sites like YouTube

Critics
19%
- Comment on blogs
- Post ratings and reviews

Collectors
15%
- Use RSS
- Tag Web pages

Segments include consumer participating in at least one of the indicated activities at least monthly

Joiners
19%
- Use social networking sites

Spectators
33%
- Read blogs
- Watch peer-generated video
- Listen to podcasts

Inactives
52%
- None of these activities

Base: US adult online consumers
Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

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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

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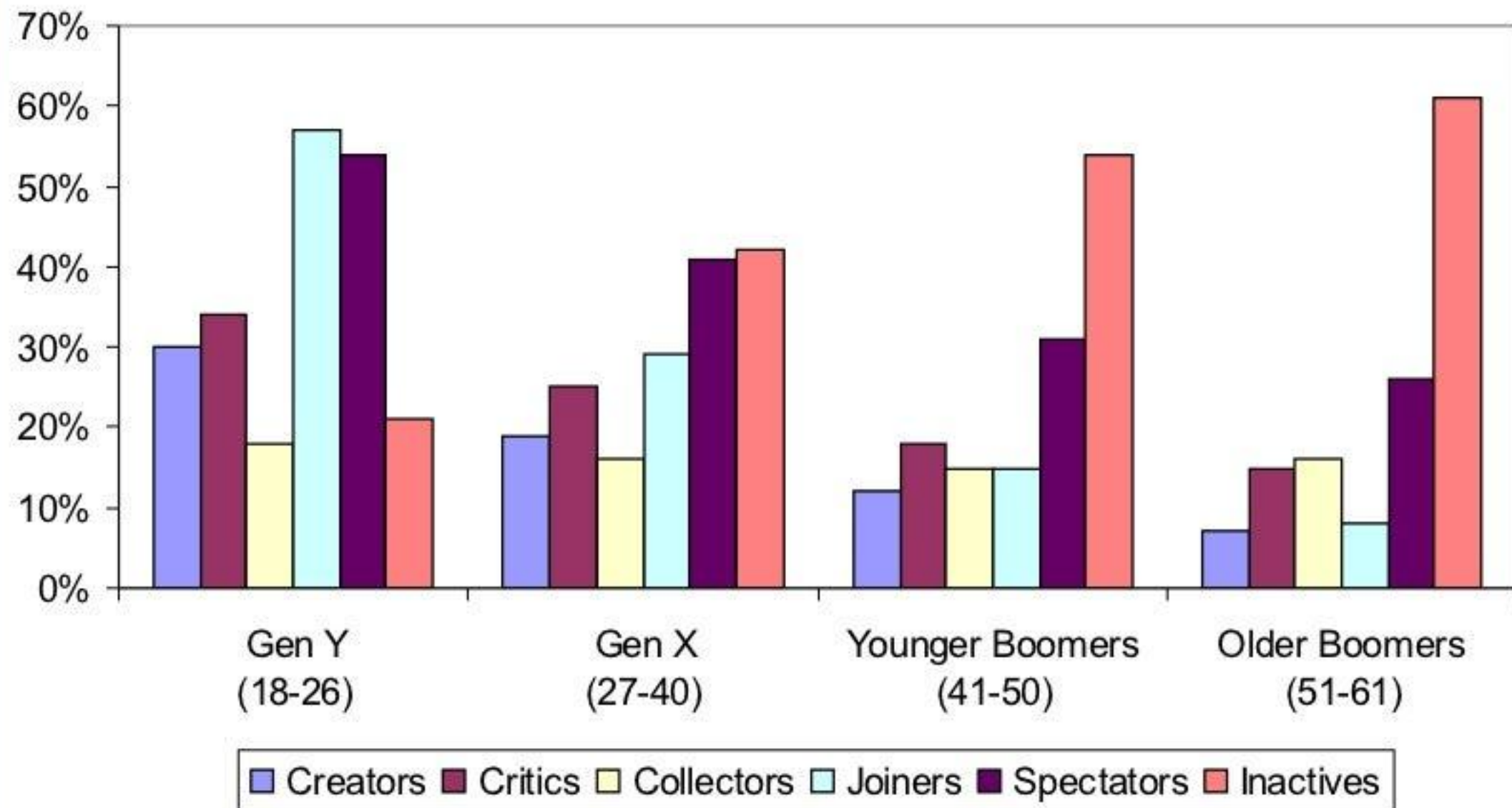
- **1.3 million** users identified: 62% female, 37% male
- 16%<18 yrs | **39% 18-25 yrs** | **24% 26-35 yrs** | 10% 36-45 yrs | 11%>45 yrs
- 3.6 major social networking sites used on average

Source: Rapleaf

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XYZ: Youth DOMINATES ONLINE

Percent of each generation in each Social Technographics® category

Legend: Creators, Critics, Collectors, Joiners, Spectators, Inactives

X-axis: Gen Y (18-26), Gen X (27-40), Younger Boomers (41-50), Older Boomers (51-61)

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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
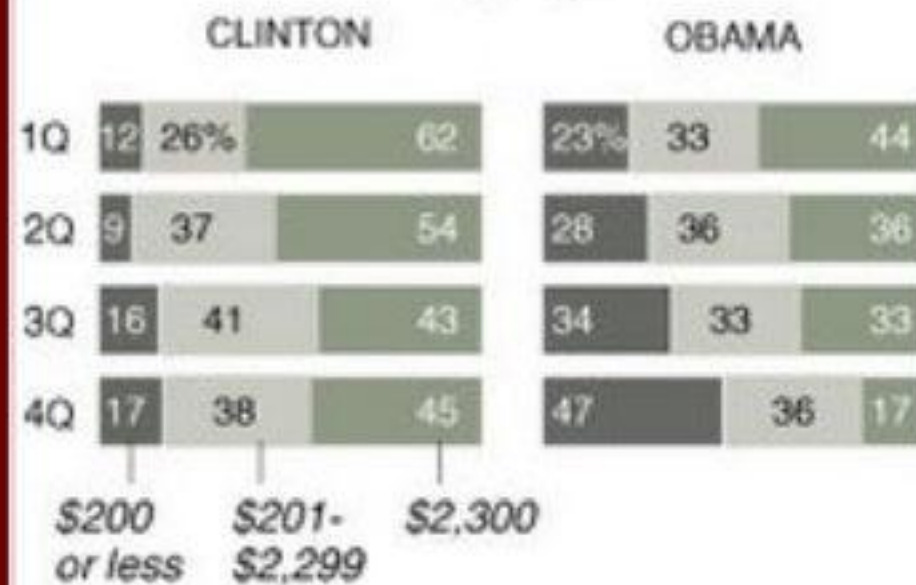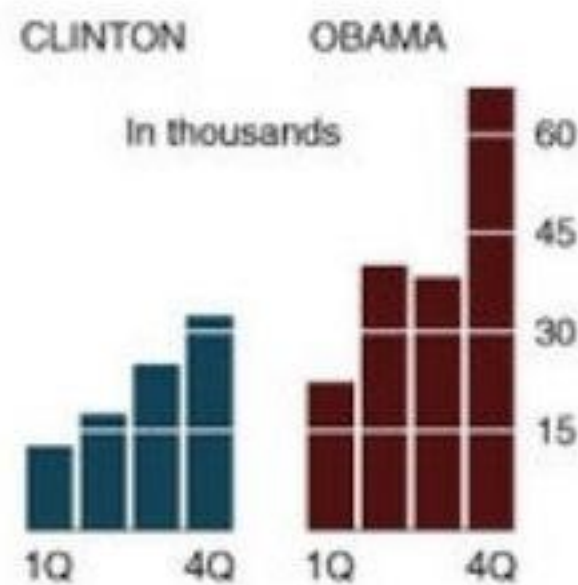
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Case Study: Barack Obama

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.
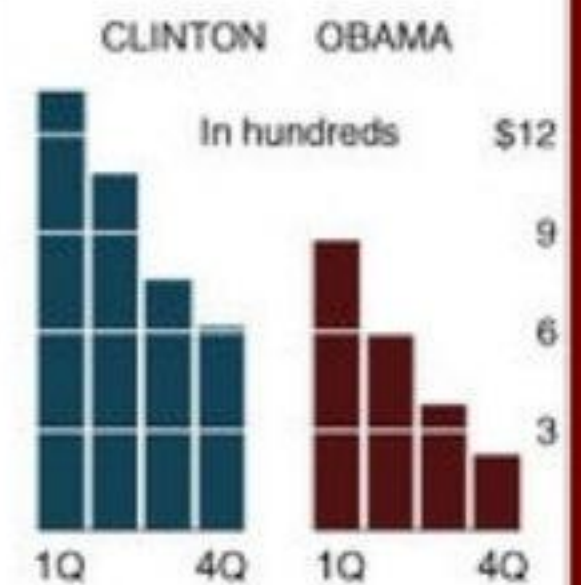
Size of contributions per quarter

	CLINTON			OBAMA		
1Q	12	26%	62	23%	33	44
2Q	9	37	54	28	36	36
3Q	16	41	43	34	33	33
4Q	17	38	45	47	36	17

$200 or less $201-$2,299 $2,300

Number of contributions

CLINTON   OBAMA

In thousands   60   45   30   15

1Q   4Q   1Q   4Q

Average amount donated

CLINTON   OBAMA

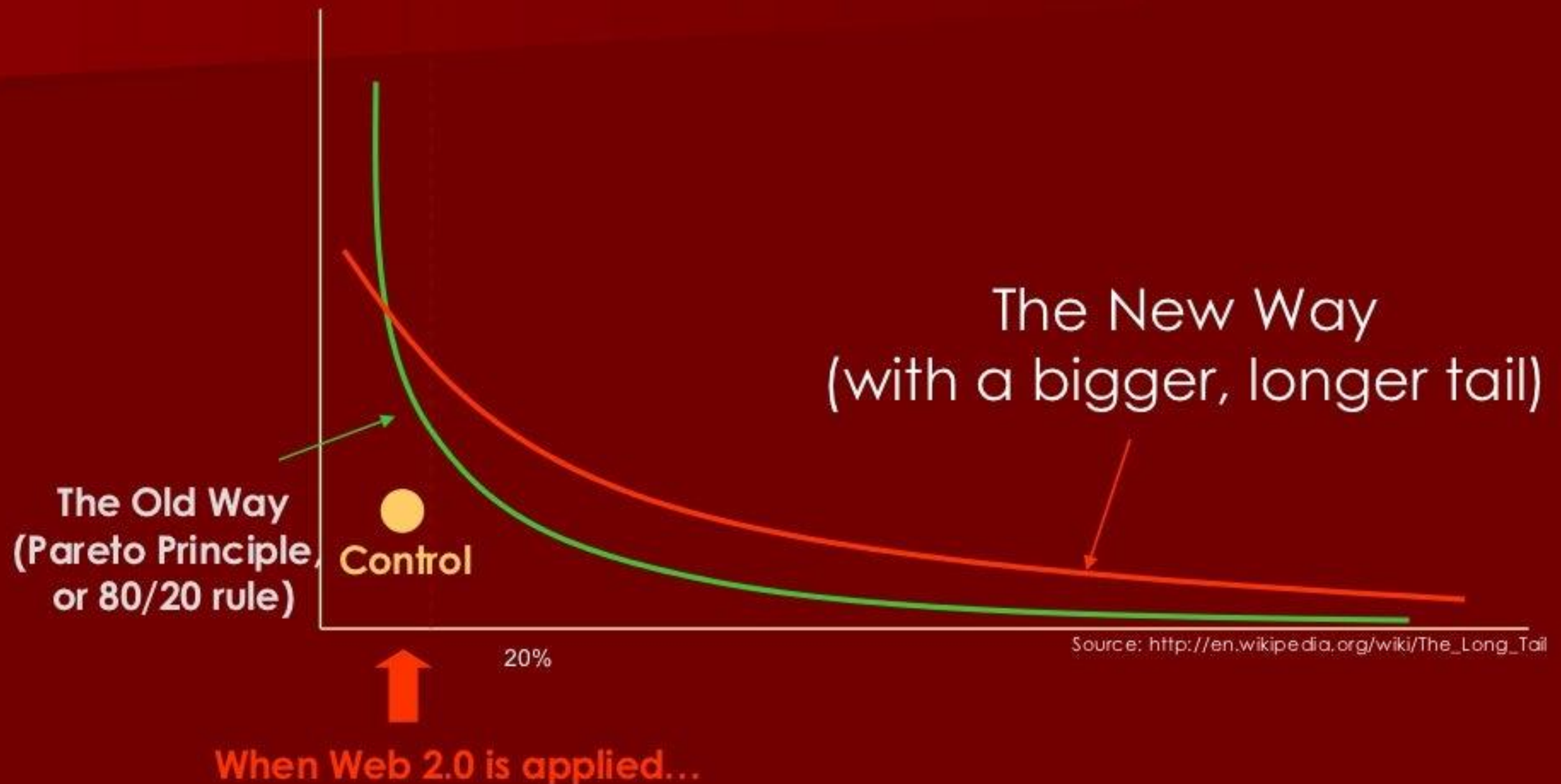In hundreds $12   9   6   3

1Q   4Q   1Q   4Q

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

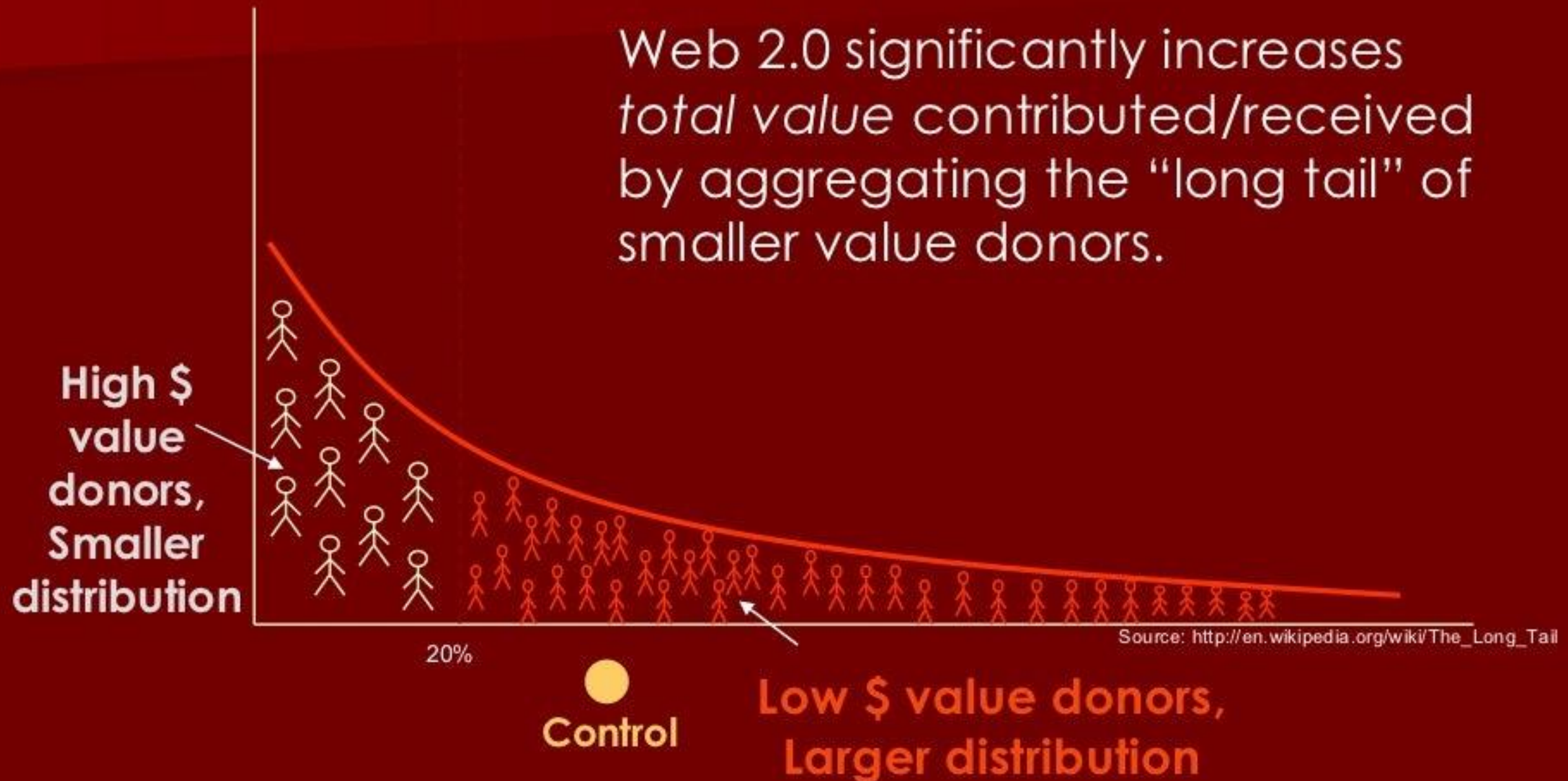## $32 million raised from 275,000 people who gave $100 or less

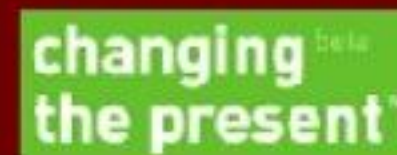# The Long Tail

The New Way
(with a bigger, longer tail)

The Old Way
(Pareto Principle,
or 80/20 rule)

Control

20%

Source: http://en.wikipedia.org/wiki/The_Long_Tail

When Web 2.0 is applied…

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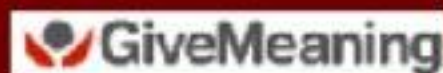
Change is Here!

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

High $ value donors, Smaller distribution

20%

Control

Low $ value donors, Larger distribution

Source: http://en.wikipedia.org/wiki/The_Long_Tail

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Organizations Going Social:

change.org

FRESH ARTS COALITION

SWAMP

ONE

firstgiving

microgiving

KIVA

chipin

freecycle

Helpalot
Charities we trust!

care2
petitionsite

just cause

fundable

GiveMeaning

globalgiving

6 SixDegrees.org

the point
people solving problems

Network for Good.

changing
the present

BringLight

MAPLight.org MONEY AND POLITICS

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WHY SHOULD I USE IT?

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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!

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