Getting Started With Social Media

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Social Media’s Plusses and Minuses
Why Does Social Media Matter?
Change in internet use by age, 2000-2010

- Teens 12-17*: 93%
- All adults 18 and older: 79%
- Adults 18-29: 95%
- Adults 30-49: 87%
- Adults 50-64: 78%
- Adults 65 and older: 42%

* Teens data is from Sept-09.
People Use Social Media

• YouTube
  – Exceeds 2 billion views per day
  – 48 hours of video uploaded every minute
• Blogger = >200,000,000 blogs
• Facebook = 40% of daily web traffic
• Google = 46% of daily web traffic
It’s Nice to Share

• 10% of website visits come from sharing. Sharing also accounts for 31% of referral traffic.
  – Facebook accounts for 38% of referral traffic
  – Twitter and e-mail account for 17% each

• People are
  – More likely to click links shared by people they know
  – Less likely to click links when recommended by people once or twice removed from their friends
Social Media Goes Mobile

Source: Nielsen Mobile Study: Facebook, Weather, Maps and Music (Marketing Pilgrim, posted 9/14/10)
Smartphone Sales Outpace PCs
### What People Do Online

This generational chart illustrates the popularity of internet activities by internet users in each generation. Some highlights:

- Social media is most popular with younger adults, although 10-19% of those 74 and over also use it.
- Reading blogs consistently ranks lower than using social media sites across all generations.

**The takeaway:** If you’re blogging, you should also be syndicating posts through social media channels like Facebook and Twitter.
What Technology is Your Audience Using?

The internet has become deeply embedded in group life and is affecting the way civic and social groups behave and the way they impact their communities.

This chart shows the percentage of American adults in each tech user group (those who use the internet, those who connect to the internet wirelessly, cell phone users, etc.) who are active in various organizations.

<table>
<thead>
<tr>
<th>Group description</th>
<th>TOTAL</th>
<th>Internet users</th>
<th>Non-users</th>
<th>Wirelessly connected</th>
<th>Non-users</th>
<th>Cell users</th>
<th>Non-users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Church, religious, spiritual groups</td>
<td>40%</td>
<td>41%</td>
<td>36%</td>
<td>42%</td>
<td>38%</td>
<td>51%</td>
<td>37%</td>
</tr>
<tr>
<td>Sports or rec leagues for themselves/their children</td>
<td>24%</td>
<td>28%</td>
<td>12%</td>
<td>31%</td>
<td>14%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>Consumer groups</td>
<td>24%</td>
<td>27%</td>
<td>12%</td>
<td>29%</td>
<td>16%</td>
<td>30%</td>
<td>15%</td>
</tr>
<tr>
<td>Charitable or volunteer organizations such as Habitat for Humanity</td>
<td>22%</td>
<td>26%</td>
<td>11%</td>
<td>27%</td>
<td>16%</td>
<td>28%</td>
<td>14%</td>
</tr>
<tr>
<td>Professional or trade associations</td>
<td>20%</td>
<td>24%</td>
<td>0%</td>
<td>27%</td>
<td>10%</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Community groups, neighborhood associations</td>
<td>19%</td>
<td>21%</td>
<td>11%</td>
<td>22%</td>
<td>14%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>Support groups for people with illness, personal situation</td>
<td>18%</td>
<td>19%</td>
<td>15%</td>
<td>21%</td>
<td>15%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Hobby groups or clubs</td>
<td>17%</td>
<td>20%</td>
<td>7%</td>
<td>20%</td>
<td>12%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Political parties or organizations</td>
<td>15%</td>
<td>17%</td>
<td>6%</td>
<td>18%</td>
<td>11%</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td>Alumni associations</td>
<td>14%</td>
<td>18%</td>
<td>3%</td>
<td>19%</td>
<td>7%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Parent groups such as PTA</td>
<td>13%</td>
<td>15%</td>
<td>0%</td>
<td>17%</td>
<td>7%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Literary groups such as book clubs</td>
<td>11%</td>
<td>12%</td>
<td>5%</td>
<td>13%</td>
<td>7%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Performance or arts groups</td>
<td>10%</td>
<td>12%</td>
<td>6%</td>
<td>12%</td>
<td>8%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Fan groups for team or athlete</td>
<td>9%</td>
<td>11%</td>
<td>5%</td>
<td>11%</td>
<td>7%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Youth groups such as Scouts</td>
<td>9%</td>
<td>11%</td>
<td>3%</td>
<td>11%</td>
<td>6%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Social/fraternal clubs</td>
<td>8%</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Labor unions</td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
<td>9%</td>
<td>6%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Environmental groups</td>
<td>7%</td>
<td>9%</td>
<td>3%</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Sports fantasy leagues</td>
<td>7%</td>
<td>8%</td>
<td>4%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Gaming communities</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>7%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Fan groups for shows/celebrities</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
<td>7%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Ethnic or cultural groups</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>6%*</td>
<td>5%*</td>
</tr>
<tr>
<td>Travel clubs</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
<td>6%</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
</tr>
</tbody>
</table>

* indicates that cell phone users are **not** more likely to be involved in these groups.
* indicates that cell phone users **are** more likely to be involved in these groups.

Source: Pew Research Center’s Internet & American Life Project, November 23–December 21, 2010 Social Side of the Internet Survey. N=2,303 adults 18 and older, including 748 reached via cell phone.
The Case for Social Media

• Low cost
  – Most tools are free or inexpensive
• Become a thought leader and improve your reach
  – Build your reputation as an expert in your subject
  – Go where the people are and engage them
    • Web pages are static and reactive
    • Social media is fluid and proactive
• Build trust and community
  – Social media gives your organization a human voice and brings people of similar interests together
  – Learn what’s important to your customers/clients
  – Producing useful content builds loyalty and improves viral marketing
• Staffing advantages
  – Find staff in your organization who are already using the tools and enlist them
  – Demographics are in your favor
what's your story?
Create an Acceptable Use Policy
Do you need an acceptable use policy?
Crafting an Acceptable Use Policy

• Build on your existing public communications/media policy
• Look at examples from other similar organizations
  – Online Database of Social Media Policies
• Consider whether the policy applies to volunteers as well as paid staff
Develop a Strategy
Integrate social media with existing communications and capacity building
Big Picture Questions

1. What is my organization's mission and can social media help me achieve it?
2. What is the right role for social media in our overall communications efforts?
3. What groups of people might we reach (or create) through social media?
4. How can we help our communities? How do our constituents want to be engaged?
5. What is the real cost of making social media work for us?
6. How can we use social media to raise money for our cause?
7. Who is our competition in the social media space, and how can we differentiate our organization?
Write a Plan

• Identify the audience or community you want to engage
• Outline your objectives for the plan
  – Examples
    • Improve fundraising
    • Broaden the reach of your message
    • Make it easier for your constituents to contact you
• Decide what tasks need to be done to reach your objectives
  – For each task, identify who will do the work, what success looks like, and how you will measure it
• Evaluate, tweak, and improve
  – Build in feedback mechanisms throughout the process
Measure Success
Six Steps to Effective Measurement

• Define the goal
• Identify your publics and determine how your social media efforts affect them
• Determine the specific indicators by which you will define success
• Define your benchmarks
  – Compare yourself to your peers
• Select a tool
  – Web analytics (Google Analytics)
  – Facebook Insights
  – Klout score
  – Surveys
  – Content analysis
• Analyze results, make recommendations, do it again