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The Social Media “Hype”

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Today's Outcome



E X P E R T

Harry the Dinosaur



Harry the Dinosaur Meets Change



No More Harry



What Is Social Media?

- Social media includes web- and mobile-based technologies which are used to turn communication into interactive dialogue among individuals, communities, and organizations/businesses.
- Social media technologies take on many different forms including:
 - Internet forums,
 - Blogs,
 - Social networks,
 - Podcasts,
 - Photographs,
 - Video

Facts About Social Media

- 59% of Americans have a profile on Facebook, LinkedIn, MySpace or elsewhere. This may be a tipping point for social adoption overall, 
- One in every nine people on Earth is on Facebook (This number is calculated by dividing the planets 6.94 billion people by Facebook's 750 million users),
- People upload 3,000 images to Instagram (the photo sharing social media site) every minute,
- More than 3.5 million websites have integrated with Facebook.

Facts About Social Media (cont.)

- Google+ was the fastest social network to reach 10 million users in 16 days (Twitter took 780 days and Facebook 852 days),
- YouTube has 600 million unique users who visit every month,
- 380 million average Tweets per day occur on Twitter,
- More than 250 million people access social media through their mobile devices,
- If Facebook were a country, it would be the world's third largest country behind China and India.

Why You Need To Join The Social Media Revolution Now

- Everybody's doing it, 
- Build brand awareness and loyalty,
- Strengthen relationships with audience, clients, potential customers,
- Improve customer service and customer interaction,
- Drive more traffic to your website(s),
- Generate sales, 
- In most cases, it's free.

Types of Social Media Applications

- **What's the difference between a website, a mobile site and a mobile app?**
 - Website: Websites can be divided into two broad categories - static and interactive. Interactive sites allow for interactivity between the site owner and site visitors. Static sites serve or capture information but do not allow engagement with the audience directly,

 - Mobile website: A mobile website allows access to the Internet from a handheld mobile device, such as a smart phone or tablet. Also require an Internet connection,
 - Mobile app: A mobile app is a piece of software than runs on a device. Applications for mobile devices often need to be written for each of the popular mobile operating systems (iPhone/iPad, Blackberry, Android, Windows Mobile, Nokia/Symbian). Can be accessed without an Internet connection.

Social Media Platform: Facebook

- **Facebook** launched in February 2004.
- As of June 2012, Facebook has over 955 million active users, more than half of them using Facebook on a mobile device,
- Allows users to create a personal profile, add other users as friends, and exchange messages,
- Facebook as the most used social networking service by worldwide monthly active users,



- Fan Page



Social Media Platform: Twitter



- **Twitter** launched in July 2006,
- Microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as “tweets,”
- 600 million active users as of July 2012, generating over 380 million tweets daily and handling over 1.6 billion search queries per day,
- Unregistered users can read tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices.

Social Media Platform: LinkedIn



- LinkedIn launched in May 2003,
- Social networking website for people in professional occupations boasting 44 million users in the U.S. and 56 million outside the U.S.,
- Allows registered users to maintain a list of contact details of people with whom they have some level of relationship, called *Connections*. Users can invite anyone (whether a site user or not) to become a connection, 
- Find jobs, people and business opportunities recommended by someone in one's contact network,
- Employers can list jobs and search for potential candidates.

Social Media Platform: Instagram



- **Instagram** launched in October 2010,
- Free photo-sharing program and social network that allows users to take a photo, apply a digital filter to it, and then share it with other Instagram users and non-users,
- Instagram currently has 80 million registered users,
- A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images,
- In April 2012, Facebook acquired Instagram for approximately \$1 billion in cash and stock.

Social Media Platform: Youtube



- **YouTube** launched in February 2005,
- A video-sharing website, created by three former PayPal employees in February 2005, on which users can upload, view and share videos,
- Content includes a wide variety of user-generated video content, including movie clips, TV clips, and music videos,
- In November 2006, YouTube, LLC was bought by Google for \$1.65 billion
- Youtube Partnership Program



Social Media Platform: Google+



- **Google+** launched in June 2011,
- As of June 2012, it has a total of 250 million registered users of whom 150 million are active,
- Google+ is a combination of several social media services we already use. The idea, according to Google, is to do them better,
- “Circles” groups your friends together,
- “Sparks” helps you find interesting content based on interest,
- “Hangouts” lets you video chat with all your buddies,
- “Instant Upload” shares your mobile photos.

Social Media Tools

- **Sendible** (www.sendible.com) brings together Social Media, Email and SMS technologies to help grow your business, as well as, monitor your brand and track results.
 - Sendible pulls in posts and comments from sites like Facebook, Twitter, etc. so that you can respond from one place.
- **Mad Mimi** (www.madmimi.com) is the easiest way to create, send, share and track email newsletters online.
 - Real time tracking and will tell you who opened it, who clicked which links, who forwarded your promotion on to friends, who unsubscribed, whose email bounced, etc.
- **Alexa** (www.alexa.com) is the leading provider of free, global web metrics. Search Alexa to discover the most successful sites on the web.
 - Provides traffic data, global rankings and other information on thousands of websites.

Group Activity

- Benefits of using social media
- Barriers to using social media
- How would you use at least three social media applications



Today's Outcome: Expert In Social Media



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