



Social Media – It's More than You Ever Thought

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Connecting Great Ideas and Great People

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It's Noisy (as hell) out there...

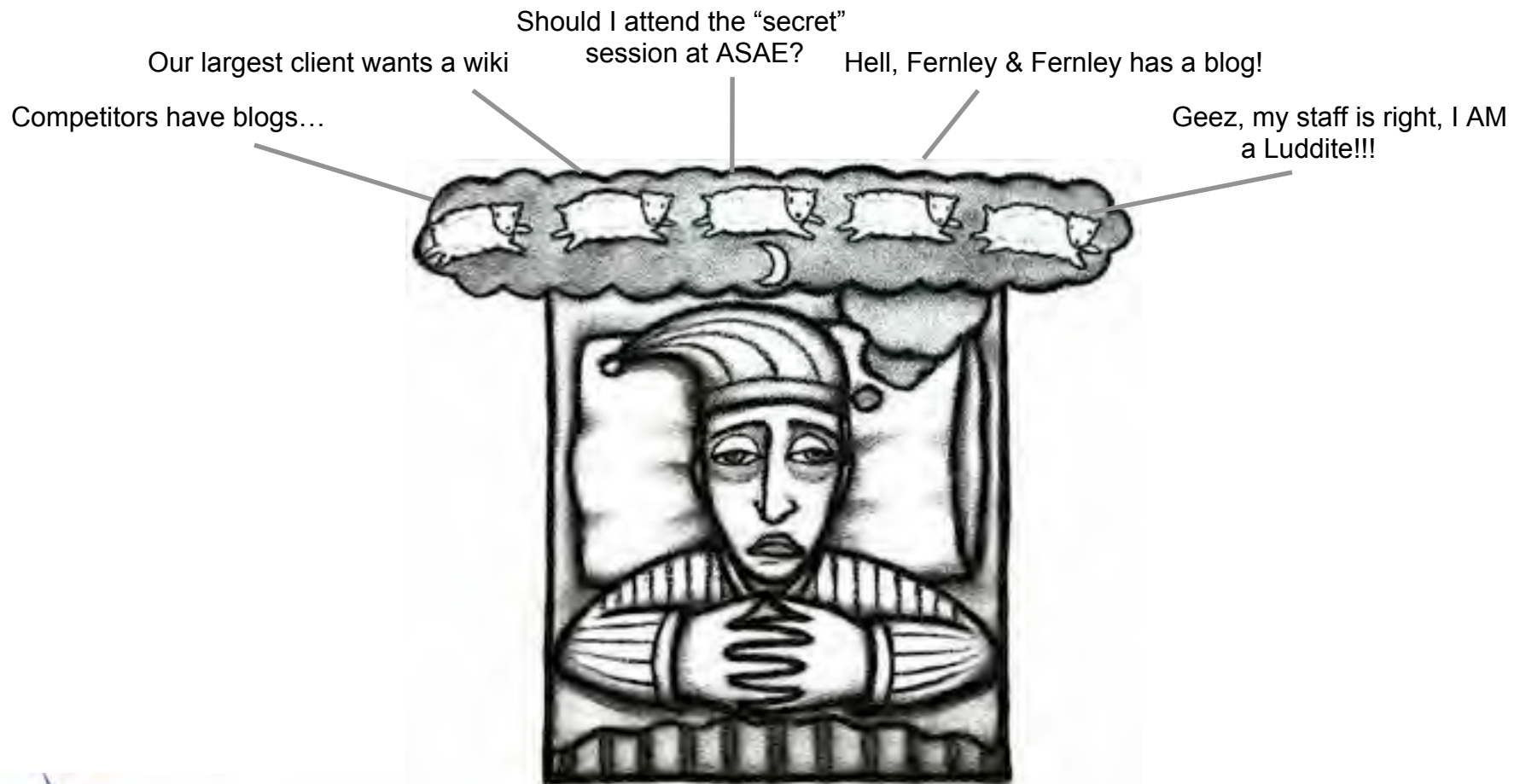
- 60% of users employ two or more personal email addresses
[one for trusted sources – others for untrustworthy sources] - Habeas (2008)
- 2/3's of US Internet users surveyed said email was their preferred channel for written communications between friends.
[ExactTarget, "2008 Channel Preference Survey" (2008)]
- 81 percent of U.S. executives subscribe to industry email newsletters for product information and business intelligence.
[Wall Street Journal (2007)]



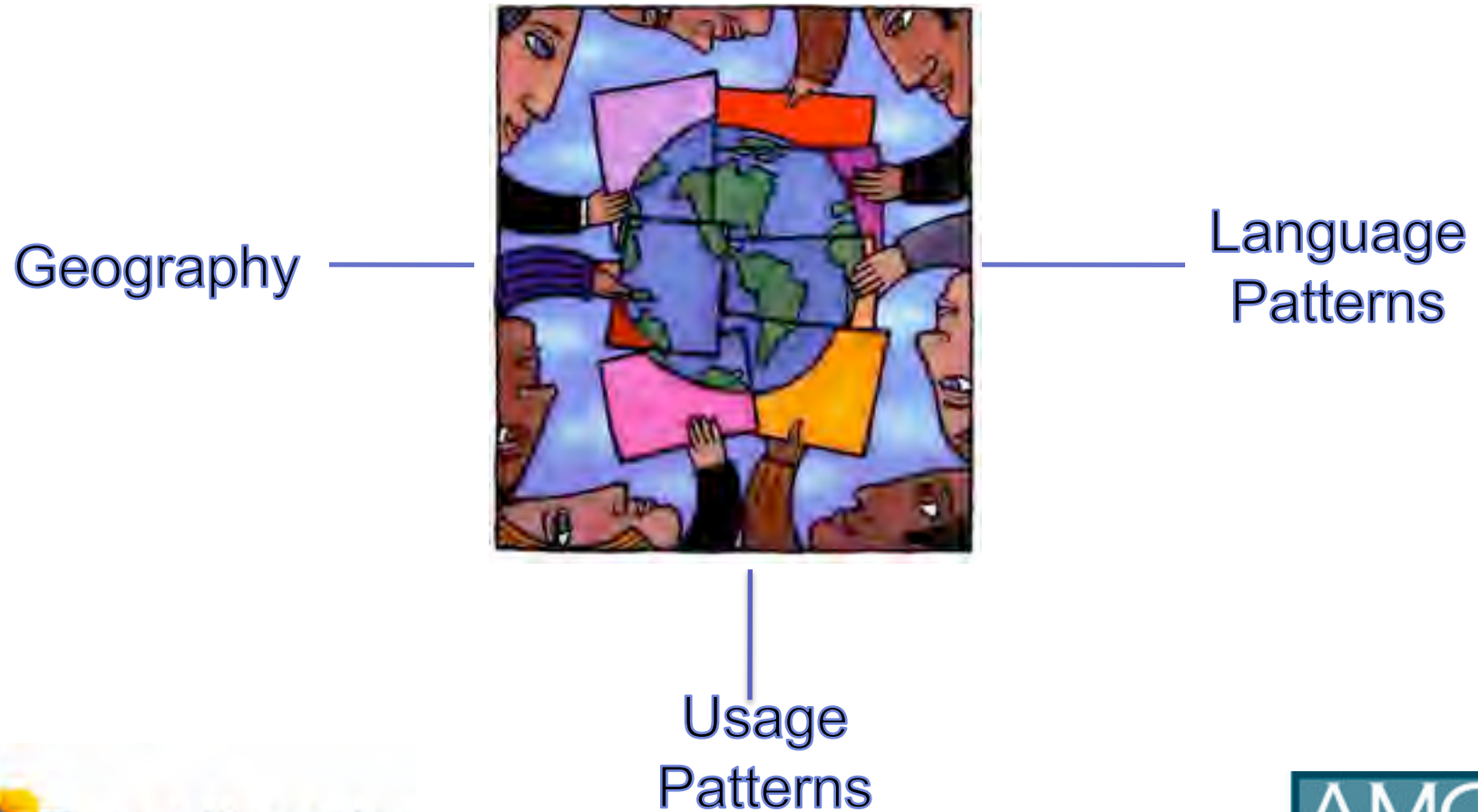
Conduct your own usage study... I did!



Losing sleep?



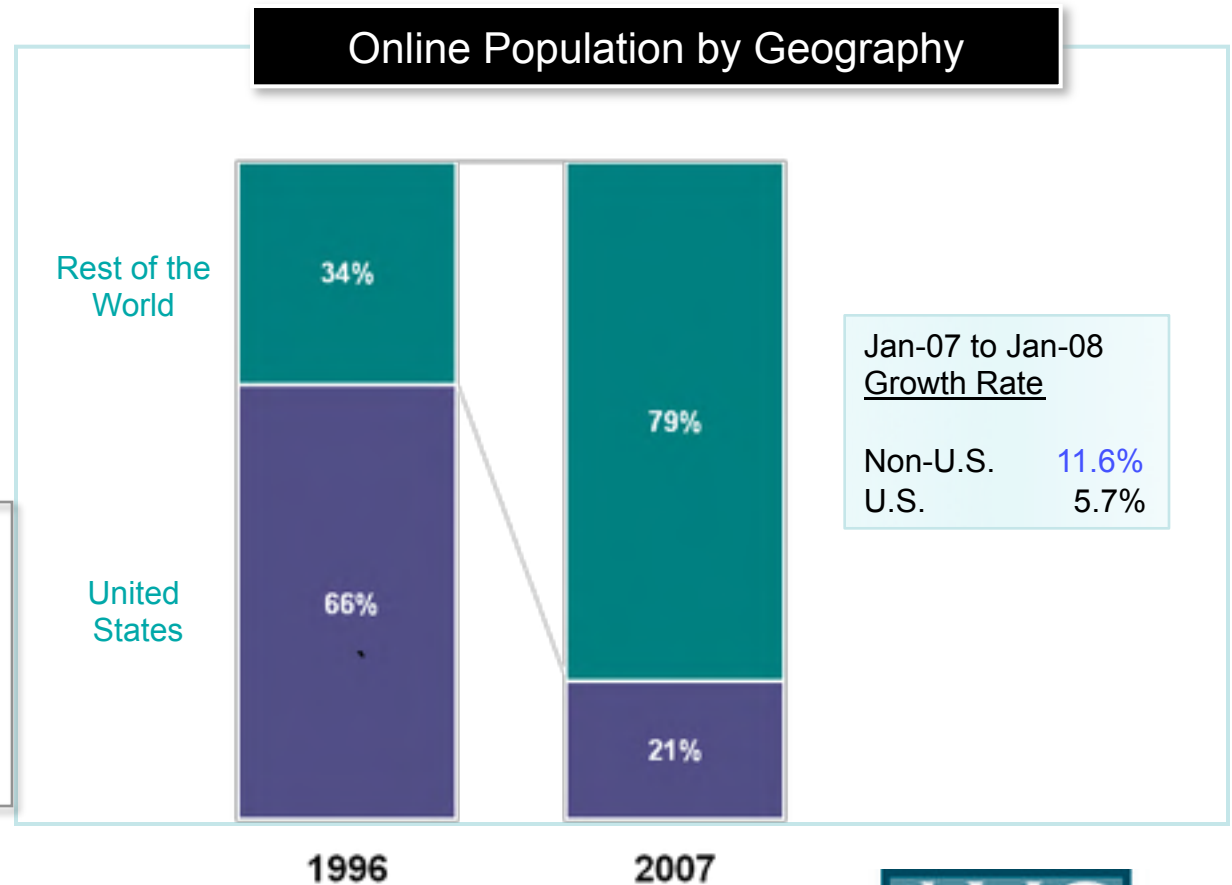
Understanding the “usage landscape”



U.S. has a fraction of Internet Users...

- U.S. only accounts for about 1 in 5 Internet Users
- Non-U.S. growth is roughly twice the U.S. growth

★ Even if yours is a US-centric audience today, be mindful of International markets in the future...



Source: comScore World Metrix, January 2008

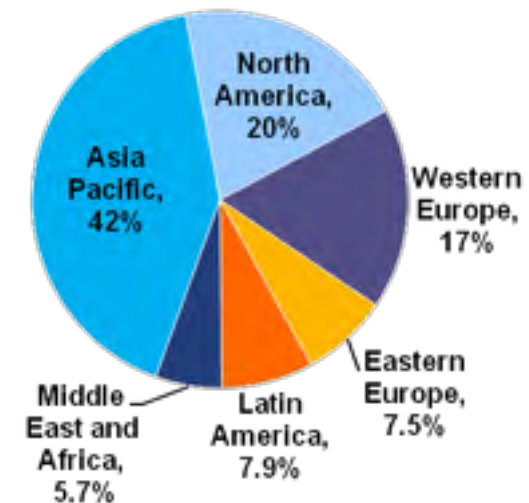
2010 No. America will rank 3rd

- After Asia Pacific and Europe, No. America expects to be 3rd with 20% of Internet population

★ This suggests that your members may be served by connecting them to “interested parties” in other geographic regions...

March 2010 Projected Distribution¹

Projected Regional Distribution of Worldwide Online Population, March 2010



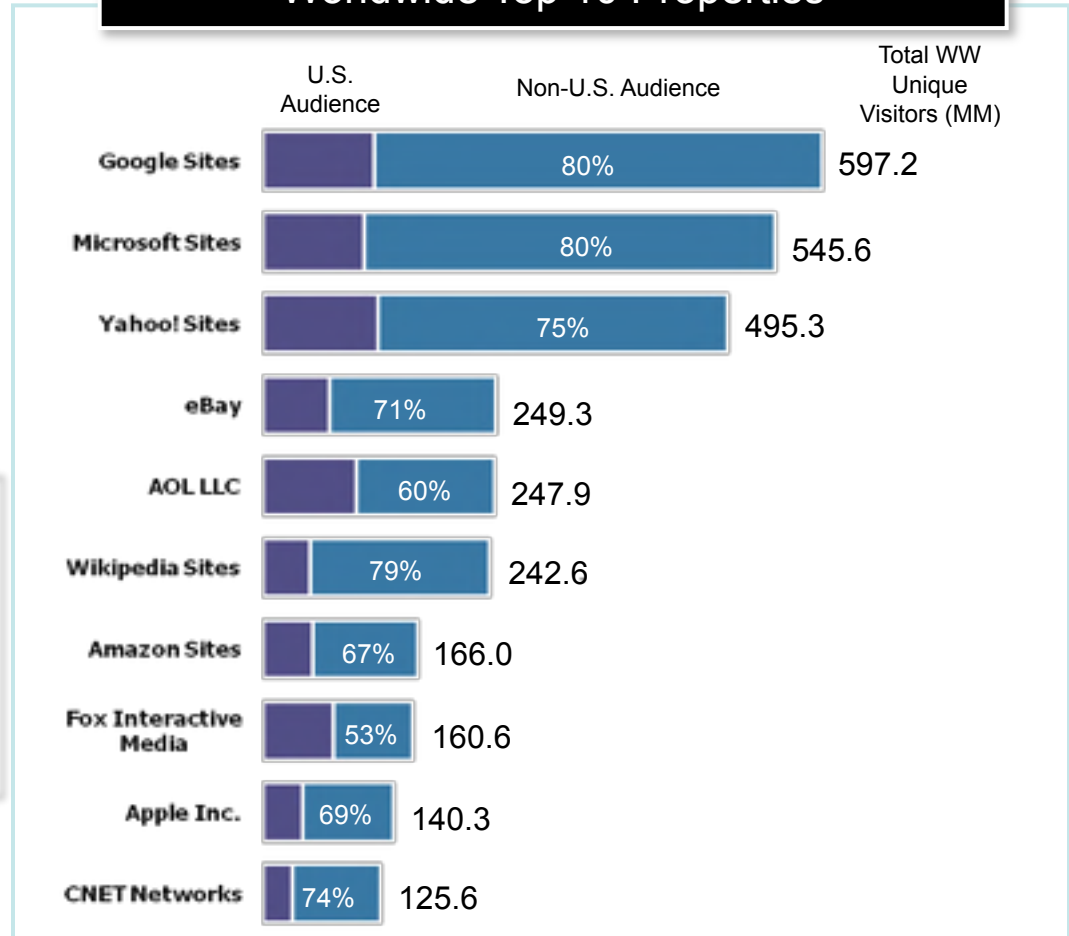
Source: comScore

“The Global Audience”

- Top 10 Global Web properties source the majority of their audience from outside the U.S.

★ Might this suggest that non-US audiences would be interested in your clients' content... or connecting through social media tools?

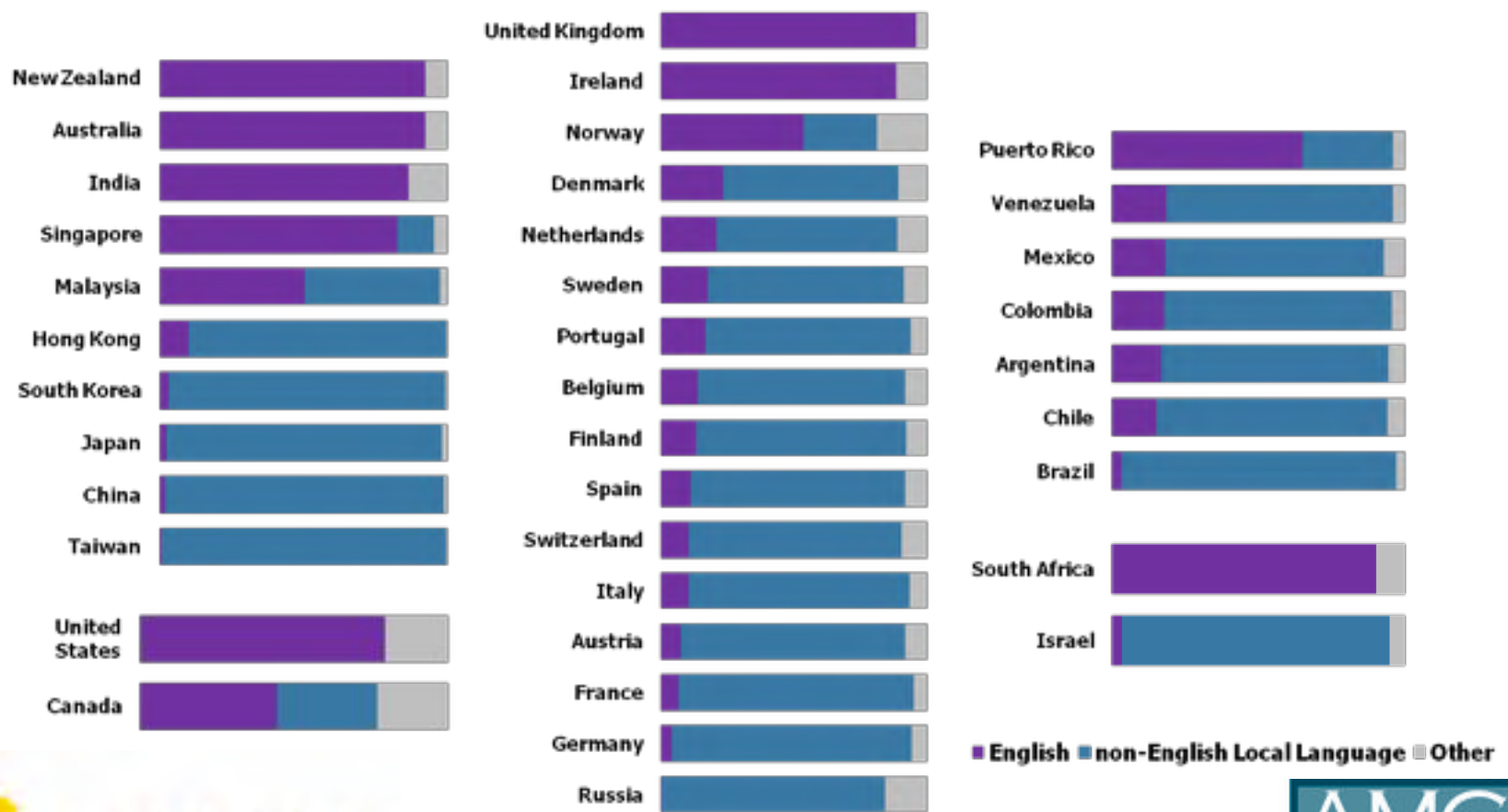
Worldwide Top 10 Properties



Source: comScore World Metrix, January 2008

English No Longer Lingua Franca of the Web

Distribution of Pages Viewed by Language

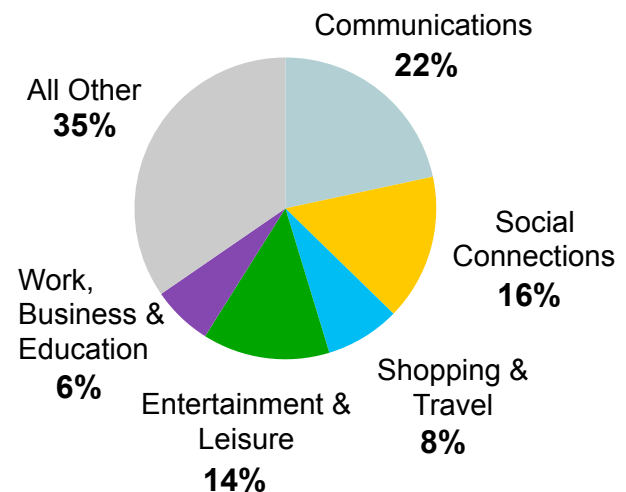


What's being done online?

- Communications & Social Connections account for > 1/3 of online time

★ This seems to suggest that, on average, users value their online connections as a “communications tool” more than any other single source – seems like the world is ready for “social media” ...

Worldwide Share of Online Time



Communications: e-mail, Instant Messengers

Social Connections: Social Networking Sites, Blogs, Discussion/Chat, Community Sites

Shopping & Travel: Retail, Travel, Auctions, Automotive & Real Estate

Entertainment & Leisure: Entertainment, including Multimedia & Streaming, Online Games and Gaming, Sports, Hobbies & Lifestyle

Work, Business & Education: News & Information, Business & Finance, Education, Career Services & Development, Government

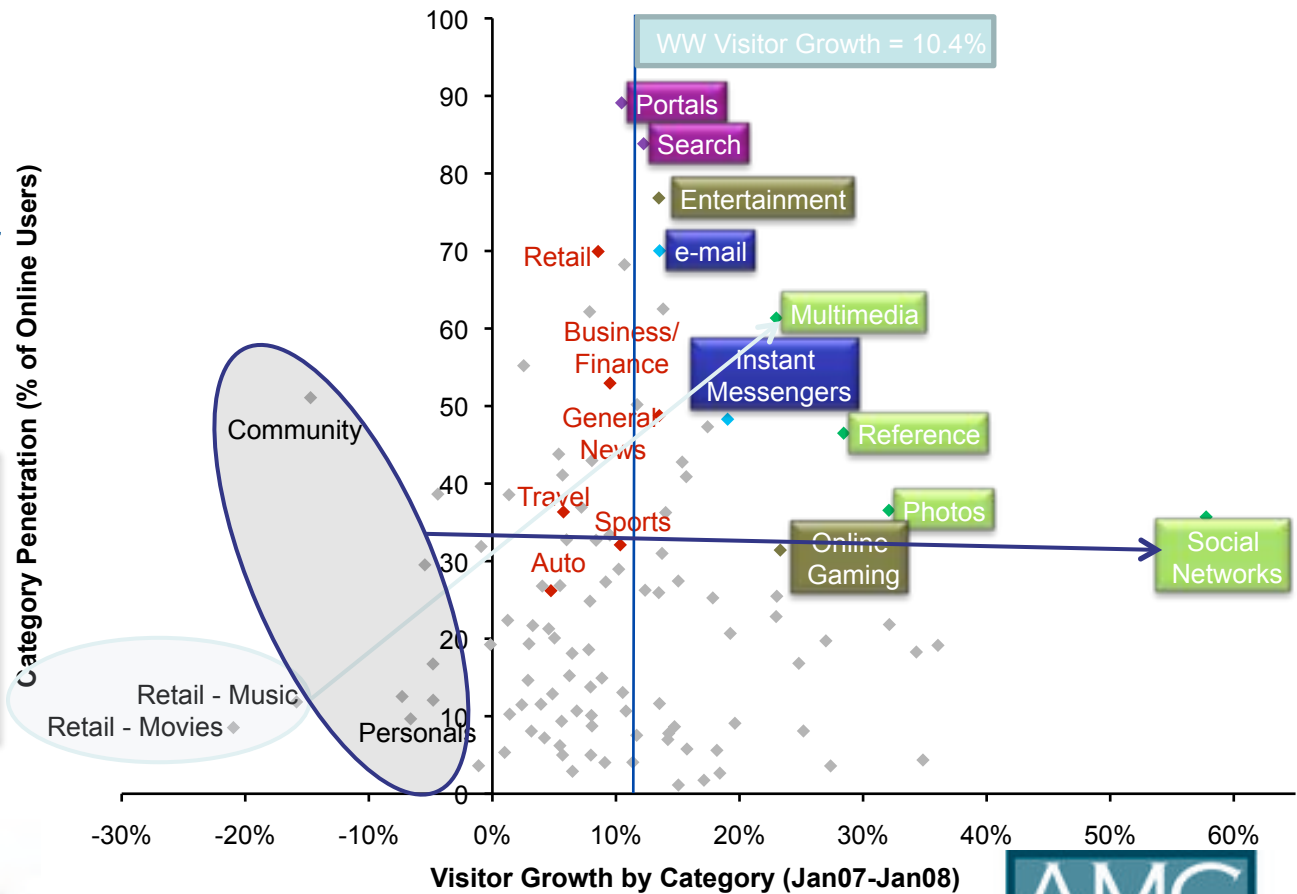
Source: comScore

Social Media – Committed Users!

- While “social networks” enjoyed the largest “visitor growth” by category, there’s plenty of head-room for more penetration of the category in the future

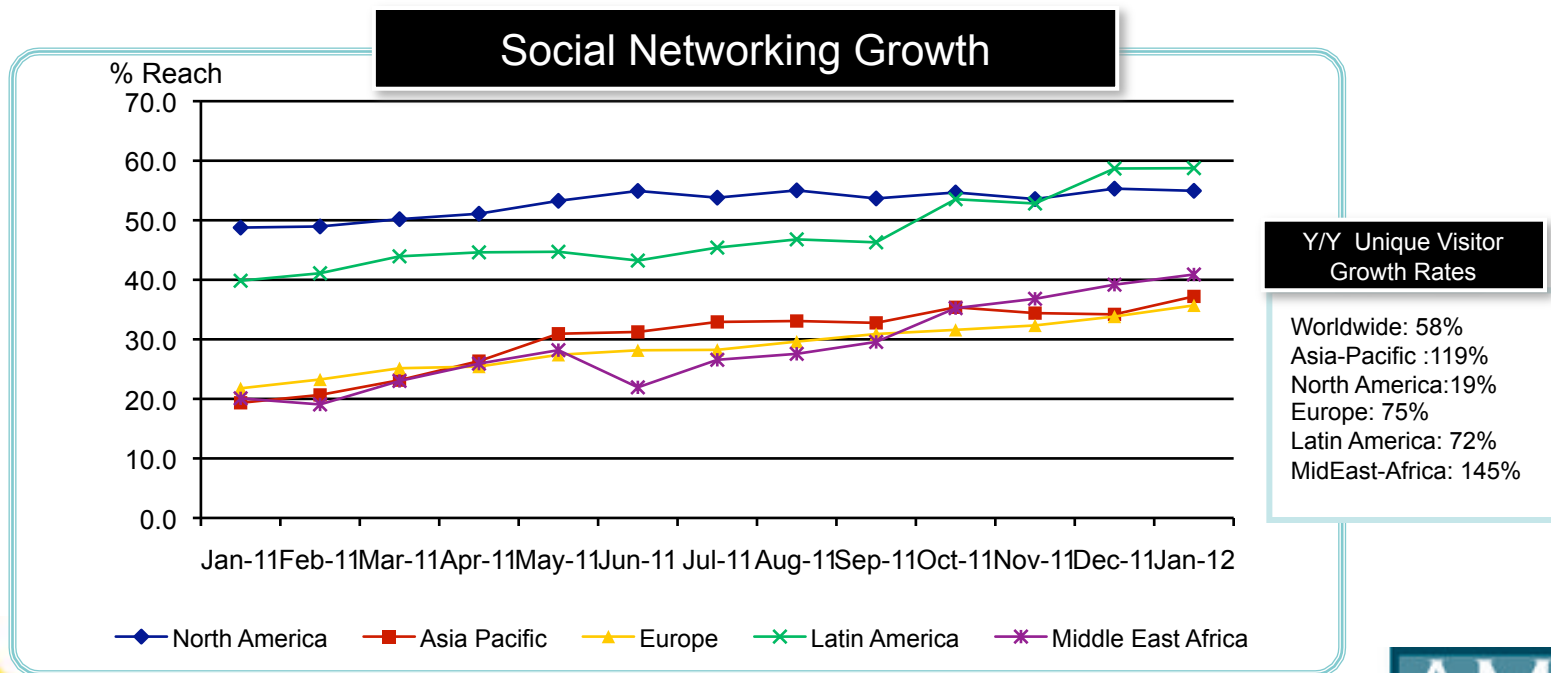
★ Looks like “social networks” are drawing away from “community sites” and “personals”.

Worldwide Online Category Growth vs. Penetration



Biggest Growth Outside No. America

- Latin American reach now greater than No. American reach
- Every other region is growing at a faster pace than No. America
- Could a Non-US audience provide what your clients need in social networking?



Designing “Your” Network

- Goal: provide participants members with online networks that:
 - will improve their “social capital”
 - make them more productive as professionals, to their employers and their communities

I wonder how my organization is going to design my social network to be valuable to me...



Remember – It's Noisy out there...

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Conduct your own usage study... I did!



“Social Capital” & “Productivity”

Social Capital

“...is anything that facilitates individual or collective action, generated by networks of relationships, reciprocity, trust, and social norms” [Wikipedia]

Productivity †

Ability to recognize problems before they arise in order to avoid them, or to fix them at a relatively lower cost;

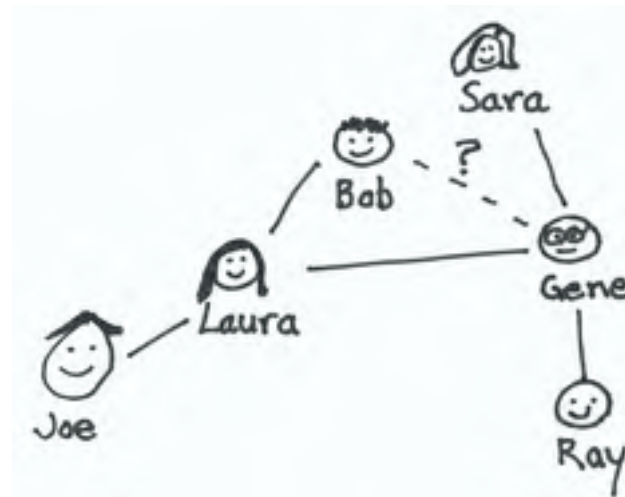
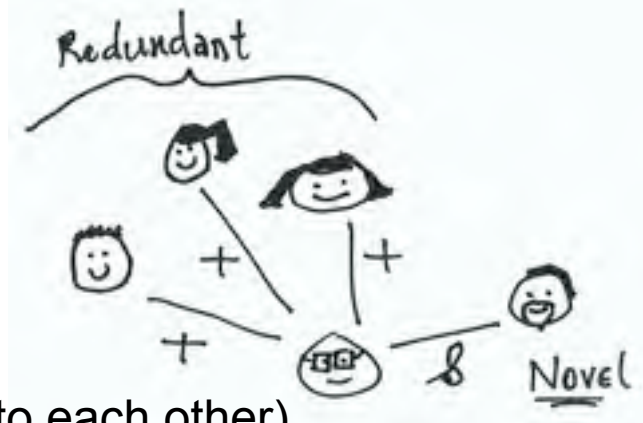
‘Solve’ problems vs. ‘manage them’ – so they don’t re-occur

Discover new ways to contribute to the overall value of an enterprise

† [LoBue, because I’m the presenter]

Characteristics of strong networks

- Access to “novel information”¹
- High in “structural diversity”
(connecting people who are not connected to each other)
 - Joe knows Laura
 - Laura knows Bob & Gene
 - Gene knows Sara & Ray
 - Bob may or may not know Gene
 - Sara may or may not know Ray
 - Joe probably **does not** know beyond Laura



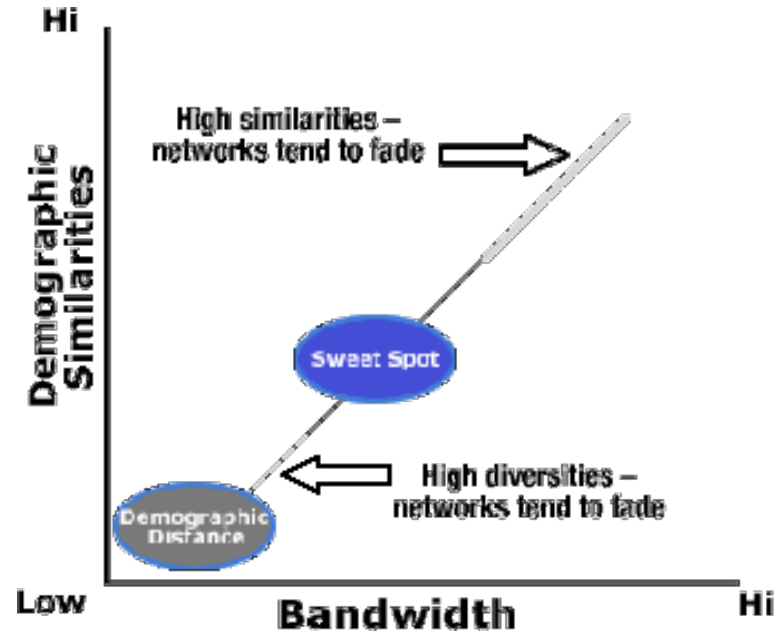
Can we change this for Joe?

Too Much of a Good Thing?

- Pay attention to “demographic dissimilarities”...also known as “Demographic Distance” ²

The higher the heterogeneity across your relevant demographic characteristics:

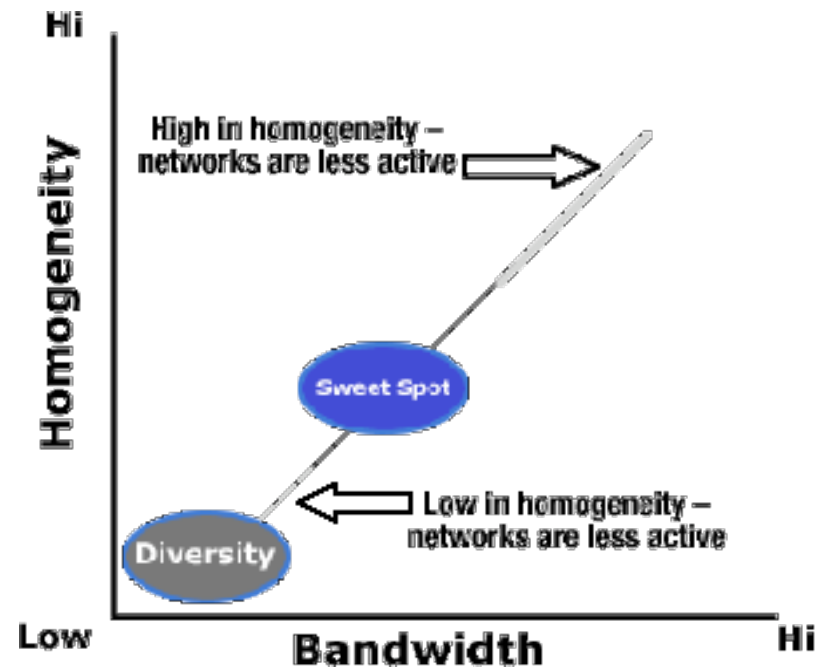
- age
- gender
- culture
- years in a professional practice
- levels of training or certification
- Interest area
- ...



Characteristics of strong networks

- The more diverse your network, the lower the frequency and magnitude of network activity.³

We like to associate with people like us, but if we're going to acquire "social capital" and become productive, we need a diet of interaction with people *not like us!*



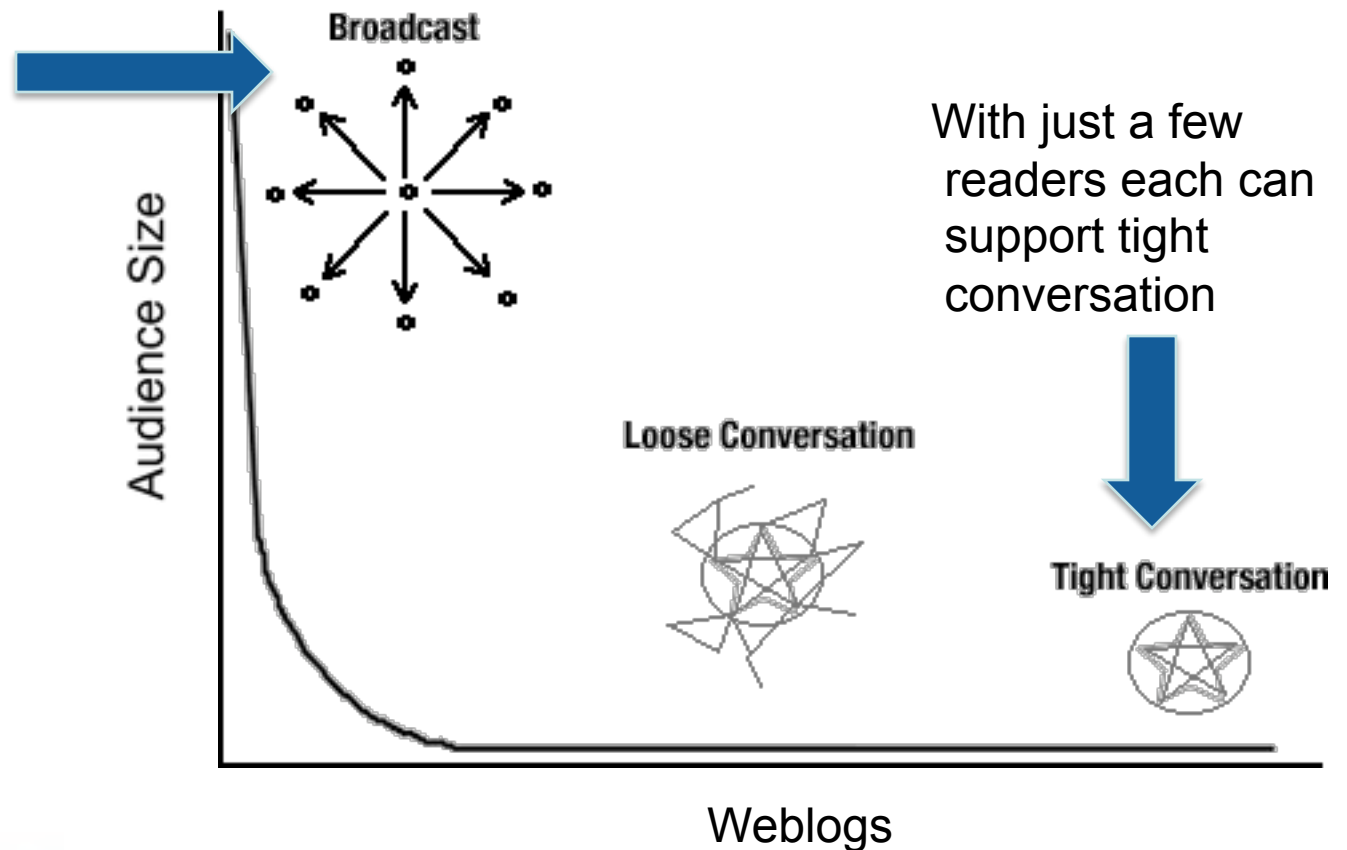
If there's time... evaluation exercise

Top 10 Blog sites listed on Association Social Media wiki – activity recorded as of Saturday, August 9, 2008

Blog	# of Days for last 10 posts	# of Total Comments	Highest/ blog comment Count	Views
National Motorists Association	31	157	63	172
Meeting Planners International	10	1	1	134
EDUCAUSE	Site down	for maint.		101
Assoc. for Career and Technical Edu (9 only)	95	6	2	99
National Assoc of Chief Happiness Officers (1)	94	2	2	98
Texas Medical Association	26	0	0	96
ASAE & The Center	10	39	14	96
AARP	367	110	24	95
American Chemical Society	12	0	0	95

Power-law Distribution of Weblogs by Audience Size

So many readers that distribution is restricted to broadcast



With just a few readers each can support tight conversation

Definitions

- Social Capital Anything that facilitates individual or collective action, generated by networks of relationships, reciprocity, trust, and social norms [Wikipedia]
- Productivity Completing more of the “right things” in a given amount of time
- Novel Information New information or ideas that contributes to the building of *social capital* and *productivity*
- Structural Diversity Connecting people who are unconnected to each other to yield diverse pools of information & ideas
- Demographic Dissimilarities A network of people along diverse demographic lines (e.g., age, experience, culture, interests, etc.)
- Bandwidth The frequency and volume of activity between network participants

References

Online data is provided by comScore, the leader measuring the digital world [www.comscore.com]

1. Aral, S. & Van Alstyne, N. 2008. “*Networks, Information & Social Capital*” (Draft paper on recent research at New York University, Stern School of Business & Boston University, School of Management) pg. 2
2. Ibid, pg. 4
3. Ibid, pg. 5

Other Recommended Reading

Aral, S., Brynjolfsson, E & Van Alstyne, N. 2007. “*Productivity Effects of Information Diffusion in Networks*” (Draft paper on recent research at New York University, Stern School of Business, MIT Sloan School of Management & Boston University, School of Management)

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About LoBue



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Michael LoBue, CAE, has served as executive director and board member to various non-profit organizations since 1980. LoBue founded an AMC in 1993; LoBue & Majdalany Management Group, a charter accredited AMC through the AMC Institute, serves international trade associations and one regional professional society. The firm has a wholly-owned subsidiary in the U.K. supporting a pan-European trade association.

Prior to forming an AMC, LoBue professional experience includes a variety of program, marketing and management positions in government, non-profit, including higher education administration, and industry.

LoBue has an M.S. in Management & Public Policy from Carnegie Mellon University and an A.B. from the University of California at Berkeley. LoBue's current board involvement is:

- AMC Institute
- The Laurel School
(President of Board of Trustees for this independent K-8 school in San Francisco)