

Social Media for Associations

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Presentation Goals

- Reduce anxieties about emerging communications tools used to connect with key audiences
- Provide a framework for thinking about and planning for the effective use of social media tools
- Stimulate new ideas for appropriate uses of social media tools for your organizations



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- Set the context – Internet life today
 - ✓ “It’s noisy out there...”
 - ✓ Profile of ‘net users...
 - ✓ Profile of ‘net uses...
 - ✓ Distinguishing Social Media tools from other tools
 - ✓ It’s Social Capital, Stupid
- A deeper look at two types of social capital and their differences
- Examples of use in associations today
- Getting started...



It's Noisy 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)]



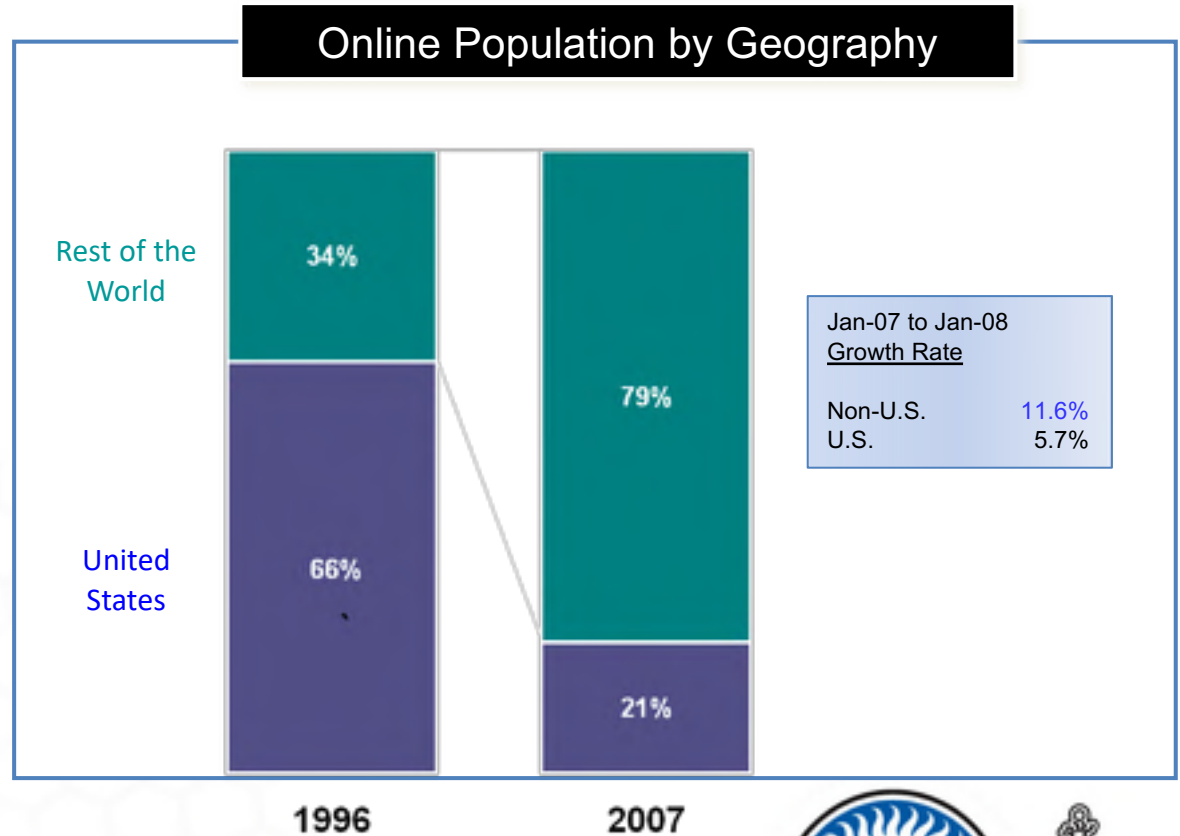
Conduct your own usage study... I did!



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



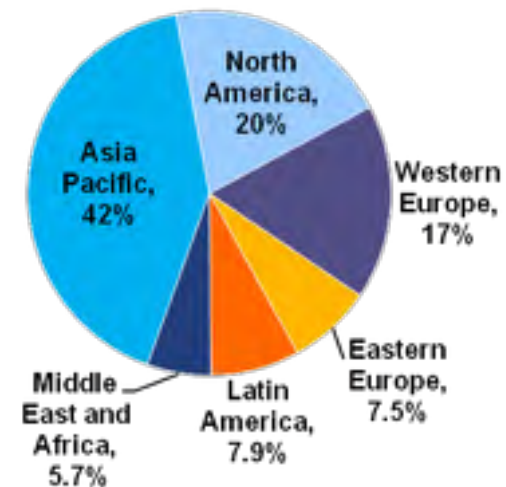
2010 No. America will rank 3rd

- 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 Distribution [†]

Projected Regional Distribution of Worldwide Online Population, March 2010



[†] Internet users 15+ accessing the internet from a Home or Work computer

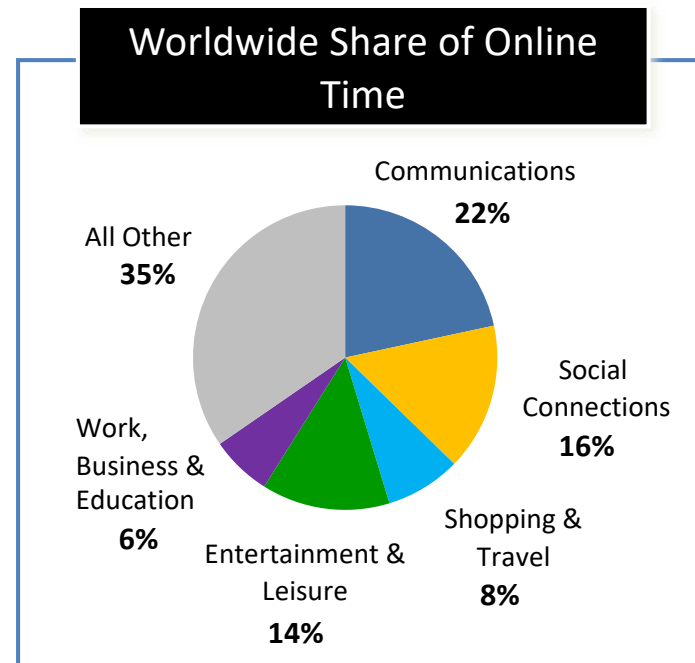
Source: comScore



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”...



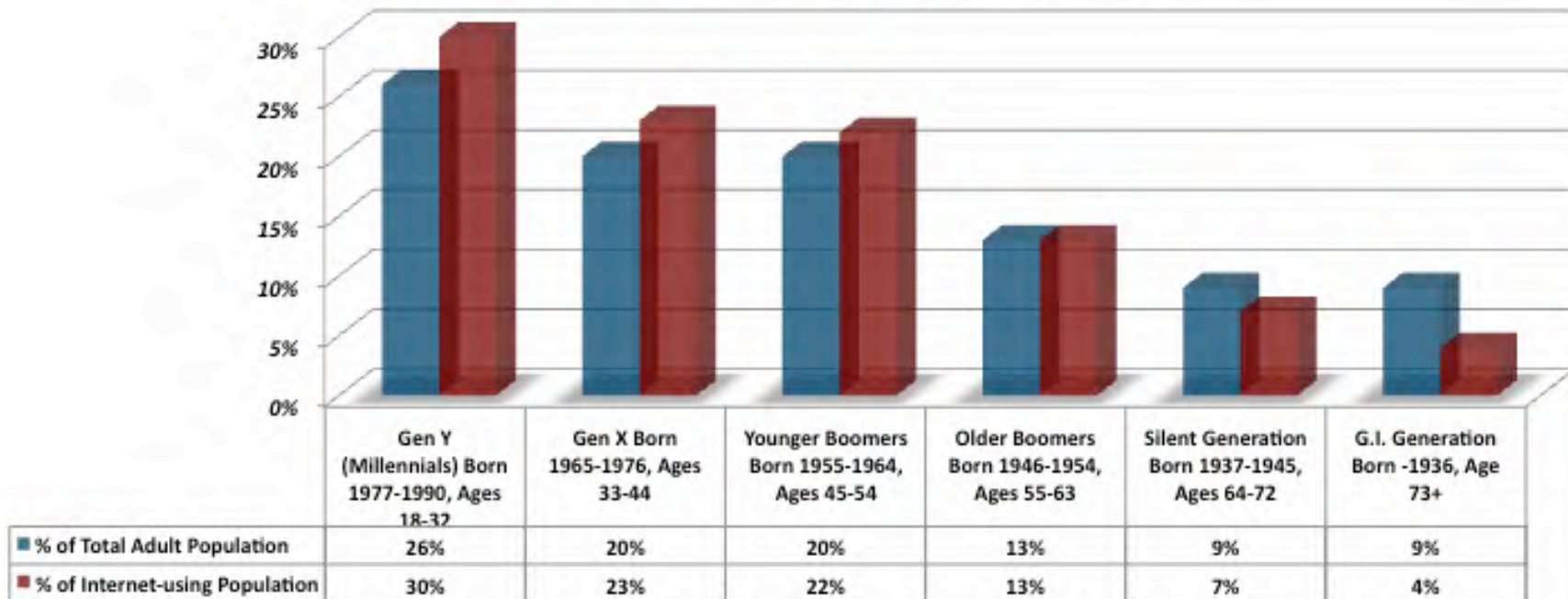
Communications: e-mail, Instant Messengers
Social Connections: Social Networking Sites, Blogs, Discussion/Chat, Community Sites
Shopping & Travel: Retail, Travel, Auctions, Automotive & Real Estate
Entertainment & Leisure: Entertainment, including Multimedia & Streaming, Online Games and Gaming, Sports, Hobbies & Lifestyle
Work, Business & Education: News & Information, Business & Finance, Education, Career Services & Development, Government

Source: comScore



Internet for the young (at ♥)

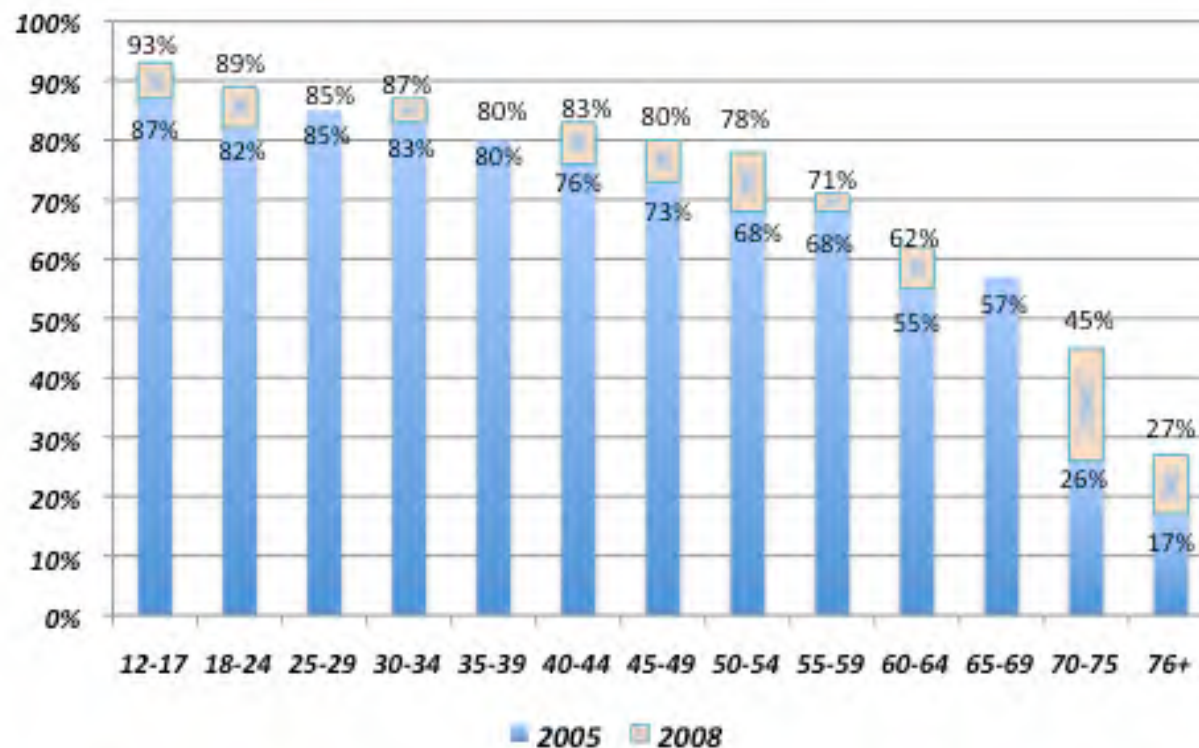
Generations Explained as of December 2008 †



† Pew Internet & American Life Project December 2008 survey. N=2,253 total adults, and margin of error is $\pm 2\%$. N=1,650 total internet users, and margin of error is $\pm 3\%$.



Percentage of Americans Online by Age¹



Recreated from PEW Internet Project Data Memo: Percentage of Americans online by age – (Teens 12-17 Nov. 2007-Feb 2008, margin of error = $\pm 3\%$. Adults, December 2008, margins of error differ by subgroup).



Uses by age...

- Internet users ages 12-32 are more likely than older users to read other people's blogs and write their own
- Internet-users 12-32 are considerably more likely than older generations to use social networking sites and to create profiles on sites
- 78% of 12-17 year-old Internet-users play games online and 73% use it for email
- Older generation Internet-users are online less for socializing and entertainment and more for searches and purchasing

Social networking sites might be of interest to league players, but perhaps not to their parents...

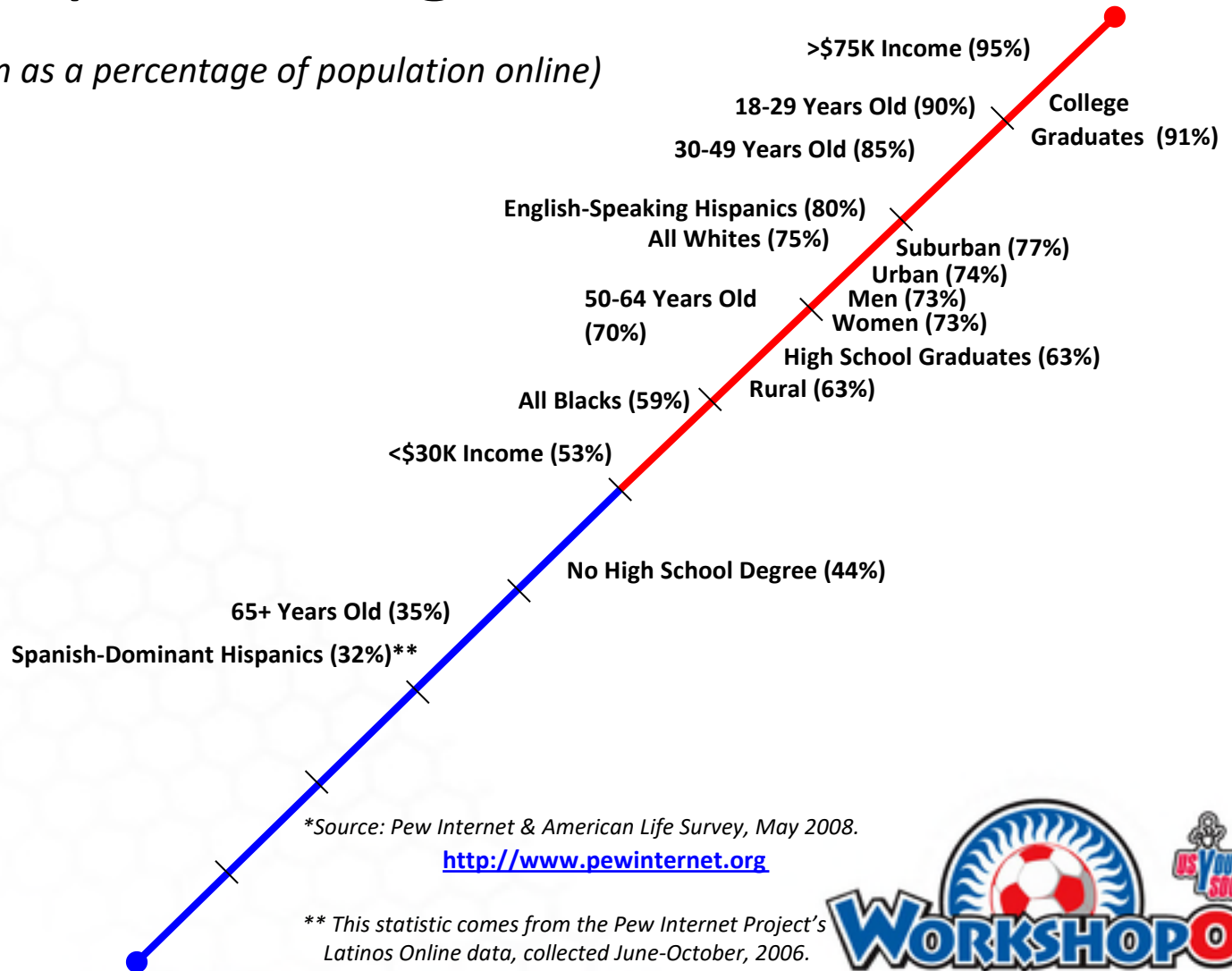
Online gaming might be attractive to players and be a vehicle to teach soccer strategy

Product sales to parents as a means to support programs and appeal to their interests



73%* report using Internet or email

(shown as a percentage of population online)



*Source: Pew Internet & American Life Survey, May 2008.

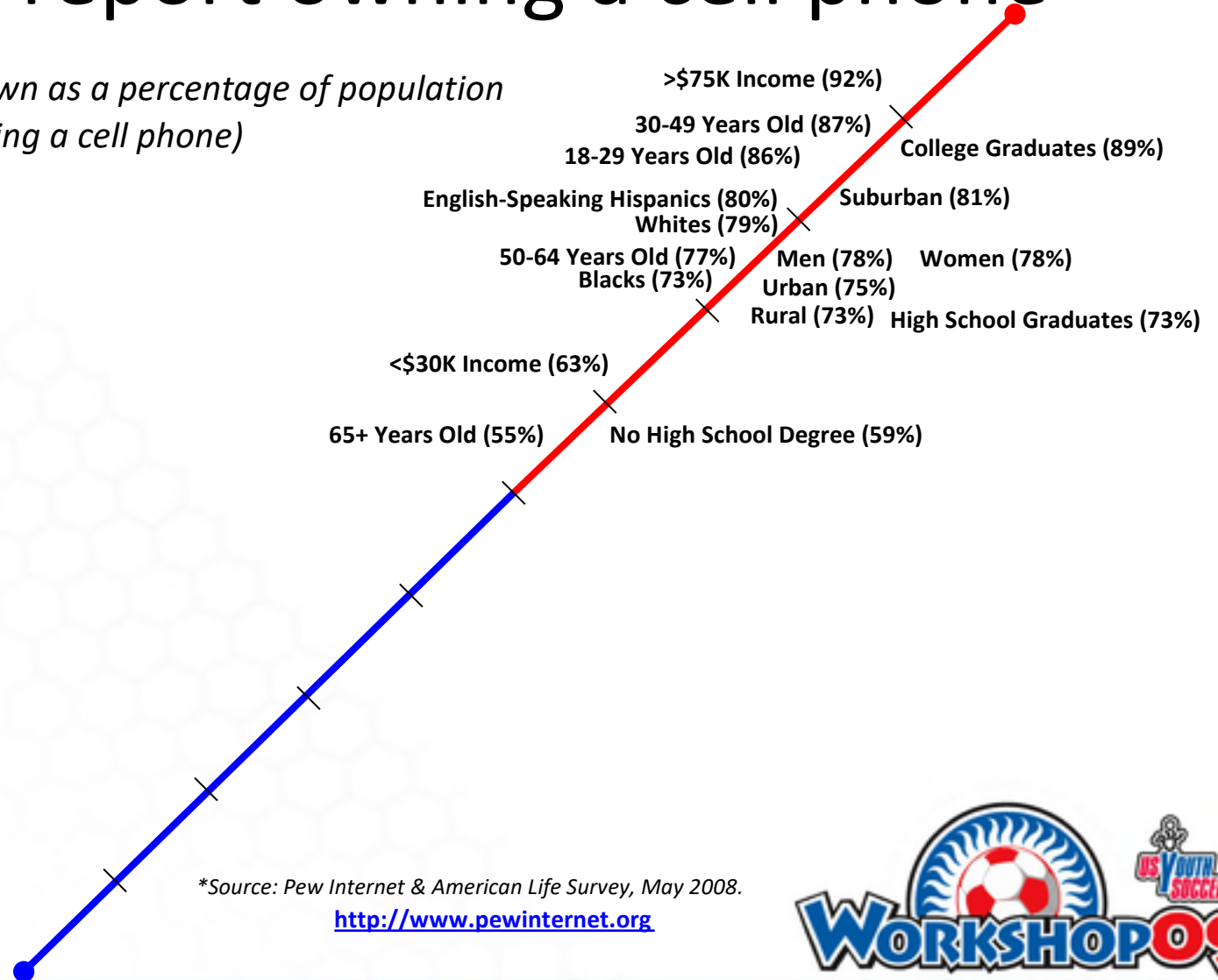
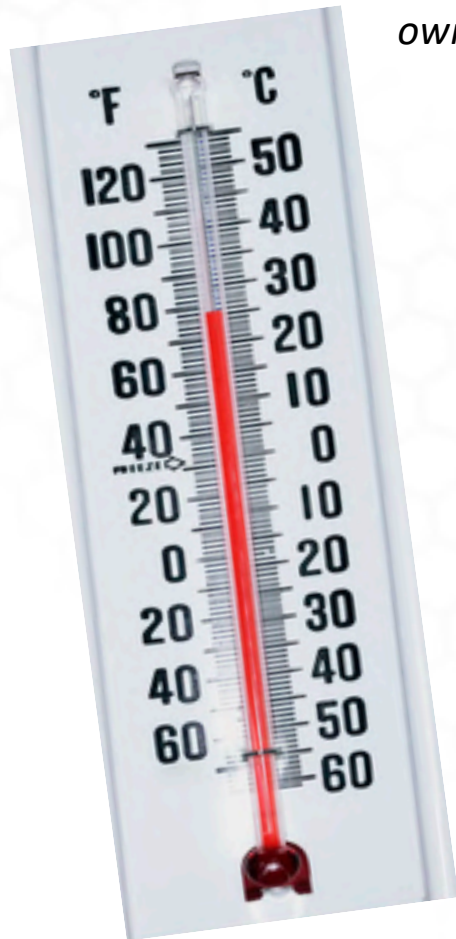
<http://www.pewinternet.org>

** This statistic comes from the Pew Internet Project's Latinos Online data, collected June-October, 2006.



78%* report owning a cell phone

(shown as a percentage of population owning a cell phone)

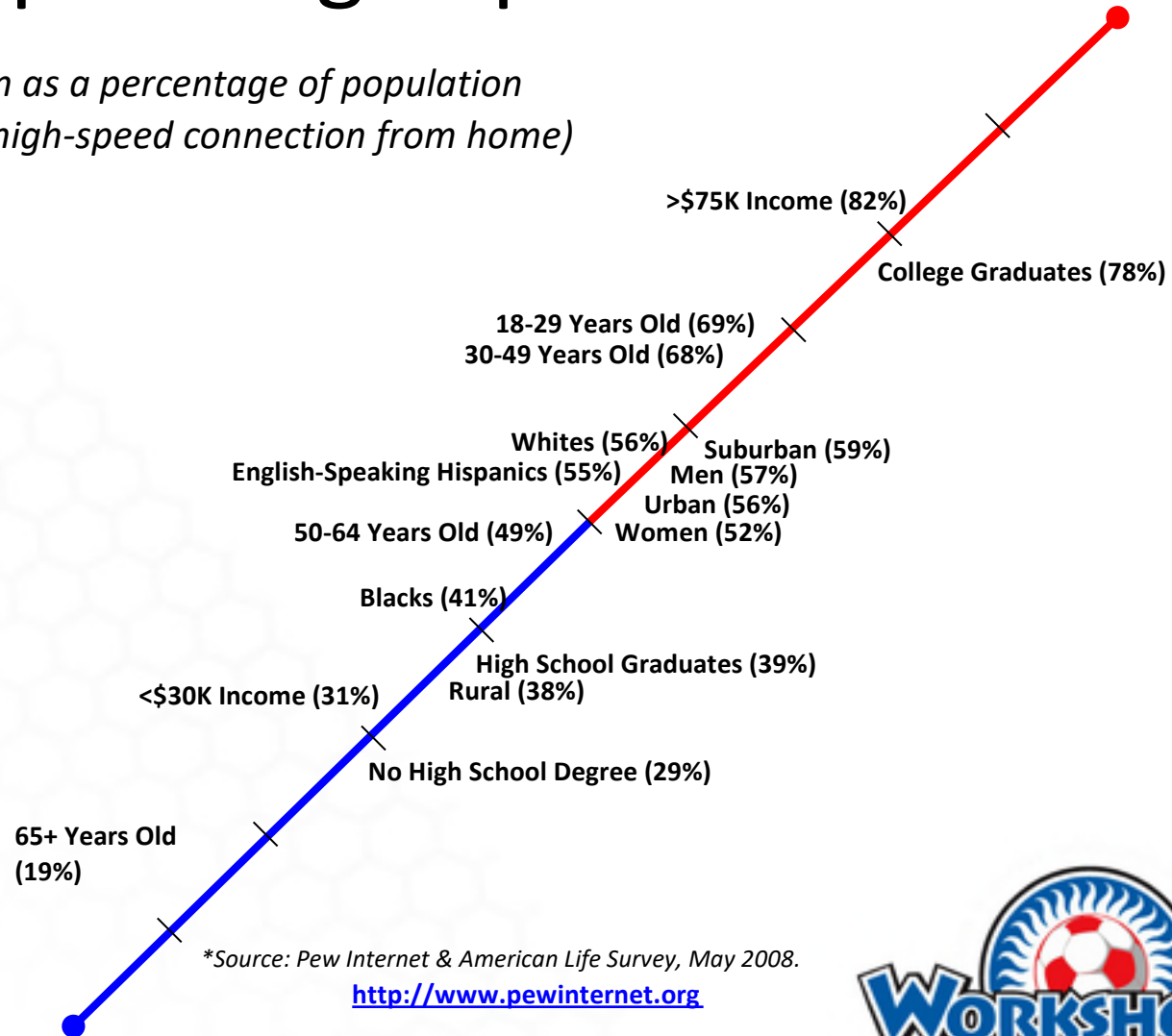
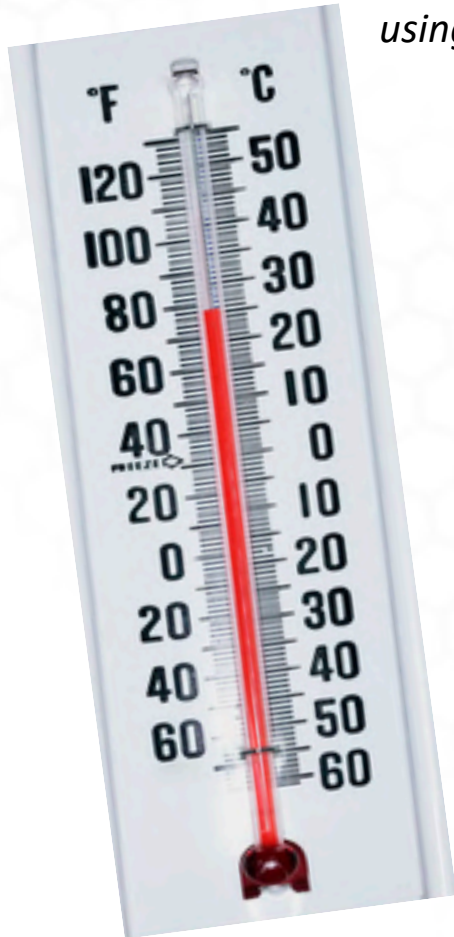


*Source: Pew Internet & American Life Survey, May 2008.
<http://www.pewinternet.org>



55%* report 'high-speed' from home

(shown as a percentage of population using high-speed connection from home)



*Source: Pew Internet & American Life Survey, May 2008.

<http://www.pewinternet.org>



So, what's a "Social Media Tool"?

According to Wikipedia:

Social media are primarily Internet- and mobile-based tools for **sharing and discussing** information among human beings.

Email

List Servs

Wikis

Social Network Services

Blogs

Twitter



It's all about "Social Capital"

First recorded use of the term by L.J. Hanifan, state superintendent of rural schools in West Virginia, was in 1916:

*"...those tangible substances [that] count for the most in daily lives of people: namely good will, fellowship, sympathy, and social intercourse..."*²

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



Part 2: Types of Social Capital



What's your Social Capital Profile?

Bonding

- inward looking
- reinforce exclusive identities and homogeneous groups
- supporting reciprocity and mobilizing solidarity ³



Bridging

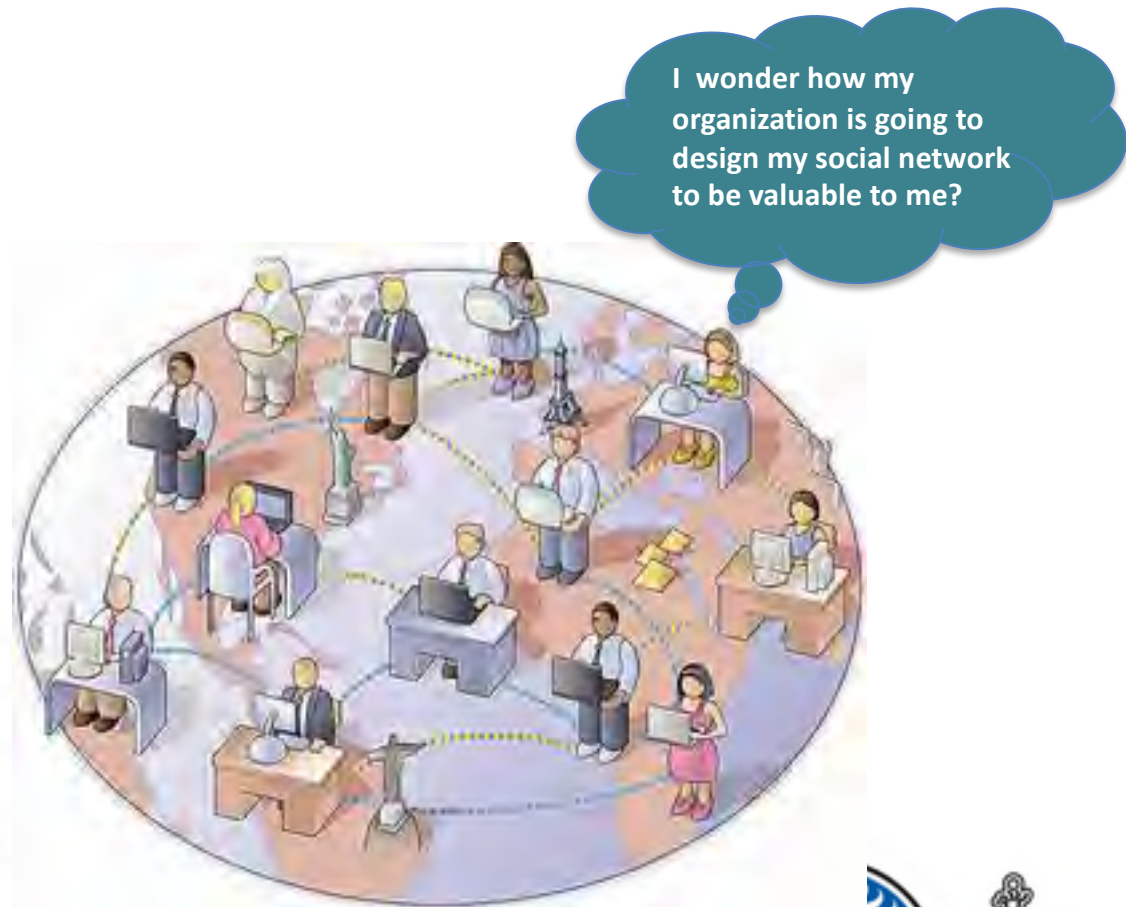
- outward looking
- linking external assets
- information diffusion ³

“Bonding social capital is good for **getting by**, but bridging social capital is crucial for **getting ahead**” ⁴



What Makes a Good Network?

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

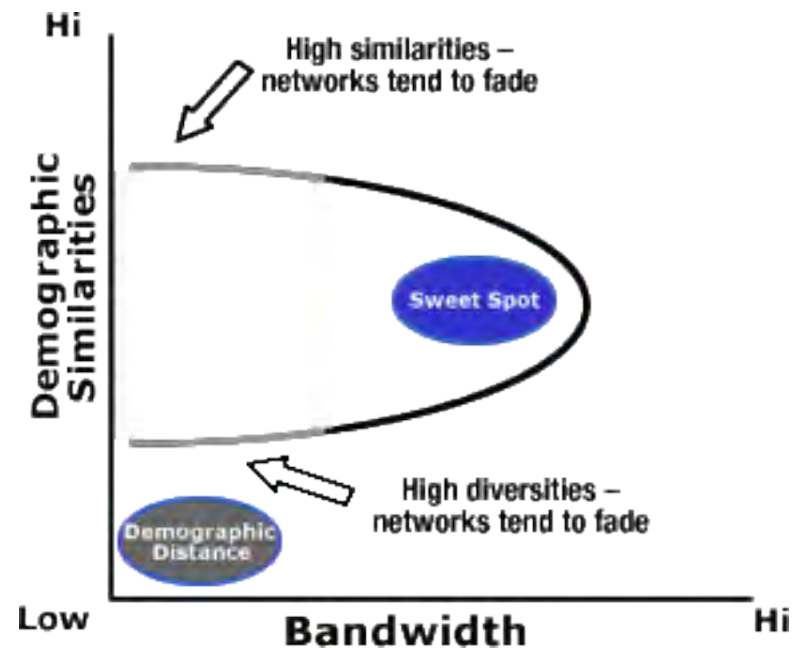


Characteristics of Strong Networks

- Pay attention to “demographic dissimilarities” ...also known as “Demographic Distance” ⁵

Getting the right balance across your relevant demographic characteristics:

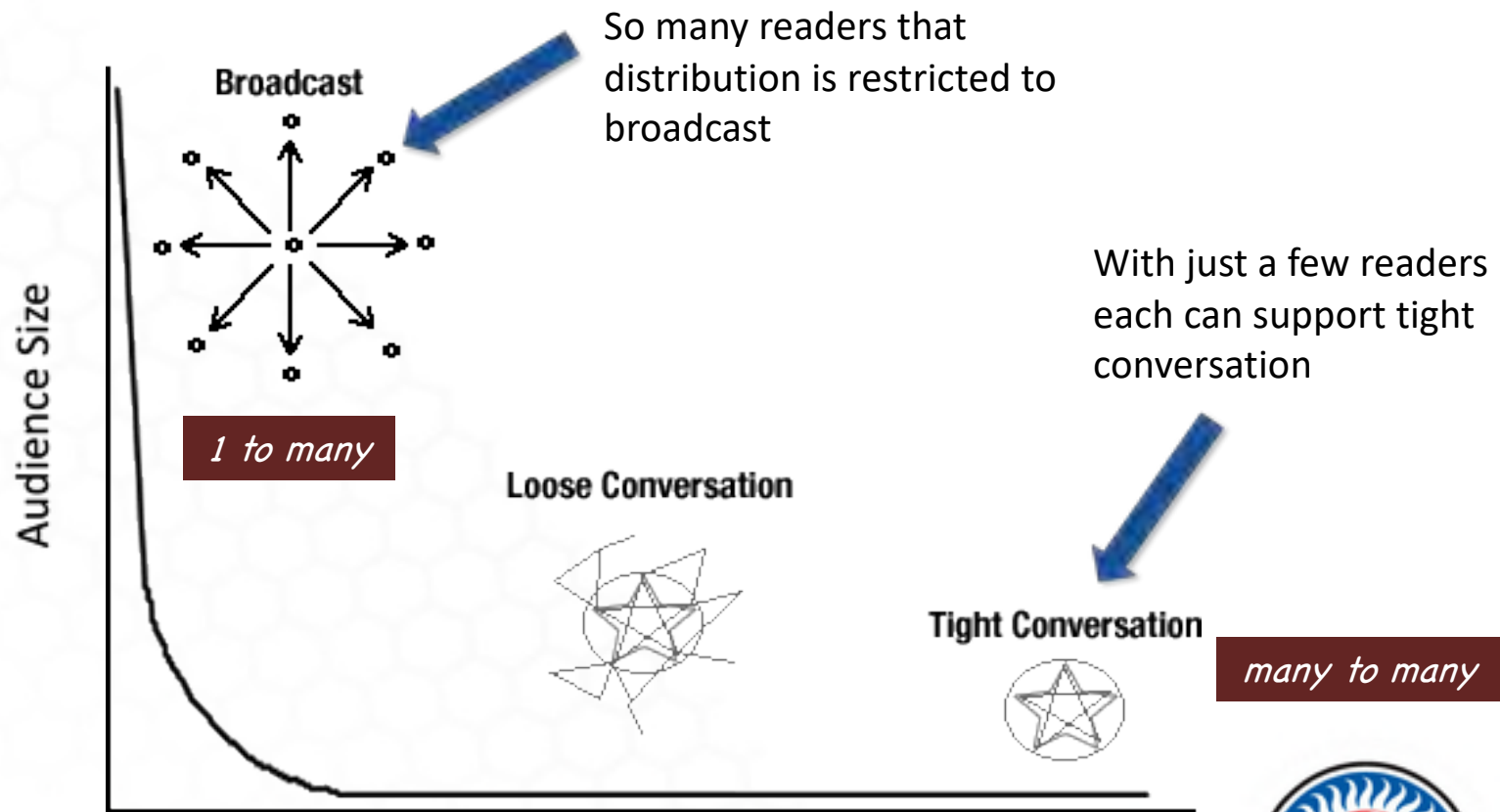
- age
- gender
- culture
- years in a professional practice
- levels of training or certification
- Interest area



★ What characteristics matter to your particular organization/audience and their social capital profile?



What Are You Trying to Support?



Source: Shirky, Clay; [Here Comes Everybody](#); pg 129

Weblogs

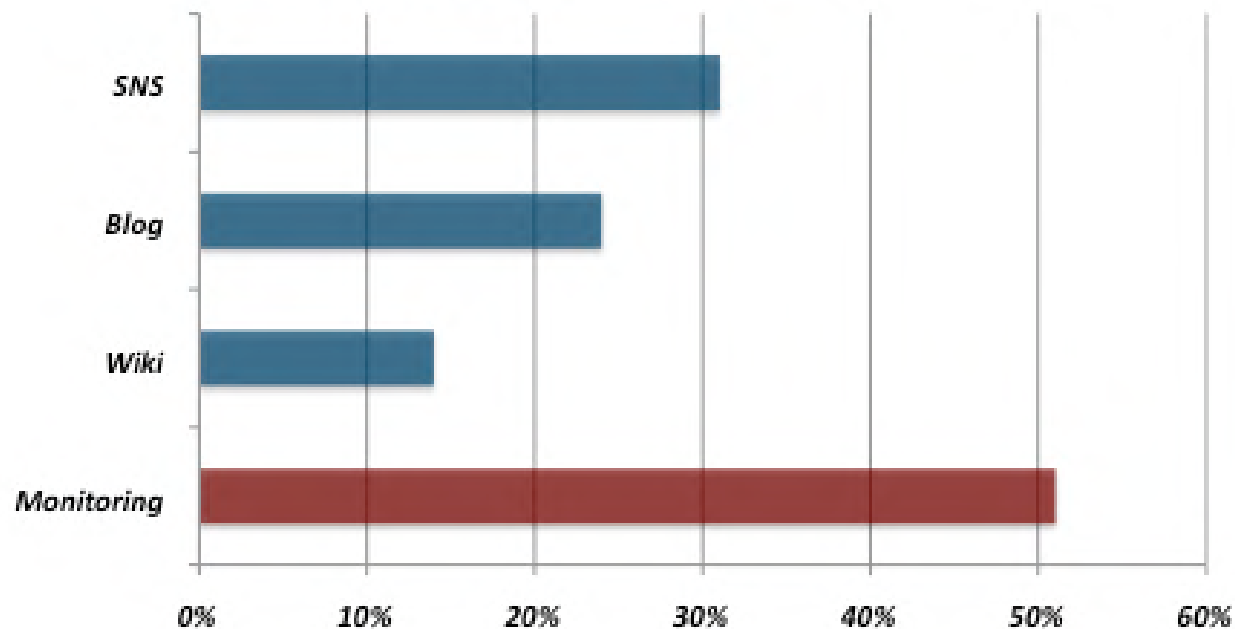


Part 3: Association Uses Today



Association Social Technology ‡

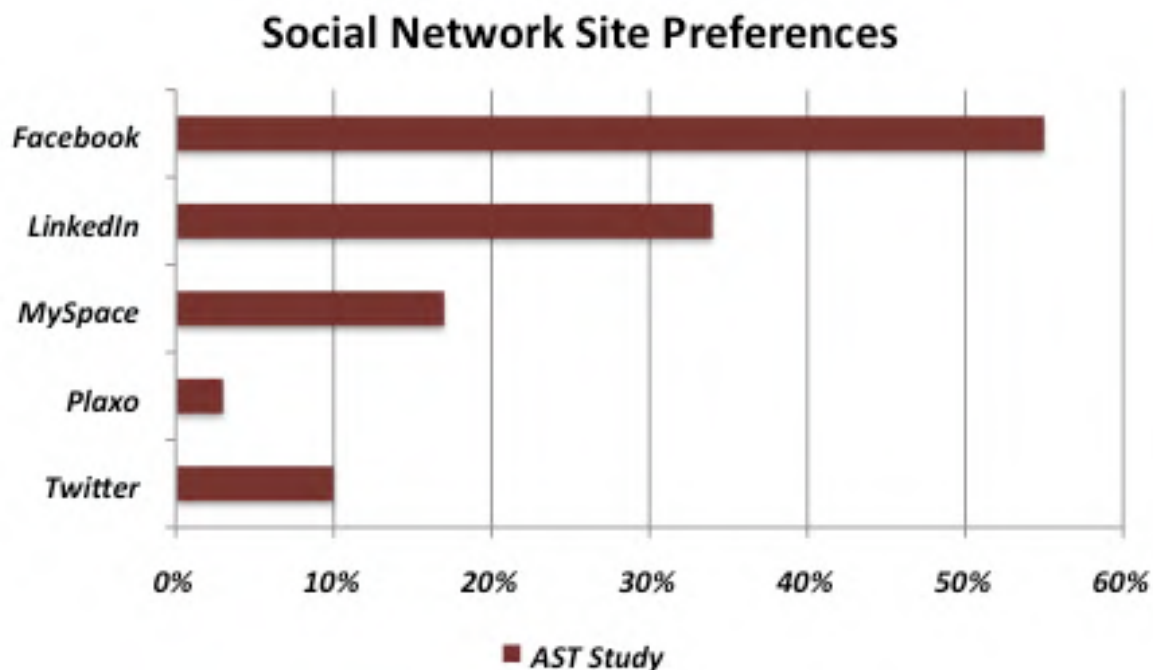
Presence & Use by Associations



‡ A project of Principled Innovation LLC in partnership with Omnipress; January 2009



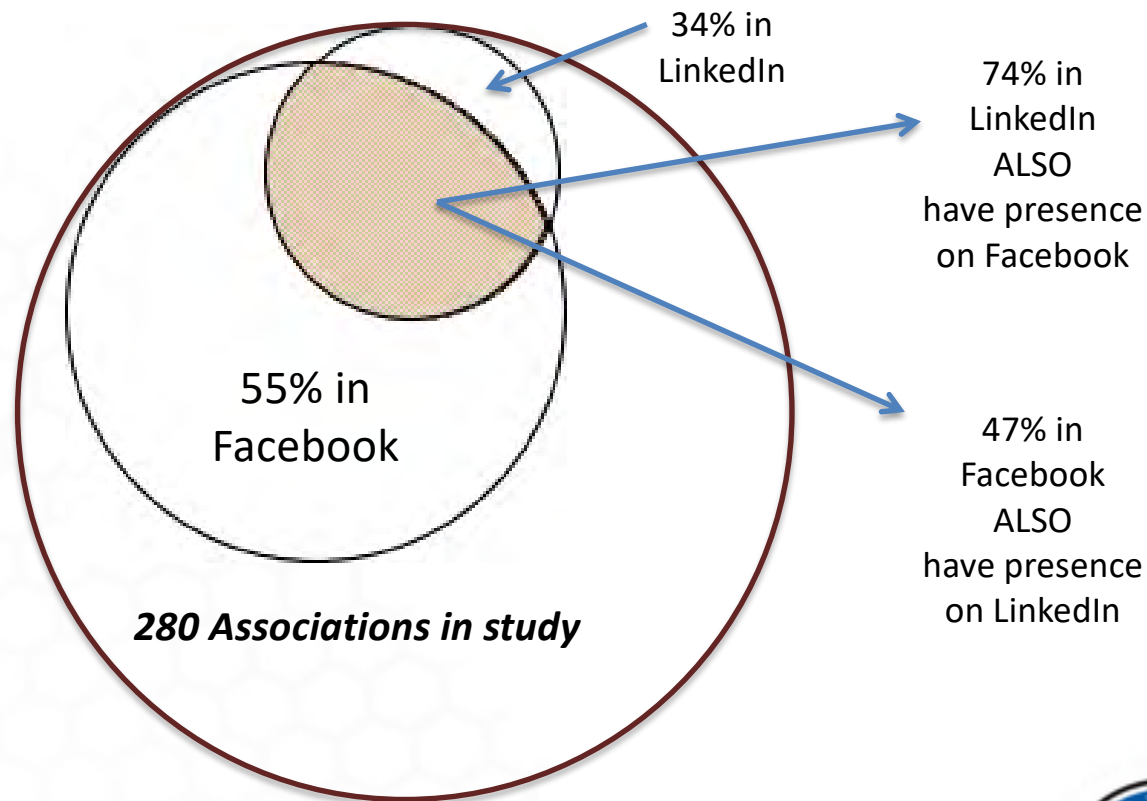
Social Network Site Preferences ‡



‡ A project of Principled Innovation LLC in partnership with Omnipress; January 2009



Social Network Site Overlapping



‡ A project of Principled Innovation LLC in partnership with Omnipress; January 2009



Part 4: Getting Started



Where to Learn the Basics

- Visit these websites:
 - How to Sell Social Media (arguments are “so-so”)
<http://www.interactiveinsightsgroup.com/blog1/how-to-sell-social-media-t>
 - Understanding Social Media in Simple Terms (basically the “social capital” approach)
<http://blog.mediasauce.com/2009/02/07/understanding-social-media-in-simple-terms/>
 - Four-Step Approach to a Social Media Plan (Smart! Begins with “people” not tech.)
<http://fuelingnewbusiness.com/2009/01/20/four-step-approach-to-a-social-media-plan/>
 - Visit Association Social Media project (a wiki) for examples and discussion...(a little “self-promoting”)
<http://www.associationsocialmedia.com>



Get started with controlled experiments...

- If you're a member of ASAE, update your ASAE online profile and build an online network
- Read the ASAE blog, Acronym, to learn more about social media and other association management trends and issues
- Put yourself on Facebook, LinkedIn, Plaxo and similar sites
- Create a wiki for your employees—a new staff education tool (www.WetPaint.com – it's FREE!)
- Create a blog site (www.TypePad.com – starts at \$4.95/mo. with online tech support and rich set of tools – very easy!)



Reasonable steps to take...

- Survey your members to see how their “Internet-use patterns” compare to the baselines in this presentation
- Poll your members for those with expertise with social media tools; perhaps establish a task force to guide the introduction and care and feeding into your organizations
- Modify you website plans to include social media (eg., transition eNewsletter to blog format, or “coaches-corner” ...
- Create a Facebook page for you as executive director
- Set up a “group” in Facebook or LinkedIn around a specific project – don’t go general yet!
- Find a “champion” and “evangelist” within your organization



References

1. PEW Internet Project Data Memo; January 28, 2009 • http://www.pewinternet.org/pdfs/PIP_Generations_2009.pdf
2. Putnam, Robert D., “Bowling Alone”; pg. 18
3. Putnam, Robert D., “Bowling Alone”; pg 22
4. Ibid – quote by: Xavier de Souza Briggs; pg 23
5. 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. 4

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)
- Aral, S., Brynjolfsson, E & Van Alstyne, N. 2008. “*Information, Technology and Information Worker Productivity*”
(Paper submitted to *Management Science* on recent research at New York University, Stern School of Business, MIT Sloan School of Management & Boston University, School of Management)
- Urstadt, Bryan; “*Social Networking Is Not a Business*” • Technology Review, July/August 2008
- Here Comes Everyone; Clay Shirky • The Penguin Press 2008
- The Future of Work; Thomas W. Malone • Harvard Business School Press 2004



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 includes:

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