Presenters' 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 firm and your clients

Table of Contents

- Review key themes from August Owners & Principals Program
  - ✓ "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 AMCs and 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.
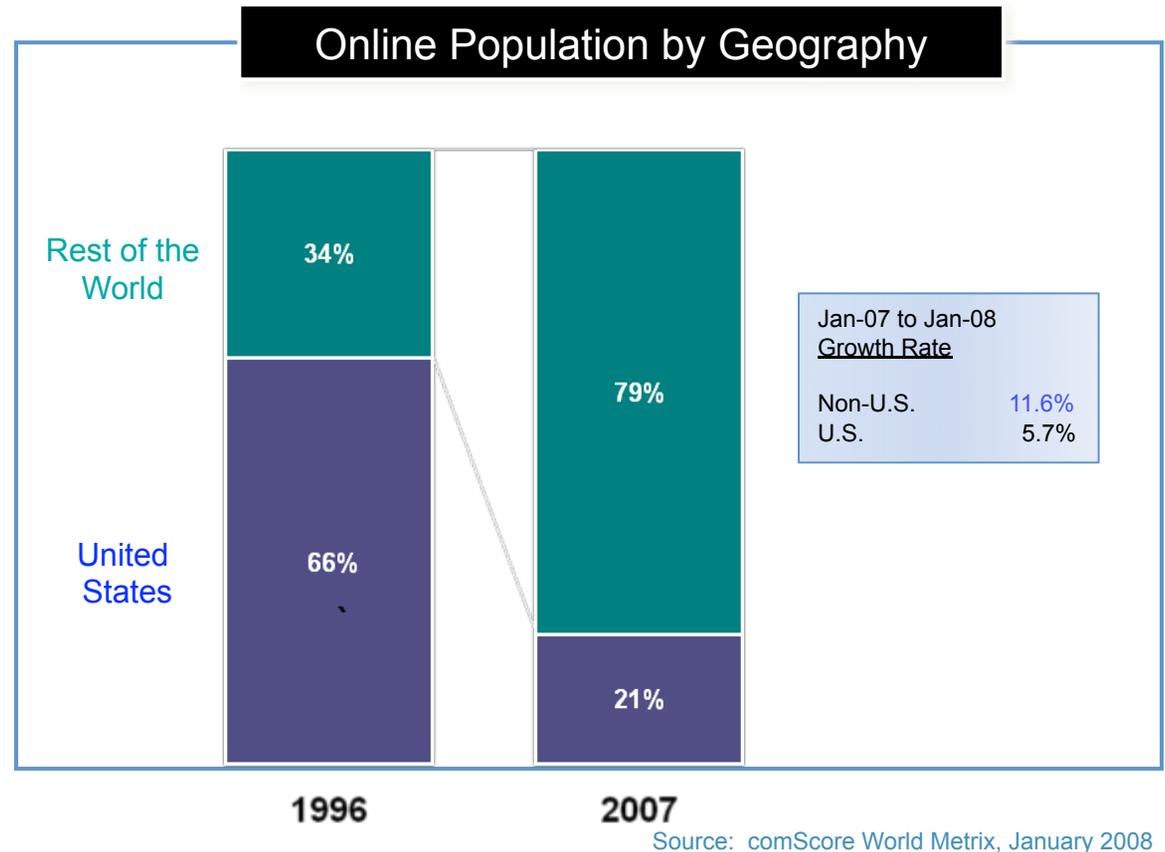 [Wall Street Journal (2007)]

Conduct your own usage study… I did!

# of Email Accounts

# of Secure Sites
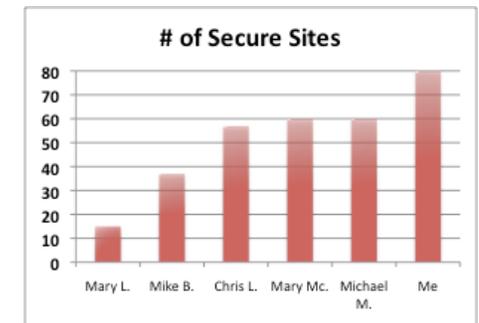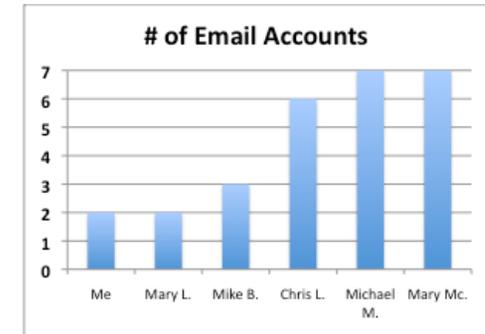
U.S. has a fraction of Internet Users

- 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...

Online Population by Geography

Rest of the World — 34%

United States — 66%

79%

21%

Jan-07 to Jan-08
Growth Rate

Non-U.S.   11.6%
U.S.   5.7%

1996   2007

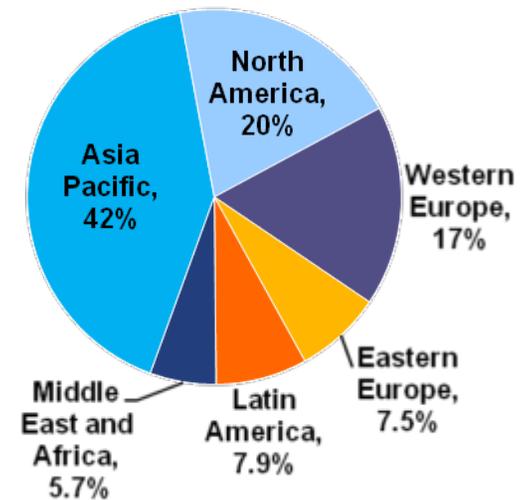Source: comScore World Metrix, January 2008

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...

Projected Regional Distribution of Worldwide Online Population, March 2010

Asia Pacific, 42%
North America, 20%
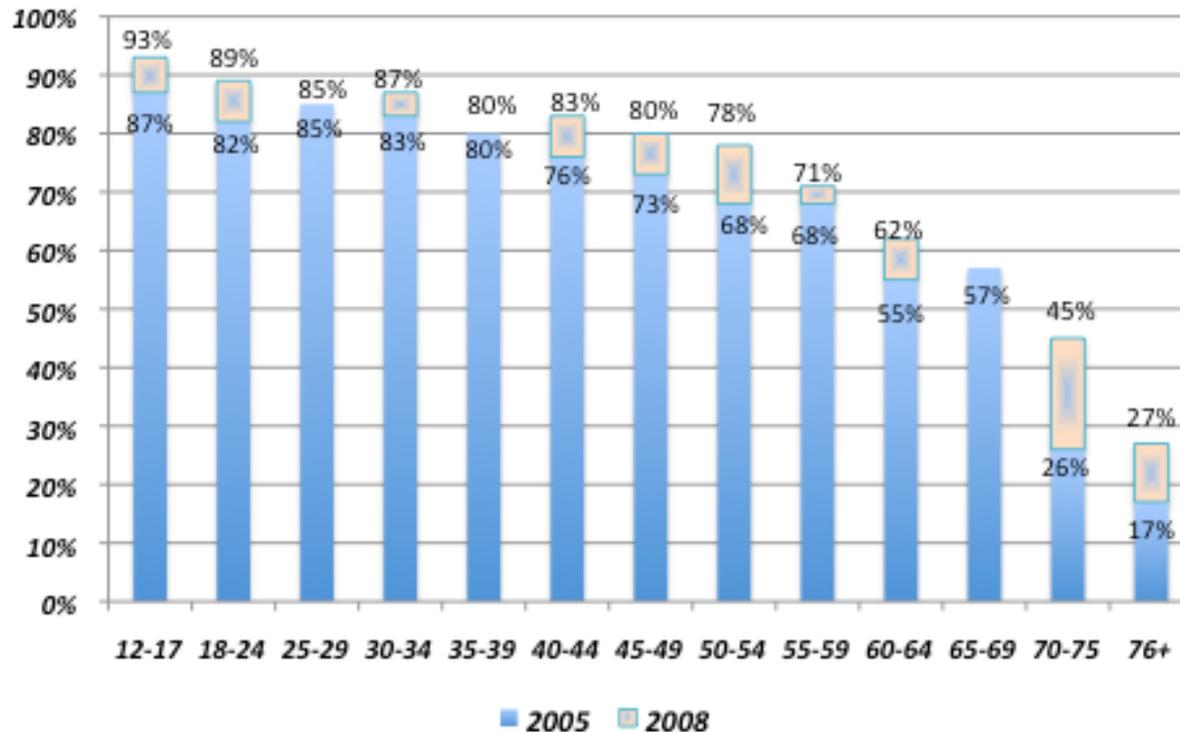Western Europe, 17%
Eastern Europe, 7.5%
Latin America, 7.9%
Middle East and Africa, 5.7%

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

Source: comScore

Percentage of Americans Online by Age[1]

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

So, what is 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	Social Network Services
List Servs	Blogs
Wikis	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]

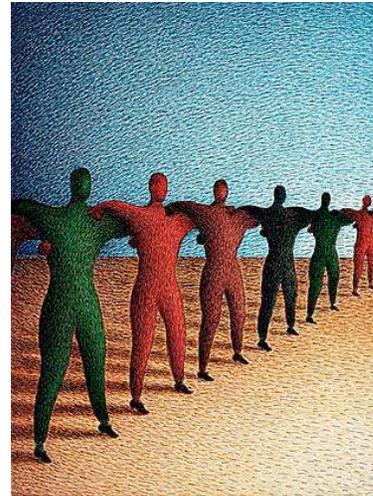# What's Your Social Capital Profile?

Bonding

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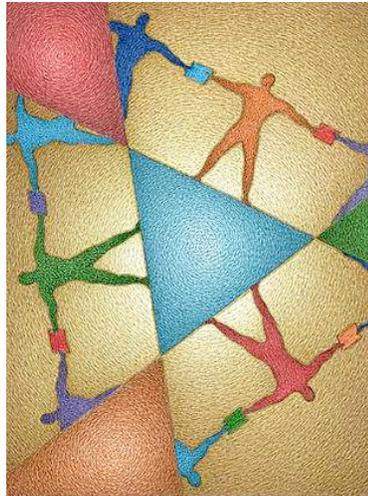
Bridging

- 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 for 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

> I wonder how my organization is going to design my social network to be valuable to me?
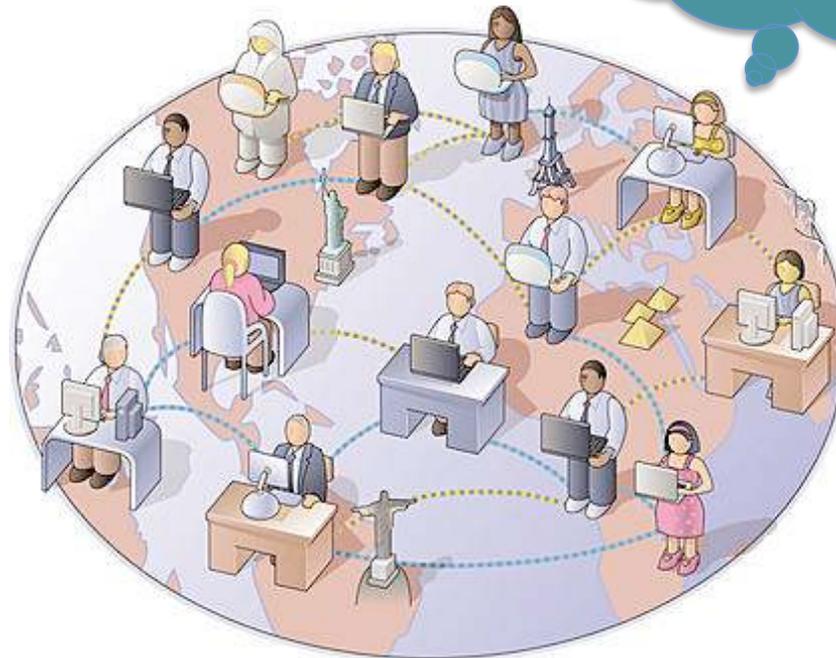
Characteristics of Strong Networks

- 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?
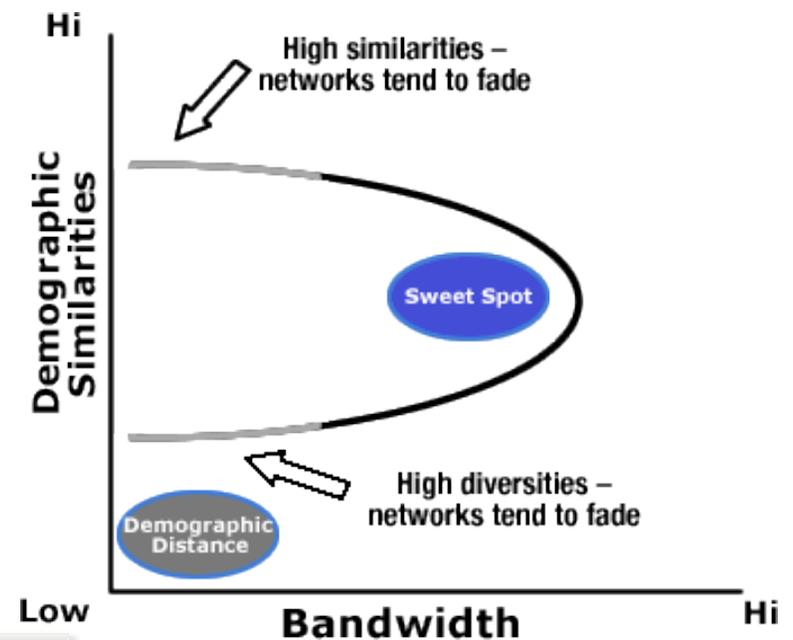
What are you trying to support?

So many readers that distribution is restricted to broadcast

With just a few readers each can support tight conversation

Broadcast

1 to many

Loose Conversation

Tight Conversation

many to many

Audience Size
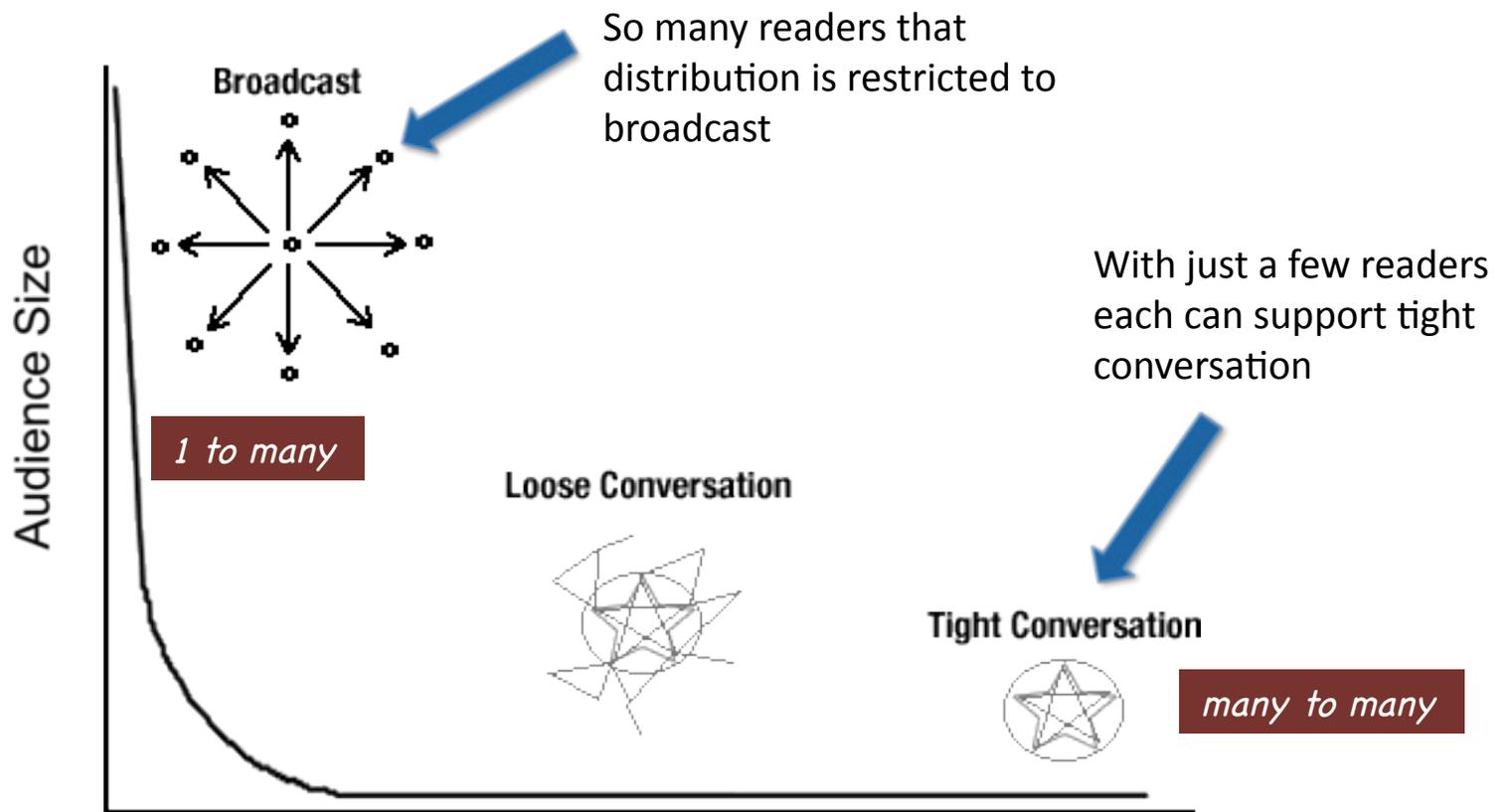
Weblogs

Source: Shirky, Clay; Here Comes Everybody; pg 129

What AMCs and Associations Are Using

AMC Institute conducted a 60-Second Survey on Social Media in January 2009 of our members – <u>78 respondents</u>
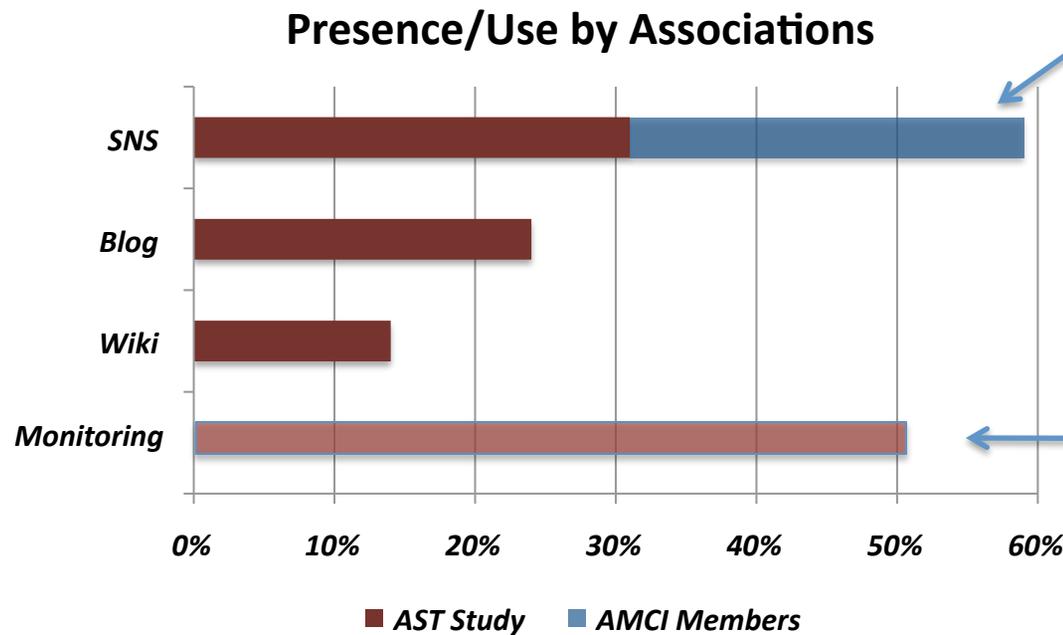
"Association Social Technologies", a project of Principled Innovation LLC and **Omnipress**, a survey conducted in Q4 2008 with it's report published in January 2009 – <u>280 responses</u>

Association Social Technologies ‡

Presence/Use by Associations

SNS						
Blog						
Wiki						
Monitoring						

0%   10%   20%   30%   40%   50%   60%

■ AST Study   ■ AMCI Members

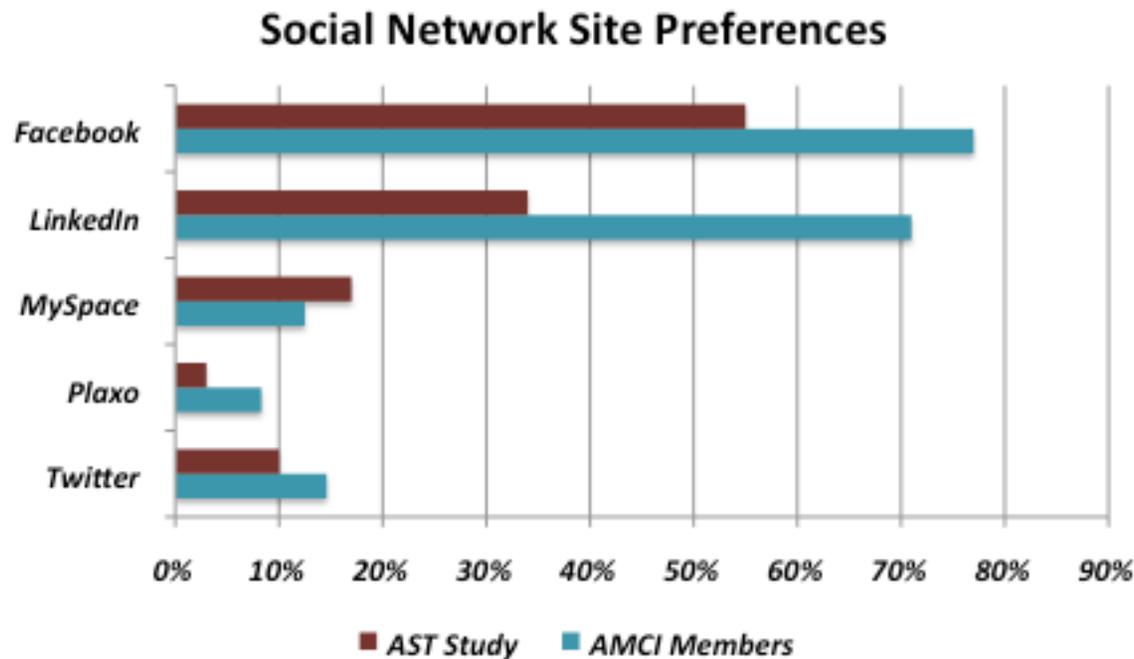Recent 60-Second Survey revealed that 59% of Institute members are utilizing at least one form of "social media"

Nearly twice the general association community!

"Monitoring" the Internet for activity and content is a more *passive* activity in terms of "social networking" than the emerging communication tools.

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

Uses cont'd

Social Network Site Preferences

Facebook, LinkedIn, MySpace, Plaxo, Twitter

■ AST Study   ■ AMCI Members

Some organizations overlap...

34% in
LinkedIn

74% in
LinkedIn
ALSO
have presence
on Facebook

55% in
Facebook

47% in
Facebook
ALSO
have presence
on LinkedIn

280 Associations in study
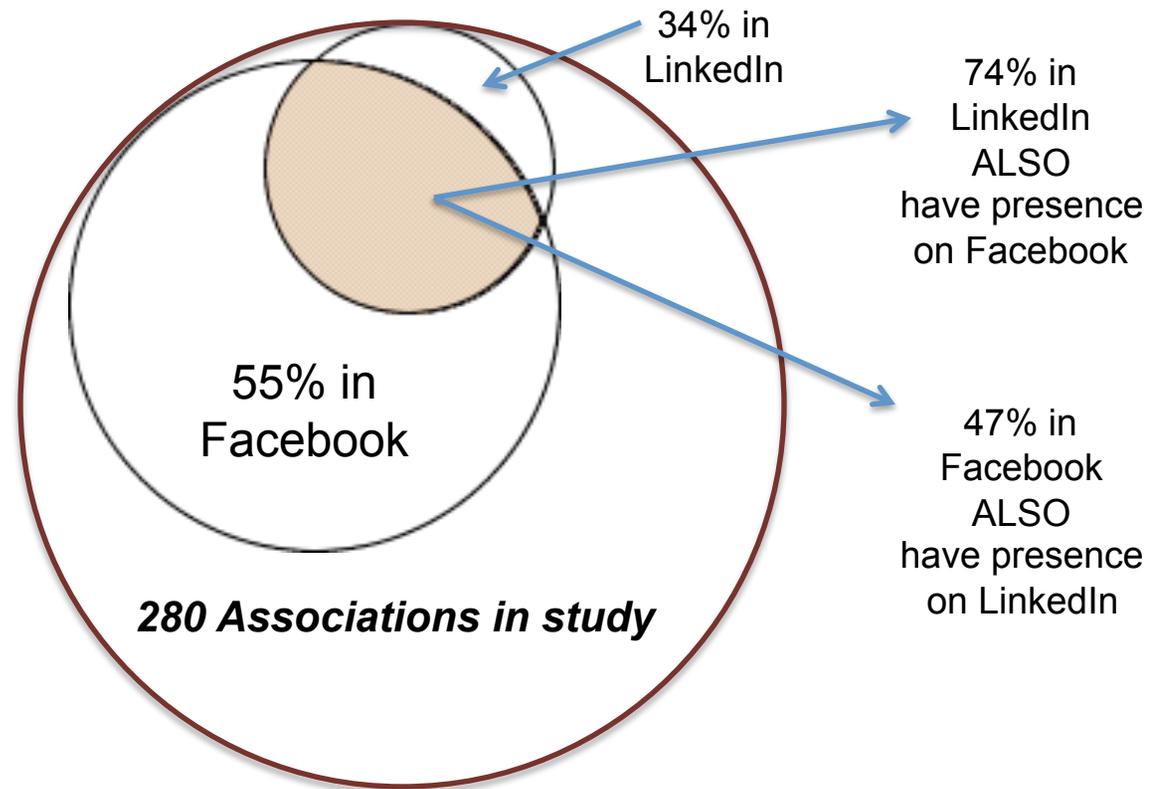
Where to Learn the Basics

- Visit these websites:
  - How to Sell Social Media (http://www.interactiveinsightsgroup.com/blog1/how-to-sell-social-media-t)
  - Understanding Social Media in Simple Terms (http://blog.mediasauce.com/2009/02/07/understanding-social-media-in-simple-terms/)
  - Four-Step Approach to a Social Media Plan (http://fuelingnewbusiness.com/2009/01/20/four-step-approach-to-a-social-media-plan/)

How to Start—For Your AMC

- 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

- Visit associationsocialmedia.com (a wiki) to learn more about the topic

- Put yourself on Facebook, LinkedIn, Plaxo and similar sites

- Create a wiki for your employees—a new staff education tool

- Consider adding "rich media", like podcasts for your clients' and prospects' benefit

How to Start—For Your Clients

- Talk with your association clients about the scope of services and adding social media under the website management

- Get social media into your next budget

- Create a website plan that includes social media

- Create an ad hoc committee/task force on social media to find out what your members want

- Survey your association members to find out what they need

- Create a Facebook page for you as executive director

How to Start—For Your Clients

- Create a LinkedIn section open only to members—and when nonmembers asks to join send them recruitment information

- Consider creating a post-conference blog to continue the conversation after this event, or perhaps to jump start the conversation before it even begins—perhaps telling a speaker what your members want to hear

- Consider replacing the newsletter with a blog—short news items posted immediately/as needed

- If you create a blog also create a posting schedule—we all get busy and new posts are essential

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