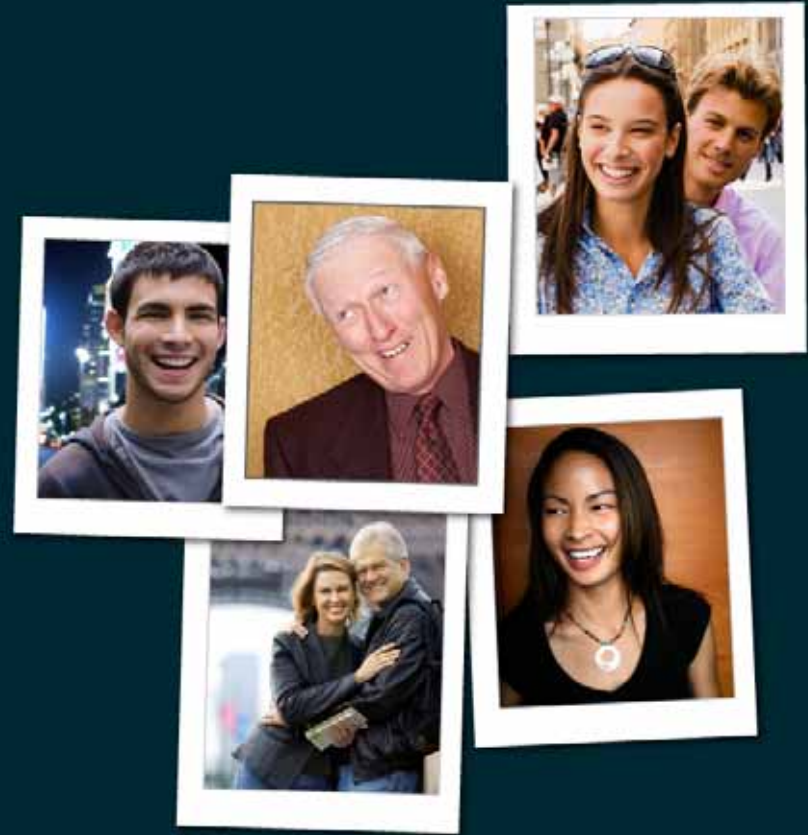




SUMMIT 08



UNDERSTANDING SOCIAL MEDIA

Andrew Hull, Director Product Marketing

**RIGHT**  
**NOW.**

- What is social media anyway?
- Brief history of how internet technologies paved the way for social media
- Generational perceptions of social media
- Intersection of people, companies, and technology
- Impact of social media on you. Getting started!
- Resources

- **Social media** is the use of electronic and internet tools for the purpose of *sharing and discussing* information and experiences with other human beings. The term most often refers to activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.
- **Web 2.0** is a trend in the use of the web to facilitate creativity, information sharing, and, most notably, *collaboration* among users. These concepts have led to the development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and social tagging.

Reference

[http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

# WHAT IS SOCIAL MEDIA?

**RIGHT  
NOW.**



**It's Really All About Conversations and Collaboration  
The World Wants to Talk and Technology is the Enabler**

## The Break Up



Rate: ★★★★★ 128 ratings

Views: 177,956

<http://www.youtube.com/watch?v=heSudg-tflk>

# SO HOW BIG IS THE SOCIAL MEDIA MOVEMENT? THIS IS THE FACE OF SOCIAL MEDIA TECHNOLOGY

RIGHT  
NOW.



# EVERY DAY....A NEW SERVICE, A NEW SITE, A NEW IDEA

**RIGHT  
NOW.**



VISIT [WWW.GO2WEB20.NET](http://WWW.GO2WEB20.NET) TO SEE FOR YOURSELF

RIGHT  
NOW.



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- Decline of Big Blue
- AOL / Netscape / Yahoo
- Amazon
- Napster
- Google
- YouTube
- MySpace / Facebook
- Arrival of Social Media / Web 2.0

# DECLINE OF BIG BLUE AND RISE OF INTERNETWORKING – THE EARLY YEARS

RIGHT  
NOW.

- Gopher / Pine / FTP
- Modems
- TCP/IP
- Unix (Sun, SGI)
- Internetworking (Novell, Cisco)
  
- Windows 3.11 and Apple Macintosh
- Limited memory
- Limited storage
- Limited network transfer capacity
  
- Decline of the mainframe, start of client/server
- Seeds of rapid innovation take hold



Pre 1995

- 14.4k ->36.6k -> 56k modems
- HTML pages
- Netscape
- Yahoo! directory service
- AOL / Prodigy / Independent ISPs
  
- Growing bandwidth
- Growing memory and storage capacity
- Growing network capacity
  
- A seismic shift underway



YAHOO!

~1995-1997

- The land rush is on
- eCommerce, eCommerce, eCommerce
- Corporate websites
- Domain name land rush
- Internet ad models
- Internet / World Wide Web enters the broad public mindset
- **Internet technologies have arrived!**
- **Transactional Web**

**amazon.com**

~1997-2000

- File sharing gone wild
- Bandwidth starts to catch up with demand
- Corporations realize a shift occurred
- Corporations realize the broad disruptive nature of new technologies can not be ignored
- Shift of power from company to consumer



~2000-2002

- Google becomes a verb
- Google exposes the vast sea of digital mediums
  - Blogs
  - Images
  - Video
  - Maps
- High speed networks (finally extra capacity)
- Cable modem access
- WiFi



~2001-2005

- Bandwidth a second thought
- Digital video rapidly evolving
- Digital audio (podcasting) rapidly evolving
- The power and speed of word-of-mouth exploding
- Technology finally mimics how users want to interact



~2004-2007

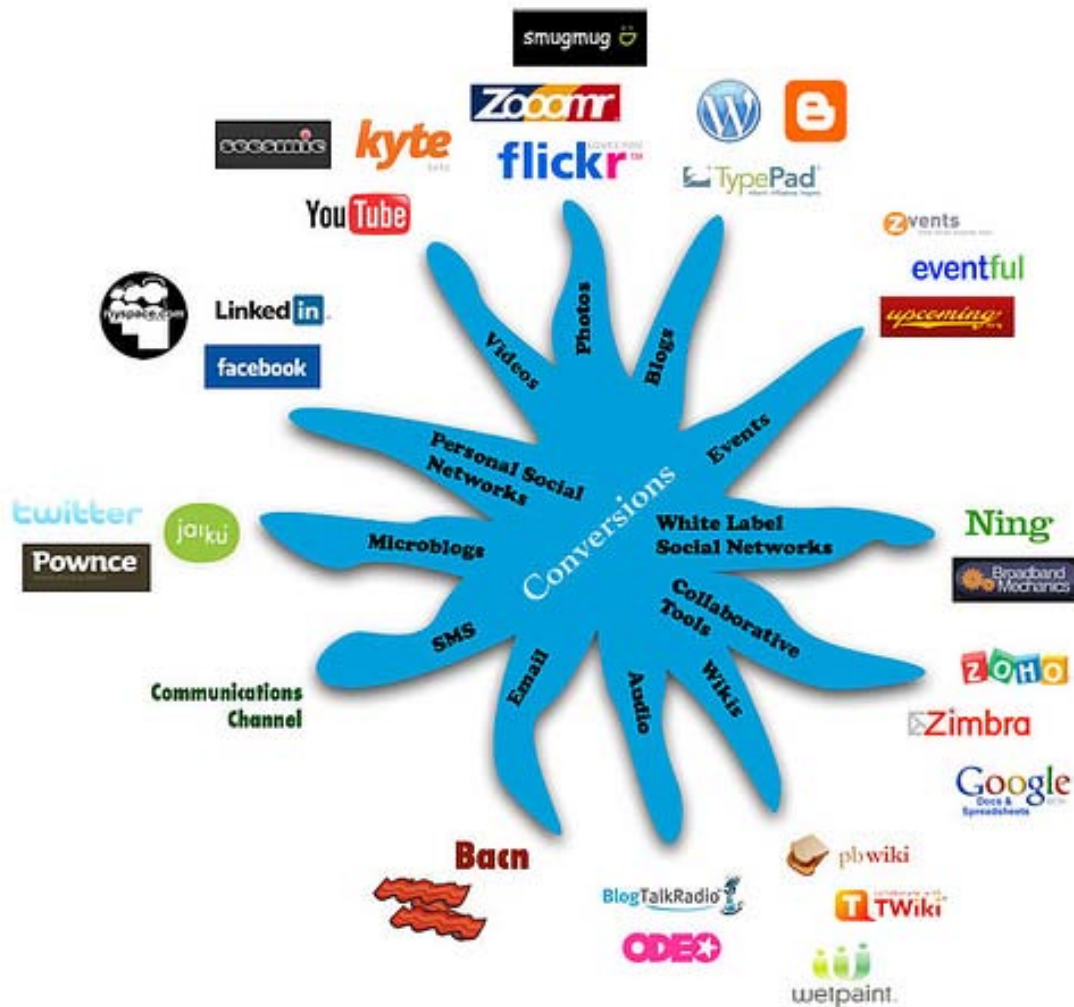
- Text / SMS full speed ahead world-wide
- Email pervasive and understood across all generations
- Browsers pervasive and understood across all generations
- People understand the concept of sharing text, video, photos
  
- Virtually unlimited bandwidth
- Virtually unlimited storage
- The Internet will not “forget”
  
- Mashups begin - intermixing all sorts of digital forms
- Enter Social Media



~2005 - Present

# THE PRESENT -> BILLIONS OF CONVERSATIONS A DAY

RIGHT  
NOW.



From Robert Scoble

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# GENERATIONAL EXPOSURE AND ADOPTION OF TECHNOLOGY RIGHT NOW.

- **Baby Boomers (born 1946-1964)**
  - No fax or personal computers at early stages of career
  - Primary communication tools were meetings, memos, and phone
  - Today: prefer email and phone
- **Generation X (born 1964 - 1979)**
  - Most professionals entered workforce with basic computer skills
  - Pioneered use of email, fax, computers, and internet into mainstream work
  - Internet boom of late '90s driven by this group
  - Today: prefer email and phone. Growing uptake with other channels
- **Generation Y / Millennials (born 1980 - Present)**
  - Computer savvy / completely integrated with technology
  - Heavy text / mobile phone use
  - Today: prefer text (chat and SMS), twitter, other forms of instant digital communication

- **Baby Boomers**
  - Can't understand why someone would want to share personal details online (blogs, communities, etc.)
  - Pulled into social media by kids (Generation Y)
  - Social media = necessary requirement to feel connected to kids
- **Generation X**
  - Utilizing some social media services more than others (example - LinkedIn, eHarmony)
  - Walls between on and offline world
  - Social media = necessary to stay current at work and career
- **Generation Y**
  - Redefining concept of "friends". More casual relationships
  - No walls between on and offline world - one in the same
  - Social media = part of who they are

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- The Cluetrain Manefesto ([www.cluetrain.com](http://www.cluetrain.com))

- 95 Theses , created in 1999

.....

**#1** Markets are conversations.

**#3** Conversations among human beings sound human. They are conducted in a human voice.

**#21** Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

**#22** Getting a sense of humor does not mean putting some jokes on the corporate website. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

**#84** We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

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- #1 **Watch:** Pick a hobby or interest area and start observing and listening. Its ok to sit back and familiarize yourself with the landscape.
- #2 **Join:** Jump into the conversation...start posting to blogs. Join a network like Facebook or niche networks on Ning.
- #3 **Create and Share:** If you are passionate about it, the world wants to know. Start a blog or advocate in a network.
- #4 **Encourage and Expand:** Help others understand and become familiar with social media services.

Always remember - you are representing yourself (personal brand) or your company. Your reach and impact can span the globe, not just your co-worker down the hall!

- Is the social media movement a benefit to your company?
- How are your customers using social media to learn about and interact with your company?
- How do you see social media services getting used in your company today and in the future?



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- Examples of how companies are using social media
  - <http://www.beingpeterkim.com/2008/09/ive-been-thinki.html>
- RSS and other social media topics in plain English
  - <http://www.youtube.com/watch?v=0klgLsSxGsU>
  - <http://www.youtube.com/watch?v=MplOCIX1jPE&feature=user>
- The Essential Guide to Social Media
  - <http://www.briansolis.com/2008/06/essential-guide-to-social-media-free.html>
- Customer 2.0: The Business Implications of Social Media
  - <http://www.awarenessnetworks.com/resources/>

- Seth Godin
  - <http://sethgodin.typepad.com/>
- John Ragsdale's Eye on Service
  - <http://jragdale.wordpress.com/>
- PR 2.0 by Brian Solis
  - <http://www.briansolis.com/>
- Paul Gillin's Social Media and the Open Enterprise
  - <http://paulgillin.com/>



S U M M I T 0 8



UNDERSTANDING SOCIAL MEDIA

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**RIGHT**  
**NOW.**

- Blogs (most mature)
  - [www.typepad.com](http://www.typepad.com) [www.blogger.com](http://www.blogger.com) [www.wordpress.com](http://www.wordpress.com)
- Community (maturing)
  - [www.myspace.com](http://www.myspace.com) [www.facebook.com](http://www.facebook.com) [www.linkedin.com](http://www.linkedin.com)
- Mobile (really gaining momentum)
  - [www.twitter.com](http://www.twitter.com) .....lots others see [www.go2web20.net](http://www.go2web20.net)
- Video (maturing)
  - [www.youtube.com](http://www.youtube.com) [www.veoh.com](http://www.veoh.com) ...lots others
- Derivations and mashups of all the above

