Social Media: Is It Real? Does it Matter? What Is It Anyways?

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what is social media?

- waste of time?
- stupidity
- for someone else
- heard of it

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why now?

- cloud computing
- technology is here

**US User-Generated Content Creators, by Content Type, 2008-2013 (millions)**

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>User-generated video</td>
<td>15.4</td>
<td>18.1</td>
<td>20.6</td>
<td>22.7</td>
<td>24.9</td>
<td>27.2</td>
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<tr>
<td>Social networking</td>
<td>71.3</td>
<td>79.7</td>
<td>87.7</td>
<td>94.7</td>
<td>100.1</td>
<td>105.3</td>
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<tr>
<td>Blogs</td>
<td>21.2</td>
<td>23.9</td>
<td>26.7</td>
<td>28.5</td>
<td>30.2</td>
<td>32.1</td>
</tr>
<tr>
<td>Virtual worlds</td>
<td>11.6</td>
<td>13.9</td>
<td>15.4</td>
<td>16.9</td>
<td>18.4</td>
<td>19.9</td>
</tr>
<tr>
<td><strong>User-generated content creators</strong></td>
<td><strong>82.5</strong></td>
<td><strong>88.8</strong></td>
<td><strong>95.3</strong></td>
<td><strong>101.7</strong></td>
<td><strong>108.0</strong></td>
<td><strong>114.5</strong></td>
</tr>
</tbody>
</table>

*Source: eMarketer, January 2009*

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is anyone using it?

- in US Dec 2009, 208 million unique users top 8 sNS sites
- up 41% from Jan 2009
- 2/3's of world internet users SNS
- marketing: $2.4 b 2009
- global online
  > 1 every 11 min
  > 1 every 4 min UK

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is anyone using it?
why so successful?

- nature of the first digital generation - born after ~ 1985
- information vs. time imbalance
- User Generated Content (UGC)
what are they used for?
camaraderie

- think of a village
- background ‘noise’
- always in touch, not far from action
- communication not always important

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connection

- communication
- relationship management
- promotion
- community
collaboration

- teams
- distributed workforce
- mobile workforce
- distributed clients

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information

- what is going on in the world?
- in the field?
- what are other people saying? (buzz)
expertise

- follow experts
- what are the experts saying?
- build your reputation/persona
- problem solving
dark side

- idiots out there
- waste of time
- too much information
- waste of time ....

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take a closer look

- twitter
- facebook
- linked in
- wikipedia
- forums
- youtube
- Youtube DIY

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what’s next?

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Questions?

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