



Social Media Networks

Presented at the Content Manager Meeting

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What Is Social Media?

- Conversation/interaction online.
- **Media** means digital words, sounds & pictures which are typically shared via the internet.
- Content **consumers**  **producers**.
- ½ Americans 12+ maintain a profile on at least one social networking site.



Most Popular Sites



MySpace

- Founded in 2003
- Largest social networking site until 2008
- Membership available to anyone over 13
- Customizable profile pages





Facebook

- Founded in 2004
- Membership: 400 million. Available to everyone
- Average user has 130 friends
- Used to socialize and for casual communication
- Subgroups organized by school, workplace, or geographic location



Facebook (Continued)

- Lets people share updates, photos, videos, articles, ... with “**Friends**,” who they have to approve to be in their network.
- Businesses and organizations can create “**Fan Pages**,” which other Facebook users can become fans of





LinkedIn

- Founded in 2002
- 60 million users (½ international)
- Professional and business-oriented
- Consultants and job seekers are more active



LinkedIn ®



Twitter

- Founded in 2006
- Membership: 105 million
- Actives users: 17 million
- Monthly users:
 - Well-educated
 - Tend to live in higher income households
 - Early adopters
- Used for brief messages, or “tweets.”
- Easy to retweet



Pros

- Free, popular, easy to use
- Not just for College kids
- Allow you to be personal AND professional
- Can extend you, your brand, or your relationship with clients
- Can be two-way communications
- Communication with a great number of people
- Can be great business tools
- Promote specific interests
- Find like-minded individuals
- New tool to reach students and audiences.
- Establish/maintain relationships



Cons



- Spend excessive time electronically communicating
- Become careless with spelling and grammar
- Speak more impulsively
- Reduces ability to use facial expression and tone of voice when speaking
- Lack of anonymity/identity theft
- May Promote isolation/depression



Who Are Using What?

Social Networking Sites Used by US Social Network Users, by Generation, May 2009 (% of respondents in each group)

	Facebook	MySpace	Twitter	LinkedIn
Generation Z	61%	65%	9%	0%
Generation Y	65%	75%	14%	9%
Generation X	76%	57%	18%	13%
Baby boomers	73%	40%	13%	13%
WWII generation	90%	23%	17%	4%

Note: n=1,000; read chart as saying, 90% of social network users from the WWII generation use Facebook

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

Why Join?

Reasons that US Social Network Users Joined a Social Network, by Generation, May 2009 (% of respondents in each group)

	Gener- ation Z	Gener- ation Y	Gener- ation X	Baby boom- ers	WWII gener- ation	Total
Keeping in touch with friends	93%	82%	71%	62%	57%	75%
For fun	91%	61%	51%	38%	30%	55%
Keeping in touch with family	27%	40%	40%	47%	51%	41%
Was invited to use the site by someone I know	22%	22%	30%	46%	60%	30%
Keeping in touch with classmates	39%	40%	27%	12%	10%	30%
Keeping in touch with business network	-	3%	6%	12%	2%	5%
Job searching	-	3%	4%	10%	1%	4%
Business development/ sales	-	1%	6%	4%	4%	3%
Recruiting/searching for information on new hires	-	1%	1%	0%	0%	1%
Other	6%	3%	5%	3%	5%	4%

Note: n=1,000

Source: Anderson Analytics, "Social Network Service (SNS) A&U Profiler," provided to eMarketer, July 13, 2009

Usage Statistics

Site	Facebook	LinkedIn	MySpace	Twitter
# of Users	400 million	60 million	130 million	105 million
Age of Users			78% are between 18 and 40 years of age	47% percent are between 18 and 34 years of age
Gender of Users			51% male, 49% female	47% male, 53% female



From Past to Future

- *Myspace* surpassed in April 2008 by *Facebook* as most popular
- 2009 – 2010:
Twitter had 2,800 percent increase in membership;
Facebook had 600 percent increase
- Users of 35+ doubled during 60 days in 2009
- Predicted to continue to grow
- College students comprise largest % of *Facebook* members
- Older age groups increasing interest