Social Media (Web 2.0)
What We’ll Cover (Agenda)

- Overview of Social Media (Web 2.0)
- Current state: Ports-to-Plains website
- Roadmap: Ports-to-Plains website
- Q&A
So What’s Social Media?

“SOCIAL MEDIA describes a new set of internet tools that enable shared community experiences, both online and in person.”
So What’s Social Media? (Classical Theory)

- Pascal’s Wager
- Pareto’s Principle (Freeium)
Interesting Social Media Statistics

- Social networks and blogs are the 4\textsuperscript{th} most popular online activities; surpassing personal email
- It took radio 38 years to reach 50 million listeners. Terrestrial TV took 13 years to reach 50 million users
- The Internet took 4 years to reach 50 million people
- In less then 9 months Facebook added 100 million users
- Over 70\% of Americans are on the Internet

* Source: Econsultancy: 20+ More Mind-Blowing Social Media Statistics
Social Media Drives Meaningful Connections

- Radio was a broadcast: one to many (one point of view, e.g. broadcaster)
- Communications media, from telegrams to phone calls to faxes, are designed to facilitate 2-way conversations
- Social media: many to many conversations where communications tools enabled group conversation while fostering unique perspectives and opinions
- Social media: connect our voices with the voices of our community (connections) to share our strength, our passion and our causes – resulting in the developing the most important asset: human
- Non-profits: never-ending source of volunteers connecting strengths offered by the members (e.g. Obama campaign)
Social Media Drives Meaningful Connections

- What’s the biggest challenge for a company? (Finding a constant source of talented, motivated, people; Finding or Coaching A-players. Thus these are also a company’s biggest expense.
- With Social Media a company is able to connect and re-connect its stakeholders (customers, employees, shareholders, vendors and partners) to match their strength with their passions with their common causes; allowing volunteers to have their voice individually and collectively
- Reduced costs: training, customer service and marketing

* Source: The Economics of Doing What You Love (Justin Wolfers)
Primary Tools of Social Media
Who Uses Social Media?

Varying strategies for varying patterns of usage

Source: Groundswell, Forrester Research, 2008.
Why?

1. It’s BIG
2. It’s TRUSTED
3. It molds PERCEPTION
4. It’s NOT GOING AWAY
5. It’s on most lobbyists’ AGENDA
It’s not going away
It’s on the Lobbyists Agenda

A British initiative to detail & follow MP expenditure on Google Maps
The New Democracy
The New Democracy

Governance will become more engaging, participative, democratic and transparent.

Sharing power, opening up the decision-making process, forging new relationships are the foundations of 21st-century government.
Social Media Benefits

- Simplifies networking and **ENGAGEMENT**
- Accelerates **RESEARCH**
- Identifies **INFLUENCERS** in useful niches
- Provides **MECHANISMS** for combating negative publicity and **PR**
- **MEASURES** public sentiment to help inform public policy
- Provides **live broadcast** coverage of events
- Can be measured for **ROI** purposes
- Can save **money**
Web 2.0

Web 2.0 is a term often applied to a perceived ongoing transition of the World Wide Web from a collection of websites to a full-fledged computing platform serving web applications to end users. Ultimately Web 2.0 services are expected to replace desktop computing applications for many purposes.

Overview

The original conception of the web (in this context, labeled Web 1.0) comprised static HTML pages that were updated rarely, if at all. The success of the dot-com era depended on a more dynamic web (sometimes labeled Web 1.5) where content management systems served dynamic HTML web pages created on the fly from an ever-changing content database. In both senses, so-called eyeballing was considered intrinsic to the web experience, thus making page hits and visual aesthetics important factors.

Proponents of the Web 2.0 approach believe that web usage is increasingly oriented toward interaction and rudimentary social networks, which can serve content that exploits network effects with or without creating a visual, interactive web page. In one view, Web 2.0 sites act more as points of presence, or user-dependent web portals, than as traditional websites.

Comparison with Semantic Web
Blogging is the Most Recognized Example of Social Media

What's a blog?

Create a blog in 3 easy steps:
1. Create an account
2. Name your blog
3. Choose a template

Recent News
Blogger Mobile has launched! Create and update your blog by sending a message from your mobile phone to go@blogger.com. Check it out, there's even a jingle!

Practicing what we preach
Blogger Buzz is where we post stuff that we feel like posting. You know, it's a blog.

Frequency with which US Internet Users Read Political Blogs, March 2005 (as a % of respondents)
- At least once a day: 5%
- 2-3 times a week: 7%
- Once a week: 6%
- 2-3 times a month: 5%
- Once a month: 5%
- Less than once a month: 16%
- Never read: 56%

Note: n=2,630
Source: Harris Interactive, April 2005
Blog Users are Highly Engaged, Active and Attractive to Markets

**US Blog Readers, by Age, March 2005 (as a % of respondents)**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% of Total Sample</th>
<th>% of Blog Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;14</td>
<td>0.1%</td>
<td></td>
</tr>
<tr>
<td>14-20</td>
<td>4.6%</td>
<td>60%</td>
</tr>
<tr>
<td>21-30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31-40</td>
<td>24.5%</td>
<td></td>
</tr>
<tr>
<td>41-50</td>
<td>23.3%</td>
<td></td>
</tr>
<tr>
<td>51-60</td>
<td>18.4%</td>
<td></td>
</tr>
<tr>
<td>61-70</td>
<td>6.8%</td>
<td></td>
</tr>
<tr>
<td>71+</td>
<td>2.0%</td>
<td></td>
</tr>
</tbody>
</table>

*Note: n=30,081
Source: Blogads, March 2005

**Profile of US Weblog Readers, July 2003**

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Total Sample</th>
<th>% of Weblog Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses broadband</td>
<td>53%</td>
<td>60%</td>
</tr>
<tr>
<td>Using the Internet 5+ years</td>
<td>68%</td>
<td>84%</td>
</tr>
<tr>
<td>Checks e-mail twice or more daily</td>
<td>64%</td>
<td>79%</td>
</tr>
<tr>
<td>Spends “significant” $ on entertainment</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td>Spends &quot;significant” $ on electronic gadgets</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>Amount spent online in the previous 12 months</td>
<td>$1,025</td>
<td>$1,239</td>
</tr>
</tbody>
</table>

- Subscribes to e-mails about books: 22% / 36%
- Subscribes to e-mails about music: 27% / 40%
- Subscribes to e-mails about movies: 25% / 44%
- Subscribes to e-mails about hobbies: 28% / 47%
- Subscribes to e-mails about computers: 27% / 41%
- Regularly listens to radio: 49% / 69%
- Regularly reads magazines: 44% / 64%
- Regularly watches movies: 36% / 52%
- Regularly reads news on the Web: 38% / 59%
- Regularly turns to the Web sites for entertainment: 29% / 50%
- Uses instant messaging: 34% / 45%
- Have made purchases based on permission e-mail: 57% / 65%

Source: Quiris, July 2003; iMedia Connection, April 2004

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**US Internet Users Who Have Created Blogs, by Age, March 2005 (as a % of respondents)**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>19%</td>
</tr>
<tr>
<td>50+</td>
<td>5%</td>
</tr>
<tr>
<td>All ages</td>
<td>9%</td>
</tr>
</tbody>
</table>

*Note: n=2,871
Source: Pew Internet & American Life Project, May 2005

www.emarketer.com
Blog Users that Find Content Helpful are Receptive to Online Ads

- 3X increased usage from 2008 to 2009 (6% to 17%)
- Advertising doubled despite recession, from $49 million to $108 million (8/2008 to 8/2009)
- Ad spending on social media grew the most, up 812%
- B2B grew 184% to $1.9 Billion, elsewhere 8% decline
Social Media Will Mean Changes for Marketers

- More users are connecting to each other and content through networked, peer-driven activities & content
  - Linkedin now has service referrals as part of their package
- Content syndication will lead to more machine generated connections
  - "Non-compliant" content won’t fit into the flow as readily
- Social Media is truly two-way
  - Marketers need to be very willing to “listen” and receive more than broadcast
- User-generated content may be more valuable to users than marketers
- Adoption and ROI will drive investments in online advertising
RSS (Really Simple Syndication) is an emerging technology which enables users to get “feeds” of data from content publishers via a browser or special newsreader tool. Items come to user free of spam, on-demand, and in an easy to digest format.

- Utilized by about 7% of Internet Users
- Role RSS is playing in the social media landscape: news, libraries services, publishers, AI
- RSS sources: Wikis, Blogs, Podcasts, Databases, News feed & articles, E-journals
RSS Adoption is Currently Small, But it Could be an Attractive Tool for Niche Marketers

Nick Bradbury is at it again

I just learned about Nick Bradbury's latest project, FeedDemon, an RSS news aggregator. Nick's work in the web development tools space has been pioneering, with HomeSite being the most popular HTML text-editor ever released, and TopStyle, the standard productivity tool for CSS editing. Versions of both HomeSite and TopStyle are included with Dreamweaver MX. (Interesting side-note: HomeSite is what brought Allaire and Macromedia together in the first place --- Kevin Lynch was looking to partner with the leading HTML editor vendor (Allaire, as we had recently brought on Nick and HomeSite).

I'm really excited to be using a Nick Bradbury product again! This is Nick's first attempt at what I'll call an end user personal productivity tool (e.g. the kind of stuff that only Microsoft is supposed to be able to build because of their dominance with Office).
RSS: A New Way of Receiving Content

**RSS: How Does It Work?**

Users can consume RSS content in two major ways...

<table>
<thead>
<tr>
<th>How Content is Viewed</th>
<th>Web Sites</th>
<th>Desktop Applications</th>
</tr>
</thead>
</table>
|                       | > User-activated and customized  
|                       |   > My Yahoo!, Lycos, Portals, etc.  
|                       | > Publisher-activated and managed  
|                       |   > Blogs, enthusiast sites, news and information sites, etc.  
|                       |                       | > Dedicated RSS aggregator applications  
|                       |                       |   > FeedReader, SharpReader, FeedDemon, etc.  
|                       |                       | > Add-ons, plug-ins  
|                       |                       |   > NewsGator (Outlook), Mozilla Firefox, rss2email, etc.  

...with content coming from a variety of sources

<table>
<thead>
<tr>
<th>Where Content is Pulled From</th>
<th>News Sites</th>
<th>Non-News Sites</th>
<th>Blogs</th>
</tr>
</thead>
</table>
|                             | > Reuters  
|                             | > BBC  
|                             | > Associated Press  
|                             | > C\Net  
|                             | > Etc.  
|                             | > Corporate  
|                             | > Governmental  
|                             | > Non-profit  
|                             | > Other organizations (industry, community)  
|                             | > Theme or topic specific  
|                             | > Journal style  |
Daily Crime Data on Top of Google Maps
(Sent Via RSS)
Unique Visitors (Top Social Sites)
### Types of Tweets

<table>
<thead>
<tr>
<th>Different types of tweets</th>
<th>Practical barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared links</td>
<td>Some brands have too little public discussion, esp. B2B</td>
</tr>
<tr>
<td>PR feeds</td>
<td>Some brands are too generic (e.g., Sedona)</td>
</tr>
<tr>
<td>RTs (Retweets)</td>
<td>Many tweets about public brands are news links</td>
</tr>
<tr>
<td>Replies</td>
<td></td>
</tr>
<tr>
<td>Small talk</td>
<td></td>
</tr>
</tbody>
</table>
What We’ve Learned About Social Media

- Social Media is about relationships
- Clear goals and expectations are essential to creating a plan
- Engage your target – keep the dialog going
- Continually evaluate your plan to help uncover new opportunities for partnerships and collaborations
The New Word of Mouth

A mind-boggling array of social media channels can expand your reach dramatically – but where do you start?

- Blogs
- Social Networks
- RSS Feeds
- User Forums
- Rating/Ranking Sites
- Videocasts & Podcasts
- Lifestreaming
- Wikis
Social Networks Connect Users into Communities of Trust (or Interests)
Current State: Ports-to-Plains Website

Welcome to the Ports-to-Plains region, North America’s energy and agricultural heartland!

Keys to our Future
12th Annual Ports-to-Plains Conference
Lubbock, Texas
Sept 30 - Oct 2, 2009

Advocacy
The Ports-to-Plains Trade Corridor Coalition, based in Lubbock, TX, is a bipartisan, U.S. 501(c)(6) non-profit organization that promotes the policy...

Business Networks

Latest News
  Ports-to-Plains: Alliance will meet in Lubbock to bring the public up to date on the trade route linking Mexic...
- Plainview Daily Herald (09/27/2009)
  Creating one-way access roads would mean big price tag... In order to keep a...
Current State: PTP Social Media

- Twitter: http://twitter.com/PortsToPlains
- Facebook: http://www.facebook.com/pages/Ports-to-Plains/75156949855?ref=ts
- LinkedIn: http://www.linkedin.com/groups?gid=1955513&trk=anetsrch_name&goback=%2Egdr_1242398459637_1
- YouTube: http://www.youtube.com/user/PortstoPlainsGroup
- Wiki: http://en.wikipedia.org/wiki/Ports-to-Plains_Alliance
- PTP News & Events
- Micro-site Communities, e.g. Alberta (http://www.portstoplains.com/Alberta.aspx)
Current State: Google Analytics (PTP Site) per Month

- 1,065 visits (total)
- 644 unique visits
- 59% of monthly visitors are new
- 3,992 pageviews
- 3.75 pages per visits
- Time onsite 3:30
Future State: Ports-to-Plains Website

- **Tools**: Knowledge management, collaboration, social media, communication
- **Devices**: Mobility, Customization (user experience)
- **Increase information**: harvest/collect data
- **Economic Development Group**
- **Tourism**
- **Policy**
- **Micro-site Communities**
- **Transportation Reauthorization**
- **Grass Root Initiatives**
Q&A

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