

# Social Media

Presenter: Bill Blum, President



# ***SOCIAL MEDIA***

## **WE WILL COVER THE FOLLOWING:**

- **The latest social media trends**
- **Who the social media leaders are - and why**
- **How businesses and professionals can use social media to their advantage**
- **How you can use social media for a competitive edge**





Google +, Facebook, Youtube, Twitter, LinkedIn,  
Pinterest - ALL linked back to your website

# Questions

- Do you have any accounts?
- LinkedIn, Facebook, Twitter, others?
- How often do you use them?
- Once/month, /week, /day, more?
- Does your company have an active presence?
- Are you responsible for it?



# Is it a fad?

Did you know

<https://www.youtube.com/watch?v=0eUeL3n7fDs>



# History

- Bulletin Board Systems (BBS's)
- Comuserve
- AOL
- Classmates.com
- SixDegrees
- Friendster
- MySpace
- LinkedIn
- Facebook



# How many are there now?

[https://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](https://en.wikipedia.org/wiki/List_of_social_networking_websites)

<http://www.nature.com/news/online-collaboration-scientists-and-the-social-network-1.15711>



# Facts

- The fastest growing group of new users on Twitter are aged between 55 and 64 years old.
- 45% of users feel “worried or uncomfortable” when email and Facebook are inaccessible.
- The +1 button is hit at least 5 billion times per day.
- 189 million of Facebook’s users are ‘mobile only’, thanks to smartphones.
- 80% of all Pinterest pins are actually repins.

<http://wersm.com/17-very-surprising-social-media-facts/#ixzz3llnhIFl7>





# Mobile Social Media Facts

- In India mobile devices account for 72% of all web site traffic
- There are 1.65 billion active mobile social accounts globally
- 561 million active mobile social accounts are located in East Asia



OK Let's focus  
The 4 major categories

Social Networks

Text

Photos

Videos



# Social networks

**Facebook**

**LinkedIn**

**Google +**



# Facebook Facts

- There are nearly 1.4 billion Facebook users
- 47% of all Internet users are on Facebook
- 4.5 billion likes are generated daily
- Nearly 75% of Facebook's revenue comes from mobile advertising
- Direct uploads of user videos to Facebook now exceed YouTube



# LinkedIn

- LinkedIn dominates the professional social network segment. It is one of the oldest having started in 2002. Almost the grandfather of social networks.
- LinkedIn has 347 million registered members
- Total revenue at the end of 2014 was \$643 million (a growth rate of 44% over the previous period)
- There are over 39 million students and recent college graduates on LinkedIn



# Google +

- Google+ cost over half a billion to design and develop
- 363 million users
- The +1 button is hit 5 billion times per day



# Text

## Twitter

### Tumblr (owned by Yahoo)

### Reddit (Owned by Conde Nast - news and info - many special interest groups)

### Whatsapp – (owned by Facebook) mobile messaging



# Twitter Facts

- Twitter has 304 million active users
- 88% of Twitter users are on mobile
- 500 million tweets per day





# Photos

**Instagram (Owned by Facebook)**

**SnapChat**

**Pinterest**

**Flickr**



# Instagram

- This network is owned by Facebook. They saw that social and mobile was a powerful intersection of synergies. They were right!
- Instagram has 300 million users
- 70 million photos and videos are sent daily
- 53% of internet users aged 18-29 use Instagram



# Pinterest

- Pinterest has made the pinboard a virtual activity. It's female centric and very visual.
- 80% of Internet users on Pinterest are female
- 70 million users are on Pinterest
- 88% purchase a product they pinned



# Videos

**YouTube (owned by Google)**

**Vine (owned by Twitter) 6 second videos**



# What to do

- B2B – less important
- Focus on the ones that match you and your business
- Must monitor the outlets – of customer issues a question or complaint and is ignored, that is a problem.
- <http://www.forbes.com/sites/drewhendricks/2014/05/14/20-social-media-tips-to-rule-in-2014/>



# What to do

**Get on Google +**

**Internet marketing firms**

**<http://fourandhalf.com/>**

**Hootsuite makes it easier to post**

**[www.hootsuite.com](http://www.hootsuite.com)**





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# Property Manager website

<http://www.appfolio.com/blog/2012/05/deciding-on-a-social-media-strategy/>





# Social media guide for Property managers

<http://blog.apartmentlist.com/pmc-social-guide/>



# EMERGENCY MANAGEMENT

- Do you use Skyline, Yardi, Appfolio, Buildium, Propertyware?
- Do you use the integrated contact management for emergency management?
- Is it on-premise or web-based?



# EMERGENCY MANAGEMENT

- <http://www.scientificamerican.com/article/how-social-media-is-changing-disaster-response/>
- The Federal Emergency Management Agency (FEMA) wrote in its 2013 National Preparedness report last week that during and immediately following Hurricane Sandy, “users sent more than **20 million Sandy-related Twitter posts**, or “tweets,” **despite the loss of cell phone service** during the peak of the storm.” New Jersey’s largest utility company, PSE&G, said at the subcommittee hearing that during Sandy they staffed up their Twitter feeds and used them to send word about the daily locations of their giant tents and generators. “At one point during the storm, we sent **so many tweets to alert customers, we exceeded the [number] of tweets allowed per day**,” PSE&G’S Jorge Cardenas, vice president of asset management and centralized services, told the subcommittee.



# EMERGENCY MANAGEMENT

- <https://training.fema.gov/is/courseoverview.aspx?code=is-42>



# EMERGENCY MANAGEMENT

- <http://blog.hootsuite.com/social-media-disaster-response/>



# EMERGENCY MANAGEMENT

- <http://emergency.cdc.gov/socialmedia/>



# EMERGENCY MANAGEMENT

- <https://homeland.house.gov/bill/hr-623-social-media-working-group-act>



# EMERGENCY MANAGEMENT

- <https://homeland.house.gov/hearing/subcommittee-hearing-emergency-mgmt-20-how-socialmedia-new-tech-are-transforming>





# EMERGENCY MANAGEMENT

- **The challenge of inaccurate information**
- [https://www.google.com/?gws\\_rd=ssl#q=social+media+in+disasters+and+emergencies](https://www.google.com/?gws_rd=ssl#q=social+media+in+disasters+and+emergencies)



# QUESTIONS

## Social Media

Bill Blum

[bblum@alpinebiz.com](mailto:bblum@alpinebiz.com)

[www.alpinebiz.com](http://www.alpinebiz.com)

908.400.9331

