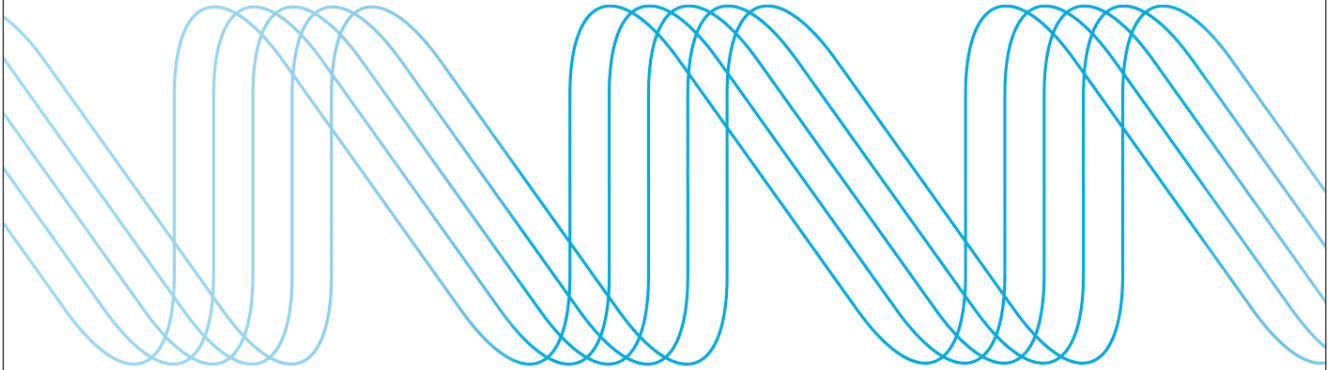

Maximising Online Resource Effectiveness



Session 5
Social networks

Subtopics

- The implications of social networks
- Connecting to many people
- Transparency
- Trustworthiness
- Participating appropriately—what, when and how
- Extracting and injecting value
- Overlap with web sites
- Part of work

The social media revolution



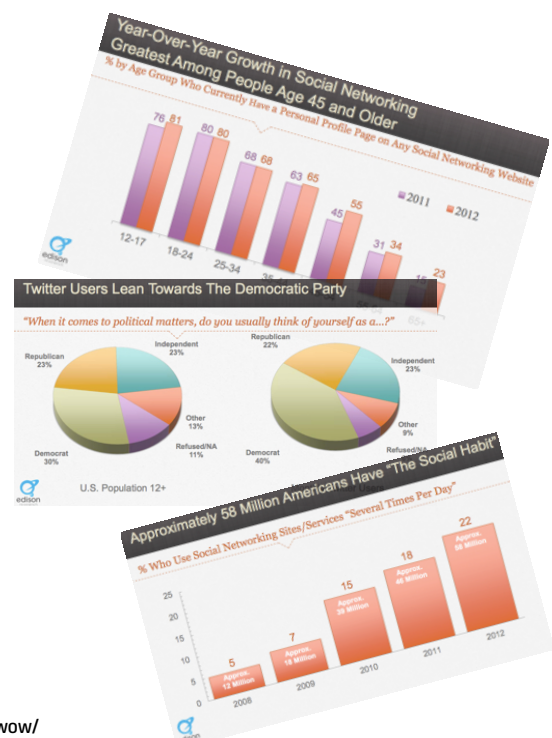
http://www.youtube.com/watch?feature=player_embedded&v=3SuNx0UrnEo

Social media observations

10 new 2012 social media statistics

By Erik Qualman, Socialnomics, 6 June 2012

1. 47% = Facebook has greatest impact on purchase behavior
2. Twitter users are 33% more likely to be Democrats
3. Users that follow brands on social media increases 106%
4. Fastest growing segment in social media = 45-54 year-olds
5. People don't "Check-in" | Sorry Foursquare
6. 54% of Facebookers access via mobile
7. Facebook is the most addicting social network
8. Twitter is grabbing more new customers
9. 76% of Twitter users now post status updates
10. 22% use social networking sites several times per day

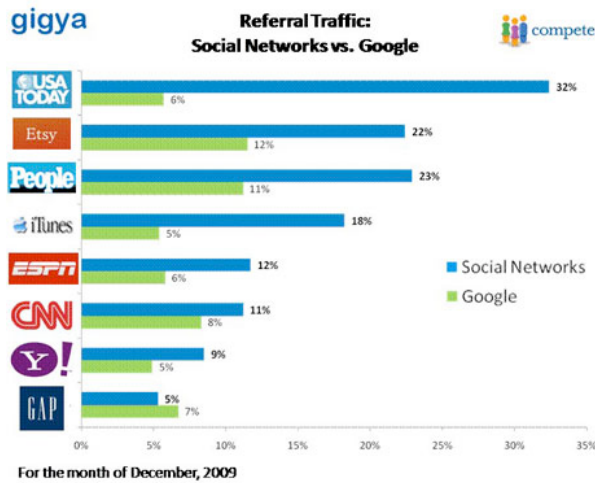


<http://www.socialnomics.net/2012/06/06/10-new-2012-social-media-stats-wow/>

Where do web site visitors really come from?

How to become findable and shareable in social media

Brian Solis, Search Engine Watch, 1 April 2010



<http://searchenginewatch.com/3639969>

Recent observations of referral traffic

Pinterest nearly equals Twitter and Google in referral traffic

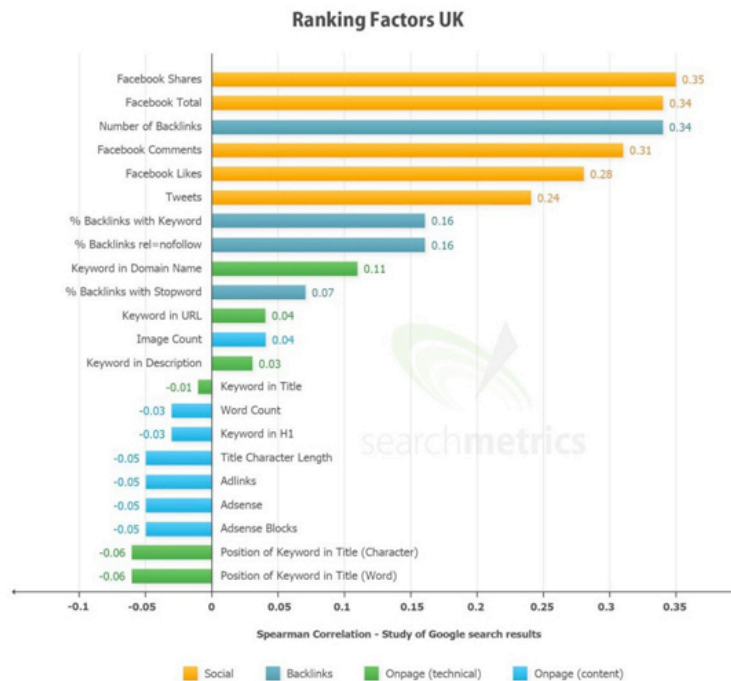
Dara Kerr, CNET News Internet & Media, 1 February 2012

A new study by Shareaholic shows that Pinterest is the fastest growing site for traffic referrals, driving more than Google+, YouTube and LinkedIn combined.

Referral Source	Percentage of Total Referral Traffic From December	Percentage of Total Referral Traffic From January
Facebook	25.6%	26.4%
StumbleUpon	6.5%	5.07%
Google	3.69%	3.62%
Twitter	3.62%	3.61%
Pinterest	2.5%	3.6%
Youtube	0.98%	1.05%
Reddit	1.13%	0.83%
Google Plus	0.24%	0.22%
LinkedIn	0.18%	0.20%
MySpace	0.01%	0.01%

http://news.cnet.com/8301-1023_3-57370130-93/pinterest-nearly-equals-twitter-and-google-in-referral-traffic/

Social signals have a strong impact on rankings



<http://www.fourthsource.com/news/new-study-looks-at-current-google-uk-ranking-factors-9085>

Business purposes of social networking sites

- Establish pointers to web site by attracting initial audience attention and developing a relationship
- Create brand. Very important—web site visitors often only seeking confirmation after having made an initial decision to use a product or service following research on social networking sites
- Peer reviews—very influential
- Marketing

Social media interfaces with rest of world



<http://www.socialnomics.net/wp-content/uploads/2012/06/Sea-of-Social-Media-Image.jpg>

Online reputation

Is online reputation management the new Search Engine Optimisation?

Niall McKeown, Online Marketing Blog, December 2009

There is a strong argument that being #1 in the natural search engine results in Google for some industries is no longer what it used to be. I'm not arguing that search is irrelevant or that a site should not be built optimised for search engines, my argument is that the customer and how they purchase has little to do with being top of Google. Rather, it is how you are represented in terms of your online reputation. My argument is that online reputation management is fast becoming more important than search engine optimisation in service based industries. Better still, get your ORM right and the SEO takes care of itself.



<http://www.ionology.com/is-online-reputation-management-the-new-search-engine-optimisation/>

Making an impression

New internet revenue models

Event report, February 2010, Niall McKeown

... In Lee's spare time he has constructed a website called lookaly.com, a Northern Ireland centric 'rate your experience' website. It's similar to TripAdvisor but region specific, not industry specific. The site facilitates user contributed content and allows customers of businesses to rate their experience. The businesses that are lucky enough to be rated can use the site to get honest and hard truths about their business and engage with customers that were moved enough to post a comment.

At a recent conference Lee was asked, "How do you intend to monetise the site?". Lee paused for a moment and looked mildly puzzled, almost as if he didn't understand the question. His response was "I am not a business man, I built lookaly.com because I am passionate about building great customer experiences online". The crowd looked puzzled. Lee was then asked by a different attendee "Lee if I wanted you to design stuff for me could you?". Lee smiled and said, "I'm really sorry, but I am so backed up with work it would be at least 6 months before I could take on any new projects".



<http://www.ionology.com/new-internet-revenue-models/>

Part of the community



Search is often a social activity

Anyone know good builder?



Community responsibility



Not suitable for broadcast



photo: istockphoto

Mind your language!



We're all in the media now



photo: www.flickr.com/photos/92331968@N00/1509548968

Upwardly mobile

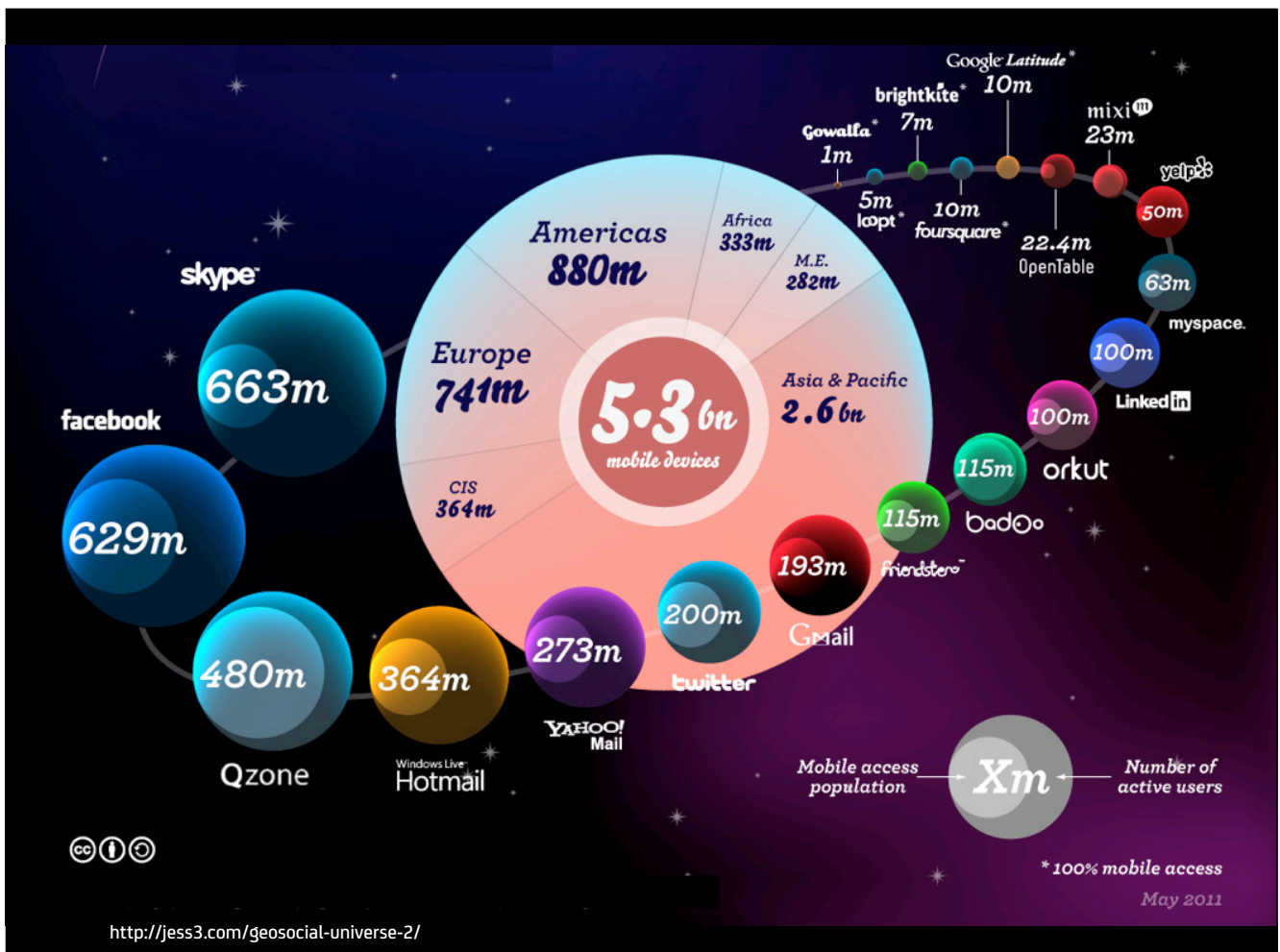
- Media consumption
- Media production



The role of hand held devices

- 5.3 billion mobile devices used worldwide—77% of the population
- 21.8% are smartphones—internet access and have greater computing ability than standard phone
- Out of 629 million, 250 million people access Facebook using their mobiles
- Of the 200 million Twitter users, 40% tweet using their mobile
- By 2014, it is estimated that mobile internet will exceed desktop internet usage

<http://techcrunch.com/2011/05/20/infographic-a-look-at-the-size-and-shape-of-the-geosocial-universe-in-2011/>



Meet the person responsible for your resources



photo: www.flickr.com/photos/camil_t/82015664

What's it got to do with my resources?



The Christine Cahoon Daily

Published by Christine Cahoon - 36 contributors today

Next update in about 24 hours

See all articles

HEADLINES TECHNOLOGY STORIES EDUCATION BUSINESS ART & ENTERTAINMENT POLITICS #TDC11 #TED



Why don't museums have public wi-fi?

nicolamcnee.edublogs.org - Where Art Meets Park but not the wider world. It was with great excitement last weekend that I went to the re-opening of the Holburne Museum. There has been a media campaign around Bath -Where Art ...

NicolaMcNee

10 Things We Wish Pastors Would "Get" About Social Media

blog.pastors.com - No doubt, more pastors are jumping into the social media conversation. Still, many more have yet to "get it." If we could, we'd (respectfully) give pastors some straight talk about the untapped pow...

philpringle

Too Many Books, Too Few Shelves

michaelyatt.com - Hello there! If you are new here, you might want to subscribe to my free email updates. For a limited time, I will give you a copy of my brand new e-book, Creating Your Personal Life Plan, just for...

MaxLucado

Daily Devotional - Scripture - Teaching

joycemeyer.org - The Spirit of the Lord [is] upon Me, because He has anointed Me [the Anointed one, the Messiah] to preach the good news (the Gospel) to the poor; He has sent Me to announce release to the captives ...

JoyceMeyer

The Impact Factor : JISC

jisc.ac.uk - "We are historians, we've never studied people who answer back". This is how a team member from the Old Bailey Online, a successful resource which provides access to nearly 200,000 trials of London...

JISC

created 10 months ago
Christine Cahoon
 12 views 1 subscribers
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- Third iPad Factory Worker Dies, More Details Emerge
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Published on [The Jeremy Silver Daily](#)

Media

11

http://paper.li/ronjea/

LINKEDIN TODAY - JULY 3

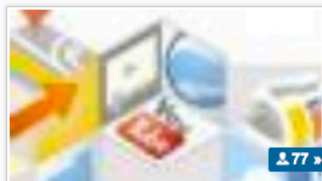
BETA

The most shared news on LinkedIn [Take the tour](#)

Powered by [twitter](#) + [LinkedIn](#)

FRONT PAGE INTERNET IT COMPUTER... TELECOMMUNIC... MARKETING &... FINANCIAL... BROWSE ALL SAVED (1)

Google bids pi for Nortel's wireless patent stash, brings comedy to places you never thought possible



engadget.com
Engadget...

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Trending in Computer Software and Information Technology and Services

Search any topic

TOP SOURCES

- online.wsj.com Follow
- money.cnn.com Follow
- npr.org Follow
- bloomberg.com Follow
- hbr.org Follow

See all

SUGGESTED INDUSTRIES

- Telecommunications Follow
- Marketing &... Popular on LinkedIn Follow
- Financial Services Follow

See all

Google's Six-Front War
 Google bids pi for Nortel's wireless
 Create a unified cloud with vCloud
 Well this is one of the cleverest ways we've

INTERNET INDUSTRY SEE ALL

thenextweb.com

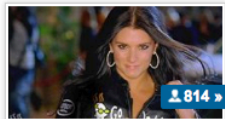
How to turn Google+ into a photograph



61

mashable.com

GoDaddy Sold for \$2.25 Billion



814

The Declaration of Insurance Independence

85 shares

42 New Digital Media Resources You May Have

447 shares

Google Plus: Is This the Social Tool Schools Have

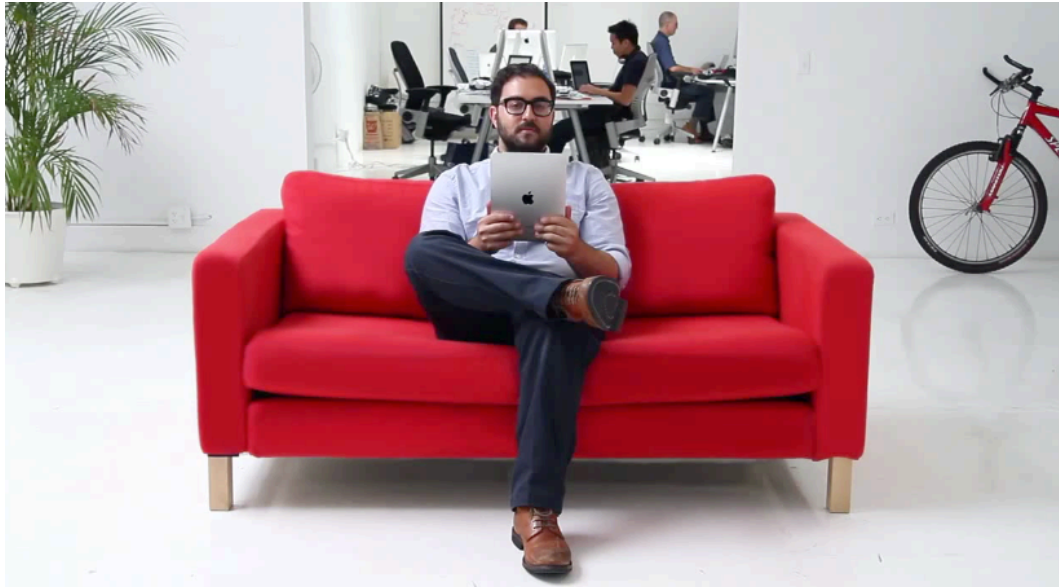
169 shares

LinkedIn Today meets Flipboard



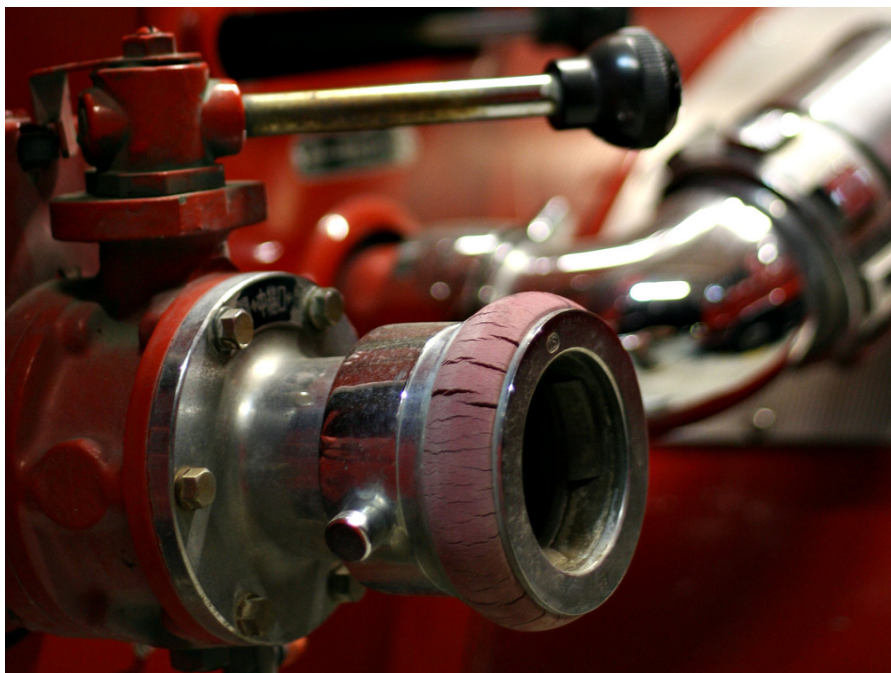
http://www.linkedin.com/today/

Managing resources

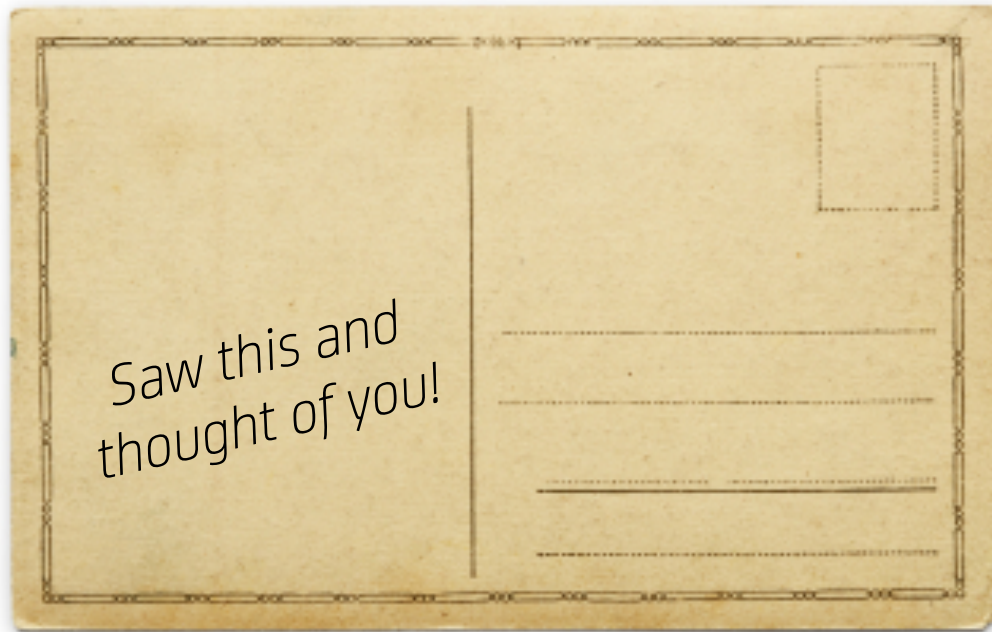


<http://www.flipboard.com/>

Don't expect people to drink from the firehose



Social objects are easy to share



Web is a platform not just a destination



Architecture of participation



photo: www.flickr.com/photos/thomashawk/2249064379

Working in an open kitchen



Neutral territory



photo: www.flickr.com/photos/79105258@N00/94326793

Low cost

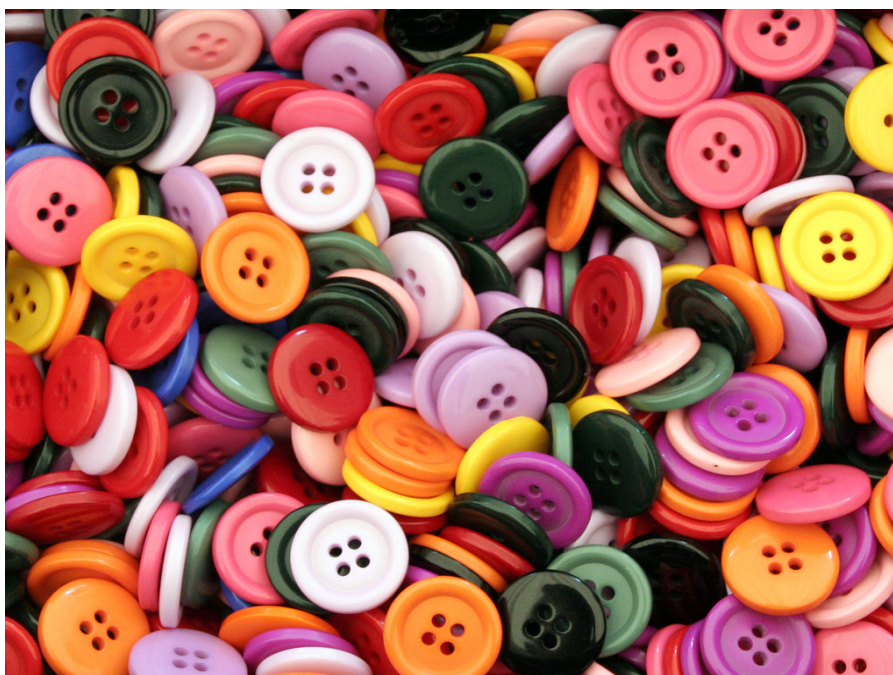


photo: flic.kr/p/LyX9j

Return on investment?



photo: www.flickr.com/photos/84095300@N00/2511877518

Social metrics—how do you measure impact?



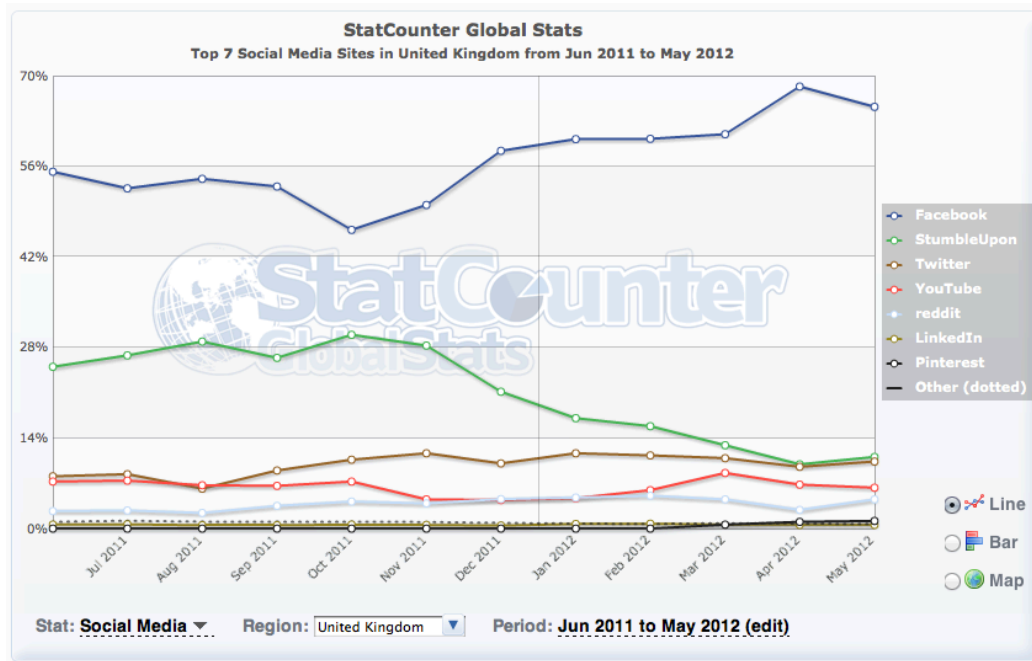
photo: www.flickr.com/photos/33914386@N08/4296323737

How to participate

- Facebook—social networking
- YouTube—informative movies that relate to your audience
- Blogging—using e.g. WordPress, others read and comment on what you've said or you can comment on someone else
- Twitter—microblogging with 140 character 'tweets', follow, reply, retweet, share
- LinkedIn—build your professional network, be visible, connect with past and previous colleagues
- Wikipedia—submit an entry for your organisation or special interest
- *Choose what suits you, your audience and your purpose*



Comparative use

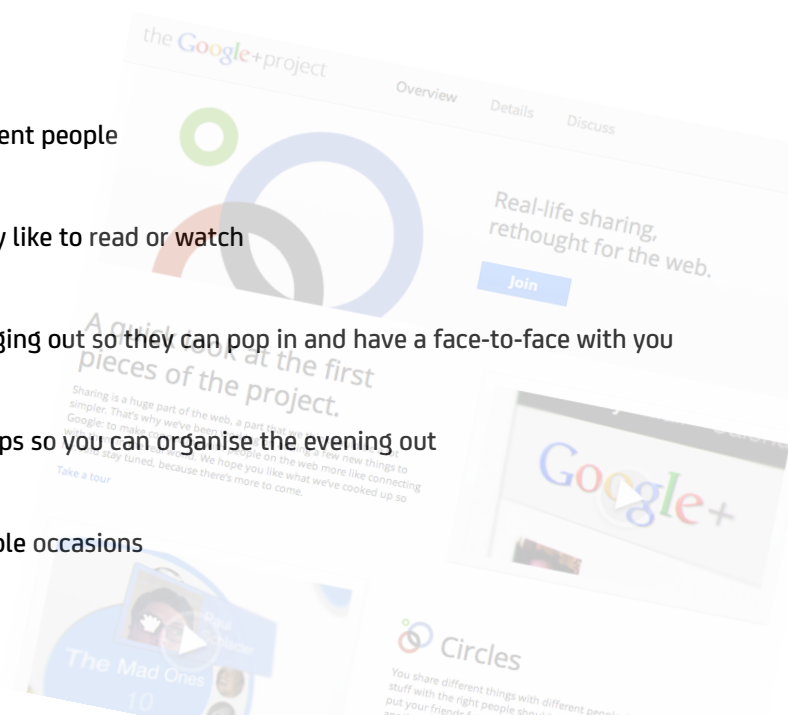


http://gs.statcounter.com/#social_media-GB-monthly-201106-201205

Google+... an alternative to Facebook?

- **Circles**
Share different things with different people
- **Sparks**
Get suggestions on what you may like to read or watch
- **Huddles**
Let your friends know you're hanging out so they can pop in and have a face-to-face with you
- **Hangouts**
Texting with a difference, in groups so you can organise the evening out
- **Instant upload**
Upload those photos of memorable occasions

<http://plus.google.com/>



Microblogging

Tweet

Sue Waters, The Edublogger

“Watching from the outside, Twitter is like the dumbest thing you’ve heard of... and yet to dismiss Twitter is a mistake because it’s an incredibly powerful tool for your personal learning and connecting with others”



The power of passed links

Fred Wilson (investor in Twitter)—the value of Twitter is in *the power of passed links*

Erick Schonfeld, Techcrunch, June 2009

Twitter “will surpass Google for many websites in the next year.” And that just as nearly every site on the Web has become addicted to Google juice, they will increasingly try to find ways to get more links from Twitter. Because Twitter equals traffic.

Twitter links “convert better” than search links because they are often pre-filtered and come in the form of a recommendation from someone you are following.



Reach other audiences—going viral

Andy Priestner, head librarian of Cambridge University’s Judge Business School, blogged observations on *a Jedi Librarian in an episode of Star Wars: The Clone Wars*. This was picked up by local newspaper and the blog post went viral—from 50-60 maximum visitors per day to almost 4K at its peak.

<http://libreaction.wordpress.com/2010/12/31/jedi-librarian/> <http://libreaction.wordpress.com/2011/01/16/going-viral/>

Building resources through sharing

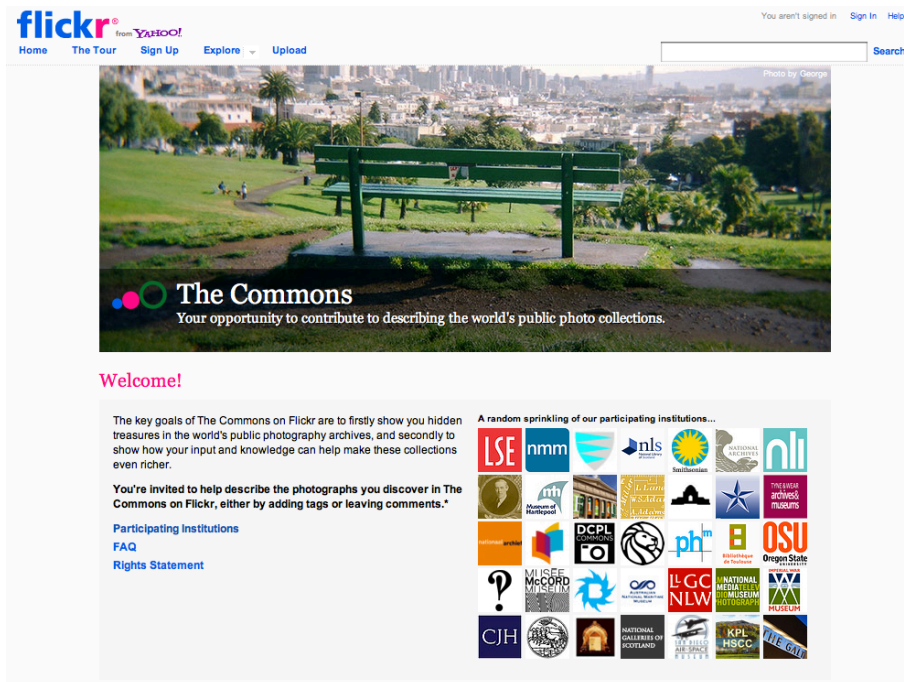
The Great War Archive Flickr Group
Group Pool | Discussion | 294 Members | Map | Join This Group

Group Pool 2,206 items | Only members can add to the pool. [Join?](#)

Discussion 5 posts | Only members can post. [Join?](#)

Title	Author	Replies	Latest Post
My Family in the Great War	Simon_K	0	4 months ago
Contribute to a Study - Why do you contribute to or use the Great War Archive Flickr Group?	enthusiast_digitization	1	10 months ago
Scanning B & W Photos	shipscompass	4	17 months ago

Global sharing on two way basis



The screenshot shows the Flickr Commons homepage. At the top, there's a navigation bar with 'Home', 'The Tour', 'Sign Up', 'Explore', and 'Upload'. A search bar is on the right. Below the navigation is a large photo of a park with a green bench and a city skyline in the background. Underneath the photo is the text 'The Commons' and 'Your opportunity to contribute to describing the world's public photo collections.' Below this is a 'Welcome!' section with text explaining the goals of The Commons and an invitation to help describe photos. To the right of the text is a grid of logos for various participating institutions, including LSE, nmm, nls, DCPL, phm, OSU, and others.

<http://www.flickr.com/commons/institutions/>

Evangelism and pragmatism



photo: www.flickr.com/photos/coba/1825369

Things worth sharing?



There's a lot going on!





Discussing use of social web at work

Discuss your experiences of, and attitudes to, the use of social media and networking as part of one's work

You should spend approximately 30 minutes on this activity. At the end of this task, there will be an opportunity to share your observations and conclusions with participants in other groups.

You may wish to consider the following questions as part of your discussions:

1. What type of work do you know that has been successful, or not, with this?
2. What services did they use and how did they use them? What works and what doesn't work?
3. What would/wouldn't you use in your work? Why?
4. What are the main issues practitioners face in using social media in their work?
5. How would you define and measure successful use of social media?