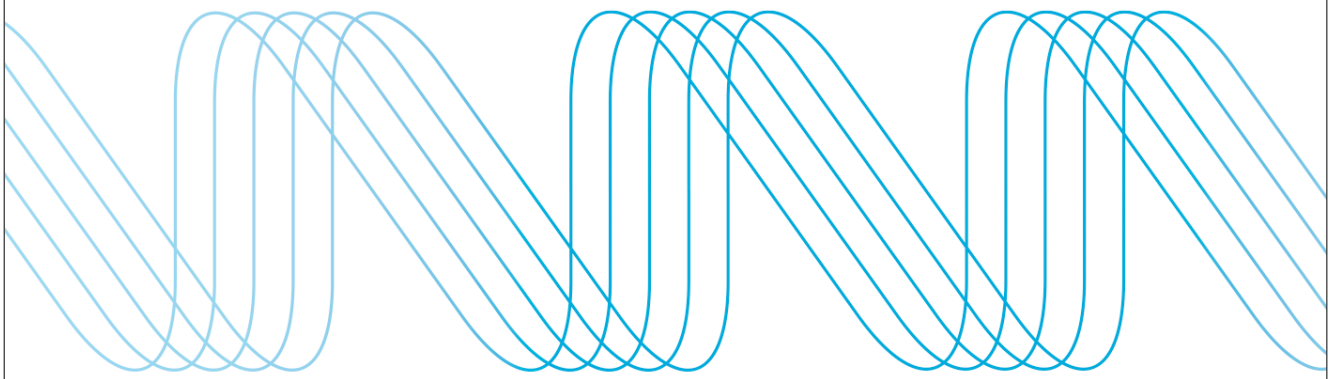
JISC netskills

Maximising Online Resource Effectiveness



Session 5
Social networks

JISC netskills

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

JISC netskills

The social media revolution

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

Maximising Online Resource Effectiveness

JISC netskills

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" I 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

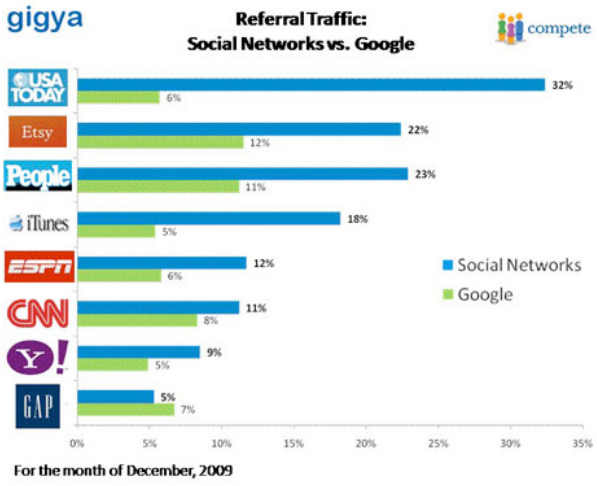
http://www.socialnomics.net/2012/06/06/10-new-2012-social-media-stats-wow/

JISC netskills

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

Maximising Online Resource Effectiveness

JISC netskills

Recent observations of referral traffic

Pinterest nearly equals Twitter and Google in referral traffic

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

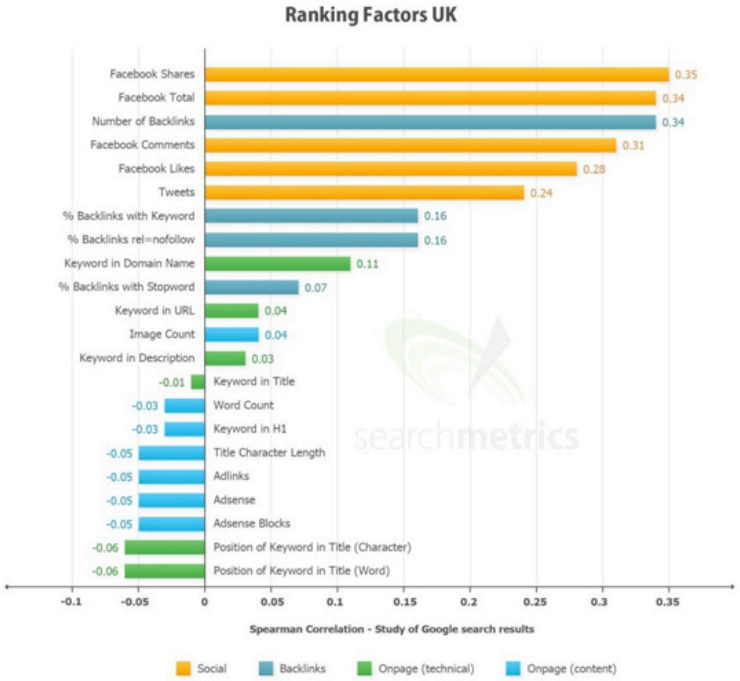
A new study by Shareaholic shows that Pinterest is the fastest growing site for traffic referrals, driving more than Google+, YouTube and LinkedIn combined.

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/

JISC netskills

Social signals have a strong impact on rankings



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

Maximising Online Resource Effectiveness

JISC netskills

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

Maximising Online Resource Effectiveness

JISC netskills

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/

JISC netskills

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.

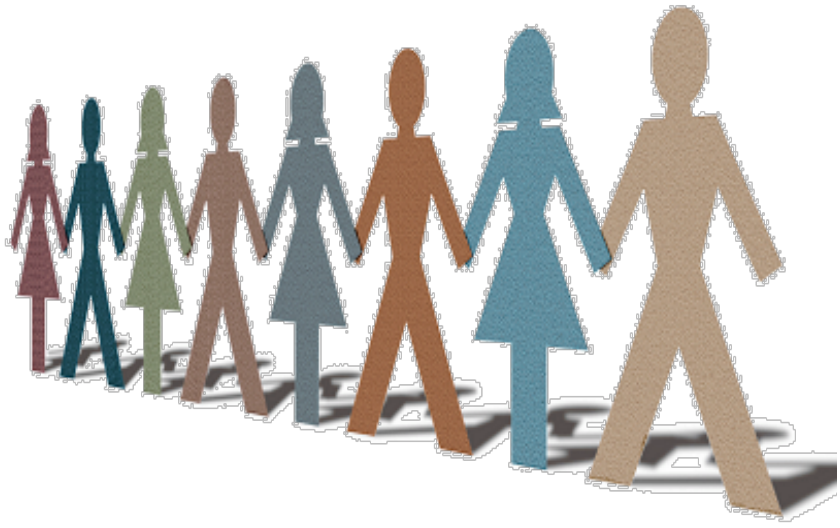
At a recent conference Lee was asked, "How do you intend to monetise the site?". Lee paused for a moment and looked mildly puzzled, almost as if he didn't understand the question. His response was "I am not a business man, I built lookaly.com because I am passionate about building great customer experiences 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/

Maximising Online Resource Effectiveness

JISC netskills

Part of the community



JISC netskills

Search is often a social activity

Anyone know good builder?

Maximising Online Resource Effectiveness

JISC netskills

Community responsibility

photo: www.flickr.com/photos/26640908@N02/3881258647

JISC netskills

Not suitable for broadcast

photo: istockphoto

Maximising Online Resource Effectiveness

JISC netskills

Mind your language!

JISC netskills

We're all in the media now

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

Maximising Online Resource Effectiveness

JISC netskills

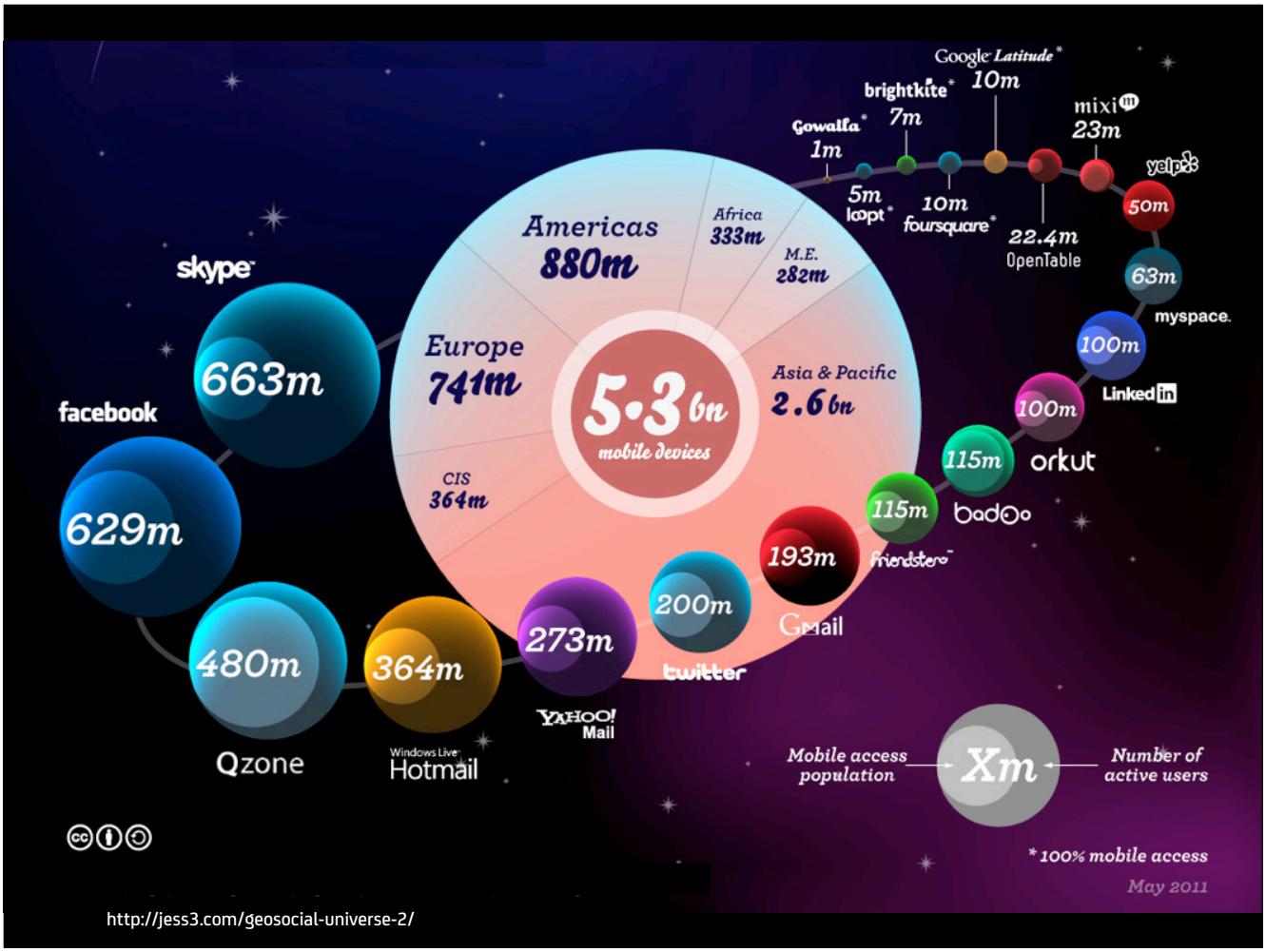
Upwardly mobile

- 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/



http://jess3.com/geosocial-universe-2/

JISC netskills

Meet the person responsible for your resources

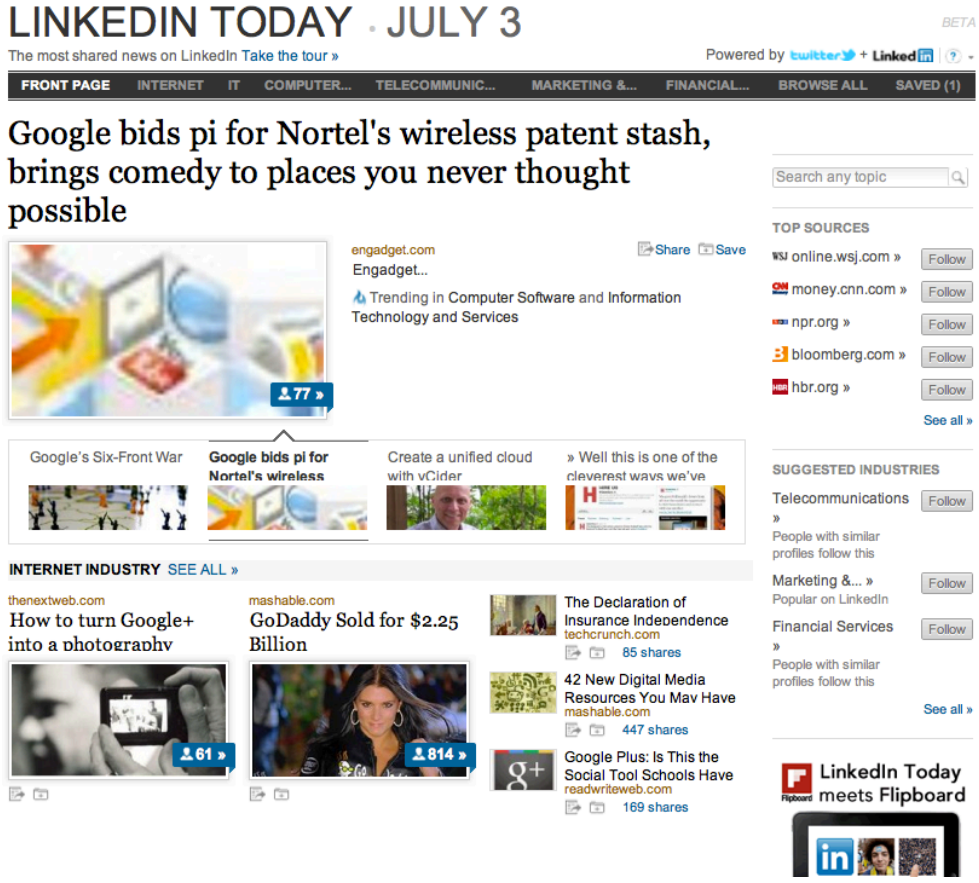
photo: www.flickr.com/photos/camil_t/82015664

Maximising Online Resource Effectiveness

JISC netskills

What's it got to do with my resources?

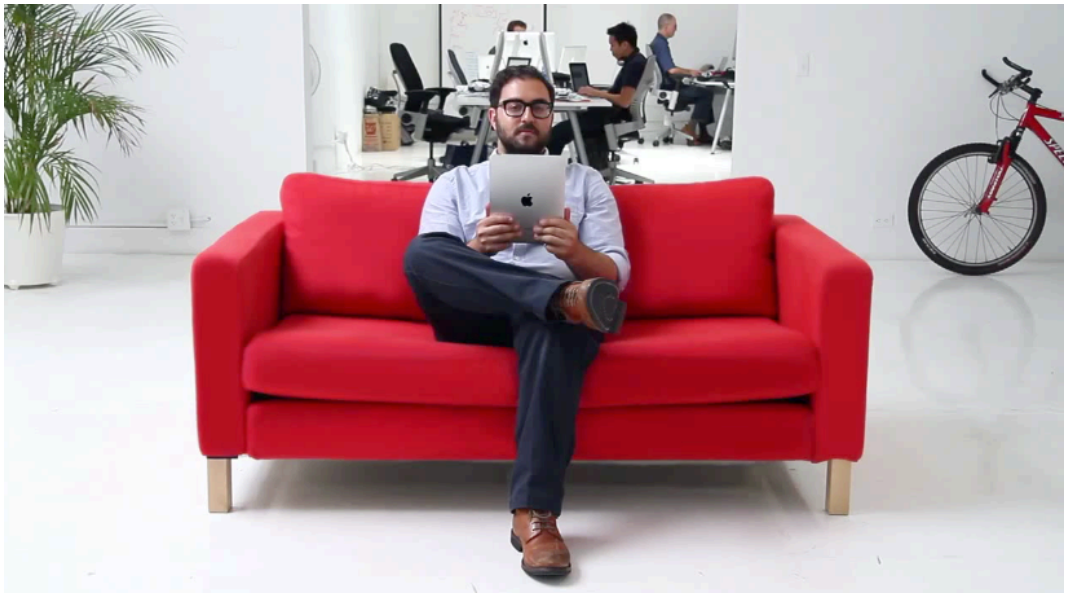
http://paper.li/ronjea/



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

JISC netskills

Managing resources

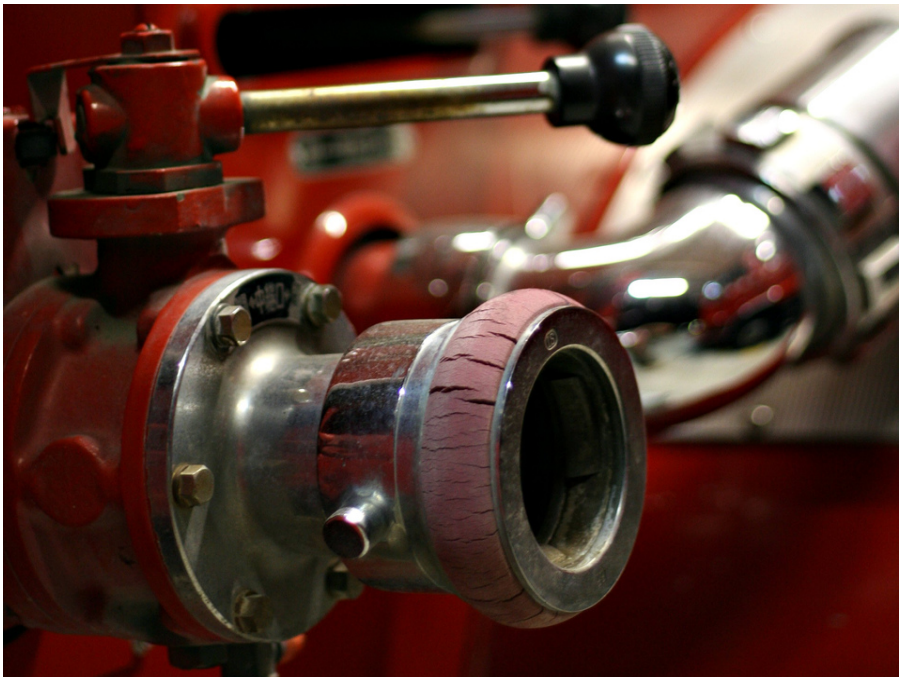


http://www.flipboard.com/

Maximising Online Resource Effectiveness

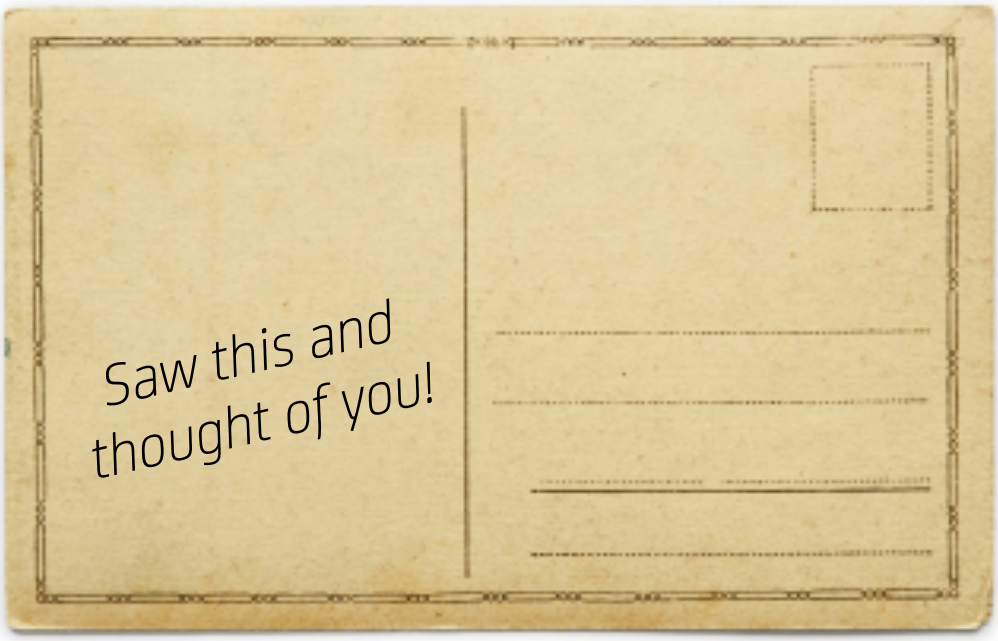
JISC netskills

Don’t expect people to drink from the firehose



JISC netskills

Social objects are easy to share



Maximising Online Resource Effectiveness

JISC netskills

Web is a platform not just a destination

photo: www.flickr.com/photos/69567805@N00/2466700821

JISC netskills

Architecture of participation

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

Maximising Online Resource Effectiveness

JISC netskills

Working in an open kitchen

Neutral territory

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

Maximising Online Resource Effectiveness

JISCnetskills

Low cost

photo: flic.kr/p/LyX9j

Return on investment?

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

Maximising Online Resource Effectiveness

JISC netskills

Social metrics—how do you measure impact?

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

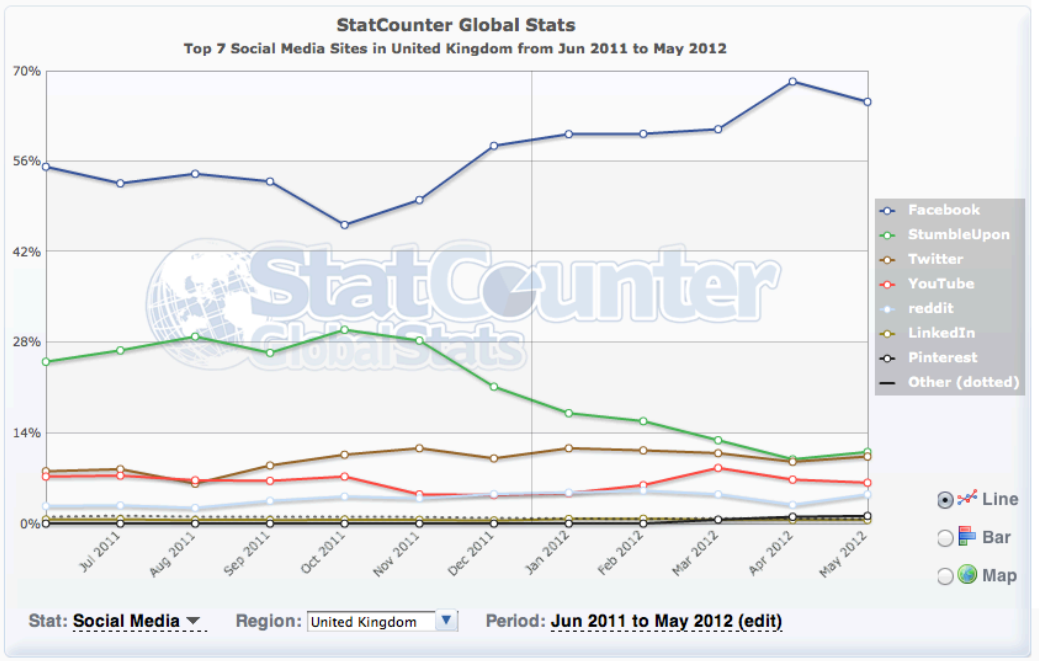
How to participate

- 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*

http://www.fredcavazza.net/wp-content/thumbnails/blogs.dir/1/files/2010/12/SocialMediaLandscape2011.jpg

JISC netskills

Comparative use



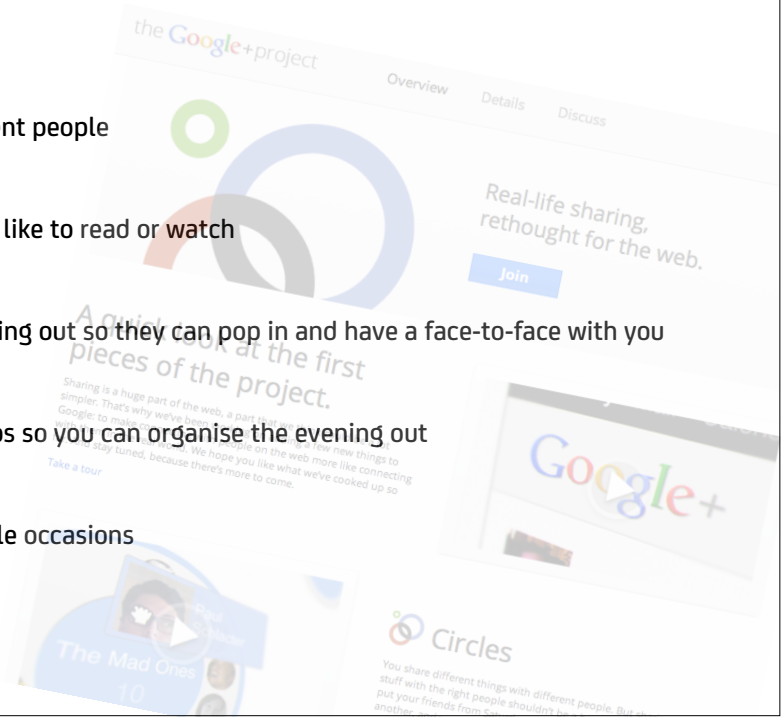
http://gs.statcounter.com/#social_media-GB-monthly-201106-201205

Maximising Online Resource Effectiveness

JISC netskills

Google+... an alternative to Facebook?

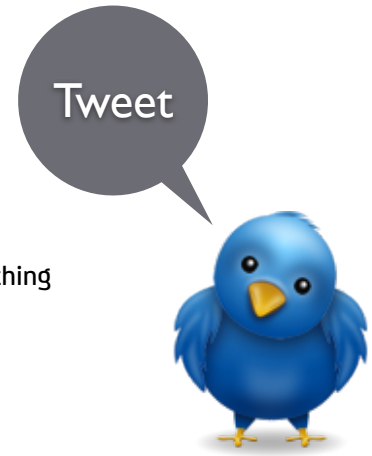
- **Circles**
  Share different things with different people
- **Sparks**
  Get suggestions on what you may like to read or watch
- **Huddles**
  Let your friends know you're hanging out so they can pop in and have a face-to-face with you
- **Hangouts**
  Texting with a difference, in groups so you can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



http://plus.google.com/

JISC netskills

Microblogging



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"

JISC netskills

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.

http://techcrunch.com/2009/06/16/fred-wilson-the-value-of-twitter-is-in-the-power-of-passed-links/

Reach other audiences—going viral

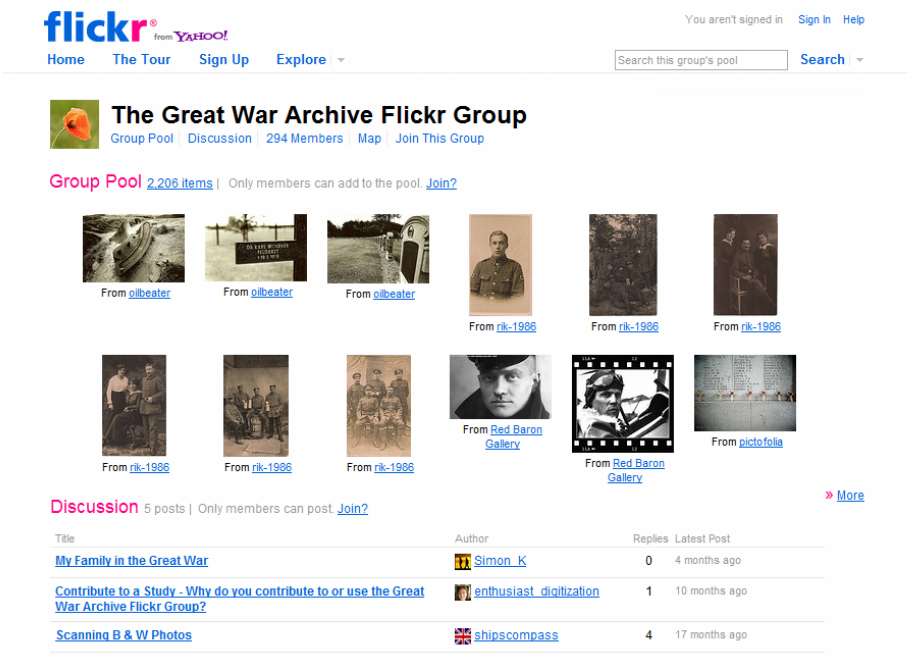
Andy Priestner, head librarian of Cambridge University's Judge Business School, blogged observations on *a Jedi Librarian in an episode of Star Wars: The Clone Wars*. This was picked up by local newspaper and the blog post went viral—from 50-60 maximum visitors per day to almost 4K at its peak.

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

Maximising Online Resource Effectiveness

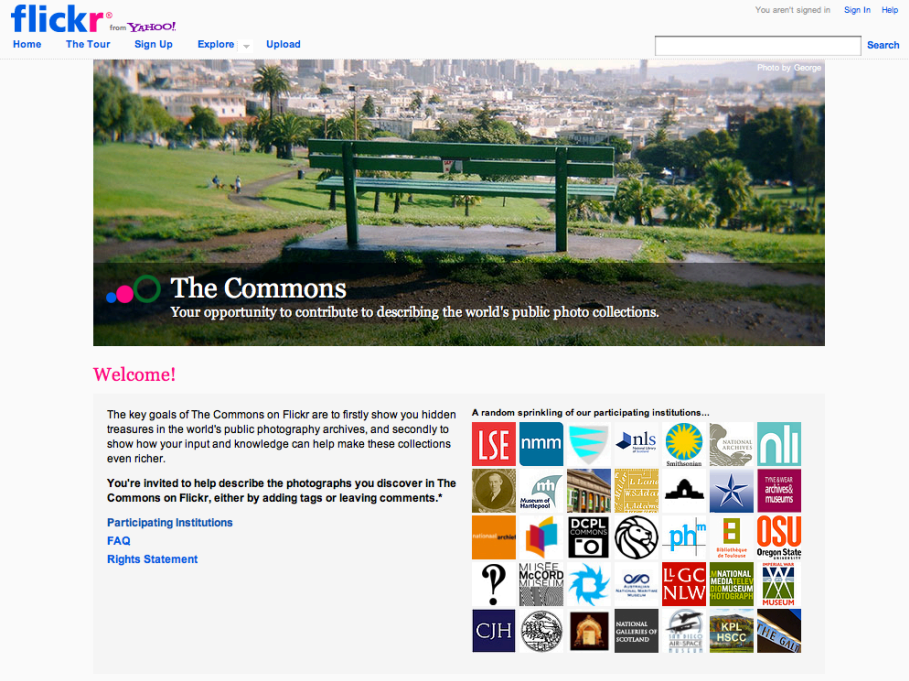
JISC netskills

Building resources through sharing



http://www.flickr.com/groups/greatwararchive/

Global sharing on two way basis



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

Maximising Online Resource Effectiveness

JISCnetskills

Evangelism and pragmatism

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

JISC netskills

Things worth sharing?

JISC netskills

There's a lot going on!

photo: ©GM 2010

JISC netskills

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?