

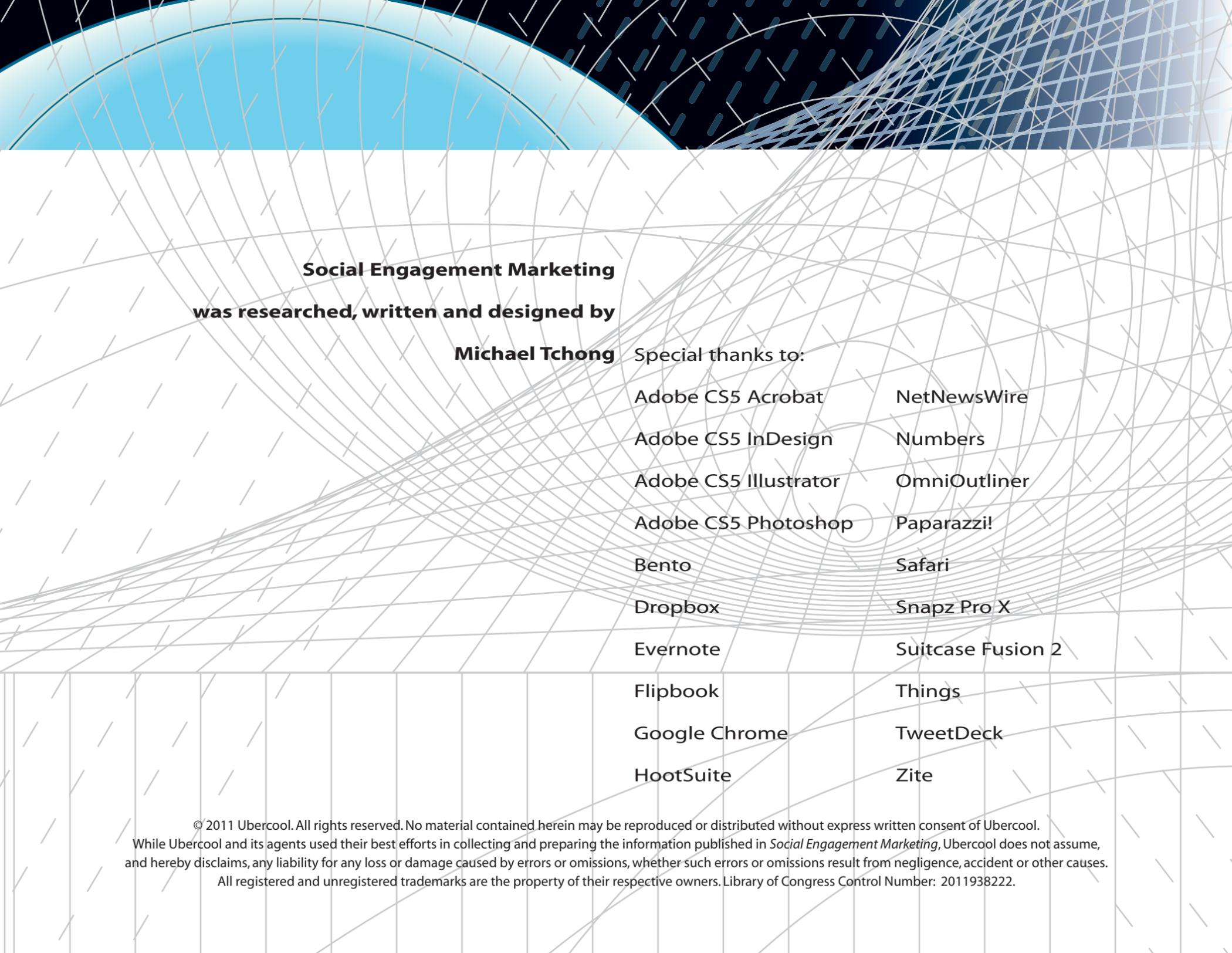
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SOCIAL ENGAGEMENT MARKETING

By Michael Tchong

Fall 2011

Ubertrends • Network History and Timelines • Global Mapping • Usage Patterns • Social Commerce
Social Media Tools • Conversation Memes • Social Graph • Facebook Pages • Social Intelligence
Listening • Link Tracking • Venture Capital • Hash Tags • User Profiles • Follower Management
Influencer Metrics • Social Gaming • Affinity Groups • Networks in a Box • Realtime Search



Social Engagement Marketing
was researched, written and designed by

Michael Tchong

Special thanks to:

Adobe CS5 Acrobat

NetNewsWire

Adobe CS5 InDesign

Numbers

Adobe CS5 Illustrator

OmniOutliner

Adobe CS5 Photoshop

Paparazzi!

Bento

Safari

Dropbox

Snapz Pro X

Evernote

Suitcase Fusion 2

Flipbook

Things

Google Chrome

TweetDeck

HootSuite

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Introduction

Social Revolution

We're in the midst of a social revolution. One that is redefining life worldwide. It's the force behind the Arab spring. It's the public forum that helps Charlie Sheen explode...and implode. It saves lives. And think, we've only just begun.

An Egyptian names his first-born "Facebook" to celebrate that social network's galvanizing effects on the struggles of Egypt's people. It was Facebook that turned a fruit vendor's run-in with Tunisian authorities into a sweeping upheaval that swept the Middle East.

TechCrunch quotes a report from Egyptian newspaper *Al-Ahram* that Jamal Ibrahim chose to name his child Facebook to "express his

gratitude about the victories the youth of 25 January have achieved."

Social media, like Facebook and Twitter, are used by brave protestors to organize public dissent, while Flickr and YouTube allow Egyptians, Syrians, Tunisians and



On the CBS network you can watch a television show that sprung from a Twitter account — "*My Dad Says*" — another telling sign that social networks are imbuing life.

Yemeni to show the rest of the world what is really happening.

A similar kind of über-force is reshaping our Western culture. The [word "social media" was first used in 2004](#), according Merriam-Webster. Their definition: "*forms of electronic communication (as Web sites for social networking and microblogging) through which users cre-*

ate online communities to share information, ideas, messages, and other content (such as videos)."

Social media are disrupting the world journalism as *The New York Times* reporter Brian Stelter concludes when he writes that his best coverage of the hurricane disaster that struck Joplin, Mo. was delivered by social media: "[Looking back, I think my best reporting was on Twitter.](#)"

It's the 30 billion items shared on Facebook and the 48 million searches conducted on Twitter each month, plus the 3 billion videos viewed on YouTube *each day* that are affecting real-world outcomes.

It's this sea change that *Social Engagement Marketing* captures, in an organized and navigable format. Why did we call it *Social Engagement Marketing*? As the table shows, we're swimming against the tide. One that suggests that this revolution is about social media. We say it's *not* about the media. They come and go. It's about *engaging*, it's about a sweeping cultural destiny that is clearly manifest.

We hope you'll find *Social Engagement Marketing* useful, if not inspiring. And as always, your contributions are always appreciated. Please feel free to drop me a line at mt@ubercool.com. Your feedback will add immeasurably to future editions of this *oeuvre*.

Keep on listening,

A handwritten signature in black ink that reads 'Michael'.

Michael Tchong
Analyst, Speaker

"Social" keyword search

KEYWORD	SEARCHES/MO.
Social networking	5,000,000
Social network	5,000,000
Social media	2,240,000
Social marketing	450,000
Social media mktg.	246,000
Social network mktg.	18,100
Social engagement mktg.	320

SOURCE: 21-JUL-11 GOOGLE ADWORDS

1990s

1997: SixDegrees founded in Boston, features a "Web of Contacts" model.

1999: AsianAvenue, BlackPlanet, Blogger, LiveJournal launch.

2000s

2000: A Latino social network, MiGente, joins fray.

2001: So. Korea's Cyworld, Rhyze debut.

2002: Friendster established, becomes first mainstream social network the following year.

2003: MySpace, Delicious, LastFM, LinkedIn, Hi5 and Photobucket launch. OpenBC is established in Germany, renamed XING in 2006.

2004: Facebook, Multiply, Digg, Orkut and Tagged join the social revolution.

2005: YouTube, Reddit, Ning, Bebo and Yahoo! 360 launched. In China, Renren debuts as Xiaonei.com.

2006: Twitter, Justin.TV, Windows Live Spaces in U.S. VKontakte and Odnoklassniki in Russia.

2007: Tumblr, FriendFeed and Sonico, a Latin-America-based social network, are launched.

2008: Kontain debuts. In China, Kaixin001 is established.

2009: Formspring.me, a question-and-answer social network popular with teens, launches. As do Flickr, Posterous and Quora — another question-and-answer social network.

2010s

2010: Apple introduces Ping, a music-oriented social network.

2011: Google+ launches June 28. Gains 25 million visitors after one month.

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The social dialog was changed by "micro blogger" Twitter.



Viva Gen Y! This 69-million strong wave is transforming culture.

Demotrends

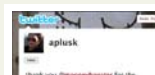
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Tencent's QQ is leading Asia chat service with 637 million users.



Ashton Kutcher drew attention to his Twitter follower race with CNN's Larry King.



YouTube's five year anniversary stat: more video viewed than top 3 U.S. TV networks.



Over 200,000 brands have created an outpost on Facebook.



F2F events are still popular among social set.

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"Like" buttons are served more than 2 billion times daily and have become a cultural icon.



The buzz social marketing is social ROI.



Sony Ericsson is one global brand that has drawn more than 5 million followers.

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Legend

Data shown in [hyper link blue](#) are linked to source web sites. Some of the sources are also listed in the Services and Tools section starting on page 83. About 200 companies and other resources can be found in the Services and Tools section of *Social Engagement Marketing*.

Queensland tourism jumped 20% after this social media campaign.



Social marketing agencies help spread social campaigns.



Social media listening tools provide realtime buzz tracking and reputation monitoring.



Twitter is a hub for trend monitoring and tracking.



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Ubertrends

Digital Lifestyle

Startling snapshots: 69% of children aged 2-5 can [operate a computer mouse](#), but only 11% can tie their own shoelaces. A girl jumps in front of a truck to [save her iPod](#). Meanwhile, the British government speculates that [robots could one day demand citizen's rights](#).

Welcome to the Digital Lifestyle Ubertrend, or the "marriage between man and machine." As technology becomes more tightly interwoven with the fabric of life, humankind is changing.

Chip revolution – Technology's formidable pace of development is relentless. When Intel introduced its first microprocessor in 1971, the four-bit 4004 contained 2,300 transistors. Today, a version of the 64-bit Intel iCore 7 boasts a whopping [1.2 billion transistors](#). That quantum power leap became a fundamental driver of global economic growth.

A point underscored by the following saying: "If the auto industry had done what the computer industry has done in the past 30 years, a Rolls-Royce would cost \$2.50 and get 2 million miles per gallon."

Our digital lifestyle is so dominant people can't live without technology. When kids ages 17 to 23 in 10 countries were banned from using mobile phones, social networks, the internet and TV, [79% subjected to a complete blackout for just one day reported adverse reactions ranging from distress to confusion and isolation](#).

Of course, that was before an avalanche of cheap notebook and netbook computers made computing accessible anywhere, or the iPad — another "must have" digital lifestyle accessory. In Jan. 2007, Kelton Research reported that 68% of Americans spend more time

with their computer than with their spouse.

Tech shipments – Gartner predicts that [388 million PCs will ship worldwide in 2011](#). And many estimates call for 40 million tablets, like Apple's iPad, to ship in 2011, a device that didn't even enter the market until Apr. 2010. Mobile computing is reshaping the digital lifestyle. Slim leather attaché cases

have all but disappeared, to be replaced by mobile cases with wheels and retractable handles, to better carry those 10 extra pounds of digital gear.

Third country – Sweeping changes are not limited to hardware. More than 700 million people around the globe have joined Facebook, [making the social network equal to the third largest country in the world](#).

Social dialog – Our social dialog is being infused by tech terminology. In 2009, the New Oxford American Dictionary [named "unfriend" the word of the year](#). As a result of all this digital interweaving, human relationships are being affected in ever so subtle ways. In March, [the Oxford English dictionary added OMG and LOL to its hallowed lexicon](#), vaulting them to cultural icons.

Robot love – The BBC reported in Dec. 2006 that [robots could one day "demand workers rights"](#). Echoing that sentiment, David Levy, an artificial intelligence researcher at the University of Maastricht in the Netherlands, speculated in 2007 that [people would be marrying robots by 2050 and Massachusetts would be the first state to allow it](#). In Aug. 2010, Pew reported that [four out of five adolescents slept with their mobile phones "in or near their bed"](#). Robot love, anyone?

"Around 2050, the state of Massachusetts will be the first jurisdiction to legalize marriages with robots."

David Levy, University of Maastricht



One of the most popular comedy shows on television is CBS' *The Big Bang Theory* — a story about four geeks and their digital lifestyle interactions, proves that geeks are not only winning but are transforming our media landscape in the process. And CBS scored another first: a television show based on a Twitter feed, *\$#! My Dad Says*.



GM says that OnStar will now allow you to [update your Facebook status](#). Jokes talkshow host Jay Leno, "Well finally, I was getting bored talking and texting."

Ubertrends

Time Compression

At defense contractor Raytheon, engineer Percy Spencer notices something peculiar. While testing a new vacuum tube, called a magnetron, a candy bar melts in his pocket.

Intrigued, Spencer places some popcorn near the tube and watches in awe as kernels begin popping all over his lab counter. Raytheon engineers quickly refine Spencer's discovery and, in late 1946, file for a patent covering the use of microwaves to cook food. And so the Radarange microwave oven is born.

Instant gratification – Across town in Cambridge, Mass., that same year, three-year-old Jennifer says, "Daddy it takes so long to see pictures." Jennifer's father happens to be Edwin Land and on November 26, 1948, the Polaroid Land Camera goes on sale in New York City for \$89.95.

Both devices introduce Americans to the concept of instant gratification, thereby ushering in a new living style, ruled by the compression of time and the attendant acceleration of life.

Fast food – But perhaps the most significant development in

this rapidly building Ubertrend had yet to occur. While operating their first restaurant, the Airdome, in San Bernardino, Calif., brothers Dick and Maurice ("Mac") McDonald reach the conclusion that the future of restaurants was in mass production and speed of service. [On December 12, 1948, at 14th and E Street, they open their first McDonald's restaurant](#), which sells 15¢ burgers and 10¢ fries, using a "Speedee Service System."

Even though [White Castle was established in 1921 in Wichita, Kan.](#), it was McDonald's, particularly under the aegis of Ray Kroc, who acquired McDonald's franchising rights and opened the first of [more than 32,000 McDonald's restaurants](#) in Des Plaines, Ill. in 1955, that came to symbolize the embryonic fast-food industry. In 1961, Kroc bought out the [McDonald brothers for \\$2.7 million](#).

ADD emerges – More than a half century later, life continues to accelerate. In November 2006 at an Adtech industry confab, Akamai Technologies CEO Paul Sagan noted that [75% of the 1,058 people surveyed by Jupiter Research would not return to a Web site that took longer than four seconds to load](#) (PDF).

That figure was down markedly from the seven or eight seconds mentioned just five years earlier. This shortened attention span, which some credit to the growing incidence of attention deficit disorder (ADD), an affliction first identified in 1981, is but one result of one of the most profound Ubertrends sweeping society today — Time Compression.

Information anxiety – By 1996, 59% of Americans polled described themselves as busy, according to an NBC News/Wall Street Journal survey, with 19% reporting they were "painfully" busy. The information blizzard accompanying this trend only served to amplify the stress, spurring a new phenomenon: ["information anxiety,"](#) a syndrome that two thirds of global managers suffered from, Reuters reported in October 1996.

One of the most significant Time Compression developments was the opening of the first McDonald's restaurant at 14th and E Street in San Bernardino, Calif. on December 12, 1948. Notice the company mascot, "Speedy" on the restaurant's outdoor signage.

1940s	1946: Raytheon invents first microwave oven, dubbed "Radarange." 1947: Edwin Land debuts instant photography. 1948: Birth of fast food: McDonald brothers Dick and Mac open first outlet in San Bernardino, Calif.
1950s	1952: U. K. carrier BOAC launches first commercial jet airliner service. 1956: Hans Selye's <i>The Stress of Life</i> book adds concept to vernacular.
1960s	1966: Xerox introduces 46-pound desktop fax. 1969: Internet connects UCLA, UC Santa Barbara, SRI and Utah University. First quartz watch, Seiko 35 SQ Astron, accurate to one minute a year, goes on sale in Japan in Dec.
1970s	1971: Starbucks opens first location in Seattle. 1973: Federal Express founded by Fred Smith. Motorola DynaTAC cellular telephone demoed. 1974: Microwave oven sales exceed those of conventional stoves for the first time. 1976: Concorde's maiden commercial flight.
1980s	1983: MCI mail launched. 1983: U.S. fax-machine base reaches 300,000.
1990s	1993: World Wide Web ushers in "realtime" era. 1998: 59% of Americans claim they're "too busy," reports WSJ/NBC poll.
2000s	2002: 59% of all meals are rushed; 34% of lunches are eaten on the run. 2003: The first 3 Minute Dating cruise sets sail from Port Canaveral, FL.



IMAGE COURTESY: MCDONALD'S CORP.

Ubertrends

Time Compression (cont'd)

Multitasking – Meanwhile, multitasking, another distinct by-product of Time Compression Ubertrend, was quickly becoming a mandatory skill. In 2004, columnist P.J. Bernanski first notes seeing “good at multitasking” mentioned in resumé. The multitasking trend has resulted in yet another, one we’ve dubbed “multimedia tasking”: [42% of respondents in a Deloitte survey said they sometimes surfed the web while watching TV.](#)

Leisure time – By the mid-2000s, time had become a luxury. Traditional leisure activities began to suffer from inattention. Newsweek reported in a June 16, 2007 issue that the U.S. Fish and Wildlife Service found that [the number of anglers dropped 12% since 2001.](#) During the same five-year period ending in 2006, the number of hunters fell by 4%.

And the number of people playing golf declined or remained flat between 2000 and 2007, dropping from [30 million to about 26 million](#), according to the Natl. Golf Foundation and Sporting Goods Manufacturers Assoc., *The New York Times* reported on February 21, 2008.

A survey by employment firm Hudson, cited in a May 21, 2007 *BusinessWeek* article, found that [more than half of U.S. workers fail to take all their vacation days](#), with 30% saying they use less than half their allotted time, and another 20% taking only a few days instead of a week or two. Americans take even less vacation than the Japanese, the people responsible for *karoshi* — the phenomenon of “being worked to death.” If anything, U.S. workers simply perfected a habit that traces its origins to the land of the rising sun.

Retailing effect – One of America’s favorite pastimes, retail therapy, has also been affected by Time Compression. In 2010, [\\$91 billion](#)



Campbell's Soup At Hand, a Time Compression food, is the most successful product introduction in Campbell's history, after all, 34% of lunches are eaten on the run.

[was spent on gift cards during the holiday season](#), according to TowerGroup, as more shoppers choose to save time by turning to this increasingly popular gift-buying shortcut.

On June 27, 2007, *The Wall Street Journal* reported that the average [Wal-Mart shopper spends 21 minutes in store](#), yet only finds seven of the 10 items on his or her shopping list. As a result, the chain is trying to improve store navigation in order to help harried consumers find things faster.

But shopping in bricks-and-mortar stores is also under growing time pressure: the [typical one-hour mall trip costs about \\$30 at the average hourly pay for managers and professionals](#), says a May 9, 2005 *BusinessWeek* article.

Since that more than compensates for shipping charges for a typical order, it may become increasingly difficult for busy, future generations to justify many basic shopping excursions.

That time is more valuable than money now was confirmed by Yankelovich in Dec. 2006: “[More than half \(56%\) of all consumers, at all income](#)

levels, say that a lack of time is a bigger problem for them than a lack of money.”

With time now considered more valuable than money, America's state of mind has become a state of time.

Trendwatch: Energy



In the **1920s**, U.S. adults averaged **8.8 hours** of sleep. Now it's **6.7 on weekdays**.

No wonder coffee has become a **\$70 billion global business**, up from \$30 billion a decade ago, reports the U.N. Food and Agriculture Organization. And energy drinks have exploded into a **\$42 billion worldwide business**, fueled by an urgent need to pack just one more activity into an already busy day. There's even a Starbucks on the **Allure of the Seas** cruise ship. Who needs to relax?

As Time Compression hurtles forward, marketers and media are speeding up our culture, as this National car rental ad sign, spotted at San Francisco airport, pointedly illustrates.



IMAGE COURTESY: MICHAEL TCHONG

Ubertrends

Unwired

When Zenith's Space Command wireless remote control [went into production in 1956](#), no one could have predicted that its groundbreaking ultrasonic creation would be a catalyst for a whole new era of wireless controls and devices.

Zenith's ultrasonic technology has been replaced by infrared or radio frequency-controlled remotes that boast color touch-sensitive screens, internet connectivity, system automation and built-in TV guides, turning the humble clicker into an access point for the digital home entertainment center.

Another catalyst was Alliance Manufacturing's garage door opener. In May 1954, Alliance decided to produce [Genie — the world's first](#)

A long line has forming in San Francisco. Harry Potter movie? Celebrity photo signing? No, it's "iDay" — the line waiting to buy the first Apple iPhone on June 29, 2007. Some people camped out waiting for the popular smartphone to go on sale. As late-night talkshow host Jay Leno once joked on The Tonight Show, "the only time kids go camping now is in front of a Circuit City waiting for a videogame to go on sale." The store names may have changed, but this pointed cultural observation remains very true.



IMAGE COURTESY: MICHAEL TCHONG

[mass-produced, radio-controlled residential garage door opener.](#)

Beyond couch potatoes – These wireless pioneers laid the foundation for the Unwired Ubertrend, a whirlwind that has gone far beyond serving couch potatoes. Unwired has created a culture that treasures such values as connectedness, freedom, convenience and convergence.

Mobile phone – The mobile phone has become Unwired's biggest exponent, with some [5.3 billion mobile phone subscribers worldwide](#). And now that [83% of Americans already own a cellphone and 35% own a smartphone](#), it's the smartphone's turn to revolutionize America's mobile lifestyle.

CrackBerry – For many users, mobile e-mail has the same addictive quality as crack cocaine. In fact, the ubiquitous [BlackBerry smartphone, now used by some 50 million consumers worldwide](#), has become colloquially known as the "CrackBerry."

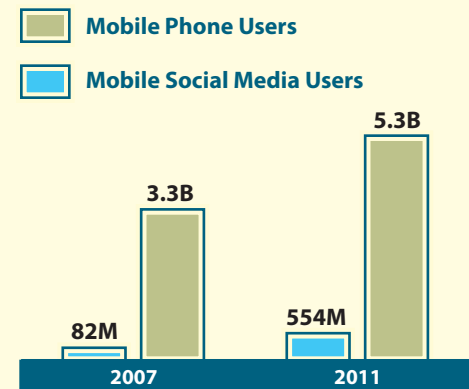
iOS hegemony – In June 2007, Apple joined the fray with the iPhone, which inundated the mobile phone market like a veritable tsunami. A staggering [108 million iPhones have been sold as of March 2011, plus 60 million iPod Touches and 19 million iPads](#). Together these three mobile devices constitute a 187-million-unit iOS platform for which [500,000 apps have been created](#).

Mobile internet – The popularity of smartphones suggests that the mobile internet could one day be larger than the computer-accessed internet. When Mary Meeker was still at Morgan Stanley she predicted that within five years ["more users will connect to the Internet over mobile devices than desktop PCs."](#)

iPad – That forecast seems reasonable now that the Apple iPad is becoming the wireless channel for such lean-backward media as magazines, newspapers and television. [Researcher iSupply predicts that Apple will ship 40 million iPads in 2011.](#)

This is a wireless world that would have made Zenith proud.

Overall Mobile Phone Growth vs. Mobile Social Media User Forecast



SOURCE: OCT-10 ITU; APR-08 EUROPEAN INFORMATION TECHNOLOGY OBSERVATORY (EITO), EMARKETER



IMAGE COURTESY: APPLE

Discussion Forums

Social networks trace their roots to Internet discussion forums, or message boards. These digital watering holes attract a very wide range of conversation topics, ranging from Anime to ZZ Top, and about everything in between.

Discussion forums were the modern equivalent of the traditional bulletin board, which evolved from dial-up bulletin boards, in use from the late 70s to the early 90s. Discussion forums rely on server-based Web applications to manage user-generated content and represent an alternative to newsgroup chats and electronic mailing discussion lists.

Early discussion forums allowed members to only post messages and comment on other messages. Later developments included the ability to split forums into sub forums, dedicated to specific topics.

Forum software is widely available on the Internet and is written in a variety of programming languages, including PHP, Perl, Java and ASP. Each program offers different features, from the most basic, providing text-only postings, to more advanced packages, offering multimedia support and formatting code.

Forums can easily be integrated into existing sites and offer visitors the ability to post comments on new products, news articles plus support issues, and was the first form of social engagement added to marketing sites. Today, many companies, particularly software developers run forums to allow their users to share experiences and troubleshoot problems.

One key advantage of discussion forums over chat and instant messaging is that forum participants do not have to be online to receive or send messages. That "store-and-forward" discussion format would later be emulated by social networks too.

The best-known forum software is [vBulletin](#) (annual license fee: \$195) created by Jelsoft, a company acquired by [Internet Brands](#) in 2007. vBulletin quickly grew from its humble beginnings as a text-only discussion software to a full-blown community manager and now runs many prominent forums including AVS Forums and The Fashion Spot, as well as many extremely large user forums with millions of members (table).

According to [Big Boards](#), vBulletin is used by 1,387 of the [2,248 top forums](#), equal to a 62% market share among large user forums.

All that was missing, and still is, is the ability to invite friends to join the discussion forum. In April 2010, Internet Brands' vBulletin Solutions released vBulletin 4.0.3, which featured Facebook Connect for simplified sign-ons.

Forum software boast many of the features that are now prevalent in social networks, including the ability to choose an avatar, rate other community member's threads, and even reward the original poster, dubbed the "OP," with a reputation score, to help boost their community prominence.

Revisiting this aspect of the Internet's past is important because the concept of social media was conceived inside these community forums. Members participating in Internet forums cultivate social circles based on mutual interests. Forums also contributed to a new social dialog, establishing such now well-known phenomena as "trolls" and "flame wars" (sidebar).

According to About, [the number of community forums worldwide now tops 100,000](#), with the top 10 largest discussion forums listed in the accompanying table.

While popular social networks have stolen much of their limelight, Internet discussion forums continue to provide a viable alternative to the larger social nets because they remain the turn-to source for highly specialized information.

Top 10 Discussion Forums

RANK	FORUM	MEMBERS
1.	Gaia Online	24.7M
2.	IMobile (China)	9.6
3.	Zenhex	8.5
4.	Bioware forums	6.4
5.	Game Show Network	5.3
6.	Deviant Art	5.1
7.	MLG Pro	5.1
8.	Sound Click	4.4
9.	MySpace	4.2
10.	IMDb	4.1

SOURCE: JUN. 2011 BIG BOARDS

Trolls, Flame Wars

The incognito nature of the Internet has spurred a phenomenon dubbed "trolling" — incendiary postings designed to enrage forum members. The term is derived from "trawling" — a style of fishing where a boat drags a trawl net behind it to catch fish. Using camouflaged identities that rely on inscrutable handles, trolls pose a major headache for online communities, because they can post without being held accountable for what's said. Trolling is kept in check by moderators and users who "flag" flames, a process where posts are identified as candidates for removal. But despite this vigilance, "flame wars" remain a unique part of the online community fabric.

Social Media

Texting

In 1995, the GSM association introduced a new way to send text messages between mobile phones, a standard called SMS, or short message system. In 2011, [7 trillion text messages will be sent worldwide](#), equal to 19 billion a day.

The first SMS was sent in Dec. 1992 by Neil Papworth, a 22-year-old test engineer for Sema Group, who used a personal computer to send the text message "Merry Christmas" via the Vodafone network.

The official launch of SMS took place in 1995. That year, users sent an average of only 0.4 messages per month. By 2000, the average number of messages per user month reached 35.

U.S. texting – In the U.S. alone, more than [1.5 trillion text messages — equal to a pace of 5 billion per day](#) — were sent in 2009, the last year the CTIA released data.

While America was a relatively slow early adopter of SMS, it has become the growth driver of global texting now that Americans have finally joined the texting bandwagon. The U.S. accounts for 30% of total worldwide texting volume, or an [average of 534 messages per subscriber per month](#).

Mobile phone use – And the mobile universe continues to surge. As of 2010, there were about [5.3 billion registered mobile phone subscribers worldwide](#), a figure the ITU estimates will reach 5 billion in 2010.

Global texting use – Text messaging today is the most widely used mobile data service, with 74% of all mobile phone users worldwide, or 3.9 billion out of 5.3 billion phone subscribers at end of 2010, being

active users of the Short Message Service. In countries such as Finland, Sweden and Norway, more than 85% of the population uses SMS. The European average is about 80% and North America is rapidly catching up with over 60% active users of SMS by end of 2008.

Text capital of the world – The Philippines is the world's biggest user of texting. An average of 27 texts are sent daily by subscribers, or [1.4 billion each day](#). By comparison, in Singapore the average is 12 and in South Korea it's 10.

Addictive – Text messaging is addictive. The University of Queensland in Australia notes that [text messaging is one of the most addictive digital services](#). The text reception habit introduces a need to remain connected, called "Reachability," the Australian researchers noted.

Texting teens – And that's before the current wave of teenagers, a generation dubbed "Digital Natives," reaches adulthood. A survey published by Nielsen in Oct. 2010 attests to this growing addiction. [American teenagers send and receive 3,339 text messages each month](#), while teen females send an incredible 4,050 texts per month.

Even the under-age-12 segment sends 1,146 messages per month, which is almost four texts per waking hour that they're not at school.

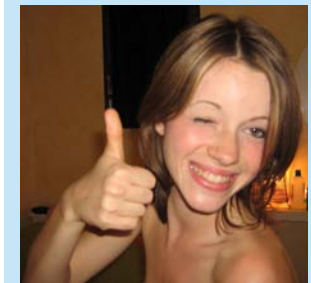
DWI is the new DUI – The texting wave has ushered in a host of new social conventions and habits that are catching on rapidly (sidebar). As *The Wall Street Journal* put it in a March 14, 2007 article, "Forget DWI. The big new traffic-safety issue is DWT: Driving While Texting." The urge to multitask while operating a motor vehicle has led to serious accidents, the most notorious of which was the Los Angeles-area Metrolink train crash in 2008. News reports suggest that train conductor [Robert Sanchez had sent a text message one minute before his train crashed](#), killing 25 people including himself.



Metrolink train engineer Robert Sanchez was involved in the worst texting-related accident, in which 25 people were killed, just one minute after receiving a text.

Sexting

Taking nude or nearly nude images of yourself with a cell-phone and sending them to friends is called "sexting." In 2008, [18 students at a Castle Rock, Colo. middle school sent around nude photos of themselves](#). Other sexting cases have been reported in New Jersey, New York, Alabama, Utah, Pennsylvania, Texas and Connecticut, reports *USA Today*. A Pew survey of 800 teenagers in 2009 found that 4% of cell-owning teens ages 12 to 17 say they've sent sexually suggestive pictures of themselves to someone else via text, and 15% reported having received such material. Sexting messages use another texting protocol, called MMS or [Multimedia Messaging Service](#). Messaging includes four types of communication: SMS, MMS, mobile email and instant messaging — the latter is covered on the next page.



Social Media

Instant Messaging

Instant messaging, or “IMing,” was once primarily a chat tool for teens. But for many, Skype has become synonymous with online conversations. And now that [Skype has been acquired for \\$8.5 billion, the chat social medium has respect.](#)

When Skype launched in August 2003, it quickly began to reshape the IM market. Skype offered Voice over IP (VoIP) service allowing free, or cheap, calling via the Internet, but also cleverly integrated a chat client to allow both text- or voice-based chatting. Its VoIP feature vaulted Skype to the top of the IM heap, with the number of registered “Skypers” reaching 100 million in April 2006.

Today, [Skype has 600 million registered users](#) and [170 million active monthly users](#). That’s second to only Tencent’s QQ, which, as of March 2011, claimed some [637 million active users](#), mostly in China.

IM benefits – Why would the tedious task of chatting via keyboard be preferred over phone calls? For one, instant messaging lives up to its billing: it’s instantly available, while calling requires the receiving party to access a phone to receive the call. That instant-on feature has been particularly valuable for people who work remotely and want to stay connected to other workers. While realtime chatting is the main purpose of instant messaging, the ability to carry on a conversation while performing other tasks is another big plus of IMing.

Smileys – Another aspect of IMing that propels its popularity is the availability of emoticons, which can communicate a wide range of feelings not readily expressed over a phone call. The use of “smileys” is further enhanced by the addition of popular abbreviations, like “LOL” or “brb” (sidebar), establishing a new social protocol adopted by other communication channels, such as texting and e-mail.

Buddy list – As a realtime, text-based system, IMing falls under the online chat umbrella but distinguishes itself because it usually only connects known users, often relying on a contact list. In fact, it was the [1996 introduction of the “buddy list” by AOL](#), which allowed members

to organize their “chat buddies,” that revolutionized instant messaging.

Market size – The total number of [instant messaging users in 2010 was 2.4 billion](#). In 2003, [2.3 billion instant messages were sent each day via AOL’s IM network \(AIM\)](#), widely considered IM’s grandfather. That figure equals 69 billion IMs sent monthly in 2003.

History – instant messaging predates the Internet, first appearing on arcane multi-user operating systems like CTSS and Multics in the mid-60s. It was the launch of modern, GUI-based messaging clients, including AIM, ICQ, MSN Messenger (now Windows Live Messenger) and Yahoo! Messenger that propelled IMing’s popularity.

XMPP – In 2000, an open-source application protocol called Jabber was launched. Jabber’s protocol, dubbed “Extensible Messaging and Presence Protocol” (XMPP), was once used by Google Wave and, as of February 2010, Facebook’s own chat application.

Foley gaffe – Like any modern communication dialog, IMing has also led to embarrassing social gaffes. In October 2006, the inappropriate use of IMing became front-page news when U.S. Congressman [Mark Foley resigned his seat in Congress after admitting sending offensive instant messages](#) of a sexual nature to underage former House pages from his congressional office personal computer. The Foley scandal led to heightened media coverage warning of the risks of inappropriate IM use in workplaces.

Yet positive workplace uses of instant messaging abound. Many media, including television shows such as *The Today Show*, use Skype to allow viewers to interact with show hosts. And journalists now frequently conduct interviews using instant messenger tools.

IMing has added yet another layer to our growing communication toolbox, one that will have you LOLing all the way home (sidebar).

LOL :)

IMing has led to a whole new social dialog that includes the liberal use of abbreviations and smileys. Shortcuts like “LOL” for “laughing out loud” are now even showing up in schoolwork with [one third of students reporting their use in a Pew study](#). A quarter of students even admit using smiley faces in schoolwork. As the global drums of chat beat louder, there is no question that the use of emoticons will only grow. A 2007 survey of 40,000 Yahoo! Messenger instant-message users supports that belief: [55% report- ed using emoticons daily.](#)

IMAGE COURTESY: LG ELECTRONICS USA



With more than 600 million registered users, Skype is the most popular instant messaging program in the western world. The chat and VoIP program recently added the ability to make video calls on Internet-enabled TVs, as shown here at the Jan. 2010 Consumer Electronics Show in Las Vegas.

Social Media

Blogging

Boasting all the benefits of enterprise “content management” systems and none of their cost and complexity, blogs have skyrocketed from a few thousand in 1999 to more than [166 million in July 2011](#), according to blog-tracker BlogPulse.

Once snubbed by the insular world of journalism for their often snarky reviews and tiny audiences, bloggers are now openly being courted by the business, political and media establishments. Whether it's a major convention or New York's FashionWeek, bloggers are scoring official press passes, underscoring their growing market influence.

In the past 10 years, blogs, a contraction of “Web logs,” have become the fastest-growing form of online publishing, growing at a rate of [75,000 new blogs each day](#). While millions have created Web sites, U.K. Web monitoring firm Netcraft reports the existence of some [357 million sites](#), a recurring challenge, as any webmaster will attest, is keeping sites up-to-date.

Large enterprises tackle the problem with content management systems (CMS) that replace hand coding with automated procedures. But content management software is expensive and usually falls outside the purview of most personal publishers. Blogging tools, such as [WordPress, with 50 million blogs](#) and [newcomer Tumblr, which has 20.9 million blogs](#), make it simple to add, modify and distribute content dynamically.

Boasting [more than 15,000 plug-ins](#), WordPress is the most customizable blogging platform available today, and the one to beat. Its continuously expanding flexibility has made WordPress the default CMS for many Web architects, who are building increasingly complex sites on its blogging

framework.

The simplicity of blogs may also explain their huge success. Unlike web sites, which can be complicated, blogs are a simple, real-time affairs with frequently updated entries, or “posts,” organized chronologically.

Blogging has created its own unique media universe, dubbed the “blogosphere.” The cool image of the blogosphere has captured the attention of marketers who view them as perfect viral marketing platforms.

A Pew study found that the [popularity of blogging fell among teens and young adults while rising among older adults](#). This finding suggests that the popularity of social networking has led more people to “micro-blog” using status updates.

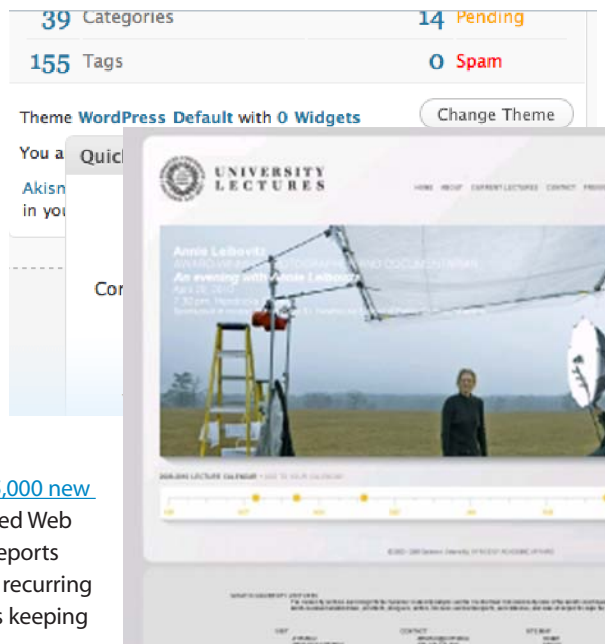
The prevalence of blogging among the overall adult Internet population has remained steady in recent years, with [11% of Internet users ages 30 and older now maintaining a personal blog](#). By contrast, 15% of Internet users ages 18-29 maintain a blog.

Blogging is the way that media publishing was meant to be.

Technorati Top 15 Blogs

RANK	BLOG	AUTHORITY
1.	The Huffington Post	928
2.	Mashable!	871
3.	TechCrunch	864
4.	Business Insider	839
5.	Engadget	834
6.	TMZ.com	833
7.	Think Progress	831
8.	Gawker	830
9.	Gizmodo	839
10.	The Daily Beast	824
11.	Boing Boing	815
12.	The Next Web	815
13.	Buzzfeed	809
14.	L.A. Now	805
15.	Mediaite	802

SOURCE: 28-JUL-11 [TECHNORATI TOP 100](#)



WordPress has become the darling of the blogosphere due to its extensibility, fostered by more than 4,000 plug-ins, and the indefatigable spirit of developer Matt Mullenweg. Above is a showcase blog created with WordPress (top).

Online Dating

Match.com was founded by Gary Kremen In 1993. It was started as a proof-of-concept for Electric Classifieds, which aimed to provide classified advertising systems for newspapers.

In the 1920s, the automobile completely changed the dating scene, ushering in such meaningful concepts as the back seat and the drive-in. The free love mantra of the 60s provided yet another outlet for the sexual revolution. As Time Compression (p. 6) engulfs society, the experience of meeting potential partners is once again being uprooted, propelling the phenomena of online dating.

Online dating is driven by more than hormones. Like the rest of the world, the U.S. is slowly becoming a nation of singles. In 2000, for the first time, [households with people living alone outnumbered households with couples and children](#), 26% to 24%, the latter figure down sharply from 40% in 1970.

Meanwhile, marriage rates among young adults have been steadily dropping for decades. In 2010, for the first time, [people between the ages of 25 and 34 who have never been married exceeded those who were married in 2009, 46% versus 45%](#).

Married-couple households have declined from 80% in the 50s to just 51% today. Meanwhile, the number of singles 18+ has surged to 110 million. By 2007, studies showed that Baby Boomer interest in online dating had soared. That Boomers have become one of the hottest trends in online dating should come as no surprise: [around 30% of America's 80 million Baby Boomers are single](#).

Match.com went live in early 1995 as a free beta and was profiled in *Wired* magazine that same year. By November 2004, Match.com was recognized by Guinness World Records as the [world's largest online dating site](#). At the time, more than 42 million singles had registered with Match.com since its 1995 launch, and over 15 million members were using the service worldwide.

U.S. residents spent more than \$500 million on online dating and

personals in 2005, the largest segment of "paid content," according to the Online Publishers Association (OPA) and comScore Networks. The [U.S. online dating market is expected to increase spending to \\$932 million in 2011](#).

A bevy of online dating sites, currently numbering more than 1,000, cater to every conceivable interest, fueling market growth. There are dating sites for [tall people](#), [pet owners](#), [vegetarians](#), [interracial dating](#) and [Jewish people](#). Other specialized categories include: "date rating" sites, like [LemonDate](#) or [True.com](#), which offers a "criminal background screening" service.

The rise in online dating had one notable result, a renewed appreciation for face-to-face encounters, called "F2F" in online chat. Offline events, ranging from dance club parties to winetasting classes, have become big business for online dating companies. Match.com's revenues from real-life initiatives have more than doubled in the past decade. The Dallas-based company now hosts as many 1,800 F2F events each year.

The market has upside potential: just two out of five U.S. singles have dated online. Major obstacle: fear of the unknown. A survey of 1,500 Canadians by Leger Marketing found that [69% still reject using the Internet as a way to meet people](#). That explains the thinking behind LemonDate and True.com.

Baby, you've come a long way since 1995.

Demographics of Online Dating Site Visitors

Site	eHarmony	Match.com	PlentyofFish	True.com	Yahoo! Personals
GENDER					
Men	46%	52%	54%	67%	56%
Women	54	48	46	33	44
AGE					
24 and under	16%	14%	18%	19%	15%
25-34	19	21	24	20	19
35-44	25	27	26	21	27
45-54	21	21	19	23	24
55-64	8	9	7	8	8
65+	4	4	2	5	3
HOUSEHOLD INCOME					
Under \$25,000	13%	15%	14%	21%	16%
\$25,000-\$39,999	11	13	16	13	14
\$40,000-\$59,999	27	26	27	26	27
\$60,000-\$74,999	12	11	11	11	11
\$75,000-\$99,999	19	14	16	16	14
\$100,000 or more	18	22	16	13	18

SOURCE: JUL. 2009 COMSCORE

Social Media

Friendster

Friendster, a by invitation-only social network founded in 2002, exploded on the scene the next year, acquiring 1 million members by July 2003 and 7.3 million by November 2004, astonishing figures for those early days.

Friendster was not the first social network to leverage people in a personal network. That honor goes to SixDegrees, a site named after the well-known Stanley Milgram theory that every human is only separated from others by no more than six degrees, and which launched during the dotcom boom in 1997.

But the idea of a connected virtual community really took off with the wildly popular Friendster, the first social network to succeed in making the number of "friends" the new yardstick of social success.

In 2002, [Jonathan Abrams](#) was a 33-year-old Canadian software coder who had been laid off by Netscape. In the spring of that year, Abrams came up with the idea for Friendster, hacked up a prototype, and watched with amazement as the social network went viral.

The social media buzz quickly rose to a fever pitch in Silicon Valley. A flurry of interest in social networking, sparked by Friendster's runaway popularity, allowed the company to land a [\\$13 million round of funding led by Kleiner Perkins Caufield Byers and Benchmark Capital, valuing the fledgling outfit at a startling \\$53 million.](#)

Within months of Friendster's funding, a slew of venture capital firms, including Sequoia, Mayfield and others, had poured more than \$40 million into social-networking startups such as LinkedIn, Spoke and Tribe Networks. How did Friendster pan out?

Positioning – From its inception, founder Jonathan Abrams made no secret of Friendster's intention to play the dating game against Yahoo! and Match.com. In retrospect, that may have been a mistake, at least in the U.S. While dating is certainly a by-product of social networking, it's not the primary objective.

Network Size – Before its sudden end, Friendster had more than

[115 million registered users and 61 million unique visitors a month globally.](#) Friendster served approximately 19 billion page views per month, and was in the top 200 global sites based on Internet traffic.

Geographics – [More than 90% of Friendster's traffic originated in Asia](#), where Friendster had more monthly unique visitors than any other social network. The top 10 countries accessing Friendster, according to Alexa, as of May 7, 2009 included the Philippines, Indonesia, Malaysia and South Korea. A list of top Friendster markets is shown in the table at right.

Competition – A year after its debut, Friendster had attracted 5 million users. Google countered in January 2004 with a prototype Friendster killer called [Orkut](#).

As Orkut and a host of other Friendster knockoffs have proven, social networking software is readily cloned.

In the end, Friendster's 20-something clientele proved notoriously fickle, moving on quickly once the novelty wore off. MOL Global, the Malaysia-based company that acquired Friendster in Dec. 2009 for \$39.5 million, [deleted all user profiles on May 31, 2011.](#)

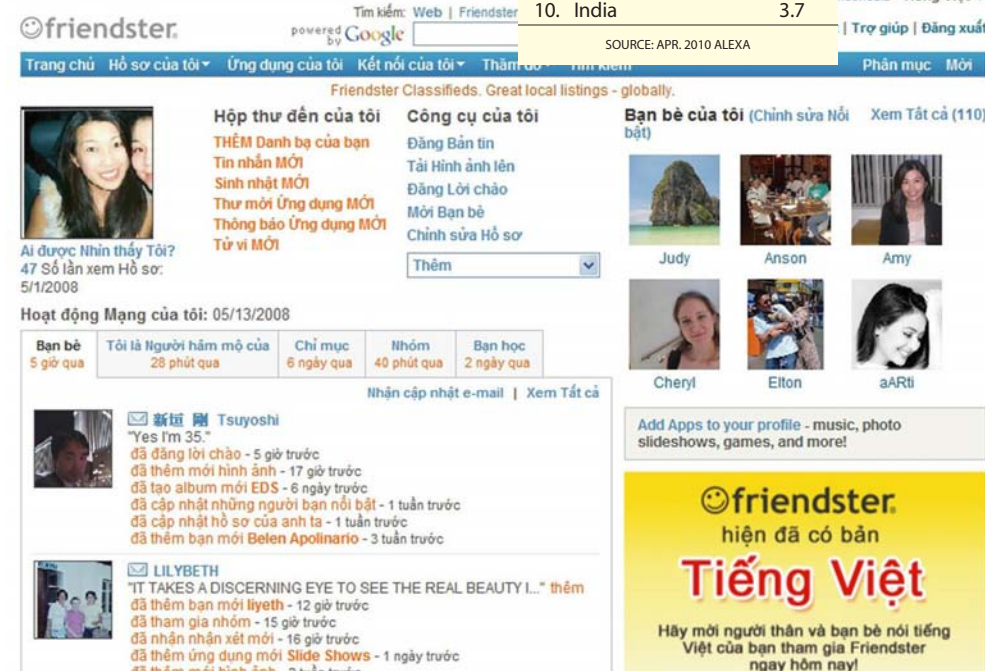
Top 10 Friendster Markets

RANK	FORUM	MEMBERS
1.	Philippines	21.7M
2.	Indonesia	9.6
3.	Malaysia	8.5
4.	South Korea	6.2
5.	U.S.A.	5.3
6.	Singapore	5.1
7.	China	4.2
8.	Japan	4.1
9.	Saudi Arabia	4.1
10.	India	3.7

Indonesia Tiếng Việt ▼

| Trợ giúp | Đăng xuất

SOURCE: APR. 2010 ALEXA



Friendster was very popular in Asia, leading the company to launch a Vietnamese edition in 2008.

Social Media

LinkedIn

Founded in Dec. 2002 by Reid Hoffman and launched in May 2003, LinkedIn is designed for professional networking. On Aug. 4, 2011, the network reached a milestone: [120 million users](#).

Hoffman had been a founding board member at PayPal, and he was casting about for his next big project, after eBay paid \$1.5 billion to buy PayPal. As one of Silicon Valley's most hyperconnected players, with investments in dozens of other startups (including Facebook), Hoffman felt there was a need to help people build their business network.

In Jan. 2007, LinkedIn, raised \$12.8 million in funding from venture capitalists Bessemer Venture Partners and the European Founders Fund, at a valuation of \$250 million. In Jun. 2008, Sequoia, Greylock and other VCs purchased a 5% stake in the company for \$53 million, giving [LinkedIn a valuation of approximately \\$1 billion](#). Looks like it was well worth it. In May 2011, the company went public at a \$4 billion valuation.

Positioning – Hoffman's bet was on the money. In today's tight job market an invitation to "join my professional network" has become essential, and more useful, than swapping business cards or churning out résumés (Social Recruitment, p. 49)

The reverse is also true: employers and headhunters now consider social networks prime hunting grounds for potential employees. A summer 2009 survey conducted by Harris Interactive for CareerBuilder.com discovered that [45% of U.S. human resources professionals used social networks to research job candidates at least occasionally](#). Respondents were most likely to use search engines such as Yahoo! or Google to check out job candidates online (41%), followed by Facebook (29%) and LinkedIn (26%).

Non-business networks appear to work more against potential candidates than for: 35% of HR professionals said that social network discoveries had caused them to eliminate a candidate, while only 18% reported deciding to employ someone based on their profile.

Network size – More than 120 million professionals have created a LinkedIn profile and uploaded their employment history. But their use is sporadic. In its [IPO prospectus](#) filed in Jan. 2011, the company warned that [a "substantial majority" of its members don't visit the network on a monthly basis](#).

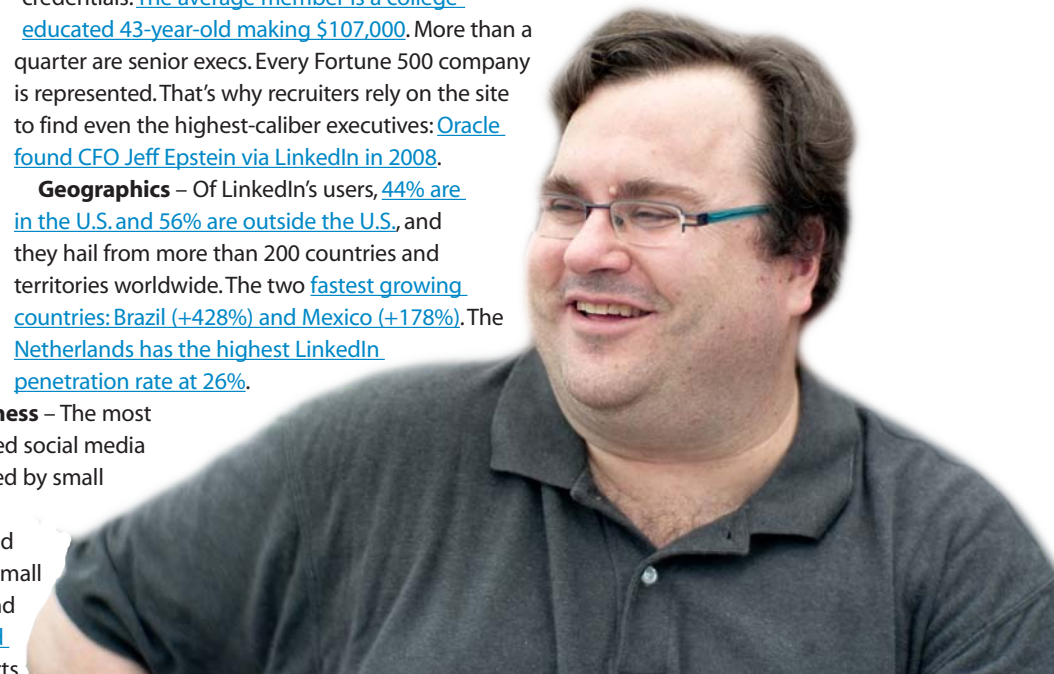
Demographics – LinkedIn people have impressive credentials. [The average member is a college-educated 43-year-old making \\$107,000](#). More than a quarter are senior execs. Every Fortune 500 company is represented. That's why recruiters rely on the site to find even the highest-caliber executives: [Oracle found CFO Jeff Epstein via LinkedIn in 2008](#).

Geographics – Of LinkedIn's users, [44% are in the U.S. and 56% are outside the U.S.](#), and they hail from more than 200 countries and territories worldwide. The two [fastest growing countries: Brazil \(+428%\) and Mexico \(+178%\)](#). The [Netherlands has the highest LinkedIn penetration rate at 26%](#).

Small business – The most commonly used social media sites mentioned by small business are Facebook (used by 27% of all small businesses) and [LinkedIn \(used by 18%\)](#), reports Network Solutions.

LinkedIn at a Glance

GENERAL	
Registered users	120M
Est. 2011 revenues	\$400M
Number of employees	990
USAGE PATTERNS	
Unique U.S. visitors/mo.	56M
Minutes spent/U.S. visit	8:50
Average visits/mo.	2.6
U.S./Internat. users	44M/56M
LINKEDIN API	
Registered InApps	N.A.
Number of developers	N.A.
SOURCE: 17-MAY-11 SIGNALNEWS.COM; MAY-11 GOOGLE AD PLANNER; JAN-11 LINKEDIN	



LinkedIn founder Reid Hoffman once famously said, "A networker likes to meet people. I don't. I like accomplishing things in the world. You meet people when you want to accomplish something." With 120 million members currently, Hoffman has certainly accomplished a lot with LinkedIn. After LinkedIn went public in May, Hoffman's stake was worth north of \$2 billion.

Social Media

MySpace

Created in August 2003 as a looser, music-driven version of Friendster, MySpace quickly caught on with millions of teenagers and young adults as a place to maintain profile pages, often decorated with garish artwork.

MySpace began as a side project of Internet marketing company eUniverse (renamed InterMix Media) in Aug. 2003. Its president, Tom Anderson, who has a master's in film studies from UCLA, conceived of MySpace while helping run eUniverse, a company he co-founded with CEO Chris DeWolfe.

MySpace officially launched in Jan. 2004 and reached 1 million registered users one month later. By Nov. 2004, the network had grown to 5 million members. That meteoric growth led [News Corp. to acquire MySpace in July 2005 for \\$580 million](#). At the time, the social network

had [22 million registered users](#) — a cost-per-acquisition of roughly \$30 per subscriber.

After being acquired, MySpace's revenues grew rapidly, with News Corp. pursuing lucrative ad deals. By Jun. 2006, [MySpace had become the most popular social networking site](#) in the U.S., according to Hitwise. In Aug. 2006, Google signed on to provide search and advertising directly for the princely sum of \$900 million, a deal that expired in Jun. 2010. But its moment of glory was shortlived. In Apr. 2008, [MySpace was overtaken by Facebook](#) as measured by international monthly visitors, comScore reported.

Positioning – Inspired by Friendster, MySpace chose to focus on music to help propel its growth. The company also offered users the ability to customize their profile pages to connect around content and culture. These tactics paid off quickly. MySpace users, whose quirky, self-designed Web pages, were geared toward dating and other forms of socializing, helped make the social network an extremely sticky site and a favorite marketing tool of the music industry. On Aug. 28, 2005, *The New York Times* reported that [users spent an average of one hour and 43 minutes on MySpace each month, compared with just 34 minutes for Facebook and 25 minutes for Friendster](#), according to Nielsen/NetRatings.

Network size – MySpace is the third-largest U.S. social network, according to Google Ad Planner, with 46 million May visitors, trailing Facebook (600 million) and Twitter (66 million).

Demographics – About [64% of MySpace users are female, and one third is under 18 years old](#). The widespread notion of MySpace being a “Facebook for common folk,” is true: 42% of its users have a high school education or less.

Like Friendster, MySpace offered a low barrier to entry. *The Wall Street Journal* article reporting MySpace's acquisition contained this telling quote, “In six months, [MySpace] could be old and crusty.” A prophetic comment indeed.

MySpace at a Glance

GENERAL

Registered users	125M
Est. FY2011 revenues	\$109M
Number of employees	500

USAGE PATTERNS

Unique U.S. visitors/mo.	63M
Minutes spent/U.S. visit	9:40
Sessions/mo.	6.7
U.S./Internat. users	46M/35M

MYSAPCE API

Registered apps	N.A.
Number of developers	N.A.

SOURCE: JUN-11 GOOGLE AD PLANNER; APR-11 TECHCRUNCH; MAR-10 THE NIELSEN CO.

Log In Sign Up

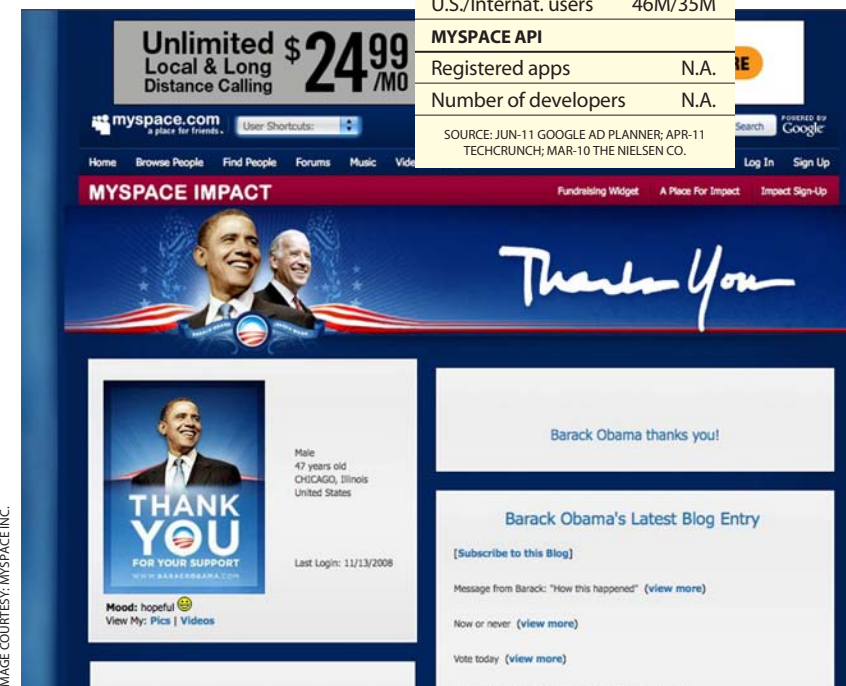


IMAGE COURTESY: MYSPACE INC.

President Obama ran a high-profile campaign on MySpace, recruiting 2,000 “friends” as delegates. It was a good strategy: [85% of Obama's campaign funds were raised through social networking](#).

Social Media

Facebook

Founded in February 2004 by Harvard student Mark Zuckerberg, Facebook, which initially limited membership to those with academic e-mail addresses, has become the world's largest social network with [750 million users](#).

On Feb. 4, 2004, Zuckerberg launched "TheFacebook" with membership initially restricted to Harvard College students. Within the first month, more than half the undergraduate Harvard population was a member of the service.

The fledgling social network received a [\\$500,000 investment in June 2004](#) from PayPal Co-Founder Peter Thiel. One year later, in Apr. 2005, Silicon Valley venture capital firm [Accel Partners](#) invested [\\$12.7 million at a valuation of about \\$100 million](#). That was followed by a [\\$27.5 million investment from Greylock Partners](#) in 2008.

Microsoft joined the investment party in Oct. 2007 buying a [1.6% share for \\$240 million](#), valuing the company at \$15 billion. Asian investor Lee Ka-Shing also reportedly bought a [0.4% stake in Facebook for \\$60 million](#). Today, the Palo Alto, Calif. company may be worth as much as [\\$100 billion](#) by some estimates. [Its 2009 revenues were \\$800 million](#).

Positioning – Facebook dispensed with its college-students-only focus in Sept. 2005, launching a high-school version, which Zuckerberg called the "next logical step." But the biggest change occurred in Sept. 2006, when anyone over the age of 13 with a valid e-mail address could become a Facebook member. The revised policy allowed users to add friends and join networks organized by either workplace, school or college.

Network size – In May 2007, just three years after receiving its seed funding round, Facebook reported it had 22 million users up from 1

million in Dec. 2004. [By Jan. 2008 the figure had reached 59 million](#). The social network passed the [300 million mark in Sept. 2009](#), and [400 million in Feb. 2010](#).

In May 2009, Facebook became the most popular U.S. social networking site, according to comScore, with 70,278,000 unique visitors, compared to MySpace's

70,255,000 visitors.

Earlier, in Jan. 2009, Compete had already reported that Facebook was the most popular social network worldwide.

Demographics

– Fully [72% of Facebook users are aged 25-54](#), about equally distributed among the three age groups of 25-34, 35-44 and 45-55.

Geographics – Now available in 70 different languages, [70% of its users outside the U.S.](#), says

Facebook (table).

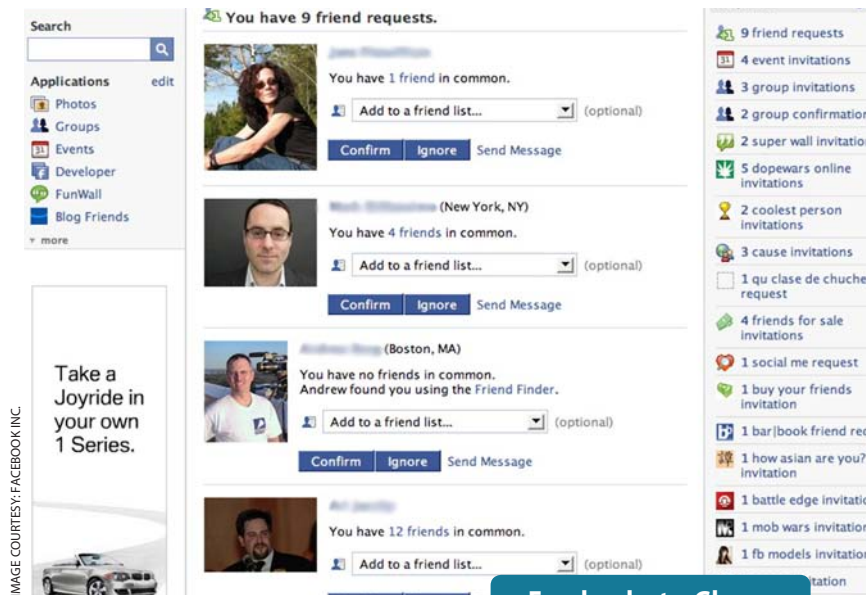
Entertainment Weekly put Facebook on its end-of-the-decade "best-of" list, saying, "How on earth did we stalk our exes, remember our coworkers' birthdays, bug our friends, and play a rousing game of Scrabulous before Facebook?"

Birmingham University [offers a course in social media for £4,400](#), (Social Education p. 49) which also explains how to set up blogs and publish podcasts. Degree in Facebook? It's only a matter of time.

Fastest Growing Countries

RANK	COUNTRY	ADDED 05/11
1.	Mexico	1.90
2.	Brazil	1.90
3.	India	1.70
4.	Indonesia	1.50
5.	Philippines	1.30
6.	Argentina	0.90
7.	Colombia	0.90
8.	Thailand	0.70
9.	Turkey	0.70
10.	France	0.60

SOURCE: JUN-11 INSIDE FACEBOOK



Facebook at a Glance

GENERAL	
Registered users	750M
Est. 2011 revenues	\$4.0B
Number of employees	2,000+
USAGE PATTERNS	
Unique U.S. visitors/mo.	600M
Minutes spent/U.S. visit	23:20
Status updates/day	130M
FACEBOOK API	
Registered apps	550,000
Number of developers	1M
% users using apps	70%

SOURCE: 21-JUL-11 SOCIALBAKERS.COM, APR. 2011
FACEBOOK FACT SHEET/INSIDE FACEBOOK

Social Media

YouTube

Founded by three ex-PayPal colleagues in Feb. 2005, YouTube is a wildly popular video sharing site. In May 2011, [147 million U.S. Internet users devoted 2 billion video sessions to YouTube](#), accounting for 42% of all videos viewed online.

Now based in San Bruno, Calif., YouTube's early offices were located above a pizzeria and Japanese restaurant in San Mateo, Calif. [The startup received its first venture funding, \\$11.5 million, from Sequoia in Nov. 2005.](#)

Positioning – YouTube founders Chad Hurley and Steve Chen reportedly developed the idea for YouTube, after trying to share a video that had been shot at a dinner party at Chen's San Francisco apartment. The company now uses the slogan "Broadcast Yourself." Just one year after its official launch, [YouTube was acquired by Google for \\$1.7 billion in Nov. 2006.](#) While that acquisition figure is staggering, so are YouTube's amazing vital statistics.

Network Size – In Oct. 2009, Chad Hurley announced that YouTube was serving "well over a billion views a day" worldwide. On its fifth anniversary, May 17, 2010, YouTube announced that [video views exceeded two billion each day](#), a doubling of site traffic in the six months since the prior October announcement.

In Jun. 2011, comScore announced that YouTube, which accounts for the lion's share of Google sites activity, had the [largest number of viewing sessions with more than 2.1 billion, and highest time spent per viewer at 311 minutes](#), passing the 5 hour mark for the first time.

The last time comScore provided such data, [Americans watched some 34 billion videos in May 2010](#), with YouTube accounting for an estimated 43% share of all videos viewed online, or 14.6 billion videos.

Based on its current global delivery of [3 billion video views a day](#), [YouTube's viewership is more than double the prime-time audience of all three major U.S. television networks combined ABC, CBS and NBC](#), as Google stated in May 2010.

While users spend an average of just [10 minutes each day](#) on YouTube, a negligible figure compared to the 4 hours and 24 minutes people spend daily on TV (Media Integration, p. 72), video content is exploding. Every minute, [48 hours of video are uploaded to the video-sharing site](#), up from 15 hours in Jan. 2010.

Demographics – According to *The Wall Street Journal*, [70% of YouTube's users are American and roughly half are under 20 years of age.](#)

Competitors – A host of sites have imitated YouTube, including VEVO, DailyMotion, Hulu, SmugMug, Vimeo and Yahoo! Video, but none have been able to gain as much traction as Google's YouTube (see "Top U.S." table).

Technology – YouTube originally relied on Adobe Flash to display its user-generated video content, including movie clips, TV clips, and music videos, as well as

amateur content such as video blogging and short original videos. Today, the company encodes all its videos using an open Web standard, H.264/MPEG-4 AVC codec with stereo AAC audio, preparing it for the mobile age.

Pop Icon – YouTube quickly became an integral part of pop consumer culture. On Apr. 1, 2008, all links on its main page were redirected to Rick Astley's music video "Never Gonna Give You Up" — a prank that was so widely repeated it became popularly known as "[Rickrolling](#)."

Top U.S. Online Video Content Properties by Unique Viewers

RANK	PROPERTY	USERS	SESSIONS
1.	Google sites/YouTube	147.1M	2.173B
2.	VEVO	60.3	0.360
3.	Yahoo! Sites	55.4	0.272
4.	Facebook	48.1	0.176
5.	Viacom Digital	46.5	0.241
6.	Microsoft Sites	46.5	0.251
7.	AOL	46.5	0.246
8.	Turner Digital	35.1	0.126
9.	NBC Universal	30.6	0.067
10.	Hulu	28.5	0.195

SOURCE: 17-JUN-11 COMSCORE VIDEO METRIX

YouTube at a Glance

GENERAL

Advertisers	20,000
Est. 2011 revenues	\$930M
Number of employees	600-700

USAGE PATTERNS

Unique visitors/mo.	135M
Videos watched daily	3.0B
Content added ea. min.	48 hrs.
Visit weekly or more often	51%
Avg. daily visit length	10 min.

EXTERNAL LINKS

Sites linking in	686,159
------------------	---------

SOURCE: 25-MAY-11 [TECHCRUNCH](#); WALL STREET JOURNAL; JUN-11 COMSCORE

All-time Most Memorable YouTube Videos

RANK	ARTIST: TITLE	VIEWS
1.	"Baby ft. Ludacris" – Justin Bieber	536,581,973
2.	"Bad Romance" – Lady Gaga	375,773,647
3.	"Waka Waka" – Shakira	339,403,335
4.	"Love The Way You Lie" – Eminem	330,844,678
5.	"Charlie bit my finger again!"	317,258,379
6.	"One Time" – Justin Bieber	239,946,200
7.	"Not Afraid" – Eminem	232,948,153
8.	"Party In The USA" – Miley Cyrus	215,935,180
9.	"Never Say Never" – Justin Bieber	203,025,529
10.	"Tootin' Bathtub Baby Cousins"	180,996,877

SOURCE: 12-MAY-11 [READWRITEWEB](#)

Social Media

Twitter

Often described as “SMS of the Internet,” Twitter burst on the scene in 2009, when Oprah and Ashton Kutcher helped encourage more than 60 million people to become “tweeps.”

Twitter’s tipping point occurred at 2007 South by Southwest (SXSW) festival, when usage soared from 20,000 tweets per day to 60,000.

But it was the Dec. 21, 2008 tweet announcing that Continental Airlines flight 737 had slid off the runway, sent by Mike Wilson (@2drinksbehind), seated in 13C, that thrust Twitter into the limelight.

That was followed by another historic feat. The first eyewitness report of the US Airlines jet that crash landed in the Hudson river in Jan. 2009 came from Jim Hanrahan (@Manolantenn), who, four minutes after the crash, tweeted, “I just watched a plane crash into the hudson riv in manhattan.” As Twitter began to scoop mass media regularly, it became the go-to source for millions of new users, who were attracted by its ability to propel the latest and the greatest fast.

Positioning – The original name for the service was twttr, inspired by the success of Flickr. According to Co-Founder Evan Williams, Twitter’s goal is “to maximize the open exchange of information that impact our world positively.”

Network size – On Mar. 21, 2006 at 9:50 PM PST, Jack Dorsey sent the first Twitter message: “just setting up my twttr.” Between 2009 and 2010, Twitter has grown nearly 1,500%, [reaching 200 million users in Mar. 2011](#), who post [200 million tweets each day](#). At the end of 2007, about 500,000 tweets per quarter were being posted. By the end of the following year, the figure had exploded to 100 million tweets per quarter. By year-end 2009, it was 2 billion tweets per quarter. The figure exploded to 13 billion tweets per quarter in the first quarter of

2011, an astonishing growth spurt by any stretch of the imagination.

Demographics – A May 2011 study by Sysomos researchers found that [43% of](#)

[Twitter users are female and 57% are male.](#)

In terms of age, Twitter skews older than most other social networks, with teens ages 12 to 17 comprising just 11% of its users, according to comScore. A Pew study, called “[Twitter and Status Updating](#),” found that the median age of Twitter users is 31, compared to 27 for MySpace and 26 for Facebook.

Geographics – According to Twitter, [70% of its traffic comes from outside the U.S.](#), 25% alone from Japan. A Jan. 2010 study by Sysomos found that [the U.S. accounted for 51% of unique Twitter users](#). At the

time, the U.K. accounted for 7.2% of unique users while Brazil had 8.8%.

Technology – One of the smartest decisions Twitter made early on was to provide direct access to its social community to outside programs via an “Application Programming Interface” (API) — a move that created a Twitter cottage industry virtually overnight. In Mar. 2009, there were 624 Twitter applications. In Jul. 2011, there were [1 million](#) (Twitter Apps, p. 39).

Twitter still has a long way to go to achieve the reach of other social networks. The latest data shows that just [8% of U.S. population uses Twitter](#), but its influence clearly extends way beyond that figure.

Twitter at a Glance

GENERAL	
Registered users	200M
Est. 2011 revenues	\$85M
Number of employees	500
USAGE PATTERNS	
Unique visitors/mo.	190M
Searches per day	1.6B
Tweets per day	200M
TWITTER API	
Registered apps	1 million
API calls per day	3 billion
Non-Twitter.com traffic	75%

SOURCE: APR-10/JUN-10 TWITTER; 30-JUN-11 BUSINESS INSIDER; 01-JUN-11 TECHCRUNCH; 30-JUN-11 TECHCRUNCH; 07-JUL-11 TECHCRUNCH



jkcrums

<http://twitpic.com/135xa> – There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.



While Janis Krums of Sarasota, Fla. was not the first person to tweet about US Airlines Flight 1549 after it landed in the Hudson river in Jan. 2009, he was the first to post a photograph of the floating plane, via Twitpic, a Twitter picture service.

IMAGE COURTESY: FLICKR CREATIVE COMMONS LICENSE

The Most Retweeted Tweets in 2010

RANK	TWEET	# HANDLE
1.	“In honor of oil-soaked birds...”	stephenathome
2.	“We always ignore the ones who...”	drakkardnoir
3.	“Ahhhhhhmmm baakkkkkkkk!”	liltunechi
4.	“Te quiero mucho mi amor.”	justinbieber
5.	“Just noticed Twitter keeps...”	alqaeda
6.	“I cry because I love Justin Bieber!!!”	joejonas
7.	“I’m beautiful in my way...”	ladygaga
8.	“I’m sorry Taylor.”	kanyewest
9.	“Justin Bieber just flashed me his abs”	rihanna
10.	“Don’t focus on the one guy...”	shitmydadsays

SOURCE: DEC-10 TWITTER [YEAR IN REVIEW](#)

Social Media

Tumblr

On June 15, comScore sounded a clarion call. The microblog Tumblr had reached [11 million unique visitors in May 2011](#), nearly half of older brother Twitter's 27 million uniques and one third of senior network LinkedIn's 33 million.

Tumblr began life in 2007, one year after Twitter. Like Twitter, it's primary focus is on keeping posts very short. Unlike Twitter, however, Tumblr has no artificial pre-set limit. What it does have is a beautiful, easy-to-use interface, architected by [lead developer Marco Arment](#).

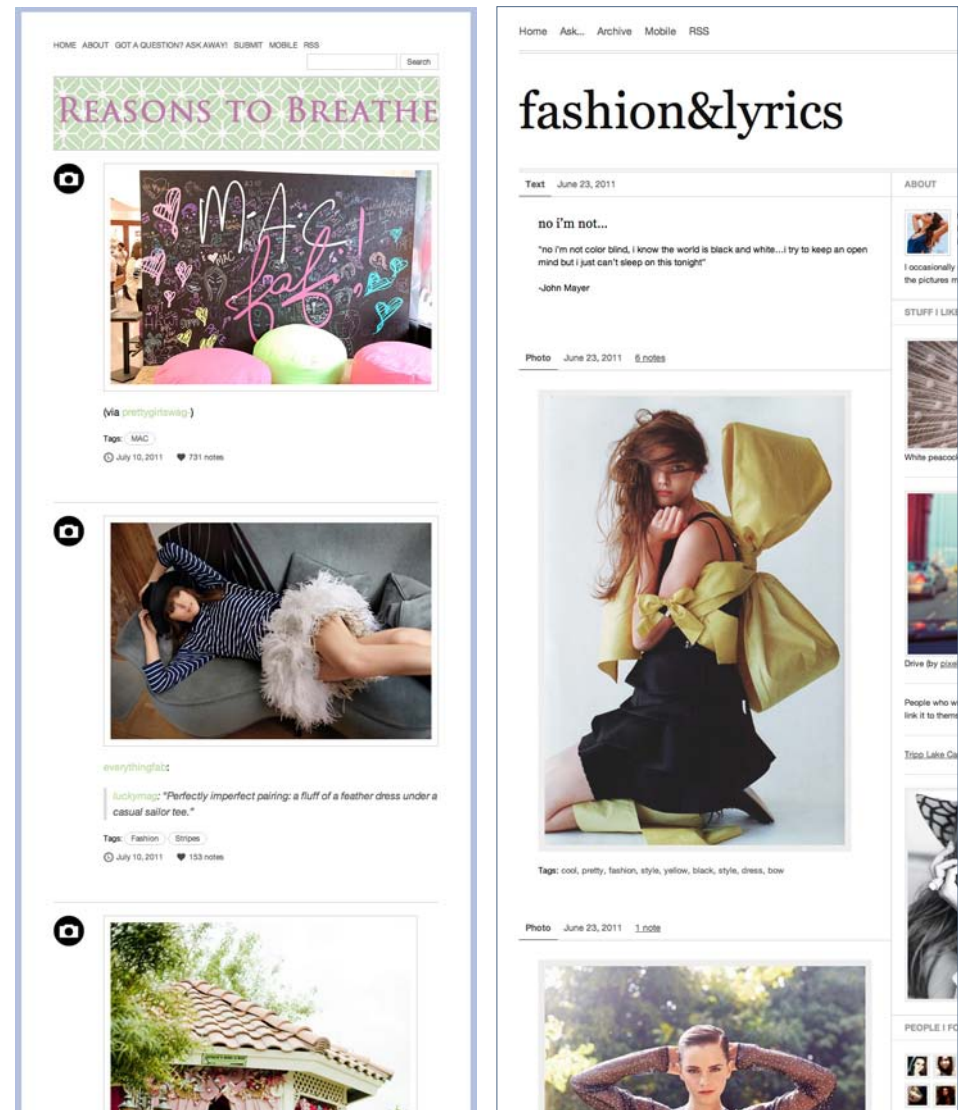
Another reason: the ease with which Tumblr allows users to post pictures. This explains why Tumblr has become the darling of the fashion and creative set, whose ranks are rife with trendsetters.

No wonder [half of Tumblr posts contain photographs](#). Tumblr also reports that the average user creates 14 posts monthly, and re-blogs three. Half of those posts are photos and the rest are split between text, links, quotes, music and video.

Each of these formats is can be selected from the simple Tumblr toolbar. Tumblr also makes a free smartphone app, which makes posting far easier than what's available for WordPress, the blogging platform leader. Underscoring the impact of ease of use, on June 15, [Mashable reported that Tumblr had surpassed WordPress as the leading blogging platform with 20,873,182 blogs](#), ahead of WordPress.com's 20.7 million (WordPress still leads in total with [50 million](#)).

This heady growth is clearly not lost on the Tumblr's investors, including [Union Square Ventures' Fred Wilson](#), who is also an investor in Twitter. In Dec. 2010, Tumblr received [\\$30 million in funding from Union Square and other VCs](#).

In Aug. 2010, Sysomos reported that Tumblr's traffic had doubled to [8.3 million unique visitors](#), and called Tumblr "the belle of the social media ball." In Aug. 2011, comScore noted that [Tumblr's traffic had reached the 13.4 million unique visitor mark](#), up 218% from a year ago. Are you ready to start "tumbling?"



Tumblr as a hybrid of social media and a traditional blog. Like a blog, it offers 20 different pre-designed 'themes' that lend instant elegance to the look of standard Tumblr microblogs. And like Twitter, where users "re-tweet," Tumblr users "re-blog" items they like. And much like Facebook, posting links, videos and text is very easy.

Social Media

Google+

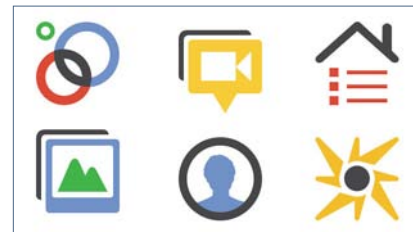
On June 28, Google launched its long-awaited response to Facebook, Google+, to rave reviews. Said one pundit, "[Google+] [looks great — it was almost as if it wasn't a Google product!](#)"

That may be because [Google+'s design lead is none other than noted original Macintosh architect, Andy Hertzfeld](#). Unlike previous social efforts by the search engine giant, notably Orkut, Buzz and Wave, Google+ is creating waves, pardon the pun. [The Mashable story announcing Google+ has already garnered 547,481 "Likes."](#)

That's because Google+ breaks new ground in social networking. Smartly, Google chose to focus on issues that Facebook either has ignored or given low priority to, particularly improved privacy, better

data portability, you can take it all with you using [Google Takeout](#), and the ability to better organize your friends, using the logical concept of "circles."

How popular is Google+? One of the most recurring requests heard all over the internet is, "can



Google icons, clockwise starting in the upper left-hand corner, circles, hangouts, home, sparks, profile and photos. Why is there a video camera on the hangouts icon? Because it features group video chat.

you get me a Google+ invite?"

Executive Chairman Eric Schmidt acknowledges that people who had invitations and were blocked when they tried to sign up, constitute the biggest challenge facing the Google+ launch.

On Aug. 2, 2011, comScore reported that [Google+ had topped 25 million unique visitors on July 24, just one month after its official launch.](#)

Have Michael in circles (16)

Pete Blackshaw
Nestle

<input type="checkbox"/>	Friends	1
<input type="checkbox"/>	Family	0
<input type="checkbox"/>	Acquaintances	0
<input type="checkbox"/>	Following	2
<input checked="" type="checkbox"/>	San Francisco	2

Create new

Google+ offer the ability to discriminate when sharing information, so instead of mass communicating with a large group of friends, Google+ allows users to set up groups, when connecting, which the company calls "Circles." Below is the Circle organization screen, where you can drag people into circles. Mousing over each circle shape, expands the circle to show people icons associated with it. Will this method work for people with many friends?

Sort by: Relevance

+ Add a new person

Robert Scoble

Renee Blodgett

Pete Blackshaw

Garth Gillespie

Drag people to your circles to follow and share

Drop here to create a new circle

Friends 1

Family 0

Acquaintances 0

Following 2

San Francisco 2

San Francisco
○ Circle with 2 members

Demotrends

Baby Boomers

Some joined kicking and screaming, but joining they did. Today, 48% of online Baby Boomers maintain a profile on at least one social network, says Burst Media ([PDF](#)). Several social networks have sprung up to cater to this massive wave.

Baby Boomers have always been good communicators, as evidenced by their presence at sit-ins, protests, demonstrations and “happenings” in the 1960s. So it was inevitable that boomers would check out social media sites.

As more of their contemporaries joined, Baby Boomers started to receive more invitations to join the social revolution.

Social media – A 2007 study by Deloitte found that only 30% said Boomers “maintained a profile” on a social network — a strenuous definition that compensates for those who merely create a profile and then forget about it. By September 2009, Deloitte noted that [46% of boomer respondents said they maintained a social network profile](#), a 50% increase in just two years.

By comparison, 71% of Millennials (Gen-Y) maintained a social network profile in 2007, a figure that rose to [77% in 2009](#). A JWT BOOM/ThirdAge study in 2008 reported that [less than one-quarter of U.S. Internet users aged 40-plus used social networks](#), but that figure includes the generally less technology engaged 65+ age

Comedian George Lopez, a Baby Boomer, got into a [Twitter row](#) with Lindsay Lohan, a member of Gen-Y — proving that those Baby “laggards” are catching on fast. Incidentally, comScore reports that Facebook use among Latinos grew 167% between April 2010 and April 2011.

group (Silent and G.I. Generations).

In June 2009, Burst Media added its own finding to the mix when the ad network reported that [48% of online boomer respondents said they had a social network profile](#) (PDF).

Network preference – Boomers are particularly entrenched on Facebook, with [73% of Boomers claiming to maintain a Facebook profile](#),

a finding supported by both comScore and Anderson Analytics. This finding compares to just 13% of Boomers who like Twitter, and 13% identify themselves as active LinkedIn users. This is surprising because both Twitter and LinkedIn are social networks that typically skew older.

Population composition – The larger question, of course, is what percent of the Internet population do Baby Boomers actually represent? For that perspective, Pew Research provides a recent glimpse that suggests that about one-third of the online population, or [33% of the total Internet population, is made up of Baby Boomers](#). The “Internet Use” table, above, breaks down the Internet population between “Early Boomers” (13%) and “Late Boomers” (20%).

Boomer networks – To connect this generation, a number of companies have created social networks aimed specifically at Boomers, ranging from “MyBoomerPlace.com” to BabyBoomers.org to TeeBeeDee — a 2006 entry from Robin Wolaner, the founder of Time-Warner’s Parenting magazine. [This site lists the top 30 social network sites for Baby Boomers](#). While this segmentation concept in principle might have been a good idea earlier in the history of social networks, the explosive growth of Facebook and Twitter have rendered sub-segmenting by demographic or affinity rather moot, something Baby Boomers might dismiss with a “keep on trucking” attitude.

Internet Use by U.S. Population Generation

GENERATION	MILLIONS	BORN	AGES	% TOT. POP.	% OF NET POP.
Digital Natives (Gen-Z)	75	1993-10	17-01	24%	—
Millennials (Gen-Y)	69	1977-92	18-33	22%	35%
Gen-X	49	1965-76	34-45	16%	21%
Late Boomers	44	1955-64	46-55	14%	20%
Early Boomers	32	1946-54	56-64	10%	13%
Silent Generation	35	1925-45	65-85	11%	5%
G.I. Generation	5	1901-24	86+	2%	3%
Total	309			100%	

SOURCE: APR-08; TIME; DEC-10 PEW RESEARCH CENTER; USA TODAY; JUN-11 THE GENERATIONS OF AMERICANS; *U.S. CENSUS BUREAU TOTAL MEASURED POPULATION ESTIMATE; JUL-11 UBERCOOL

Teens ‘Hate It’ When Parents Try to Friend

Adults fueled Facebook’s growth in 2009 and 2010. How young people perceive the influx of older users depends on their age. Most younger teens hate it, or feel annoyed or nervous when parents are on the same social network. Among more mature 18- and 19-year-olds that figure falls to 27%, but [no more than one-fifth of teens in any age group actually like having parents in their network](#). Imagine the panic they will feel when they find out that [nearly half \(48%\) of parents add their children as friends on Facebook](#), according to a Retrevo survey.

Demotrends

Generation Y, Digital Natives

Born between 1977 and 1992, Gen-Y, aged 18 to 33, numbers some 69 million. Together with 75 million "Digital Natives," these massive waves are putting their imprint on the social media scene.

Generation Y rivals the Baby Boomers in size, now numbering [76 million](#), and will soon rival them in buying clout. They're sometimes also referred to as the "Echo Boomers."

Social Media – In May 2011, eMarketer reported that [91% of 18-34-year-olds are now online and 86% use social networks](#).

Among these young adults, who are all members of Gen-Y, [84% use online video sites, and 62% of use the mobile Internet](#).

Not surprisingly, the Digital Natives are even heavier users of technology. By year-end 2011, [96% of U.S. teens ages 12 to 17 will use the internet at least monthly](#), significantly higher than the 74% penetration for the total U.S. population.

And [more than four in five teens will use social networks in 2011](#), compared to 64% of all internet users.

A Jan. 2011 IPSOS Public Affairs study found that [70% of online teens ages 12-17 visit Facebook at least once a week](#). A Nov. 2009 study by Participatory Marketing Network and Pace University's Lubin School of Business' IDM Lab found that, on average, [college students spend 33 hours per month on social networking sites, compared with 31 hours with e-mail](#).

Network preference – The difference between Gen Y and older adults is most pronounced in the use of MySpace and LinkedIn. While [66% of 18-to-29-year-olds use MySpace](#), only 36% of 30+

adults use that social network. And while [19% of older adults use the professionally-oriented LinkedIn](#), only 7% of Generation Y uses LinkedIn, not surprising given that few have a need for business networking.

The growing popularity of social networks is increasingly fragmenting their social networking experience as a majority of those who use social networking sites (52%) say they have two or more different profiles. That is up from 42% who had multiple profiles in May 2008.

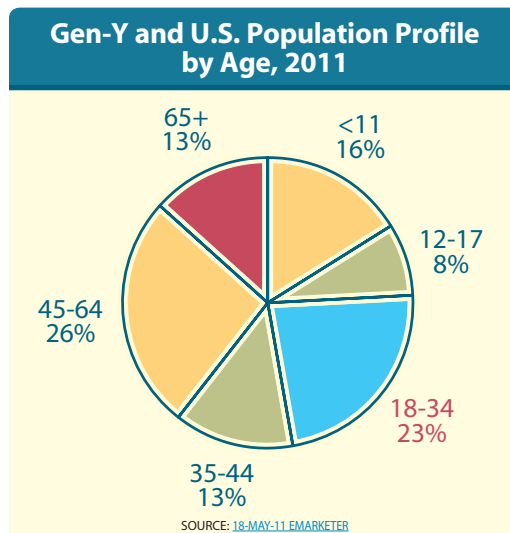
Social Influence – [Gen Y women are nearly twice as likely, 42% to 22%, as their Gen X counterparts to say they had discovered a new brand or product when a friend mentioned it in an online status update](#). The [youngest social networkers were most likely to be interested in fun and friends](#), while family contact appealed more to more experienced social networkers.

Privacy – An Apr. 2010 survey by the University of California, Berkeley found that [more than half of those ages 18-29 have become more concerned about privacy than they were five years ago](#) — reflecting a trend in the market at large.

And despite widespread media coverage to the contrary, [young adults in their 20s are much more apt than older adults to vigorously delete unwanted posts and limit information about themselves](#), according to a May 2010 Pew Research study.

Blogging – While the overall use of blogs remains steady, the popularity of blogging has declined among both teens and young adults since 2006, with [14% of online teens now saying they blog, down from 28% of teen Internet users in 2006](#).

The world is your oyster, Gen-Y and Digital Natives.



Formspring.me

Teenagers are flocking to [Formspring.me](#), a Q&A social media tool launched in Nov. 2009 that allows users to anonymously ask questions for others to publicly answer. Users get a unique URL that points their friends (or foes) to a simple form that reads, "Ask me anything." The site went viral, attracting [25 million registered users in July 2011](#), [claims the company](#). Reason: Some questions devolved into [life and death issues](#).



Millennials are the most ethnically and racially diverse generation in U.S. history — less than six in 10 are white.

IMAGE COURTESY: DELIA'S CORP.

Demotrends

Women Networkers

They're more social to begin with. And the data supports this notion. Women are dominant users of social networks, both in terms of time spent on social networks and sheer numbers.

From Oprah to Britney Spears to [Laura Fitton and Annie Chang](#), women are stoking the fires of social media. On Jun. 2, 2010, [Britney Spears passed longtime Twitter personality, Ashton Kutcher, with nearly 5 million followers](#). Today, Britney has [8.2 million followers](#), while Ashton Kutcher continues to trail at [6.9 million](#).

Engagement – A year earlier, Oprah challenged her viewers by asking, “[Where the Skype are you?](#)” Oprah would be happy to know that women are on board. In 2008, Rapleaf reported that [more women were on social networks and had slightly more friends than men](#), according to a study of 31 million social networkers.

Men, Rapleaf said, were more focused on acquiring friends, but less interested in building relationships with their new-found social circle.

Friends – Rapleaf examined the number of friends that men and women have on Bebo, Facebook, Friendster, Hi5, LiveJournal, MySpace, Flickr, among others, and concluded that [women spend more time on social networks building relationships, communicating with friends and making new friends](#). The company found that women ages 35-50 are the fastest growing social slice, particularly on MySpace at the time.

Time spent – Rapleaf's finding was corroborated by RescueTime, which discovered that [women spent 39%](#)

While there is a lively debate whether Britney Spears actually tweets, there's no question that her marquee brand has surpassed that of golden boy, Ashton Kutcher.



[more time social networking than men](#).

Social media influence – The trend will only accelerate. Facebook exerts a major influence on girls, a U.K. study by National Family Week found. A study of eight to 15-year-olds found [40% of girls identified Facebook as one of the most important things in their lives, compared with 6% of boys](#). And girls also said that social networking is more influential than television or magazines, a phenomenon parents were often found to underestimate. The role of social networks was particularly notable in families with single-mother parents.

If Facebook has already become one of the biggest influences on the lives of young girls, what does the future hold?

Brand engagement – The implication for marketers is clear: harnessing both Generation Y and Digital Natives women is key. The urgency of that message is evident from a Pop Sugar study that found [younger women are nearly twice as likely as their Generation X counterparts to say they discovered a new brand or product when a friend mentioned it in an online status update](#).

They're also significantly more influenced by blogs, by both professionals and especially by “someone like me.” Gen Y women also produce nearly twice as many product and brand posts on social networks and online forums as older women. Not surprisingly, Gen X women consider their younger counterparts trendsetters, intensifying the cultural influence of Gen Y women.

Part of the answer may be that [41% of girls think technology is one of their biggest influences](#), whereas only 17% of boys report that to be the case.

Are women more strategic engagers? It certainly looks that way, [@aplusk!](#)

Social Networks' Female Ratio

RANK	SOCIAL NETWORK	SHARE
1.	Formspring.me	79%
2.	Bebo	70%
3.	Hi5	68%
4.	Gaia Online	66%
5.	MySpace	66%
6.	Tagged	66%
7.	Buzznet	64%
8.	Classmates.com	64%
9.	Sonico	64%
10.	Ning	61%
11.	Twitter	61%
12.	Hyves.nl	59%
13.	Facebook	57%
14.	Flickr	54%
15.	YouTube	52%

SOURCE: JUN-11 UBERCOOL/GOOGLE AD PLANNER

You Share Too Much!

How do women really feel about some of their Facebook friends? Annoyed, that's how! Most women, [83%, were annoyed at one time or another by posts from their Facebook connections](#). Pet peeves: whining posts, which 63% hate, distantly followed by political chatter and bragging. People they really don't like: over-sharers of mundane data (65%) and members who “Like” too many posts (46%). Meeeeeooooow!

Asia

In Oct. 2008, a 43-year-old Japanese woman was arrested for hacking. Her crime? [Killing](#) her divorcing, online husband's digital persona by deleting his profile in the virtual game Maple Story. Welcome to Asia's new social passion.

The bizarre circumstances that led to his "virtual murder" shows just how much the Digital Lifestyle has permeated the fabric of life in Asia. The global preference of Twitter as a platform to communicate news events like the attacks in Mumbai or the Thailand riots shows how popular social networks have become in Asia.

Market size – NeXt Up Research estimates that Asian Social networks, like Xiaonei, QQ, 51.com, Mixi, Cyworld, plus Russia's Odnoklassniki and VKontakte command 63% share of the Asian market. Of the global social networking revenues of \$6 billion in 2010, approximately [\\$3.8 billion was generated by such Asian social networks](#). Still, U.S. social networks are gaining ground: [Facebook has 150 million users in Asia](#).

China – Renren raised \$743 million from its May 2011 IPO, valuing the company at \$5.1 billion. Founded in 2005, the Beijing-based social network has [117 million users, although only 31 million reportedly use the service at least monthly](#). Unlike Facebook, Renren charges brands 600,000 yuan (about \$90,000) to create their own pages, which are more like mini-sites. The company is not yet profitable (NYSE: RENN).

To thwart the likelihood of a social media-driven revolution, similar to what happened in Egypt, Libya, Syria and Tunisia, China began [blocking Facebook and Twitter](#) in Jul. 2009. But after briefly blocking LinkedIn earlier this year, China has allowed its use once again.

Propelled by Chinese entrepreneurs, [265 million internet users in China will use social networks at least monthly in 2011](#), a 28% increase over 2010. By 2015 China will boast 488 million social network users.

Top Asia Social Networks by Country and Size

TYPE	COUNTRY	ACTIVE USERS
Qzone	China	190M
Facebook	U.S.A.	150M
Renren	China	95M
Pengyou	China	80M
Kaixin001	China	40M

SOURCE: 6-APR-11 ALL FACEBOOK: 04-24-11 PENN-OLSON

Indonesia – In Nov. 2010, [Indonesia surpassed the U.K. as the second largest Facebook market](#), reaching some 29.4 million users. Facebook has since added another 9 million users, reaching [38.5 million](#). Indonesia President Susilo Bambang Yudhoyono has more than [518,000 thousand fans](#) who like his Facebook page.

Japan – Relatively few Japanese use Facebook, which has about [3.7 million Japanese users](#), nearly 4% of Japan's online population of 102 million. That's in sharp contrast to the U.S., where 60% of internet users are on Facebook, according to [Socialbakers](#).

Mixi, founded in 2004, closely resembles Facebook and has [21.6 million members](#). Leveraging its mobile games, [Gree claims 22.5 million registered users](#). Another local mobile phenom is [Mobage-town, which boasts 21.7 million users](#).

The U.S. has scored with Twitter, which, Nielsen says, has [17.6 million users in Japan](#). That means that 16% of Japanese online users use Twitter, double the U.S.' 8% penetration. Twitter reports that roughly [25% of all tweets come from Japan](#) alone.

South Korea – Launched in 1999, Cyworld has [18 million members, representing a 55% penetration of the country's 33 million users](#). Cyworld also has operations in China and Vietnam. Facebook has [3.6 million users](#) in South Korea.

Malaysia – After MOL Global deleted all its [115 million profiles on May 31, 2011](#), Friendster is transforming itself into a social gaming site.

Vietnam – Developed by state-owned Vietnam Multimedia Corp., communist-friendly social network [go.vn](#) went live on Ho Chi Minh's birthday, May 19, 2010. The catch: users have to submit their full names and government-issued identity numbers before they can access the site. The government predicts that the site will sign up more than 40 million people, or about half the country's 85 million people by 2015.

Singapore – Facebook has [2.5 million members in Singapore](#), out of a total population of only 5 million. And by one estimate, there are [900,000 local users of Twitter](#).

Large and Small Asia Facebook Countries Not Equally Engaged

According to Socialbakers, [there are 150 million Facebook users in Asia](#) — or one in every five Internet users. Facebook's biggest fans are Indonesia, Philippines and India, which account for 52% of all users in Asia. But when iCrossing analyzed Google Ad Planner return visit data it discovered that Facebook addiction is not particularly high among these three top nations.

[Facebook users in Indonesia, Philippines and India do not frequent Facebook as much as their Western counterparts](#).

And while the number of female users in India is growing, India's Facebook users are largely male. Then there's China, where the ruling regime has fueled an intense need to socially engage. While China has [519,000 Facebook users](#), a staggering [117 million bulletin boards](#) take up the slack. Some deliberately translate everything in English so stories can disseminate quickly, before being found and censored. [China Smack](#) is a perfect example. Next are the [221 million blogs and 176 million social network users who also use these platforms](#) to spread ideas and news. It's evident that social media are having a palpable impact on China and the rest of Asia.

Geotrends

Europe

Tiny Holland is a micro capsule of Europe's social network scene. Early on, social network Hyves dominated the scene. But by 2009, the Dutch began to leave Hyves for Facebook and Twitter.

In May 2010, [49% said Hyves was their favorite social network, a marked decline from the 67% who said so a year earlier](#). By comparison, Facebook's popularity jumped from 3% to 17%.

The same trend is at play in Germany. The 19 million German users of Facebook often migrated from [Studiverzeichnis](#), or StudiVZ, which [peaked at 16.6 million users](#) and has been [declining ever since](#).

Market size – Due to differing approaches to measuring the boundaries of Europe, either with or without Russia and Turkey or focusing on E.C. countries only, data conflicts are bound to occur, so

Europe at a Glance

MARKET SIZE	
Total population	857M
Total internet population	364M
Total social network users	272M
TOP SOCIAL NETWORKS	
Facebook (U.S.)	207M
Vkontakte (Russia)	135M
Bebo (U.S./U.K.)	117M
TOP COUNTRIES BY DAILY USE	
Netherlands	1:09
U.K.	1:06
Turkey	0:59

SOURCE: JUN-11 WIKIPEDIA; 04-MAY-11 COMSCORE MEDIA METRIX; 18-JUN-11 SOCIALBAKERS.COM; JUN-11 WIKIPEDIA; 13-JUL-10 ALLTHINGS.D

we use all. For the "smallest" Europe, eMarketer estimates that [more than half of Western Europe's online population \(50.1%\) will use social networks at least once a month in 2011](#), an increase of 16% over 2010.

By 2015, 64% of internet users in the region, or 142 million people, will be regular social network users, more than double the number of users in 2009.

European Teens Flock to Facebook

According to a European Commission survey of 25,000 children, [38% of children ages 9-12 maintain a Facebook social profile, even though rules say they must be 13](#). In the U.K., 43% of 9-12 year-olds said they had a profile, along with 88% of 13-16 year-olds. The Netherlands had the highest number of children on social networks at 70%, however many of these were users of Hyves, which has no minimum age. And 23% have a public profile, meaning that anyone can see their account, and in some cases, photos or more revealing information.

Competition – Europe is not easily dominated by a single player due to regional influences, which explains why early players include such European-centric phenomena, as Badoo, Bebo, Hyves, Netlog, Viadeo and XING (World Markets, p. 26)

While the foreign invasion is in full swing in the Netherlands, [Hyves continues to lead with more than 7.6 million visitors in March](#). Still, Facebook is gaining quickly, surging [76% in the past year to nearly 6.6 million visitors](#). Twitter and LinkedIn rank third and fourth, respectively, each with more than [3 million visitors and growing approximately 70% in the past year](#), reports comScore.

Usage patterns – In 2009, comScore noted that [75% of Europe's online population used a social network](#). Based on the company's latest Internet estimate of 364 million users (table), that would mean Europe has at least 272 million social networkers.

And for some countries that average figure is low. In the Netherlands, social networking grew [18% to 11.5 million unique visitors in Mar. 2011, or a 96% penetration of the online population](#).

Xing – Formerly known as OpenBC, Hamburg, Germany, based XING is a professional social network that launched on Nov. 1, 2003 and IPO'd on Dec. 7, 2006. Approximately 36% of its members hail from Germany, Austria and Switzerland.

About 660,000 premium subscribers, out of an estimated total Xing membership of 8.5 million subscribers, helped generate \$77 million ([€54.3 million](#)) in 2010 revenues.

Social networking *ist sehr gut nicht wahr?*

Europe Internet and Facebook Use

LOCATION	TOTAL UNIQUE VISITORS (MILLIONS)	AV. HOURS PER VISITOR MARCH 2011	FACEBOOK MEMBERS (MILLIONS)
Europe	363.6	26.0	207.0
Germany	49.7	23.4	19.1
Russian Federation	47.4	22.8	4.6
France	42.2	27.5	22.6
United Kingdom	36.2	33.0	29.7
Italy	22.9	17.9	19.7
Turkey	22.7	29.4	29.2
Spain	21.3	26.3	14.3
Poland	18.1	25.9	6.2
Netherlands	11.9	34.4	4.4
Sweden	6.1	25.0	4.3
Belgium	5.9	19.7	4.2
Austria	4.7	13.8	2.5
Switzerland	4.6	18.4	2.6
Portugal	4.1	20.2	3.8
Denmark	3.6	20.8	2.7
Finland	3.3	24.7	2.0
Norway	3.2	25.1	2.4
Ireland	2.0	18.8	1.9

SOURCE: 04-MAY-11 COMSCORE MEDIA METRIX; 18-JUN-11 SOCIALBAKERS.COM

Latin America

A BlackBerry in Venezuela buzzes with urgent tweets: accident in La Trinidad industrial zone, tie-up at the old mountain toll booth, mud slide on Prados del Este highway. You don't have to be a *gringo* to enjoy social networking.

Even in the heart of this chaotic South American nation of 28 million, *la revolución de Twitter* is pervasive. Venezuela's iron-fisted president, Hugo Chavez, even tweets using the handle of [@chavezcandanga](#), and now has some 549,000 followers. Caracas motorists may well be global leaders in using Twitter to outmaneuver traffic. Venezuela's per-capita use of smart phones outpaces Europe's, reports BlackBerry manufacturer Research In Motion. Venezuela's growth fueled in large part by Venezuelan President Hugo Chavez's decision to join Twitter in April 2010.

In Brazil, 86% of Internet users regularly use social networks and other social media sites. This places them top of the league of social media users globally, with Italy in second place with 78%.

Facebook – Facebook was instrumental in mobilizing Colombia's population against its guerilla movement. The book *The Facebook Effect* opens with the tale of [Oscar Morales, a civil engineer from](#)

[Barranquilla, Colombia, who in 2008 formed a Facebook group protesting the Revolutionary Armed Forces of Colombia \(FARC\).](#)

In Peru, the story is no different. According to Facebookers, there are [6.8 million Facebook users in Peru, with males edging out females 54% to 46%](#). The popular social network's penetration of Peru stands at 23%, compared to a total online penetration of 85%.

Orkut – Originally developed by Google to conquer the U.S., Orkut is very popular in Brazil. In Apr. 2010, nearly half of Orkut users hail from Brazil and its popularity continues to grow in the country. This shows the rise of social networks beyond Facebook – which has a reach of just 26%, and with just over 8 million users, while Orkut leads the way in social media, claiming some 30 million visitors in July 2010.

Sonico – In July 2007, South America gave birth to its own social network, [Sonico](#), which emphasized the importance of having

legitimate users rather than a massive amount of anonymous accounts. The company's motto, "real people, real connections," is policed by a team dedicated to checking out each new profile. Sonico claims to be able to manage more than 200,000 profiles daily.

According to Sonico CEO Rodrigo Teijeiro, Sonico has "managed to offer a useful, safe and fun social network, with real users and a regional scope." Three years after its founding, Sonico reports a staff of 88 people who are adding some 110,000 new users each day and with a total network size of more than 50 million registered users.

A Portuguese-language version of Sonico was launched in March 2008 and now is the third most popular social network in Brazil with over 4 million users after Orkut and Facebook.

Hi5 – By introducing Spanish language version, San Francisco-based Hi5 emerged as one the largest networking site in Spanish-speaking countries including most of Latin America (with the notable exception of Brazil) and Europe. *Sur America es muy chévere*.

Latin America at a Glance

MARKET SIZE

Population	597M
Internet population	215M
Social network users	125M

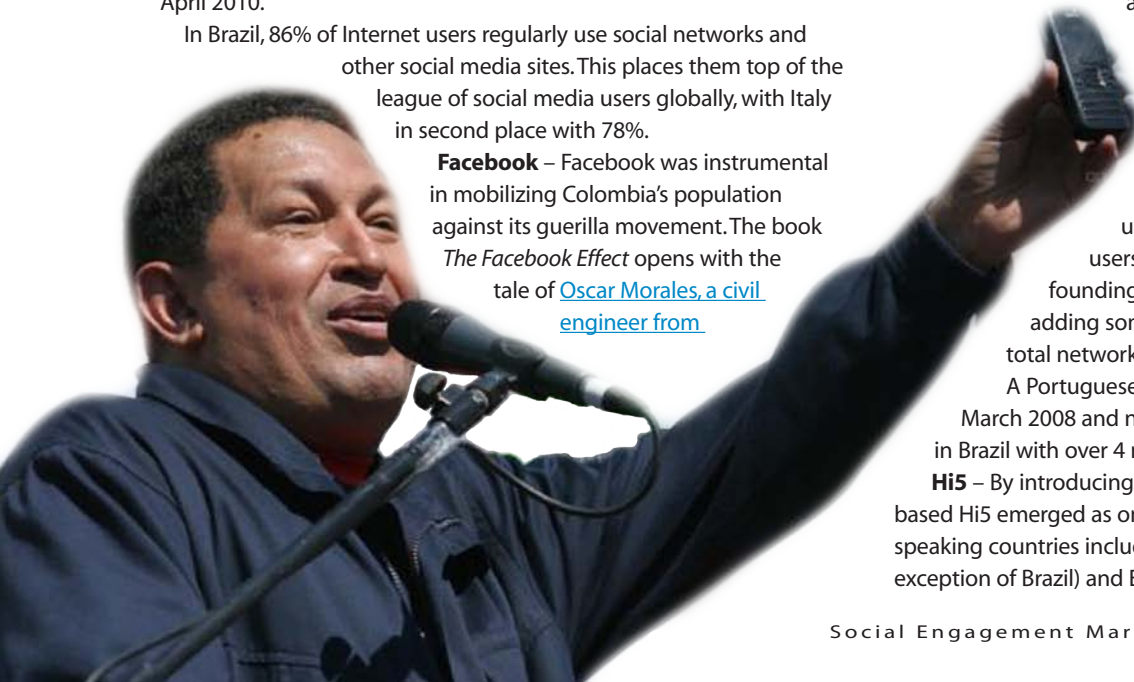
TOP SOCIAL NETWORKS

Facebook	117M
Orkut (primarily Brazil)	52M
Sonico	50M

MOST "FACEBOOKED" COUNTRIES

Uruguay	1.3M
Chile	8.4M
Venezuela	9.0M

SOURCE: JUL-11 [WIKIPEDIA](#); JUL-11 [INTERNET WORLD STATS](#); JUL-11 [UBERCool](#); JUL-11 [ORKUT](#); JUL-11 [SONICO](#); 25-AUG-10 [INFO](#); 21-JUL-11 [Internet World Stats](#); DoubleClick Ad Planner



Geotrends

World Markets

Ironically, of all U.S.-based enterprises, social networking is perhaps the most globally integrated business. About [70% of Facebook members are outside the U.S.](#), enjoying the social network in 70 different languages.

And that global snapshot is becoming more fascinating by the day. In March, [Facebook added more than 10 million monthly active users across the globe](#). And that growth came from both maturing markets,



like Europe, and emerging ones, such as Latin America, the Middle East and Africa.

That social media has

captivated the fancy of the world's Internet users is quite evident:

Egypt – Wael Ghonim, a Google marketing manager, played a key role in organizing the Jan. 25 protests by reaching out to Egyptian youths on Facebook. Shortly after Egyptian President Hosni Mubarak stepped down, [Ghonim credited Facebook with the success of the Egyptian people's uprising](#).

The social network's power of persuasion was so celebrated that [one Egyptian named his first-born "Facebook."](#)

Middle East – The success of Egypt's revolution [quickly spread via Facebook, Twitter and YouTube](#) to other countries in the Middle East, including Libya, Qatar,

Saudi Arabia, Syria, Tunisia and Yemen.

Some countries, like [Egypt](#) and [Libya](#), tried cutting off the Internet after their respective uprisings. Sadly, it was with the [assistance of U.S. and U.K. companies](#) that Egyptian authorities were able to cut off the very tools of freedom made by U.S. companies.

Australia – [Two girls alerted friends on Facebook that they were lost in a storm drain before alerting police](#). This story, recounted by Facebook on its Facebook Studio advertising sales site (Facebook Advertising, p. 67), is a vivid illustration of the social network's growing global influence.

Russia – Facebook and Twitter have relatively little influence in Russia.

According to comScore,

Facebook reaches about

9% of online users

and Twitter around

4%. The biggest

social networks

in Russia are

Vkontakte

with close to

73% reach,

Odnoklassniki

with 39% reach

and Mail.ru, the

company behind

My World, with close

to 33%. Are the Russians

getting ready to invade? Who

knows?

"Russia and Brazil have the highest social network use, with 54% and 50% of respondents, respectively, connecting in an average week, while in the U.S. only 46% do."

05-Jan-11 [Accenture](#), [Forbes](#)

Top 30 Social Networks Worldwide

RNK	SOCIAL NETWORK	REGISTERED MEMBERS	MARKET	NOTES
1.	Facebook	750.0M	Global	Real name
2.	Qzone	480.0	China	Nickname
3.	Habbo	203.0	Global	Middle East youth
4.	Twitter	200.0	Global	Microblog, Nickname
5.	Sina Weibo	140.0	China	Microblog
6.	VKontakte	135.0	Russia	
7.	Badoo	118.0	China	
8.	Bebo	117.0	Global	U.K. influenced
9.	RenRen	117.0	China	Real name
10.	Orkut	100.0	Global	Brazil, India, U.S.A.
11.	LinkedIn	100.0	Global	Business-focused
12.	Baidu Space	100.0	China	
13.	Pengyou	80.0	China	Real name
14.	Netlog	77.0	Global	Middle East focus
15.	Sonico	50.0	Global	Latin America
16.	Odnoklassniki	45.0	Russia	
17.	Kaixin001	40.0	China	Real name
18.	Viadeo	35.0	Global	Business-focused
19.	Douban	33.0	China	
20.	Gree	25.0	Japan	Mobile platform
21.	Formspring.me	23.0	U.S.A.	Q&A format
22.	Mixi	21.6	Japan	
23.	Mobage-town	21.5	Japan	Mobile platform
24.	BlackPlanet	20.0	U.S.A.	
25.	Cyworld	18.0	So. Korea	Owned by SK Telecom
26.	StudiVZ	16.6	Germany	
27.	Nasza-Klasa	14.0	Poland	
28.	Ameba	13.0	Japan	
29.	XING	11.0	Global	Business-focused
30.	Copains d'Avant	11.0	France	

SOURCE: 01-AUG-11 UBERCOOL

Geotrends

World Map

The number of global Internet users will reach 2 billion people in 2011, or 30% of the Earth's population, according to Internet World Stats.

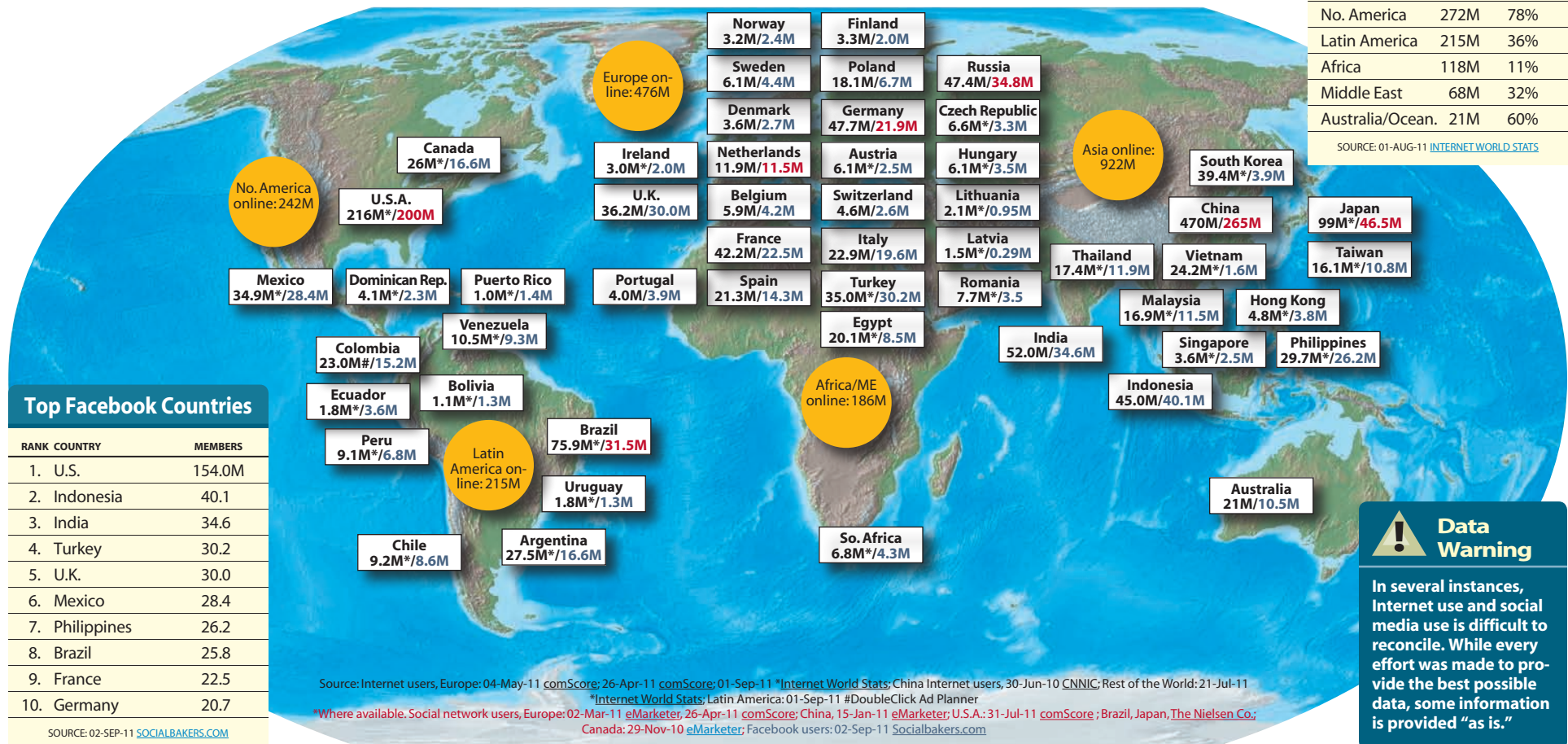
Worldwide, 47% of global Internet users use a social network each month in 2010. In addition, 12% have used a microblog, like Twitter.

Global Internet Use and Usage Penetration

TYPE	USERS	% ONLINE
Asia	922M	24%
Europe	476M	58%
No. America	272M	78%
Latin America	215M	36%
Africa	118M	11%
Middle East	68M	32%
Australia/Ocean.	21M	60%

SOURCE: 01-AUG-11 INTERNET.WORLD.STATS

Worldwide Unique Internet Users/Users Who Manage a Social Network Profile*/Registered on Facebook



Data Warning

In several instances, Internet use and social media use is difficult to reconcile. While every effort was made to provide the best possible data, some information is provided "as is."

Social Intelligence

Usage Profile

In 2009, a Bergen County, N.J. middle school principal asked parents to join a voluntary ban on social networking. Claimed the school's guidance counselor: ["About 75% of my day is spent dealing with social networking issues."](#)

One eighth grader at Benjamin Franklin Middle School in Ridgewood, N.J. told the reporter that she uses her iPhone to check her Facebook account "a lot." Adds a classmate, "I am very addicted to Facebook."

Social media – It will clearly be an uphill battle to stem the Facebook tide. eMarketer says [133 million online users will use Facebook monthly in 2011](#), equal to nearly nine in 10 social network users and 57% of internet users.

According to a projectable Arbitron study of 2,020 respondents, Facebook now reaches 51% of Americans 12+.

By yearend of 2011, [Twitter will reach 11% of internet users and 17% of U.S. adult social network users](#). Meanwhile, YouTube serves 3 billion views per day.

comScore reported in Dec. 2010 that LinkedIn had 26.6 million U.S. unique visitors, ranking third behind Facebook and MySpace but ahead of Twitter.

Demographics – In 2010, the audience for social networks broadened significantly, expanding beyond its original base of teens and young adults. Pew reports that the use of social networks nearly doubled between 2008 and 2010, [from 26% of adults in 2008 to 47% of adults in 2010](#).

The growth in social networking came from [the 35-plus crowd, which grew nearly twice as fast as those 18-35 in the same time period](#). In 2008, only 18% of internet users over age 35 used a social

network. By 2010 that number jumped to 48%. Pew notes that the average age of an adult social networker now stands at 38, up from 33 in 2008.

Social Media Today says that [72% of Facebook users are evenly divided between the three age groups of 25-34, 35-44 and 45-55](#).

Twitter users skew towards the young professional age group with 54% of the users falling in the 25-44 age group. At the end of Q1 2011, only [18% of users fell in the 45-54 age range compared to 26% of Facebook users](#).

Visit frequency – While the frequency of Facebook and YouTube visits remained the same (table), both LinkedIn and MySpace saw visit frequency decline. In 2010, [67% of online consumers visited LinkedIn at least weekly](#).

[plummeting to 25% this year](#). And daily visits dropped from 22% to 20%.

Meanwhile, the share of online consumers visiting MySpace at least weekly dropped from 76% to 45%. Twitter's weekly visit rate dropped from 81% to 70% but its daily visit rate stayed flat at 44%.

Race – In Dec. 2009, Facebook noted that [11% of the social network's approximately 100 million U.S. members at the time were African-American, about 9% were Latino and 6% were Asian](#).

According to comScore, between Apr. 2010 to Apr. 2011, Latino Facebook users grew 167%, compared to 21% for non-Hispanics. This triple-digit growth overshadows the overall Latino online market growth (25%) or Hispanics on LinkedIn and Twitter growth, 53% and 22% respectively.

Pew notes that use of Twitter among blacks is triple (25%) that of white Americans (9%), while Hispanics use Twitter twice more often than whites (19%). In fact, one in 10 African-American internet users now visit Twitter on a typical day, nearly four times the rate for whites.

Facebook Use by Age Group 2010-2013				
AGE	2010	2011	2012	2013
0-11	9%	10%	11%	12%
12-17	73%	77%	80%	82%
18-24	81%	83%	86%	88%
25-34	70%	75%	78%	80%
35-44	55%	63%	67%	70%
45-54	44%	51%	56%	59%
55-64	35%	44%	48%	51%
65+	24%	28%	31%	34%

SOURCE: 23-MAR-11 [EMARKETER](#)

User Profile at a Glance

GENERAL

U.S. Internet users	216M
U.S. Social Networkers	200M
U.S. 12+ with social profile	52%
Average age	38 years
Male/Female Ratio	44/56%

SEX BY NETWORK (M/F%)

Facebook	43/57%
LinkedIn	63/37%
MySpace	43/57%
Twitter	36/64%

AGE PROFILE (% USE)

18-22	16%
23-35	32%
36-49	26%
50-65	20%
65+	6%

SOURCE: 31-JUL-11 [COMSCORE](#);
06-JUN-11 [COMSCORE](#); 29-MAY-11 [EDISON RE-SEARCH/ARBITRON](#); 16-JUN-11 [PEW INTERNET](#)

Social Intelligence

Usage Patterns

In February 2009, [time spent on social networks surpassed e-mail for the first time](#), signaling a sea-change shift in consumer engagement. A remarkable achievement considering email mainstreamed just 15 years earlier.

Even more remarkable, this was the second time that the hegemony of email had been usurped. In Nov. 2007, [the audience for online video also exceeded the email audience for the very first time](#). Need more proof that social networking has arrived? Look no further:

Daily use – [Half of “active” users, 50%, log on to Facebook on any given day](#), reports the social network. Pew’s Jun. 2011 study supports this notion. It found that [52% of respondents used Facebook once \(21%\), or more frequently \(31%\), daily](#) (table).

Time spent – [U.S. users spent an average of six hours and two minutes on social networking in February 2010](#), reports Nielsen, ranking third behind Italy and Australia. But time devoted to social networking has grown markedly. Users [now spend 17% of their online time at social networking sites, up from 8% in 2007](#), reports comScore. [In total, people spend over 700 billion minutes per month on Facebook](#).

Engagement – Some [18% of women update their Facebook status at least once daily](#), reports Pew. By comparison, 11% of men do the same. Facebook users over the age of 35 are least likely to have ever updated their Facebook profile or to update their status more than 1-2 days per week.

Location – [More than half of respondents were most likely to visit social networks in a family area at home or a private home area](#),

[followed by work \(25%\) and through mobile devices \(10%\).](#)

Mobile use – In Feb. 2010, Facebook had 100 million mobile users per month. On Mar. 31, 2011 [Facebook announced that the number of mobile monthly users had risen to 250 million](#).

One reason mobile use is soaring is due to the fact that [Facebook’s mobile apps automatically find nearby friends](#). In June 2010, Strategy Analytics reported that [two-thirds of those surveyed in the U.S. and almost half in the U.K. say they access Facebook as much or more from their mobile phone than their computer](#).

Strategy Analytics concludes that the mobile phone is quickly becoming the primary way people use Facebook, despite a “sub-optimal user experience.” People use Facebook apps for tasks like updating their status or uploading photos from their mobile phone.

[Access of social networks or blogs increased to 21% of U.S. mobile subscribers](#), comScore reported in July 2010, suggesting that mobile phones are becoming seamless extensions of the daily lives consumers lead.

Nielsen released a study on Jun. 1, 2010 that showed that the [Facebook app was the most popular application on all mobile platforms, including BlackBerry, iPhone, Palm and Windows, with the sole exception of Android smartphones](#).

At Twitter’s Chirp conference, the company noted that [37% of active users access Twitter via their mobile phone](#).

Social media – When it comes to popularity, research data reveal no real surprises. Pew found that Facebook is, by far, the most popular social network, with almost all respondents saying they use Facebook (92%). Facebook is followed by MySpace, mentioned by 29%, LinkedIn (18%) and Twitter (13%). With regards to the last statistic, keep in mind that “using” doesn’t mean “tweeting,” a flawed inference Pew appears to be making.

Time Spent on Online Activities

ACTIVITY	DO ACTIVITY DAILY	HOURS PER WEEK
Email	72%	4.4
News	55%	2.7
Social networking	46%	4.6
Special interest	46%	3.9
Knowledge management	39%	3.1
Multimedia	37%	3.7
Gaming	27%	2.9
Browsing	24%	2.3
Administration	21%	1.7
Organization	19%	1.6
Online Shopping	12%	1.8

SOURCE: 10-OCT-10 TNS DIGITAL LIFE/EMARKETER

Usage Patterns at a Glance

FACEBOOK USAGE	
Use several times a day	31%
Use about once a day	21%
3-5 times per week	15%
1-2 days per week	17%
Every few weeks	11%
Less often	5%
Never	1%
TIME	
Average hours spent/mo.	6:02
Share of total online time	17%
Mins. spent on Facebook	700B
FACEBOOK ACTIVITY ON AVG. DAY	
Update their own status	15%
Comment on other posts	22%
Comment on other photos	20%
“Like” another’s content	26%
Send another user a PM	10%

SOURCE: 16-JUN-11 PEW INTERNET;
19-MAR-10 THE NIELSEN CO.

Social Intelligence

Profile Pages

MySpace users spend hours decorating their profiles, adding strings of text, videos and gizmos on top of already garish backgrounds. Think of social networks as a 21st century high school yearbook for the electronic generation.

At its peak in October 2005, [MySpace users spent an average of two hours and 25 minutes on the social network each month](#), much of it devoted to decorating and maintaining their profiles. The story was much the same at U.K.-influenced social network Bebo.

The popularity of customized profile pages has spurred an [entire cottage industry that caters to supplying users with unique artwork](#). With 115 million MySpace profiles to browse, it's clear that personal pages with appealing layouts can help social networkers stand out.

At South Korean social network Cyworld, about [\\$125 million is spent annually on "virtual stuff"](#) to decorate Cyworld communities.

As more people spend time on the Web, increasingly they're porting their offline habits onto the Net. And social networking profiles are the best example of that yet. The governing bodies have also provided the virtual version of an interior designer so one can decorate one's space by using the cookie-cutter templates offered.

A decorated space and a platform to communicate are just the beginnings of living out cyber-life fantasies. With the explosion of online photos and videos, many online services have sprung up that let users manipulate images and videos to embed in profile pages.

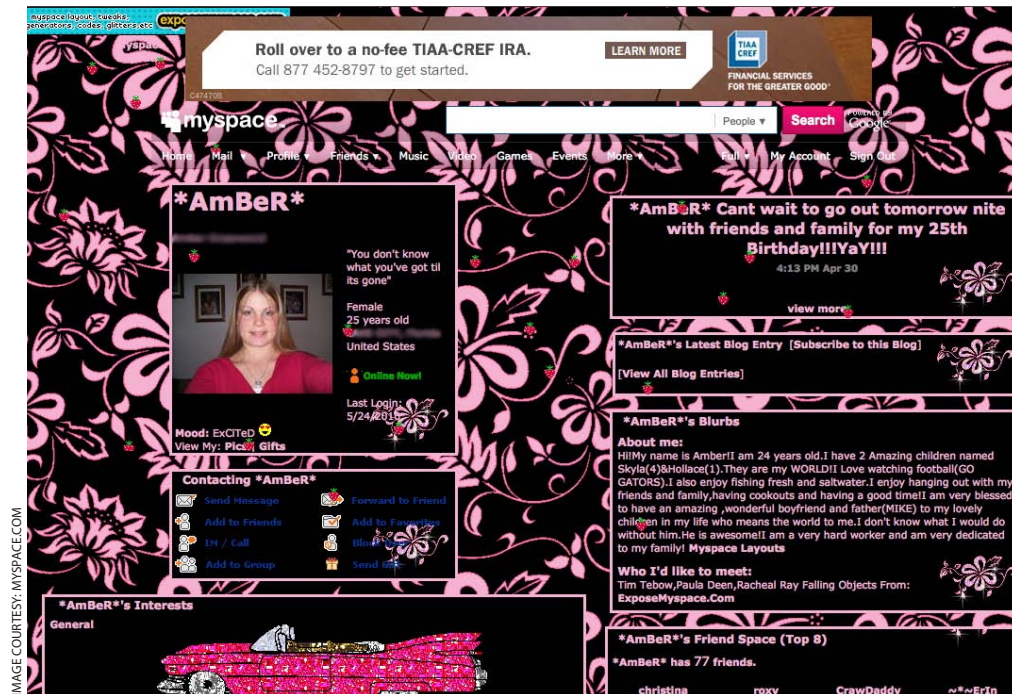
Yet a search for "MySpace profile design" or designers delivers virtually zero usable results, with the majority of found sites consisting of link farms and other questionable looking outfits. It appears that MySpace missed a major opportunity to provide its own branded value-added service to meet this growing need.

By comparison, a search for "Twitter profile" immediately lead to Twitter's own ["How To Customize Your Twitter Design"](#) page. That page also includes a link to "Guidelines & Best Practices."

Facebook similarly lacks dedicated support when it comes to designing its "iFrames" pages, Facebook's [replacement for "FBML."](#)

Servicing the Digital Lifestyle Ubertrend is a viable business model, and the area of profile customization holds great promise. Imagine, for example, the model pursued by erstwhile social network Wallop, which wanted to feed this budding desire by letting people buy all sorts of knick-knacks, including rugs, curtains, wall paper, furniture and collectibles to spruce up their spaces. The more people want to express themselves with new, frilly items, the more you'll realize that profile pages are going to be a lucrative area in our social future.

In the [virtual game market, about \\$900 million is spent annually by players to spruce up their gaming environments](#). Facebook counterpunched MySpace by simplifying profiles, but expect an anti-trend.



MySpace, and similar personal profile customization sites like Bebo, allow its social denizens to create highly creative personal profile pages, that can be tailored to individual tastes, down to music tracks that often play automatically.

Twitter User Profiles Show Improvement

ITEM	2009	2010
Provides location in Twitter profile	31%	65%
Provides bio in Twitter profile	24%	53%
Provides URL in Twitter profile	20%	41%

SOURCE: 19-JAN-10 [STATE OF THE TWITTERSPHERE REPORT](#)

Social Intelligence

Fans, Friends, Followers

In 2009, the Twitterverse was lit up by the race between CNN and Ashton Kutcher to first reach 1 million followers. Larry King even issued a video challenge to Kutcher, who eventually won.

It was another telltale sign that Twitter's follower count had become the new ego yardstick of cyberspace. To even be in the race, CNN had to acquire a third-party account, [@cnnbrk, which had 947,000 followers, far more than CNN's own Twitter account.](#)

That a celebrity could outmaneuver a medium is not only a tribute to America's celebrity-mad culture, but also partially due to the [gradual decline in Larry King's own fortunes](#). Today, Lady Gaga leads all Twitter users with more than 13 million followers (table), she even [beat President Obama to 10 million "Likes" on Facebook over the Jul. 4, 2010 weekend.](#)

Twitter – What these follower races may have accomplished more than anything else is the creation of a burgeoning market for Twitter follower schemes, from video seminars to e-books to software to the outright selling of followers.

The result is that Twitter has become fertile ground for spambots and other automated follow and unfollow accounts that do not engage yet suck up bandwidth with their automatically regurgitated content.

The latest study to shed light on Twitter follower influence comes from Germany's Max Planck Institute. *The Million Follower Fallacy*, lead-authored by Meeyoung Cha, examined data from all 52 million Twitter accounts at the time, and, specifically, its 6 million "active users." The study found that [popular users with large numbers of followers are not necessarily influential in terms of fueling retweets or mentions.](#)

Facebook – At Facebook they believe that a user is not going to stick around [unless they make friends with 10 people.](#)

The company reports that [the average Facebook user has 130 friends](#). Yet the company [limits members to no more than 5,000 friends, a limitation Facebook has promised since 2008 to remove.](#)

So it's surprising that Pew reports that the [average respondent to its Fall 2010 survey had 229 friends](#). Furthermore, Pew says "[the average social network user has 636 social ties](#)." This finding suggests that Pew's study skews to heavier users, and may not be projectable.

Who are these Facebook friends? Pew found that [22% of a friend list is made up of people from high school](#), 12% from extended family,

10% are coworkers and 9% college friends.

LinkedIn – The company mentions in its S-1 filing that its members sent more than [1 billion invitations to connect during 2010](#). No further data is available.

Effectiveness – The big question: do social networks truly help foster more friendships? Pew reports that Americans have more close friends, overall, than they did two years ago. The average American [now has just over two discussion confidants \(2.16\), slightly more than the average of 1.93 core ties reported in](#)

[2008](#). Similarly, 9% of Americans now say they have no one with whom they can discuss

important matters, down from 12% in 2008.

But some are bolting the social networks. Miley Cyrus quit Twitter in fall 2009, followed by British singer Lily Allen. Both women said the site was proving a distraction from their relationships. John Mayer left 3.7 million followers hanging after quitting Twitter in Sept. 2010. "Welcome to the real world," John!

Top Facebook "Likes"

RNK	USER	LIKES
1.	Facebook	51.8M
2.	Texas Hold'em Poker	49.4
3.	Eminem	46.3
4.	YouTube	44.4
5.	Rihanna	44.4
6.	Lady Gaga	43.0
7.	Michael Jackson	40.3
8.	Shakira	39.8
9.	Family Guy	37.1
10.	Justin Bieber	35.4

SOURCE: 31-AUG-11 [PAGEDATA/INSIDE NETWORK](#)

Top LinkedIn Connectors

RNK	USER	CONNECTIONS
1.	Ron Bates	44.0+
2.	Kenneth Weinberg	41.0+
3.	Andrew Filipowski	41.0+
4.	Steven Burda	38.0+
5.	Richard Atkind	32.0+
6.	Wei Guan	32.0+
7.	Marc Freedman	30.0+
8.	William Howell	30.0+
9.	Stacy D. Zapar	30.0+
10.	John L. Evans	30.0+

SOURCE: JUN. 2010 [TOPLINKED](#)

"Unfriend" Named Word of 2009

Showing the growing societal impact of social networking, the [New Oxford American Dictionary named "Unfriend" word of the year in November 2009](#). Unfriend is the process off removing someone as a "friend" on a social networking site such as Facebook. "It has both currency and potential longevity," says Christine Lindberg, senior lexicographer for Oxford's U.S. dictionary program. "In the online social networking context, its meaning is understood, so its adoption as a modern verb form makes this an interesting choice for Word of the Year."

Top Twitter Users

RNK	USER	FOLLOWERS
1.	Lady Gaga	13.0M
2.	Justin Bieber	12.2
3.	Barack Obama	9.8
4.	Katy Perry	9.4
5.	Kim Kardashian	9.4
6.	Britney Spears	9.2
7.	Shakira	8.0
8.	Taylor Swift	7.7
9.	Ashton Kutcher	7.5
10.	Elen Desgeneres	7.4

SOURCE: 31-AUG-11 [TWITAHOLIC](#)

Social Intelligence

Status Updates

Nitesh Bhakta was at home when he heard his grandmother scream. Upon opening his bedroom door, he spied three masked men. So Bhakta hid in the attic and updated his Facebook status: "[HELP, ROBBERS, NO PHONE.](#)"

It worked. One of his friends alerted police after being skeptical at first. In Australia, [two girls updated their Facebook status before alerting police](#) to let their friends know they were lost in a storm drain. These life-saving status updates illustrate what a critical role social networks now play in some people's lives.

Updates – Facebook reports that the [average user creates 90 pieces of content each month](#), which equals 68 billion content pieces shared monthly, based on 750 million members, including web links, news stories, blog posts, notes, photo albums, etc.

Another perspective is provided by a Dec. 2010 article, entitled "[A Snapshot of Facebook in 2010](#)," which reports that every 20 minutes 1,851,000 status updates are posted on Facebook. This stat suggests that more than 130 million status updates are posted on Facebook each day.

That seems like a reasonable estimate, given that Twitter with "only" 200 million accounts, a figure dwarfed by Facebook's 750 million registered members, [produces 170 million tweets each day](#).

Sentiment analysis – The sheer volume of this new data stream can be dissected with uncanny precision. [Facebook recently analyzed 1 million status updates from U.S. English speakers](#). Their communication patterns tell a fascinating story.

Age – Younger people express more negative emotions, including anger, and swear more. They're also more self-centered, frequently using pronouns like "I," "my," etc., and talk more about school. Older adults write longer updates, and tend to be more inclusive, talking more about other people, including their family.

Time – The emotional content of Facebook status updates also varies depending on time of day. Positive emotional words are more often used in the morning, when corresponding use of negative emotional words is low. Negative word use, meanwhile, increases as the day progresses, while positivity declines.

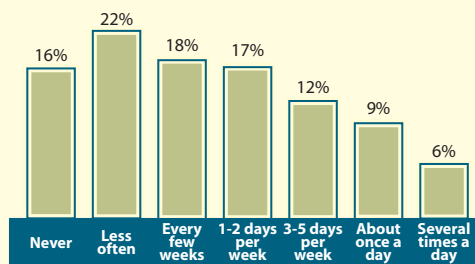
Likes/Commentary – Positive status updates receive more likes, while those with more negative expressions receive less likes. By comparison, positive emotional updates receive fewer comments, perhaps because there's nothing more to contribute, whereas negative updates attract more comments, usually attracting consolation statements.

Popularity quotient – Word use among the more "popular" people also differs from that of people with fewer friends. People with more friends tend to use the word "you," and other second person pronouns, more often. They also write longer updates,

and use more terms that refer to music and sports. Popular people also discuss their families less, are less emotional overall, use fewer past- and present-tense verbs or words related to time.

Our slavish addiction to status updates (chart), particularly while whiling away time at work, has even received its own humorous new label, *social networking*.

Frequency of Facebook Status Updates



SOURCE: 16-JUNE-11 PEW INTERNET "SOCIAL NETWORKING SITES AND OUR LIVES"

Conjugal Updates

What are people chatting about in their numerous status updates? There appears to be one particularly riveting emerging phenomenon: bedroom chatter. In Oct. 2009, shopping site Retrevo reported that [36% of people leap on Facebook or Twitter immediately after conjugal behavior](#). Even more insightful, or eye-ful so to speak, iPhone users are three times more likely to tweet or Facebook postcoitally than are BlackBerry users.

Global List of Top 2010 Status Trends

RANK	TERM	COMMENT
1.	HMU	"Hit me up"
2.	World Cup	Biggest 2010 event
3.	Movies	Toy Story 3, Twilight, etc.
4.	iPad, iPhone 4	25 million posts
5.	Haiti	Jan. 12 disaster
6.	Justin Bieber	Jan. debut of "Baby"
7.	Facebook games	FarmVille: "barn raising"
8.	Mineros/miners	Chile's mining disaster
9.	Airplanes	International hit song
10.	2011	Biggest spike: Jan. 1, 2010

SOURCE: 14-DEC-10 FACEBOOK
"2010 MEMOLOGY: TOP STATUS TRENDS OF THE YEAR"

Social Intelligence

Tweets

While in the later stages of childbirth popular singer Erykah Badu, who hails from Texas, chose to update friends and family via Twitter, or as CNET put it, “[she tweeted while she squeezed](#).”

Shaquille O’Neal used Twitter to announce that he was retiring from basketball after 19 seasons in the NBA, telling his fans on a [YouTube video](#): “We did it, 19 years baby. Want to thank you very much. That’s why I’m telling you first. I’m about to retire. Love you. Talk to you soon.”

On Mar. 13, 2011 Charlie Sheen joined Twitter. A day later, Sheen had 1 million followers who made his hashtag [#tigerblood](#) trend quickly. Badu, O’Neal and Sheen prove just how tightly interwoven Twitter has become with the fabric of life. In fact, our cultural enslavement to tweeting and status updates is widely parodied (illustration).

Tweets sent – Every day, Twitter users, called “tweeple” or “tweeps,” [generate some 200 million tweets](#). That’s more than quadruple the volume in little over a year. [Twitter reported just 50 million tweets per day](#) in a [Twitter Feb. 22, 2010 blog post](#). The post notes that “Tweet deliveries are a much higher number because once created, tweets must be delivered to multiple followers.” That means Twitter counts tweets from a “delivered to” standpoint vis-à-vis a “tweets originated” parameter. This may explain why Twitter’s daily activity is so much higher compared to Facebook’s far larger membership.

10/90 rule – Only a small contingent of “tweeps” are very active: just [10% of Twitter users post 90% of all Tweets](#), a June 2009 Harvard Business School study found. Researchers at Max Planck Institute were also surprised by [how few Twitter users actively tweet, a number they put at just 6 million out of 52 million then existing accounts, or 12%](#).

These studies were validated by a 2010 study, “[Who Says What to Whom on Twitter](#),” which found that of the 260 million tweets with URLs the study analyzed, nearly [50% were created by just 20,000 elite users](#). That means that just [0.05% of the social network’s users are responsible for 1 billion downstream tweets each week](#).



The public’s devotion to “tweeting” has become the subject of popular ridicule, as this cartoon beautifully illustrates.

Tweet frequency – Despite the astonishing stream of daily tweets, few Twitter users actually post anything. That same Harvard Business School found that among Twitter users, [the median number of lifetime tweets per user was exactly one](#) (table). This translates into over half of Twitter users tweeting less than once every 74 days. [Only 17% of Twitter users actually used the social networking site](#), according to a study by RJ Metrics. That’s due to a large number of inactive accounts, with about 25% having no followers and 40% of the accounts having never sent a single tweet. A Mar. 31, 2011 Business Insider article found that there are [56 million Twitter accounts following zero other accounts, and 90 million Twitter accounts with zero followers](#).

Median Lifetime Tweets Among Twitter Users

TYPE	TWEETS	TWEETS/DAY
25% of users	0.0	0.00
Median	1.0	0.01
75% of users	44.0	0.11
Mean	26.7	0.37

SOURCE: 01-JUN-09 [HARVARD BUSINESS SCHOOL](#)

Social Intelligence

Anonymity, Privacy

Earlier forms of social networking, including chat forums and Skype, were mostly anonymous. But Facebook changed the scene by being one of the first networks to require a real name.

Real names discourage “flaming” — the practice of posting incendiary comments designed to enrage community members. By discarding anonymity, post-modern social networks significantly upbraided the quality of community interaction.

Staying anonymous – But using one’s real name does bring with it risks that anonymous chat forums, of which [Craigslist](#) is perhaps the most famous, largely avoid. That may explain why a survey of 1,040 Americans sponsored by the Chubb Group of Insurance Companies found that [only half, or 51%, of people surveyed always use their real name on social networks](#). Eighteen percent report always using a nickname. A third (31%) said they sometimes use their real name and sometimes use a nickname to identify themselves on social networking sites.

Location awareness – Two-thirds (66%) of respondents said they would not use mobile technology that shows people on social networking sites where they are located. The latter figure is likely skewed by women who are more likely to avoid identifying their location.

Young people – Well-publicized stories involving unfortunate disclosures of private information are having a positive effect. A survey released in April 2010 by the University of California, Berkeley, [found that more than half of young adults questioned have become more concerned about privacy than they were five years ago](#), mirroring a trend among older people with a similar worry.

Young people have apparently become more proficient than older

adults at protecting their privacy. A May 2010 Pew Internet Project claims that [people ages 18 to 29 exert more control over their digital reputations than older adults](#) by more vigorously deleting unwanted posts and limiting information about themselves.

Internet users under 50 consistently surpass older online adults in self-searching habits. [In 2009, fully 65% of young adult internet users ages 18-29 said they had searched for results connected to their name online, up from 49% in 2006](#). Likewise, 61% of users ages 30-49 said

they were self-searchers, up from 54% in 2006.

Privacy worries – Mistrust of social and search sites is widespread. A *USA Today* poll found that nearly [seven out of 10 Facebook members surveyed — and 52% of Google users — say they are either “somewhat” or “very concerned” about their privacy](#) while using the popular social network and search engine.

Common Sense Media found that [75% of U.S. parents say they would negatively rate the job social networks are doing](#). That poll also found that 85% of parents say they’re more concerned about online privacy than they were five years ago.

Data sharing – Consumers are least willing to share geographic or contact information, [with just one in 10 sharing an address and 13% sharing phone numbers](#).

Internet users are far more willing to reveal basic demographic data as well as their taste in movies, TV shows and music. About [one in five consumers include gender in their profile and 68% share their birthday](#). However, as social networking profiles venture into professional territory, consumers are more guarded.

Social networkers’ willingness to share information is also impacted by age. Older consumers are more likely to share their address on their profile, while younger consumers are more likely to become a fan of a company or product.

Is Privacy an Illusion?

After trumpeting new privacy controls, which simplify the process of controlling one’s privacy settings, Facebook told advertisers that everything was business as usual. Inside Facebook’s Eric Eldon obtained an internal e-mail the company sent to advertisers, assuring them that [“this change will not affect your advertising campaigns.”](#) The popular social network clearly expects that few users will actually take advantage of the new, purportedly easier-to-use, privacy settings, allowing it to continue to offer content targeting based on profiling.

Woman Says Boyfriend Kidnapped Her Facebook Page

[Jessica Zamora-Anderson](#) claims her boyfriend, Paul Franco, a 38-year-old musician, pretended to be an English teacher in order to attract her. Their relationship went south on Feb. 2, 2010 when Zamora-Anderson [suddenly couldn’t get into her Facebook page](#) because Franco had allegedly changed all of her personal information and said she was interested in women. Zamora-Anderson claims Franco then demanded money in exchange for the password to her new, gay Facebook persona.

“Facebook in particular is the most appalling spying machine that has ever been invented.”

Julius Assange, CNET 03-May-11

Social Intelligence

Reputation Management

In 2009, only [30% of internet users ages 18 to 64 were worried about the amount of personal data available on the Web](#). But with the bevy of [sites that offer personal data](#) proliferating, this sentiment is bound to change.

And that scenario changes drastically, of course, after someone posts something malicious, including a long-forgotten picture taken in that bar in Cancun.

Not forgiving – In the over-sharing world of social networking, online reputations can be irreparably damaged rather quickly. The 1 billion people worldwide who use social media can freely express their opinions about products, customer service or people on sites, blogs, social networks and other collaborative communities.

Growing internet privacy concerns are encouraging users to more tightly monitor their online identities. Knowing what is being said online about your company or yourself is essential.

Background checks – Overwhelmingly, prospective customers and employers use the internet to research products and people by name, with [86% of employers relying on search to background check](#). That explains why [56% of people now use search engines to look up information on themselves, up from 47% in 2006](#). And the number of people searching for information on others rose by a comparable amount.

Protection plan – Since search is everyone's favorite fact-checking tool, one of the best ways to manage one's reputation is to start a blog and make sure it ranks near the top among search results.

A number of services have cropped up that help

companies and individuals actively monitor and manage their online reputation. Outfits like [Reputation.com](#) offer a number of tools to help users monitor negative blog comments and forum threads. But you don't need subscription services to accomplish to find damaging articles or false information.

A number of free tools, [including Google Alerts, custom RSS feeds and social search engines can accomplish much the same thing](#), albeit with a significant investment of time. One free tool that recently gained a lot of publicity are simple bookmarklets, like [SaveFace](#), that can quickly scan your Facebook profile and tighten up your privacy settings. It's a service Facebook should provide, but alas.

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The Huffington Post
Michael Fertik: "Comprehensive Privacy Reform" Needed [Read >](#)

FOX Business
Attention College Applicants: Admissions look at Facebook. [Read >](#)

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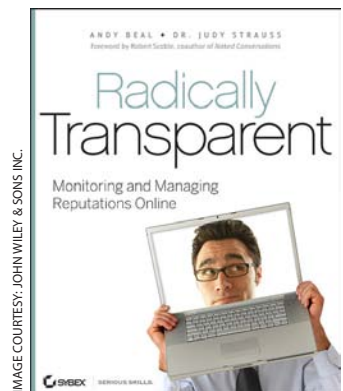
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Reputation services can monitor personal information and protect by removing unwanted content.

Mom Accused of Facebook Harassment

A mother [locked her 16-year-old son out of his Facebook account](#) after reading he had driven home at 95 mph one night because he was mad at a girl. His response: a harassment complaint at the local courthouse. Denise New of Arkadelphia, Ark. said many of her son's postings didn't reflect well on him, so after he failed to log off one day, she added her own items to his Facebook profile and changed his password to lock him out. Her son claimed that what she posted wasn't true, and that she damaged his reputation. Invasion of privacy redefined.



[Radically Transparent](#) is just one of many resources available for internet users trying to protect themselves.

Social Intelligence

Facebook Apps

On May 25, 2007, Facebook Founder Mark Zuckerberg announced that Facebook would open its architecture to outside developers, thereby allowing third-party applications to enhance the Facebook experience.

Facebook applications, or apps as they're more commonly known, quickly became all the rage. [In just 10 weeks, hundreds of developers launched more than 2,500 new applications, triggering 139 million downloads.](#)

Apps like Booze Mail (fluff)Friends, Super Wall, Zombies and Causes allowed users to engage using a variety of activities, including sending virtual cocktails, enhancing cartoon characters, scrawling graffiti and joining charitable causes.

App funding – While Facebook only had 20 million users at the time, venture capital firm [Bay Partners provided \\$12 million to fund 50 new Facebook applications.](#) VC interest was stoked by the ability of apps to make money through such forms of advertising as Google AdSense.

Gigya, a Palo Alto-based startup that makes software allowing people and companies to distribute widgets across social networks, raised \$11 million in a "C" round led in September 2008.

SOS – Zuckerberg said the opening of Facebook's architecture via an "API" (application developer's interface) was akin to creating a "Social Operating System" or SOS. The widespread popularity of Facebook's "Connect" API, to simplify registration, proves the success of this tactic.

Developer garage – The first Facebook Developer Garage had the air of a revivalist meeting (photo) and was attended



The first Facebook Developer Garage, held on Aug. 25, 2007 in a small room at company headquarters in Palo Alto, featured an electric atmosphere and had the air of a revivalist meeting.

IMAGE COURTESY: MICHAEL TCHONG

by about 100 people. Three years later, Facebook's developer conference, renamed F8 in 2008, was attended by some [1,400 people.](#)

App usage – [The number of apps has soared to 550,000, created by more than 1 million developers and entrepreneurs from more than 180 countries.](#)

Facebook says that

users now ["install 20 million applications every day."](#)

According to Inside Facebook, more than 70% of Facebook users engage with these platform applications every month.

Developing resources – There are a number of resources for companies interested in developing their own Facebook app, starting with the [Facebook Developers](#) site, and free documents such as ["Creating Your First Facebook Application."](#)

Top Facebook Applications Ranked by Monthly Active Users (MAU)

RANK APPLICATION	MONTHLY ACTIVE USERS
1. CityVille	75,921,862
2. Static HTML: iFrame tabs	49,466,455
3. Empires & Allies	42,520,904
4. Texas Hold'em Poker	36,670,016
5. FarmVille	34,620,779
6. BandPage by RootMusic	32,386,780
7. Bing	28,866,661
8. 21 questions	27,993,450
9. The Sims Social	23,406,499
10. Windows Live Messenger	21,487,715
11. 60 Photos	20,807,673
12. Yahoo!	20,788,272
13. Pioneer Trail	19,428,931
14. Gardens of Time	17,161,916
15. MyCalendar	16,844,649
16. Badoo	16,093,954
17. Zoosk	15,594,160
18. Phrases	15,563,714
19. HTML+ iFrame+ FBML= iwipa	15,275,872
20. Facebook Platform Opt-in	15,237,278
21. Are YOU Interested?	15,139,011
22. Daily Horoscope	14,804,076
23. TripAdvisor	14,354,575
24. Yelp	13,491,285
25. Band Profile for Musicians	12,624,878

SOURCE: 31-AUG-11 [APPDATA/INSIDE FACEBOOK](#)

Twitter Apps

The advice was quick and brutal: "Developers ask us if they should build client apps that mimic or reproduce the mainstream Twitter consumer client experience. The answer is no."

And so the ecosystem of Twitter developers, responsible for creating some [1 million registered apps](#), was [instructed on March 11, 2011 to basically stop developing Twitter clients](#) that mimicked the company's own applications. Yet this very ecosystem, dubbed the "Twittersphere" by *aficionados*, was part of success formula that propelled Twitter to such exalted heights.

Consider this: on Apr. 30, 2009, when we wrote our first story about Twitter, there were only 624 applications in total. The 1,600-fold increase in Twitter apps shows just how much Twitter as an application platform has grown in less than five years (chart). Today, there's a Twitter app for just about any application you can think of.

API – Twitter has featured an open architecture ever since [officially launching its application programming interface \(API\) on Sept. 20, 2006](#). An API allows outside developers to create custom programs that directly access Twitter's datastream, dubbed "the firehose." When an outside program, like the popular TweetDeck, [which has been downloaded 15 million times](#), logs you into Twitter, it makes an "API call" to Twitter to verify your user name and password.

Twitter's API is a major reason why Twitter grew so rapidly. Those 1 million third-party apps funneled large volumes of API data in and out of Twitter, allowing the company to extend its reach and impact, while

encouraging innovative uses of its platform.

Twittersphere – The battle between Twitter and its developers highlights a growing schism. While Twitter officials downplay the company's new stance against new third-party Twitter clients with claims that "90% of active Twitter members use official Twitter apps on a monthly basis," [analysis by Sysomos suggests that third-party Twitter apps account for 42% of traffic](#).

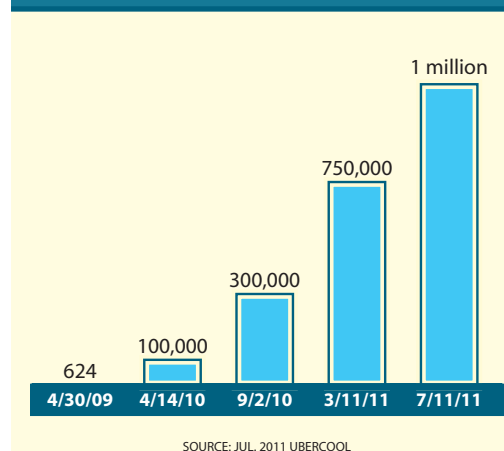
Lost momentum – The cooling of Twitter began in March 2010 when the company announced the acquisition of the Tweetie app, signalling for the first time that Twitter was fully intent on competing with its developers for share of mind.

Not surprisingly, [interest in third-party Twitter apps saw a 50% decline in early-stage investment](#). Between June 2008 and May 2009, \$22 million was invested in Twitter-based startups. That figure dropped to just \$10 million, between June 2009 and May 2010. This number includes such deals as TweetPhoto's \$2.6 million Series A, about \$2 million for oneforty, and an undisclosed round for TwitVid from DFJ.

Management turmoil – Whether it's due to Twitter's evolving business model or the fact that its [internal strategy was leaked on the Internet](#), investors have decidedly cooled on "pure play" Twitter apps. The revolving executive door, which saw CEO Evan Williams replaced by Richard Costolo, who gained notoriety for the "[dickbar](#)," and the return of Co-Founder Jack Dorsey, further muddled the situation.

Fact is, the media darling of 2009 was subsumed by Facebook, which stole Twitter's limelight, roping in \$2.2 billion in 2011 revenues while [Twitter plods along at a reported \\$75 million](#). Let's hope the Twitterati can keep the tweet fire burning.

Explosive Growth of Independent Twitter Applications



The Firehose

In Nov. 2010, Twitter launched a partnership with [Gnip](#) to offer commercial access to Twitter's native data stream, or "the firehose," via Gnip's Social Media API. Providing developers with realtime tweetstream access, now 1,620 tweets per second up from just six in 2008, was a monumental step forward. Gnip prices data at \$0.0001 per tweet, or \$0.10 for 1,000 tweets. In April, Twitter announced a second partnership with [Mediasift](#). Each tweet contains 41 fields of data, so Mediasift lets customers parse the firehose with augmented data layers from such influence metrics services as Klout and PeerIndex, Qwerly (linked social media accounts) and Lexalytics (text and sentiment analysis). Mediasift says its customers will be able to apply as many as 10,000 keyword filters to the firehose for as little as \$0.30 an hour. Mediasift also plans to offer its most computationally demanding filtering for around \$8,000 per year.

Social Intelligence

Twitter Trends, Retweeting

Many observers believe Twitter represents the true pulse of the Internet. The theory is that if you track trends on Twitter, you're in tune with what's happening right now around the world.

A host of companies have found that out to their chagrin, like BP. On May 19, 2010 BP's official account, @BP_America, had 7, 200 followers. That day, a spoof Twitter account, @BPGlobalPR, was launched. In eight days the account drew 60, 000 followers. The spectacle that followed was an [object lesson in corporate crisis management](#).

Swine flu – To leverage the popularity of trending topics, Twitter redesigned user home pages with a much more prominent “trending topics” list [in July 2009](#). An example of major trend that was propelled by Twitter users was “swine flu” — a phenomenon that was massively hyped by over-eager Twitter users.

Trend tracking – No wonder media watchers around the globe use Twitter as a barometer of market opinion. Some companies have capitalized on this ability to track trends. Microsoft's PR agency, Waggener Edstrom launched a free trend tracking service, [Twendz](#), on Mar. 11, 2009. This realtime update of Twitter trending topics provided a revealing snapshot of what was on the mind of millions of the world's most leading-edge users.

Waggener Edstrom now offers Twendz Pro, which can track any trend one cares to follow, such as this [custom report on wind power](#). Before Twendz there were services like Retweet Radar ([Dec. 2008](#); ceased Aug. 28, 2010, according to their [archives](#)), TweetStat ([Jan. 2008](#)), Twitscoop ([May 2008](#)) and [Twitterfall](#) ([Jan. 2009](#)).

Twitter's API (Twitter Apps, p. 39), allows any outside service to track keywords that are trending on Twitter, a phenomenon that was propelled by the popularity of “hashtags” — keywords preceded by the hash “#” symbol (sidebar).

Micro-memes – All these services allow you to monitor specific keywords or “micro-memes” — topics for which a hashtag is created,

then used widely for a few days, after which they disappear. For example, #LadiesPleaseStop, #OneLetterOffMovies, #ThingsSaidB4Sex, and #DoYouMind are examples of popular micro-memes. A currently popular micro-meme is “#threewordstoliveby.”

Faux trends – The publicity generated by Twitter-driven trends has its downsides. It has exponentially increased interest in creating “faux” trends by mischief-makers and spammers. That spam appeal is amplified by the fact that social networkers often discuss brands, products or services. An Apr. 2010 study by ROI Research commissioned by Performics found that at least once a week [33% of active Twitter users share opinions about companies or products](#), while 32% make recommendations and 30% ask for them.

Short attention span – Sysomos studied 1.2 billion tweets posted during a two-month period and found that [71% of tweets produced no reaction, neither a reply or retweet](#) and that [92% of retweets occur within the first hour of the original message](#).

Retweet protocol – To heighten one's impact, seasoned Twitter users have created a retweet protocol of sorts that spells out the [art of being retweeted](#), including talking about Twitter itself, tweeting around the [peak hour 11:00 am west coast time](#) and leaving 20 empty spaces so retweeters can add commentary.

Sharing – Twitter accounts for [11% of all content shared online](#), and Twitter links are [clicked on on average 4.9 times](#).

When you multiply those figures by the [200 million tweets produced each day](#), it's clear that many emerging trends are buried in all those 140-character Twitter messages.

Now you just have to discover them...or start your own trend.

How Hashtags Turn Twitter Users into Database Experts

Hashtags are words prefixed by a hash symbol: #hashtag. Nate Ritter was first to use hashtags when he identified updates related to the 2007 San Diego forest fires with “#sandiegofire.” The hash symbol convention was borrowed from internet chat, including IRC and Jaiku channels and was conceived as a simple way of adding context or “metadata” to tweets. Since hashtags make it much easier to find and group related tweets, it actually brings an esoteric database technique to the unwashed masses.

#sandiegofire 300,000 people evacuated in San Diego county now.

about 1 hour ago from web ☆



nate ritter

Hashtags were popularized during the San Diego forest fires in 2007 when Nate Ritter used the hashtag “#sandiegofire” to identify his updates related to the disaster.

Social Intelligence

Mobile Social

In November, Facebook CEO Mark Zuckerberg noted that the explosive expansion in daily Facebook check-ins was largely being driven by the [growth in mobile social networking access](#).

[One third of Facebook posts now originate on mobile devices](#), reports Dan Zarrella. At Twitter, [mobile use jumped 62% since April 2010](#), Twitter Co-Founder Evan Williams noted in Sept. 2010. In that [same post](#), Williams gave some additional perspective on the mobile aspect of social networking.

Mobile experience – 16% of all new Twitter users now start on mobile. It was 5% before Twitter started offering its own branded mobile client. And 46% of active “tweeps” use some sort of mobile Twitter experience.

“Some sort of mobile experience” underscores why Facebook is finally bowing to the pressure to offer a dedicated app for the iPad (sidebar).

Location aware – It’s that same market dynamic that propelled the fortunes of Foursquare, which in two short years has become the poster child for location-aware social networking. Echoing Twitter’s auspicious debut at SXSW in 2007, [Foursquare launched with equal aplomb at SXSW in Mar. 2009](#). Developed by same people who sold the now-defunct Dodgeball social location service to Google in 2005 for a reported \$40 million, [Foursquare](#) has become the best example of location-based advertising in the mobile business.

Pioneering the concept of “check-ins,” Foursquare ushered in a whole new social etiquette that has taken the social media world

by storm. The mobile social network creatively awards “badges” to incentivize users to dutifully notify the service of each place they find themselves at. It’s such a runaway success, [Foursquare recently announced that it has 10 million users](#), that Facebook debuted its own version of the check-in using its Places application (now killed), which was [launched August 18, 2010](#). Facebook’s Places borrows liberally from such location-based social networks as Foursquare and [Gowalla](#), allowing member to check in at places and broadcast their location to friends.

Mobile internet – Mary Meeker, while still at Morgan Stanley, predicted that by 2014 [“more users will connect to the Internet over mobile devices than desktop PCs.”](#)

That type of widespread mobile use will help alleviate a current marketing impasse. As *The Wall Street Journal* [reported](#) in Nov. 2010, advertising executives are keeping an eye on Foursquare’s potential as an avenue for targeted marketing, but right now most ad executives feel that the numbers are just not there yet, particularly once segmented regionally.

Auto mobile – The most ambitious social mobile application? That has to be General Motors’ OnStar application. The company announced in Sept. 2010 that OnStar subscribers would soon be able to feed their Facebook addiction by having [status updates read to them while driving](#). As talkshow host Jay Leno jokingly observed, “Well finally, I was getting so bored talking and texting!”

Surprisingly, a HubSpot study analyzing 70,000 mobile Facebook posts found that [the vast majority of these updates were made through m.facebook.com, not through smartphone devices](#), pointing to the vast potential of mobile use.

“[Facebook] has more than 500 million members, and more than half of them use Facebook every day, with growth accelerating thanks to mobile.”

Mark Zuckerberg, Mashable 16-Nov-10

The iPad Hurricane

In 2010, Apple sold [15 million iPad tablets](#). Some forecasters believe that Apple will sell another [40 million in 2011](#), capturing 80% of the tablet market this year. Given the importance of Apple’s tablet, Twitter launched a dedicated iPad application on Sept. 4, 2010. And Facebook? When Facebook CEO Mark Zuckerberg was asked at last November’s Web 2.0 conference about the iPad, he responded, “iPad’s not mobile, next question.” When Mashable editor Ben Parr pressed, “I think Apple will disagree with you,” Zuckerberg added, “Well, sorry.”

Social Intelligence

URL Shorteners

Twitter's popularity has spurred another trend: URL shortening. Services like TinyURL, Bit.ly is.gd twurl and ow.ly convert long web site links to help them fit in a tweet's 140-character limit.

The first step in creating a URL shortening service is to acquire a domain that itself is very short, which explains the thinking behind such odd-looking domains as ".ly" (belonging to Libya), ".gd" (Grenada), and twurl.nl, which is located in the Netherlands.

First service – The oldest shortening service is Blaine, Minn.-based TinyURL, which was [launched in 2002](#). Twitter used TinyURL as its [default shortener until early May 2009](#), when it switched to Bit.ly.

Market size – In May 2010, shortened Bit.ly links were used [4.7 billion times](#), up from just [87 million in April 2009](#) (chart). Around that time, Bit.ly and TinyURL were the two most widely used URL-shortening services, but once Twitter changed its default shortening service, Bit.ly quickly took the lead. That month, Bit.ly accounted for [31% of all category visits, according to Hitwise](#), which tracks 38 URL-condensing services, reports AdAge.com.

Competition – On Aug. 14, 2009, WordPress announced that the wp.me URL shortener would be used when referring to any WordPress.com blog post. That same year, Google and Facebook launched goo.gl and fb.me, respectively, joining an [estimated 100 players already in the field](#).

Revenue models – Many URL shorteners are privately held and backed by venture capitalists, who see their "freemium" model as one that will lead to growing future revenues. Privately held Bit.ly, for

example, is part of Betaworks, which also used to own TweetDeck, [recently sold to Twitter for \\$40 million](#), and Twitterfeed, and which counts Intel Capital, RRE Ventures and SoftBank as investors.

[Bit.ly launched Bit.ly Pro in December 2009](#), featuring a dashboard with such free analysis tools as total number of clicks, click frequency and where clicks originate. An enterprise version costs \$995 per month and boasts more extensive analytics and features a custom domain name for marketers, such as nyt.ms for *The New York Times*, plus a real-time click data feed.

Other URL shortener services generate revenue by collecting fees for enhanced services and features, while others still collect ad dollars by deploying leaderboard banners that are displayed when users follow shortened clicks.

Marketing value – Another option is to collect and aggregate user data and sell it to marketers who need click stats. This is particularly relevant when monitoring competitive traffic.

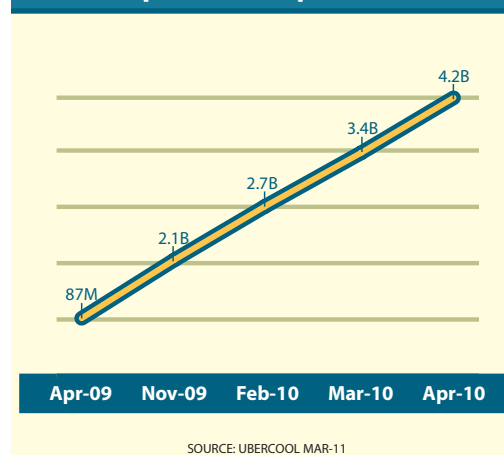
For giants like Facebook and Google generating revenue is not a primary goal. They aim to keep

users engaged with their own brand while gaining insights into what users are reading and viewing, and where they go to obtain data.

URL shorteners address a primary publisher objection to social media. While Facebook and Twitter drive massive amounts of traffic and revenues, what happens to your content once it leaves your site?

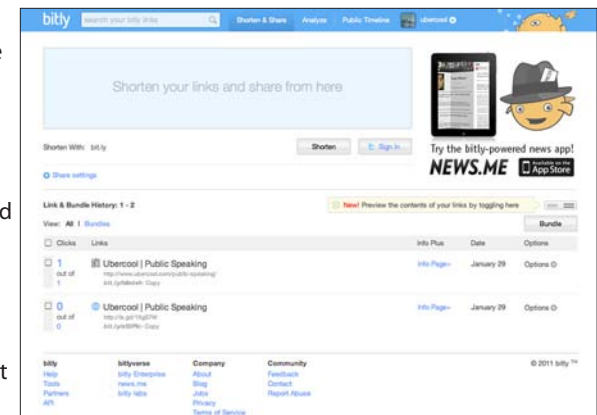
Bit.ly knows.

**Growth of URL Shortening Service Bit.ly
April 2009 - April 2010**



Short URLs Shunned by Social Networkers Due to Spam Links

Twitter's short message length have made the use of URL shorteners a necessary evil. Bad because URL shorteners hide a link's origin, and, therefore, make it impossible to judge whether a link contains spam, or worse, some malware link. Symantec's May 2011 Intelligence Report discusses the latest spam technique: [using fake URL shortening services to lure unsuspecting surfers to malicious sites](#). Some URL shorteners allow links to be edited, so Bit.ly can't tell where this link will lead you. That explains why Twitter has introduced its own URL service, [t.co](#), to protect users from malicious links.



Bit.ly control panel shows shortened links and clickthrough analysis.

Social Intelligence

Video Sharing

In November 2007, [the online video audience exceeded that of e-mail for the first time](#). Last year, on its [fifth anniversary](#), YouTube said that more people view videos on a given day than the top three U.S. television networks combined.

In its brief history, YouTube has shape-shifted the world of video. Following in the tracks of news and information consumption, video entertainment is now also delivered on demand.

But instead of lean-back viewing, like television, YouTube and its online video brethren have created a new way of ingesting video entertainment. One where users will click off in about 10 seconds if they find the material not suitable to their interests.

“Vid” market – The paradigm shift in the world of entertainment is the concept of video sharing, another exponent of social engagement. In 2007, [YouTube announced that eight hours of video were uploaded every minute](#). By 2010, that figure had more than quadrupled to [35 hours](#). In May 2011 it was [48 hours](#). Lean-forward social video is revolutionizing the world of video entertainment.

Engagement – While Google has never released any data on the volume of YouTube video commentaries, it’s clearly a huge motivating force in the enjoyment and sharing of videos. That may explain why more than [3 billion videos are viewed each day](#), as of May 2011. In May 2010, a figure of 2 billion videos a day already [exceeded the number of primetime viewers](#) of the top three U.S. television networks, ABC, CBS and NBC, combined. While YouTube was comparing worldwide viewing with U.S.-based networks, the point was not lost.

Attention span – [Tout](#) CEO Michael Downing says that most online viewers tend to abandon videos in less than nine seconds. Tout is a new social sharing video service that believes its 11-second “touts” are optimized for this world’s short attention span. Tout follows in the footsteps of another social video service, 12seconds.tv, which was [shut down in Oct. 2010](#) due to lack of user growth.

Facebook looms – comScore reports that Facebook trails Viacom as the [sixth largest video property on the Web](#), behind Microsoft, Yahoo!, VEVO and YouTube, which remains the world’s largest video site with [149 million unique viewers in June 2011](#). comScore also notes that 178 million U.S. Internet users watched online video in June 2011, with each viewer watching an average of 16.8 hours.

TV still wins – So the big question is, “will online video ever supplant offline TV viewing and video consumption?” In 2010, consumers spent an average of [4 hours and 24 minutes each day watching TV and video](#), while their online consumption lasted 2 hours and 35 minutes, according to eMarketer (Media Integration, p. 72).

In Feb. 2009, Nielsen reported that Americans devoted about [three hours each month to online video](#), equivalent to six minutes each day. While video use among the 18-24-year-old set peaked at five hours each month, or 10 minutes per day, online video has a very long way to go to supersede that good old boob tube.

YouTube ads – In June 2011, YouTube announced that [20,000 different advertisers were running campaigns](#), a 100% jump over last year. While 98 out of 100 of Ad Age’s top 100 advertisers are now advertising on YouTube, the majority of YouTube advertisers are smaller companies that have found the service an effective way to promote products and services.

Why? Advertisers only pay when viewers choose to watch, since a quarter of all in-stream ads can be skipped.

Video Sharing at a Glance

GENERAL

U.S. online video viewers	178M
WW online video viewers	780M

TOP THREE VIDEO PROPERTIES

Google sites (incl. YouTube)	149M
VEVO	63M
Yahoo! sites	53M

VIDEO CONSUMPTION (HRS./DAY)

TV viewing and video	4:24
Online use	2:35
Online video (adults)	0:06
Online video (18-24)	0:10

SOURCE: 15-JUL-11 COMSCORE; 31-MAY-11 ABL RESEARCH; 29-DEC-10 EMARKETER; 23-FEB-09 THE NIELSEN COMPANY



IMAGE COURTESY: YOUTUBE

In its brief six-year history, YouTube has dramatically reshaped the video landscape.

Social Intelligence

Business Use

Among corporate executives, [89% report social media are becoming a more important part](#) of the company's marketing strategy. And [90% of small businesses either agree or strongly agree that social media is important to their business](#).

Market size – The [D&B database includes some 177 million businesses worldwide](#). There are some [29.6 million U.S. businesses](#), including [17 million home-based entrepreneurs](#) (PDF). Of those 29.6 million businesses, [99.9% are businesses with less than 500 employees](#).

Over half, [56%, of small businesses have websites](#), up from 46% in 2010, reports Network Solutions. And [social media is used by 31% of small business](#), up from 24% in 2010 and just 12% in 2009. This suggests a total of 15.2 million U.S. small business sites and 8.4 million U.S. small business social network presences. While [other surveys](#) point to a higher use by small business of sites and social media, we tend to stray on the conservative side.

Network preference – Research by Postling suggests that [Facebook drives more traffic, but that Twitter users are more engaged](#). Their recommendation: use both. In the U.S., Facebook is used by [27% of all small businesses, followed by LinkedIn \(18%\)](#).

Among the Global Fortune 100, 65% use Twitter, 54% use Facebook pages and 50% use YouTube channels, according to the [Burson-Marsteller Social Media Check-up](#).

Corporate use – A Chubb study found that [64% of respondents said they had no policy for discussing their company on social networks](#). Of the 36% who reported a company policy, 18% said

they were encouraged to talk about the company and the other half said they were prohibited from talking about the company on social networks. Among social network using U.S. corporations, [96% it for communications, 100% use it for marketing, 75% for customer engagement, and 63% for employee engagement](#).

Budget – Positive sign: [77% of corporations surveyed plan to increase their social media budgets](#) in 2012. And driven by a pervasive interest in social media, [Gartner predicts that the enterprise social software market will reach \\$769 million in 2011](#).

ROI – Business users remain divided over the benefits social media add to their productivity. Nucleus Research reports that among those using Facebook at work, [87% could not define a clear business reason for accessing the site](#).

Among small businesses, [42% consider online marketing highly important to their success](#), but that's up from only 33% in June 2010, which was the lowest reading in five years. In ROI terms, [63% feel it helps boost customer loyalty, but 56% say it takes more time than expected](#).

When asked to articulate benefits, [88% of mostly smaller social media marketers found social media helps raise exposure](#).

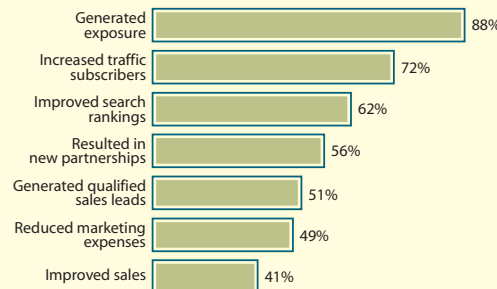
Additionally, 72% of those surveyed saw

increased traffic and subscriptions as a result of social media (chart).

Since [61% of small businesses say they use social media to identify and attract new customers](#), the business use of social media is on the upswing. Despite corporate policies that totally forbid the use of social networks (sidebar), some companies are starting to change their minds. Morgan Stanley will soon allows its [advisors and brokers to socialize via LinkedIn and Twitter](#).

Chalk up another victory for social selling.

Top Benefits for Social Marketers (66% small business owners)



SOURCE: 18-APR-11 SOCIAL MEDIA MARKETING INDUSTRY REPORT

Business Use At A Glance

DIMENSIONS

Global businesses	177.0M
U.S. businesses	29.6M
U.S. bus. w/0-499 empl.	29.57M
U.S. bus. w/0 employees	21.7M
Total U.S. employed	153.7M

SOCIAL NETWORKS (% USE)

Fortune 100	84%
Small business	31%
B2B firms	86%
B2C firms	84%

SOURCE: 21-JUL-11 D&B; 2008 SBA; 3-JUN-11 BLS; FEB-11 BURSON-MARSTELLER; 07-APR-11 NETWORK SOLUTIONS, AMEX OPEN,

Permission to Be Social Not Granted

Despite attempts to prevent such activity, business users are logging into public social networks. An IDC survey of U.S. workers discovered that [57% use social media for business purposes at least once a week](#). They prefer consumer networks over corporate tools, citing familiarity due to personal use. Primary use of social media for business is to ask questions and acquire knowledge from the professional community. A survey of U.S. CIOs by Robert Half found [54% of companies with 100+ employees completely prohibit the use of social networks, such as Facebook, at work](#).

Social Intelligence

B2B Marketing

Forrester Research predicts that [B2B \(business-to-business\) firms will spend \\$54 million on social media marketing in 2014](#), up from just \$11 million in 2009, spurred by the [93% who use social marketing to some extent today](#).

In cases where the primary marketing focus is brand building, [more than two-thirds of B2B marketers already use social media marketing](#) as of Dec. 2010.

Budget – [79% of B2B marketers plan to increase online budgets this year](#), extending a trend that accelerated due to the recession, when marketers began looking for more accountable ways of reaching audiences.

Network preference – B2B marketers rely on cross-media marketing, with [78% combining three or more major marketing methods](#). They use many different social media with [LinkedIn being the preferred network \(72%\)](#), followed by Facebook (71%) and Twitter (67%). Other social media mentioned by B2B marketers include YouTube (48%), blogging (44%) and online communities (22%). The chart shows what their “one most important tool” is.

Challenges – Asked to identify major obstacles to adopting social engagement marketing, [70% of B2B marketers cite a lack of resources](#). Other obstacles include “poorly defined success metrics and key performance indicators” (57%), “lack of social media knowledge” (44%), and “management resistance” (22%).

When LeadForce1 examined the behavior of B2B site visitors, they appeared generally uninterested in product or contact pages, with [only 4% of social media visitors clicking through to the About page](#)

(“Site Usage Patterns of Social Media Visitors” table).

Another challenge may be a lack of corporate enthusiasm. [More than one-third of B2B marketers said there was low executive interest in social media in their company, compared with 9% of B2C marketers](#), surveyed by digital marketing agency White Horse.

While just 12% of consumer-oriented marketers say social media is perceived as irrelevant to their

company, 46% of B2B respondents face the same challenge.

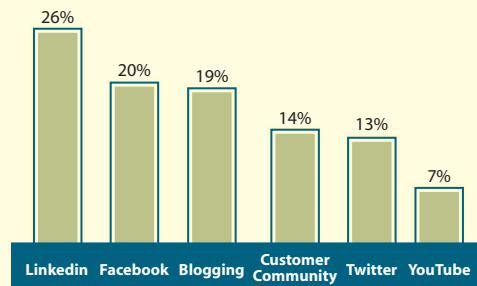
As one might suspect, B2B marketers also express a greater preference for traditional marketing tactics.

Effectiveness – A recent CSO Insights Sales Performance Optimization (SPO) study confirms social selling delivers. Across the nearly 2,000 firms surveyed, [sales professionals who leverage social intelligence outperform those who don't by a significant margin](#). The nearly 51% win rate of those who embrace social selling compared to the under 46% win rate of the sales reps who only

leverage traditional sales data (contact and basic company information) translates to a greater than 10% impact in revenue generation.

Analytics/ROI – Fully [75% of B2B marketers do not measure the ROI of their social media initiatives](#), underscoring the challenge this market segment faces in judging the benefits of social marketing. The good news: [on average, B2B marketers enjoy a 10% boost in site traffic due to social media marketing](#).

Most Important Tool Used for B2B Social Marketing



SOURCE: 14-APR-11 [MARKETINGPROFS](#), BTOB MAGAZINE'S EMERGING TRENDS IN B-TO-B SOCIAL MEDIA MARKETING

“In this day and age you must do whatever it takes to get more brand exposure. Why not use free social media tools?”

Jason Hennessey, Director of SEO
Everspark Interactive 11-Nov-10

Site Usage Patterns of Social Media Visitors

	FACEBOOK	TWITTER
About Us	4.3%	4.0%
Blog	3.3%	4.8%
Management Team	2.6%	0.4%
Contact Us	2.0%	0.8%
Products	1.1%	2.9%

SOURCE: JUN. 2010 LEADFORCE1

Social Intelligence

Social Commerce Patterns

The ability to mobilize hundreds of millions of influential consumers has piqued the interest of retailers and merchants, leading tens of thousands to set up shop in social networks.

Social commerce will drive a significant portion of the [\\$279 billion of goods expected to be sold online by 2015](#). Some key shopping patterns point in the social direction:

Shopping influence – During the 2009 holiday season, [28% of U.S. shoppers said social media had influenced their purchases](#), reports comScore. Some [36% of social networkers feel more inclined to buy](#) a particular brand's product after forming a Facebook friendship (chart).

In-network conversion rate – [Facebook commerce conversion rates range from 2% to 4%](#), comparable to the [3.4% average of e-commerce sites](#), according to Forrester/Shop.org.

Out-of-network conversion rate – Shoppers who access an online store via a social media site [are 10 times more likely to buy something than other users](#), according to research by payment provider Sage Pay. This data is likely influenced by the leading-edge nature of early social networking adopters, so expect this to decline over time as social goes mass.

Engagement – Webtrends reports that among Facebook stores [the average engagement rate is 17%](#), or merchandise “likes” and “shares” per visitor. The report also notes that Facebook stores generate 5.9 pageviews on average per visit, with an average dwell time of about 2:50 per visit. Thanks to the Time Compression Ubertrend (p. 6), you can expect these figures to decrease over time.

Open Graph – The ability for consumers to log into e-commerce sites using their Facebook account instead of registering, powered by Facebook's Open Graph protocol, gives retailers access to rich profile data for improved targeting. Over half of online retailers surveyed by Gigya in Aug. 2010, a [provider of social sign-on applications, had either implemented the feature or planned to add it in the near future](#).

Incremental revenue – Spinback, a social commerce outfit recently acquired by Buddy Media, reports an [average incremental revenue increase of \\$2.10 per Facebook wall post](#), among its 20 retail clients, and a [conversion rate of 10.9% for Facebook shares that lead to purchases](#).

[Location-based services, such as Foursquare and Facebook Places, currently result in a 2% revenue lift](#), according to Applied Predictive Technologies, which performs analytics for such clients as Starbucks, Staples and Subway.

Last click analysis – When users research a purchase, Google is still the dominant research tool. Only [1% of 418 people surveyed say they ask friends on Facebook about the product](#), reports Business Insider.

Yet it's evident that word of mouth has a far more powerful influence. One reason: most Facebook ad clicks lead to a conversion at a later time and through a different channel. But last-click analysis inaccurately attributes these conversions to the last URL in the purchase path. Quite often this benefits search engines because when people are ready to buy, they will often, quite lazily, navigate to a desired destination by quickly searching for its web address.

According to an analysis by I Spy Labs, Facebook ad conversions reveal that [between five and eight times as many sales occur through Facebook on a first-click basis](#) than a last-click basis.

Following a Brand on Facebook Purchase Influence



Forrester: Facebook Will Not Become E-commerce Force

Citing average Facebook metrics of a 1% click-through rate and a 2% conversion rate, Forrester Research has gone on the offensive against social commerce. Email marketing, by comparison has an 11% click-through rate and a 4% average conversion rate. Forrester interviewed nearly two dozen technology vendors, retailers and marketers and found they received little benefits from Facebook and other social networks. Offering promotions in exchange for people to “Like” your Facebook page is ineffective because most people “Like” companies just for a discount.

Social Intelligence

Social Commerce Solutions

Facebook wants in on social commerce action. In May 2009, the social network [began testing its Facebook Payment Platform](#). MerchantCircle says [52% of local businesses are ready to run Facebook Deals](#), a cancelled Groupon clone.

The “Pay with Facebook” system offers MasterCard and VISA payment options and went live on [GroupCard](#). Pay with Facebook is expected to contribute millions to the social network’s bottomline by demanding a 30% transaction cut.

Facebook Credits – In Dec. 2009, Facebook debuted its own currency, “Facebook Credits,” created for buying virtual goods in games and other applications. The move ruffled the feathers of some game developers, who [objected to high fees and the competition created for the developers’ own virtual payment systems](#). In 2009, [revenues from Facebook Credits were estimated at \\$75 million](#), expected to grow to [\\$300 million in 2011](#). Zynga’s 2011 revenue forecast of \$1.8 billion points to the potential of virtual currency.

Paypal for Facebook – In Feb. 2010, [PayPal partnered with Facebook](#) to offer members another payment option. PayPal can be used to buy Facebook credits, while advertisers are able to pay for their ads with PayPal.

Buy With Friends – Not merely content to harness the processing fee stream of the business, Facebook also wants to capture merchant marketing dollars. The company [is currently testing a new feature called “Buy With Friends,”](#) which allows users to get discounts on virtual goods purchased by their friends. The Buy With Friends feature lets users make an in-app purchase using Facebook Credits and posts the transaction in their newsfeeds. A friend sees the purchase and

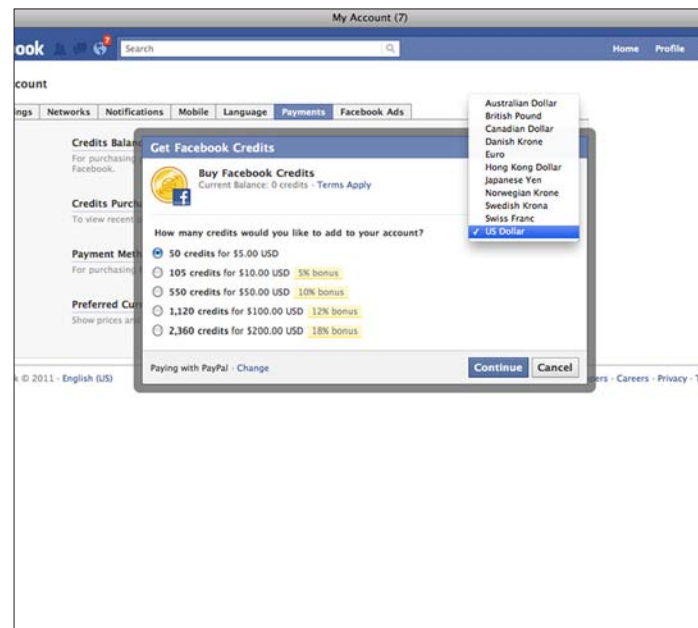
can then buy the same item at a discount directly in the newsfeed. Facebook’s Head of Commerce Product Marketing Deb Liu reports that during early testing, [more than half of users chose to share their purchases with friends](#).

Although Buy With Friends is currently restricted to virtual goods, this feature can easily be expanded to physical goods, particularly as more retailers set up shop on Facebook. But given that [Facebook Deals was discontinued](#), BWF is no threat to Groupon or LivingSocial.

Movie rental – But if group buying is not promising enough, how about renting movies through Facebook? In Mar. 2011, Warner Bros. announced it would begin distributing six movies for rent or

streaming through Facebook, beginning with “The Dark Knight.” Cost of movie rental is \$3 or 30 Facebook credits.

Facebook Credits are now available in [47 currencies](#), suggesting the network is poised to grab its share of the \$279 billion social commerce market in 2015. Who wouldn’t want in on that kind of action?



Facebook Credits can be purchased directly from the “Payments” tab of any user account and are currently available in 47 different currencies.

Companies That Help Set Up Shops Are Hot

Helping merchants create storefronts on Facebook is big business. 8thBridge [has raised \\$10 million](#) to offer such capabilities as a quick checkout inside Facebook’s news feed, fan pages, or inside banner ads on publisher sites. 8thBridge also delivers personalized offers based on consumer interests, social promotions and rewards to repeat purchasers. In May, [ShopIgniter](#) received [\\$8 million](#) while [Milyoni](#) raised \$3 million. Both build Facebook storefronts. Biggest player in the field is [Payvment](#), which has set up 60,000 Facebook stores for brands like [adult swim], Gibson and Red Vines.

Social Intelligence

Social CRM

Sales people close deals by contacting prospects directly, usually by phone. But the effectiveness of cold calling is declining. [Anecdotal evidence](#) suggests that less than one in 10 calls is ever returned.

CRM applications like the popular [Salesforce.com](#) are starting to show their age. Over the years, these types of programs have grown ever more powerful but at a significant cost in ease of use and simplicity. User feedback suggests that Salesforce.com is not only difficult to use but has also become labyrinth, with one user liking it to “a [beast of a platform that is not user friendly](#).”

Social CRM integration – The future of customer relationship management software (CRM) lies in “social CRM,” which tightly integrates social networking features with CRM functionality. New-age account executives can quickly build relationships with prospects by connecting to them via mutually known social network members, an organic technique that’s more effective than merely contacting a prospect without a proper introduction or context. Feedback suggests that cold calls have an [effectiveness rate of 2%](#), or two out of 100 people called on.

A [SugarCRM survey](#) supports these findings: [26% of respondents said they currently integrate their customers’ social networking information with their existing CRM data](#), with 72% planning to integrate social networks with their existing CRM system.

Social sales effectiveness – Are social networks effective selling tools? SugarCRM reports that [50% of respondents confirmed that social networks helped their business become more successful in the past 12 months](#). Gartner claims that by 2016 [40% of all new Fortune 500 contacts will come from social media](#).

Social selling media – LinkedIn wins the popularity poll, with [42% of respondents saying they use LinkedIn most often to interact with or research customers and prospects](#), while 32% listed Facebook and 14% said Twitter.

Competition – Three members of the emerging social CRM wave are [Bantam Live](#), [Batchblue Batchbook](#) and newcomer [Nimble](#), which has built-in social network messaging, allowing users to communicate directly via social networks.

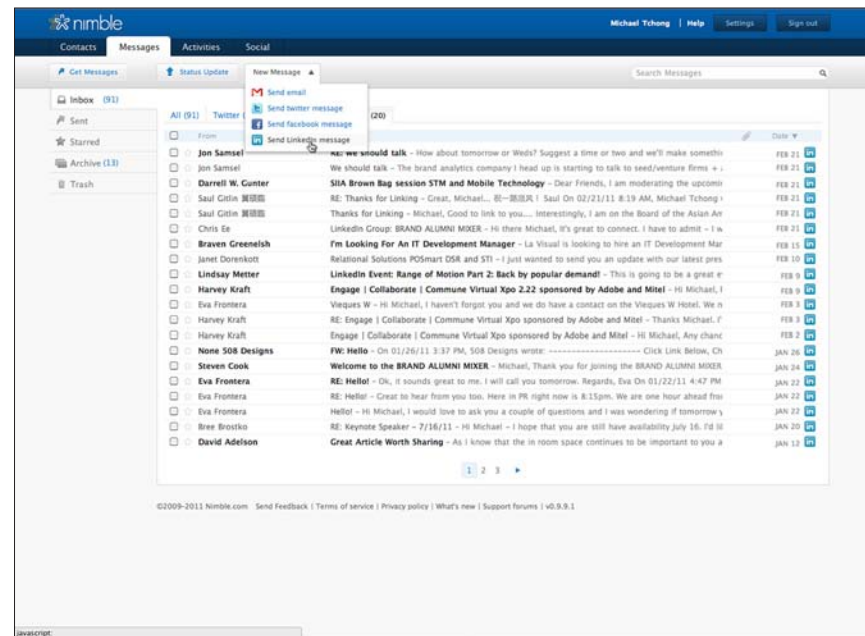
That this space is heating up is evident by the [Feb. 2011 acquisition of New York-based Bantam Live](#) by Constant Contact for \$15 million.

Installed base – Traditional players are not sitting still. In Apr. 2010, Salesforce.com [acquired Jigsaw for \\$142 million](#),

and RIM, makers of the BlackBerry, [acquired Gist](#), which offers Twitter news feeds in its prospecting system. [Jigsaw](#) uses a crowdsourced model to acquire the best possible sales contact data.

In June 2010, Salesforce.com also added Twitter and Facebook-like functionality via Chatter, an application that lets users follow what other people or departments are doing.

Let’s hope that the [16 most prominent CRM players](#) begin to see the light that’s shining brightly on the telephone that few answer and begin to adapt to the brave new world of social-media-enabled CRM.



Nimble, pictured above, feature full integration with social media, like Facebook, LinkedIn and Twitter, allowing users to directly manage social conversations from within this CRM application.

Social Intelligence

Social Education

Social media first caught on among the young set and led to the establishment of Facebook on the Harvard University campus. No wonder it's having a major impact on education.

EmergingEdTech [reports](#) that "[100 Ways To Teach With Twitter](#)" is the most consistently viewed story on its site. And, "[Facebook As An Instructional Technology Tool](#)," resulted in the second most trafficked day in 2010.

Usage patterns – It appears that [Twitter is more widely used in the classroom](#), based on anecdotal evidence. One reason may be that Facebook is limited to ages 13 and over, while Twitter has no age restrictions. But a more important factor may just well be that the use of Facebook is often restricted on school networks (Usage Profile, p. 30).

About [18% of educators are said to be using Twitter](#), more than double the [national average of 8%](#). By comparison, [61% of educators report having a Facebook account](#), reports [Babson Survey Research Group](#) (PDF; chart).

All told, more than 80% of faculty who have been teaching less than five years visited a social media site within the past month for personal use, and over 60% posted to at least one site during the past month.

Online video is also a boon to education. Faculty report that online video from either YouTube or other online video sites is seen as having the greatest value for use in classes. Babson found that [80% of faculty report use some form of online video in class](#) (PDF).

A case study cited features a Marquette foreign language professor who uses Skype to connect students with native speakers to help

them develop language skills. After the semester ended, [85% of her students reported staying in touch with digital pen pals](#).

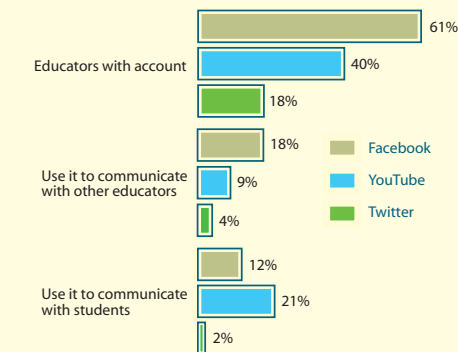
Recruiting tool – A recent Kaplan study reports that [82% of top colleges use social media in their recruiting process](#). Seventy percent of college-admissions officers say Facebook profiles are a medium or high priority in the admission process. And while 62% say students' social-media profiles have generally helped them get accepted, 38% also noted that students' online profiles hurt their chances.

Social credibility – Elizabethtown College researchers created three accounts on Twitter for three fictional "professors" named Caitlin Milton, Caitlyn Milton, and Katelyn Milton. When 120 students at the college were exposed to these accounts, the [professors who interjected personal tweets into their social stream were judged more credible than those who simply stuck to business](#). The study, coauthored by Assistant Professor Kirsten Johnson and student Jamie Bartolino, discovered that the most personal professor was rated highest on measures of competence, trustworthiness, and caring.

Benefit – According to research by [OnlineEducation.net](#), Facebook and Twitter are used to much benefit. Students seem to welcome online engagement and its resources. Fully 75% of student respondents say they'd like to do some online class collaboration.

More importantly, social media appears to have a measurable positive impact on the community sense of students. Social media-using students were [twice as likely as other students to feel well-liked](#) by their peers and to participate in extracurricular activities. And 20% more of Facebook-using students, compared to non-users, say they feel connected to their school and community. Now that's a positive contribution to the world of education.

How Social Media Tools Are Being Used by College Professors



SOURCE: APR-11 BABSON SURVEY RESEARCH GROUP, "[HOW TODAY'S HIGHER EDUCATION FACULTY USE SOCIAL MEDIA](#)" (PDF)

University Teaches Social Media Tools

For £4,400 (about US\$7,200) you can take a [one-year course at Birmingham City University](#) to learn how to use social networking sites as communications and marketing tools. The course, which began in 2010, is not "for freaks or IT geeks," says Jon Hickman, the course organizer. The Birmingham City University course aims to make social media accessible to many people. Adds Hickman, "social media is very important for jobs within the marketing and communications sector, as a skill set within other jobs, and as an industry within itself." We're anxiously waiting for a U.S. university to offer an equivalent curriculum, and will cherish the day when the first student graduates *Summa Magna Cum Laude* in Social Engagement Marketing.

Social Intelligence

Social Gaming

Like to play CityVille? You're not alone. Some [88 million people play](#) the newest Zynga social game each month, after debuting about a half a year earlier on Dec. 2, 2010.

Nearly one-half of U.S. social network users now play social games, making it the [third most popular social networking activity](#), trailing only messaging (combined) and uploading photographs, according to Trendstream's Global Web Index.

Usage patterns – Women are leading the social gaming charge.

Among female internet users, [28% play games such as FarmVille and Mafia Wars, compared to 22% of men](#). Men prefer playing offline and online console games and dwelling in virtual worlds (table). Women, on the other hand, are much more likely to play short, casual games involving such active communities as CityVille, FarmVille, Cafe Wars or Pet Society, notes Trendstream.

Popular games – Since its debut in summer 2009, the near-utopian, online fantasy game FarmVille by Zynga has become a wildly popular Facebook phenomenon, luring in everyone from urbanites to actual farmers while gently reminding people to think more about where their food comes from. FarmVille — with [35 million monthly users worldwide](#), once the most talked-about application in Facebook status updates — heads a growing stable of simulated agriculture that also includes SlashKey's Farm Town on Facebook and PlayMesh's recently launched iFarm for the iPhone. Purposely simplistic, FarmVille lets players build and trick out their farms, starting with a tiny parcel they till and seed with a range of crops including berries, eggplant, wheat, soybeans, artichokes and

pumpkins. Players can add pigs, cows and chickens and *accoutrements* such as barns, chicken coops, windmills and greenhouses. Like a real farm, attentiveness in FarmVille is vital. Players who diligently tend to their crops see their farms flourish and their bank balances balloon. Those late with their harvests may see their crops — and their investment — shrivel and die. Neighbors get rewarded with points and gold for scaring away pests, fertilizing or feeding chickens on another player's spread.

Sponsorships – Social gaming offers opportunities for marketers to brand players, who now consider them an integral part of the social networking landscape, from virtual goods to sponsorships.

PopCap Games found that among the 36% of female web users who played social games in January 2010, [fewer than half were used to seeing brands affiliated with casual online games](#).

That didn't stop Capital One from encouraging FarmVille users in June 2011 to place a [Capital One Visigoth statue on their farms](#). Also offered: access to branded Visigoth costumes, a FarmVille first, to help outfit male and female avatars.

Market size – In 2011, [U.S. gamers will spend \\$653 million on virtual items](#), a figure

that is predicted to reach \$792 million in 2012.

A study by virtual currency platform Social Gold found that [the average lifetime value for U.S. and European players ranked tops with North Americans valued at \\$74](#), Europeans at \$62, South Americans at \$57 and Asian users at \$30.

With FarmVille creator Zynga already valued at \$10 billion, some marketwatchers believe [social gaming generated more than \\$1 billion in worldwide revenues in 2010](#).

You can raise a lot of cows or grow a lot of blackberries with that kind of money.

U.S. Internet Users Online Gaming Activities

	MALE	FEMALE
Played online game	36%	42%
Played offline game on laptop	36%	35%
Played console videogame	40%	30%
Played game on social network	22%	28%
Played console online (i.e. Xbox Live)	22%	11%
Played MMPG (massively multiplayer)	15%	8%
Visited virtual world	11%	7%

SOURCE: 29-APR-10 [TRENDSTREAM/LIGHTSPEED RESEARCH "GLOBAL WEB INDEX"](#)

Selling Shares in Your Friends

How would like to trade your friends like they were stocks? You can with a new start-up from Canada, [Empire Avenue](#). This [Facebook app](#) lets you buy and sell shares in friends, family, celebrities, brands or just about anything. Your personal share price is based on engagement, reach and activity of your social media accounts. EmpireAvenue combines your profiles and other users' interest in you to arrive at a more accurate determination of your intrinsic value. Already 28,000 think it's fun!

Social Intelligence

Social Recruitment

Social media etiquette has become so essential that [86% of recruiters report using social media to research job applicants](#). And job hunters rate social media the second most effective tool.

Research shows nine out of 10 of recruiters look at social media sites like Facebook, LinkedIn and Twitter to learn more about job applicants and [44% have refused to hire an applicant based on their findings](#), reports The Protocol School.

Social effectiveness – But recruiters are not the only ones benefiting from social networks. While networking has always been the best way to find a new job, [social networking has already vaulted in second place as the most effective way of finding a job](#), according to an August 2009 study by Challenger, Gray & Christmas (chart). Old-school techniques, like attending job fairs or scanning newspaper classifieds received the lowest ratings.

Social networks – LinkedIn has become one the most useful job-hunting resources because of its employment- and recommendation-focused profiles. It's also seen visitors double in the past year and now boasts more than [120 million registered users](#).

As *Fortune* puts it: [If you don't have a profile on LinkedIn, you're nowhere](#). That also explains why in today's job market an invitation to "join my professional network" not only requires an obligatory positive acceptance but is perhaps a more useful *entrée* than mass-mailing résumés.

Demographic profile – Those 120 million LinkedIn users boast impressive credentials. [The average member is a college-educated,](#)

[43-year-old making \\$107,000](#). More than a quarter are senior execs. And every Fortune 500 company is represented. That's why recruiters rely on the site to find even high caliber executives. [Fortune reports that Oracle found CFO Jeff Epstein via LinkedIn in 2008](#).

Job transparency – The reason LinkedIn works so well for the \$8 billion recruiting industry is its sheer transparency. There, plainly visible for everyone to see, are highly detailed profiles of perhaps the industry's most successful job prospects.

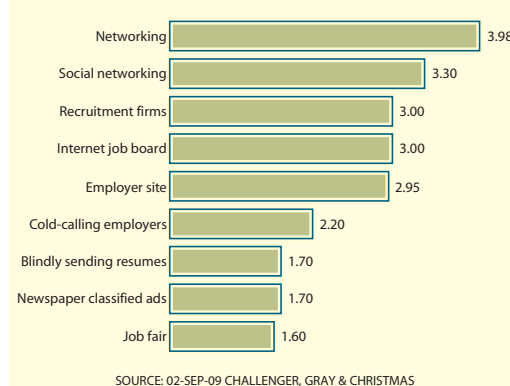
This transparency might appear utterly counter-intuitive to a generation of professionals trained to cloak their contacts at all costs.

Passive candidates – Using social media, [job seekers can get a fuller picture of a company, not just the official corporate message](#). This population is more valuable to recruiters as well. While online job boards like Monster.com focus on showcasing active job hunters, very often the most talented and sought-after recruits are those currently employed. Headhunters have a name for them: passive candidates.

Career advancement – Active social media participation is critical to career advancement. A Toolbox.com/PJA study among IT, finance and HR professions proves that social media engagement builds competitive edge as a job candidate and keeps it as a professional. [Fifty-five percent of IT professionals say social media is key to building a personal brand. And 52% of HR and 49% of finance professionals agree](#). All groups believe social media's biggest career contribution is increased expertise.

For savvy job seekers and head hunters, social networks are now *the* primary job search tool, and we've only just begun to optimize them for the job at hand.

The Most Effective Job Search Tools/Methods (rated on a scale of 1 to 5)



IBM Staffer Posts Pics and Loses Benefits

Natalie Blanchard, a 29-year-old IBM employee from Bromont, Quebec, was suffering from depression and took time away from work, relying on sick-leave benefits from her insurer, Manulife Financial. When her monthly payments suddenly stopped, she called Manulife to ask why, and was told that [it had seen photos on her Facebook page that showed her cheerful](#), so able to work. Pictures in question showed her at a show featuring the Chippendales, as well as at a birthday party and on a beach holiday. *C'est la FB vie!*

Social Intelligence

Social Search

Each month Google [conducts more than 77 billion searches](#). Twitter [processes 48 billion queries monthly](#). Difference: Twitter results are realtime, providing up-to-minute information that reflects the world's current digital mood.

The difference is substantial enough to attract the interest of all the search players. In December, [Facebook announced a partnership with Bing](#) that displays friends' faces next to web pages they've liked in search results.

Groundbreaking deal – Allowing third-parties to access the company's public real-time data broke wide open in 2010, when [Facebook closed a deal with Microsoft to index public status updates](#). Google, by comparison, was only able to secure a deal to index status updates from fan pages, which are primarily marketing vehicles.

Competition – [OneRiot](#), a real-time search engine that raised \$27 million in venture capital, [has started indexing "likes" that are publicly shared on Facebook](#). It uses the data as a "social signal" about what links and pieces of content are interesting to people to amplify the real-time data it collects from sites like Twitter and Digg. It uses this information to create a "social influencer" ad network, a revised positioning from its former real-time search beginnings, mentioned in the second link above.

OneRiot is not alone when it comes to changing business models. [Collecta](#), which [launched in June 2009](#), is another service that appears to have dropped out of the realtime search engine business.

The outfit that appears to be most active in the social search arena

is [Social Mention](#). This Ottawa, Canada-based realtime social search service was [launched in Sept. 2008](#) and uses the [Yahoo! BOSS search platform](#).

Yahoo! rapidly gained popularity in the 90s because of its curated web directory. But its popularity

waned when Google entered the search market with a more scalable

way of indexing the web

using inbound hyperlinks to create its PageRank system.

Graph search – Social media now offer a much more compelling way of mapping

the web. Facebook, for one, believes that relationships between people and "liked" subjects such as artists, hotels, movies, restaurants, and stores, offer a far more effective way to search, a methodology one might call the "graph search" (Social Graph, p. 60).

This people-centric social graph search technique could one day represent a powerful alternative to Google's document-centric approach, which produces results that are certainly authoritative but lack that realtime ingredient that our fast-moving and time-compressed world demands.

When Interested in Online Purchase What Is the First Step Most Often?

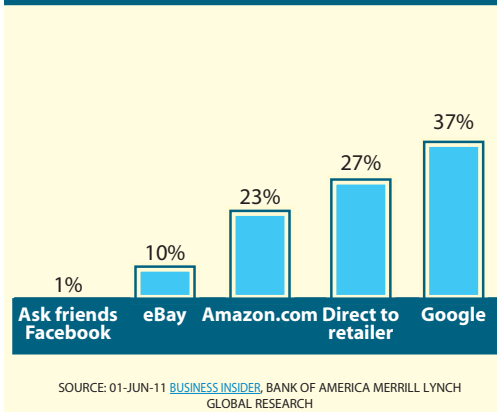


IMAGE COURTESY: SOCIAL MENTION

Social Intelligence

Venture Capital

The looming prospect of a [\\$100 billion Facebook IPO](#) has created a venture capital feeding frenzy. Already some [\\$2.5 billion has flown into social media](#) companies in the first quarter of 2011, reports SMI.

In March, *The Wall Street Journal* [reported](#) that Facebook investors valued the social network at around \$75 billion, while Zynga closed its latest \$500 million round valued at roughly \$10 billion.

Neither company is yet publicly traded but on “virtual stock markets” like [SharesPost](#), the buzz surrounding social media companies is growing. Facebook’s “virtual valuation” [reached \\$88 billion in a July 6 auction](#). The financial fever pitch reached its first crescendo in Dec. 2010, when Goldman Sachs and Russian investor Digital Sky Technologies [sank \\$500 million into Facebook at a princely \\$50 billion valuation](#).

Social bubble? – The frenzy that ensued after that December deal, led *The Wall Street Journal* to report in March that talks with institutional investors had jacked up Facebook’s valuation to [\\$60 to \\$75 billion](#). Earlier, AllThingsD had reported that Facebook was exploring a tender offer for as much as \$1 billion of its employee shares at a \$60 billion valuation.

Twitter, the 2009 social media darling, has had to make do with a valuation of “only” [\\$8 to \\$10 billion](#), with private trading exchanges valuing the company at [\\$7.7 billion](#).

Some observers believe that the current frothiness of the market is once again unsustainable, much like the first tech bubble. Case in point: the Mar. 2011 launch of Color, a social mobile app that was able to land [\\$41 million from such stalwart venture capital firms as Sequoia](#)

[and Bain Capital](#). This for a company that had zero in revenues, and a VC firm that in 2008 gave a notorious [“doom” presentation](#) to Sequoia portfolio companies.

While the investment in Color is debatable, there is a growing interest in funding the next big social thing. Venture capital firm Kleiner Perkins Caufield & Byers is betting that social networking will be very disruptive, and recently launched the \$250 million SFund. Investments will range from \$100,000 to \$100 million, with a total of \$250 million invested over the course of three to four years by SFund.

Solutions providers – 8thBridge, a company that helps retailers and brands bring shopping to Facebook, raised \$10 million in Mar. 2011. That same month, SocialVibe, an advertising and technology company that powers much of Zynga’s ad revenue, [closed a \\$20 million round of funding led by Norwest Venture Partners](#).

Social gold – It has gotten so, that every company that includes the label “social” in their tag line is a viable money candidate. Witness the [\\$21 million invested at a \\$200 million valuation](#) in “social” retargeting ad network [RadiumOne](#). Then there’s group-buying outfit [LivingSocial](#), which is reportedly looking to raise [\\$400 million](#)

[at a \\$2 billion valuation](#), after receiving \$175 million from Amazon in Dec. 2010. At least LivingSocial has Groupon to emulate, which closed a [\\$950 million round at a \\$4.75 billion valuation](#) in Dec. 2010, and filed an S-1 statement in May for a \$1 billion IPO. That was followed in June by a \$50 million raise by Foursquare at a \$600 million valuation.

On May 16, LinkedIn raised \$200 million from its IPO that valued the company at \$4.2 billion with [shares initially priced at \\$45, and which momentarily reached \\$110](#), thus becoming the third social network to go public, after Germany’s XING in 2006 (\$51 million raised) and China’s Renren on May 4 (\$740 million). Frothy enough for you?

Top Social Media Firms Ranked by Valuation at Last Round or IPO

RANK	APPLICATION	ROUND/IPO	VALUATION
1.	Facebook (1/21/11)	\$1.5B	\$50.0B
2.	Groupon (1/10/11)	950M	4.8B
3.	LinkedIn (IPO 4/19/11)	200M	4.2B
4.	Twitter (12/16/10)	200M	3.7B
5.	Zynga (6/15/10)	147M	3.0B
6.	LivingSocial (4/4/11)	410M	2.9B
7.	Foursquare (6/24/11)	50M	600.0M
8.	MySpace (07/18/05)	580M	580.0M
9.	Ning (4/18/08)	60M	560.0M
10.	XING (12/12/06)	100M	220.0M

SOURCE: 01-AUG-11 UBERCOOL

Twitter Able to Predict Stock Moves 88% of the Time

Two Cornell University scientists analyzed Twitter feeds using two mood tracking tools: OpinionFinder, which measures positive vs. negative mood and Google Profile of Mood States (GPOMS), which tracks mood in six dimensions (Calm, Alert, Sure, Vital, Kind, and Happy). A Granger causality analysis and a Self-Organizing Fuzzy Neural Network were then used to investigate the hypothesis that public mood states, as measured by GPOMS and OpinionFinder, could help predict changes in the Dow Jones Industrial Average’s closing values. The study discovered that daily changes in the closing values of the Dow Jones Index could be [predicted with an accuracy of 88%](#). Now we can all get rich!

Social Engagement

What's Engagement?

A 1994 *Wired* headline boldly proclaimed, [“It’s not the content, stupid, it’s the context.”](#) The same can also be said about social media marketing: It’s not about the *media*, it’s about *engagement*.

For over a century now, marketers have been focused on interruptively drawing attention to their brand. They’ve tried everything, from putting stickers on bananas to drawing logos on pregnant bellies or foreheads or even on someone’s behind.

Anything in the name of publicity is worth an impression. And impressions are, to this day, one of the most popular and best-understood method of measuring marketing interactions.

But the advent of social media changed that. The future of marketing lies in a looming metric, engagement, which breaks new ground. Proving how difficult that is, research shows that young people do not want to “friend” brands (chart), the first widely used measure of engagement.

The reason that just [6% of 12-17-year-olds who use the Web want to friend a brand on Facebook](#) is the direct result of an old way of thinking. Brands need to learn how to engage new-age consumers, and that means *not* pummeling them over the head with a USP (unique selling proposition) — it means truly connecting with consumers.

That requires testing the waters for an entirely new method of reaching consumers in ways that touch them. It’s not about impressions. It’s not about measuring raw sales conversions, but rather it’s about connecting with consumers in a way that makes them feel

good, and perhaps even feel good about your brand.

Social engagement is characterized by these traits:

Captivate your audience – Sure, this rule applies to all marketing, but in the case of social networks, engagement does not involve your brand or service *per se*, it’s about performing a useful service. And that doesn’t mean just idle chatter either.

Engage your audience – This one is particularly difficult for most marketers who prefer to drive down a one-way promotional street. Engaging means connecting with people and that requires a two-way

conversation. That also means refraining from putting up a “Like Gate” (p. 65).

Be transparent – As this e-book’s case studies show, there is case after case of companies that chose to be opaque, with disastrous results. Social media is an empowering medium, and the power increasingly lies with the consumer.

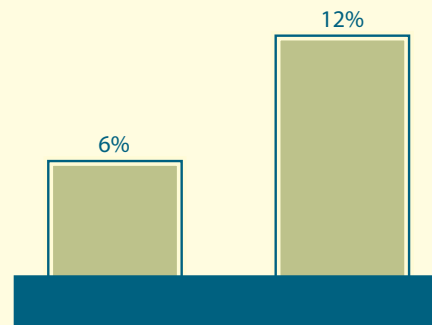
Be flexible – Rigid adherence to old-world rules no longer apply. Be fluid in assessing potentially incendiary situations.

Be fast – Time Compression (p. 6) shows life accelerating. Don’t let grass grow over tasks that need to get done. Multitasking consumers have virtually zero bandwidth. They remember little but have a great memory for promises not delivered.

Accept failure – Our videogaming-influenced culture has given rise to the [“epic fail”](#) trend. Even the best brands can fail, so make sure you’re humble when you do and accept failure with grace.

Traditional marketing has taught us to hype features and downplay weaknesses. Using this approach in the social media world will almost certainly guarantee failure. By under-promising and over-delivering, you will endear your brand with influential social media mavens, who will help propel your fortunes forward, [FTW](#).

Desire To Be “Friends” With A Brand On Facebook By Age Group



SOURCE: 09-MAR-11 FORRESTER RESEARCH INC.

Learn the Tools

Social networks have introduced a host of new methods of interacting with consumers. This new science has also ushered in a set of new tools, from engagement panels to analytics tools to peer measurement services. Key to your success is learning how to use them. This explains why *Social Engagement Marketing* focuses so much on solutions. More than half of this e-book is dedicated to “Services and Tools,” a section where you will find a well-organized list of resources that will simplify the task of becoming familiar with the best the social networking world has to offer.

Social Engagement

Online Engagement

When GoDaddy CEO Bob Parsons [shot an elephant in Zimbabwe](#), got natives to wear GoDaddy baseball caps while they carved up the dead elephant's meat, and then showed the video on YouTube, it created an outcry.

Clearly, this is no way to engage customers, although to his credit, Parsons did field comments personally on his blog, which attracted 330 comments within a day of the video's posting. A survey by PR firm Weber Shandwick found that 64% of CEOs of the world's top 50 companies were not using social media to engage with the public and other stakeholders ([PDF](#)).

[The Internet is not forgiving](#), says GigaOM's Om Malik, one rarely gets a second chance. And in a world where online engagement is so interwoven with the fabric of life, failure can be quick and lethal.

Mission critical – Need evidence of the critical importance of social media in real life? [It's already the second-most mentioned emergency contact method \(44%\), after texting \(52%\)](#), when the American Red Cross asked "If someone you knew needed urgent help in a wide-area emergency, would you try to request help in any of the following ways?" (Status Updates, p. 34).

Social trumps email – The [TNS "Digital Life" survey](#) of internet users around the world found that, on average, surfers spent 4.6 hours a week on social sites in Sept. 2010, compared with 4.4 hours on email, the most common internet activity (Usage Patterns, p. 31).

Content consumption – A Dec. 2010 Nielsen study found that [53% of online time is devoted to published content consumption](#). Not surprisingly, the same study found that [23% of social media messages contain links to content](#), a figure Nielsen claims is equivalent to 27 million pieces of content shared daily.

Intermittently rewarding – The reason why social media is so compulsive and addictive is because it's a "near-perfect example of the psychological principle of the intermittent variable reward — the

key addictive element of slot machines and the basis for most animal training. Patricia Wallace, a techno-psychologist believes part of [the allure of frequent e-mail and social network checking, for adults as well as teens, is similar to that of a slot machine](#). "You are not sure you are going to get a reward every time or how often you will, so you keep pulling that handle" (Social Revolution, p. 3).

Influence sphere – The reality is that few people actually post, most prefer to simply "lurk." A fact underscored by the startling statistic that just 20,000 Twitter users, or only about 0.04% of the social network's "active user" base, is responsible for 50% of tweets consumed, according to a Yahoo! Research study entitled, ["Who Says What to Whom on Twitter"](#). The "active user" universe is estimated to be just [56 million accounts on Twitter, who follow 8 or more accounts](#). Despite not participating actively, lurkers are unquestionably being influenced by active social networkers (Fans, Friends, Followers, p. 33; Social Graph, p. 60).

Attention economy – Most social media members have little time to actually engage. This explains why [71% of all tweets never get any reaction](#). It's, therefore, imperative that social content be fine-tuned to appeal to your target audience (Time Compression, p. 6; Twitter Trends/Retweeting, p. 40; Social Graph, p. 60).

Offline incentives – Social network marketers may hope to get influencers on board as online brand advocates, but most word-of-mouth still happens offline. Coupons and offers are one way to help bring influencers' message to the Web (Offline Engagement, p. 56; Social Graph, p. 60).

Purchase likelihood – Since [consumer spending accounts for roughly two-thirds of U.S. gross domestic product](#), it's comforting to know [51% of fans are more likely to purchase from a brand after connecting with them through Facebook](#). (Facebook Page Insights p. 64; Social Promotion p. 66).

If you still don't believe that social engagement is ruling the global economy, consider this: [U.S. Internet users spend one out of every six minutes online engaging with social networks](#), double 2007's time.

Online Engagement Techniques

How can you increase interaction with your social presence?

- **Probe** – Ask questions to spur audience interaction. One-way conversations do not engage.
- **Be relevant** – Find content that maximizes interaction, either manually or by using social intelligence services.
- **Challenge** – Example: "Click Like if you think Charlie Sheen will mention 'winning' tonight and if not, tell us why not?"
- **Leverage** – Use any company assets to keep fans engaged. Contests, free content and discount coupons are just a few examples of this technique.

Social Engagement

Offline Engagement

Despite all the buzz about online social media, the fact remains that face-to-face interaction, dubbed F2F by those in the know, is still the preferred method of social engagement.

You might call it an anti-trend. The dramatic rise in online social networking has had one notable result, a renewed appreciation for face-to-face encounters.

Offline preference – A June 2009 survey by Brightkite and research firm GfK Technology supports this notion, with [87% of 1,000 respondents preferring F2F interaction over spending time online using social networks](#) (PDF).

Demographic profile – The study also revealed that 9% of respondents were “addicted to social networks,” a figure that peaked among 18-24 year-olds at 21%. Moreover, the preference for offline F2F interaction is highest among of 18-24-year-old respondents with 95% saying they prefer it. That figure slowly declines to more than half of 65+ year-olds who say they prefer F2F interaction. The study also found that women prefer offline socializing 70 times more than social networking, compared to men who “only” prefer it 33 times more.

Offline events – Offline events, ranging from meetups to blogger mixers to salons to speed networking, are destined to become major revenue sources for social networks. Online dating site Match.com, for example, hosted 1,600-1,800 F2F events in 2004. A 2011 study by BofA Merrill-Lynch Global Research, called “The Truth About Facebook,” found that [64% of users are likely or very likely to use Facebook to get recommendations on local events](#).

MySpace Events – Social networks have already begun to develop offline engagement tools. On Apr. 14, 2010, MySpace relaunched its events and calendar platform integrating MySpace Music, iLike, Social Plan and Facebook Connect. MySpace Events lets organizers publicize event dates and allows users to add events, share them and even purchase tickets directly from MySpace. In 2010, MySpace boasted an

event database with around 1 million concert events alone.

Facebook Events – When the Facebook Platform was launched on May 24, 2007, it offered a new feature, Facebook Events, which included the ability to organize social gatherings. On May 1, 2010 Facebook upgraded Events to simplify the process. Facebook clearly wants to make it easier to create an offline events, from impromptu get-togethers to cocktail soirées.

It’s a smart move by Facebook. Events are hugely popular on social networks but they’re time-consuming affairs. As such, many impromptu events, like informal lunches, don’t get planned on Facebook. Facebook’s new Events feature addresses this issue.

A number of social media are leveraging this trend by integrating offline engagement, including [Grubwithus](#) and [Zenergo](#).

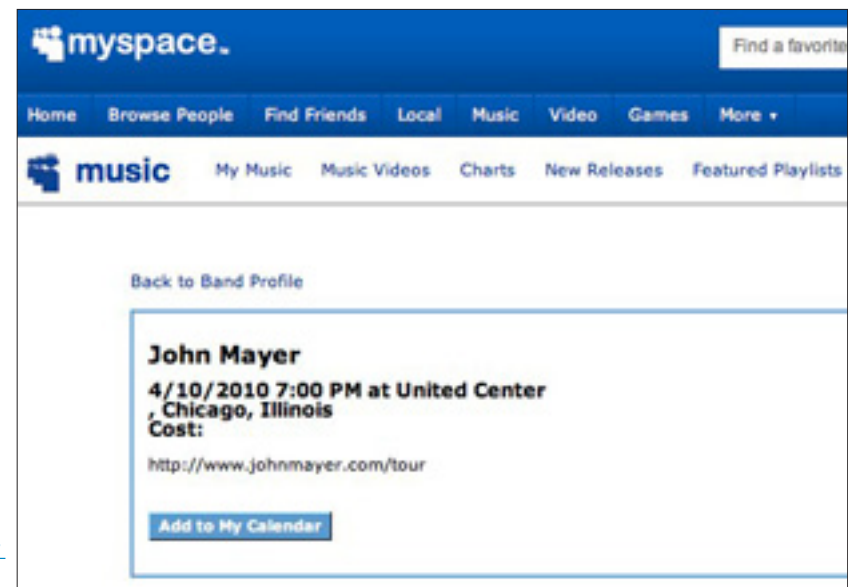
A study conducted by Baltes, Dickson, Shereman, Bauer and

LaGanke abstracted and summarized the results of 22 published and five unpublished studies, comparing F2F communication with such online channels as e-mail, teleconferencing and videoconferencing. Their results show that [the overall impact of online interaction is more often associated with negative work outcomes than occur in F2F interactions](#).

Bet you knew that.

Organizing Meetups

While building one’s network is job one, organizing a meet-up moves a virtual network squarely into the F2F realm. A meetup is a scheduled event, where like-minded people meet and mingle over drinks, that usually features a guest speaker. To plan these events, many rely on [Meetup](#). As Mashable puts it, “Organizing one of these events is an excellent way to establish yourself or your business as a ‘go-to’ person in your industry.”

A screenshot of a MySpace event page. The top navigation bar includes links for Home, Browse People, Find Friends, Local, Music, Video, Games, and More. Below this is a 'music' section with links for My Music, Music Videos, Charts, New Releases, and Featured Playlists. The main content area shows a 'Back to Band Profile' link, followed by the band name 'John Mayer', the event date and time '4/10/2010 7:00 PM at United Center, Chicago, Illinois', and the ticket price 'Cost:'. A URL 'http://www.johnmayer.com/tour' is provided. At the bottom of the event listing is a blue button that says 'Add to My Calendar'.

MySpace Events provides a ready-made channel for users to publish event listings that can be shared.

Social Engagement

Rules of Engagement

Maintaining a social presence requires adhering to a new set of communication rules. The rules of social engagement adhere to three core elements: engagement, reciprocity, persistence.

Here are the rules of social engagement as we see them:

Engage – Don't broadcast. Social networking is a two-way conversation. Build community by interacting with fans and followers, so tag them in photos. And stop counting "likes." Markets are conversations, as *Cluetrain* puts it. Build deeper engagement instead. Self-promotion is *passé*. Instead provide fans, friends and followers with relevant content. Engage fans asking questions, so always end posts with a question, or start tweets with one.

Avoid predictability – Social media users share items they find interesting, funny or useful. Don't be boring. Keep it fresh by mixing things up. Make it visual with a unique flow of photos, preferably including tagged fans and videos. Break through. Be disruptive. Bad chatter is better than no chatter. But have fun and don't take yourself too seriously. Just do it.

Be authentic – Social media is about having an authentic voice, so if your social network updates are not authentic or do not engage customers in a genuine way, the social community will see right through it. So be real, be human. Avoid marketing gizmos, such as "Like" gates or making fans jump through hoops to reach you. Social media is not a marketing campaign, it's about gaining legitimacy by a reciprocally sharing the wealth.

Perform a service – At the risk of sounding cliché, content is king. So, begin by creating the best possible content. Optimize it if possible through social intelligence or keyword tracking. Rely on serendipity and the unexpected to keep fans engaged. Change your pace with links, humor, useful tips and other relevant content. If your content feed becomes predictable, boring or even annoying, users will hide you from their feed. If you add real value, they won't.

Devote time – A common mistake is underestimating the amount of time a successful social strategy entails. While many social media experts posit that social marketing is cheap or free, it's not. The real cost is your time investment.

So erase that "set it and forget it" mentality that pervades social marketing circles. "Auto tweet and post" marketing schemes run rampant because so many entrepreneurs willingly fall for classic "get rich while sleeping" scams. The reality is that good social marketing requires at least 4-5 hours a day for a typical small, under-10,000-followers account. Those with more fans and followers will devote proportionally more time, simply because that's what it takes to build an engaged following.

Why is that? Because you have to research good content, and you have to post consistently and often. Social media breaks a lot of new ground, so timing is of the essence. Listening also takes time, and that's a skill most marketers still need to master.

Be smart – Social media is a two-way street, so you really need to learn how to listen. Listening is something most marketers say they do, but rarely actually practice. So listen, monitor and learn. Measure what content works and what doesn't. Determine what motivates people to engage with your brand and invest in what is working. Monitor unfollows, low post commentary and "unlikes" to learn the correct posting frequency.

Learn the tools – A social expert at Red Cross accidentally sent out the wrong tweet because of her "inability to use HootSuite," a social media engagement app that allows you to schedule and post updates to multiple accounts. There are literally thousands of social tools to choose from, but we've collected some of the best in the "Services and Tools" section, so learn how to use the right ones.

Weave social into your fabric – Rapid and agile community collaboration will drive the future of productivity. As such you need to integrate social into everything your company does. Embed social media into the entire fabric of your *gestalt*. All hands on deck, for you are the network and the network is you. Social is the new normal.

The Methodology Behind These Social Engagement Rules

There are more social engagement rules than social media consultants. Well *almost*. In order to provide you with a comprehensive list of rules, we analyzed countless articles on the topic, while also reviewing hundreds of social media conference tweets to arrive at a more scientific approach to creating a basic rule set. What we found was remarkable. There are three over-arching core elements: engagement, persistence, reciprocity. Not surprisingly, engagement was the top element, identifiable in about half a dozen rubrics, including "engage," "don't be boring," format, time, etc. Persistence is the core element relating to "be smart," "learn the tools," "embed social in the fabric." Finally, reciprocity is a label we chose for "perform a real service," usually relating to content but also support, and "do good." As one might suspect, this element has most marketers flustered. It's the two-way highway we all have journey on after driving so long down a one-way street.

Social Engagement

Social Analytics

The news hit like a tweet bomb. Social media analytics firm Vitruve announced it had closed a [\\$17-million Series C funding](#) round, confirming what most close observers already know: Social analytics is red hot and getting hotter.

The rise of social networks is converging with a parallel trend that's roiling marketing: response rates from traditional forms of advertising have been steadily declining over the past 25 years, as ever more consumers multi-media task while being deluged with advertising messages.

New paradigm – A now-famous November 1994 plea by then Proctor & Gamble Chairman A.G. Lafley made this trend abundantly clear: “[We need to reinvent the way we market to consumers. We need a new model. It does not exist.](#)” It was a reality check for media worldwide, since Proctor & Gamble, with [\\$8 billion in annual marketing spending](#), is the world's largest marketer.

That new way arrived with the advent of social media, which offered a new way of engaging consumers, through the dynamics of a two-way conversation. But that two-conversation requires a complete rethink on how to effectively measure one's social engagement return on investment (ROI).

Current yardsticks – The challenge is daunting. Most marketers continue to track the success of their social engagement campaigns by either [site clickthroughs \(68%\)](#) or the number of fans or followers (63%), simplistic measurements that resemble the “ad impressions” yardstick of yore.

Measuring ROI – The good news is that a growing number of social marketers are taking a stronger interest in tracking the ROI of their social media promotions. A Jan. 2011 Bazaarvoice poll of 175 members of The CMO Club, including B2C and B2B companies, found that [74% of respondents predict they will track the ROI of their social promotions in 2011.](#)

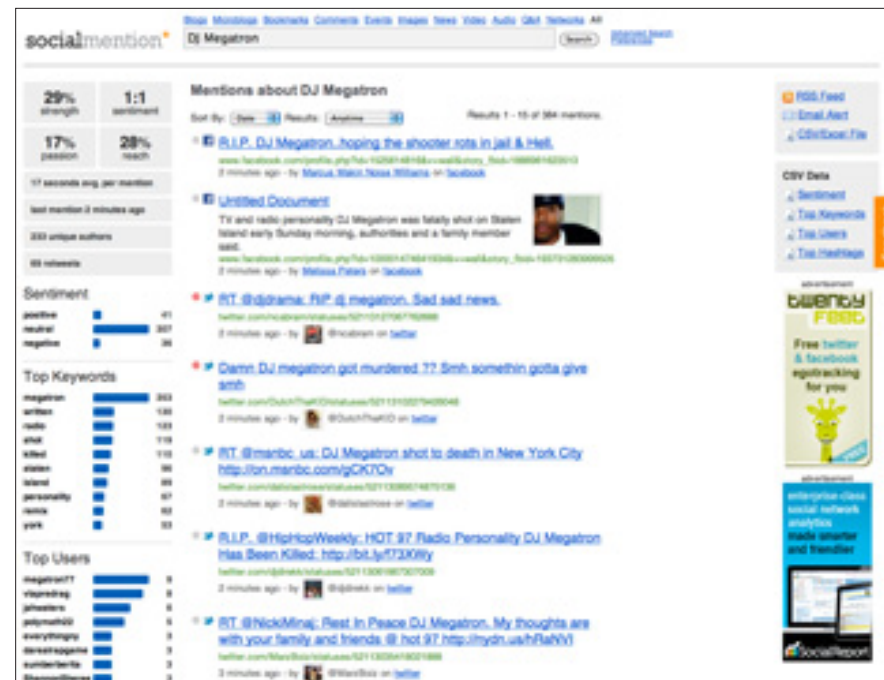
Contrast that to a finding two years ago, when the overwhelming majority, [84% of respondents](#), did not measure return on their investment in social media at all.

Competition

– Rising to the challenge of enabling superior consumer engagement tracking are at least 90 tools that provide “social analytics” — the ability to “listen” to

social conversations and monitor brand, product category or keyword mentions. Conversations can be categorized as positive or negative, and then tracked as positivity or negativity trends, a science dubbed sentiment analysis. All this data can then be accessed by clients via a Web-based control panel, which sometimes is also capable of actually submitting Facebook posts or Twitter tweets, dubbed engagement.

The leading social analytics player is Radian6, which launched in late 2007, and has secured [2,200 clients, including Dell, Pepsi and Microsoft](#). In 2010 alone, the company added more than 1,000 companies to its roster.



Social analytics control panels are getting more capable by fully integrating social conversations, with some even being able to publish curated content to all your social presences. Illustrated above: The Radian6 Engagement Console.

Social Engagement

Social Analytics (cont'd)

That explains why Salesforce.com acquired Radian6 on Mar. 30 for [\\$276 million in cash and \\$50 million in stock](#). Salesforce.com CEO Marc Benioff notes that Radian6 currently has a revenue run rate of [\\$35 million and is expected to add \\$40 to \\$50 million in revenue to Salesforce's top line in 2011](#).

For social analytics, this is the largest acquisition to date. [Lithium bought ScoutLabs for \\$20 to \\$25 million](#) and Jive bought Filtrbox for an undisclosed amount. Other companies receiving funding or being acquired this year include [Claritics \(\\$1.5 million\)](#), which makes a cloud-based social analytics apps, and [Spinback, which was acquired by Buddy Media in May](#).

Feature layers – There are many ways to micro-slice social analytics measurement techniques (table below), but to simplify things, we've

Social Analytics Features	
FEATURE LAYER	BASIC DESCRIPTION
Engagement	publish Facebook posts/tweets
Listening	track brand mentions/keywords
Trend tracking	social listening activity over time
Sentiment ratio	positive/negative attitudes
Mindshare analysis	awareness vis-à-vis competition
Influencer metrics	identify social influencers
Social intelligence	reposting activity/brand affinity

SOURCE: 21-JUL-11 UBERCOOL

highlighted a few critical areas of social engagement that require additional perspective:

Engagement – Control panels are gaining sophistication. New features include the ability to feed multiple social presences with curated content, a mandatory feature now that social media members are beginning to push back on robot-generated content.

One of the most popular social engagement tools is [HootSuite](#), which is offered as both a free and paid service, and offers users the ability to schedule and post Facebook and LinkedIn status updates

plus tweets, while receiving basic weekly analytics clickthrough reports.

Listening – Keyword tracking programs came in vogue with the growing popularity of Twitter, which gave rise to a number of free services, like [Social Mention](#) or [PeopleBrowser](#).

Influencer metrics – Another emerging feature is the ability to segment social network audiences based on their influence sphere. A number of firms now offer the ability to identify influentials, based on their friend or follower counts.

Social intelligence – The current zenith of analytics is “social intelligence,” which adds another layer of data based on the engagement level of targeted social media users, by measuring their category affinity through the use of sophisticated algorithms.

Expect social engagement marketers to only demand more of these critical features as their social marketing sophistication grows. It will be fascinating to see how rapidly this market grows up to meet the challenge of delivering truly insightful social analytics.

For a complete listing of all the social analytics players and their basic feature sets, consult our “Services and Tools” section (p.83).

Metrics used by CMOs worldwide to measure social media activities

METHOD	2010	2011
Site traffic	68.0%	68.0%
Conversion	32.6%	65.7%
Fans/followers	59.4%	62.9%
Positive customer mentions	52.6%	62.9%
Contributors	42.9%	50.3%
Revenues	29.1%	49.7%
Pageviews	50.9%	43.4%
Posts	40.0%	42.3%
Mentions	41.1%	41.1%
Average order value	22.3%	23.4%
Reduced returns	12.0%	16.0%
Increased channel sales	4.0%	14.9%
Reduced call volume	11.4%	11.4%
Other	2.9%	6.9%
Do not track metrics	18.3%	6.9%

SOURCE: 27-JAN-11 [EMARKETER](#), BAZAARVOICE/THE CMO CLUB

Radian6 Experience May Land You a Job

Get this: [41% of corporations report that there is no staff dedicated to social media](#). Says the blog [Uber.Ia](#): As Salesforce.com was to the late 2000s for sales and marketing, [Radian6 is going to be ever more important in the measurement and actionable work in social media](#). Yes, having a Facebook Page and a Twitter account just isn't enough. Configuring, listening to and responding to a Radian6 dashboard puts the power of many into the hands of the elitist few. So don't be surprised if by the 2020s you find out that “social analyst” is the hottest job in the universe. We won't say, “we told you so.”

Social Engagement

Social Graph

The term “social graph” was popularized by Facebook at its F8 developers conference on May 24, 2007, when it was used to explain the benefits of the new Facebook Platform.

The social graph offers a richer online experience by leveraging relationships between individuals. While outlining the company’s ambitious plans to map people’s relationships and the things they care about on Facebook, CEO Mark Zuckerberg called it the “Open Graph.” [The current definition has been expanded to refer to the social graph of all Internet users.](#)

Peer influence – The value of the social graph is well documented. Not only are social media users more likely to recommend and buy brands, but their friends are also likely to follow suit. Nearly [68% of consumers say that a “positive referral from a Facebook friend makes them more likely to buy a specific product or visit a certain retailer,”](#) reports Morpace.

Peer metrics – A bevy of players, including [Klout](#), [PeerIndex](#), [Tweet Grader](#), [TweetLevel](#) and [Twitalyzer](#) are providing metrics on something once thought difficult to measure: the influence social mavens have over fellow networkers. That social hierarchy maps directly to the social graph, explaining the growing popularity of this pursuit.

Each company works essentially the same way. They obtain public information, mostly from the Twitter “fire hose,” but also from Facebook, LinkedIn and Foursquare, and combine obtained data with proprietary formulas to generate scores that gauge a user’s influence. You might think of it as the influencer’s “credit score” or, as PeerIndex calls it, [“the S&P of social relationships.”](#)

Social capital – Visitors to influence metrics sites are able to obtain free reports after entering their social networking identification. Klout ranks users on a score of 0-100, which is based on such parameters as “reach” and “amplification.” These metrics are influenced by user activity and whether their tweets are re-tweeted by other influentials,

in other words their impact on the social graph. PeerIndex examines Facebook, LinkedIn and Twitter user activity and creates an authority rank for their expertise in eight topic areas, which it uses to create an influence “footprint” for each user.

Unlike Klout, PeerIndex also tracks “realness” — the likelihood that a user is a real person rather than a “bot.” If a user has a large number of bot followers, PeerIndex decreases their overall ranking.

TweetLevel, created by public-relations firm Edelman, grades users’ influence, popularity, trust and “engagement” on a scale of 1 to 100, while Twitalyzer provides a percentile ranking report.

Followers don’t equal influence – An early 2010 trust barometer study by Edelman found that [75% of consumers don’t believe their peers will give them good advice or information about a company.](#) In 2009, that number was 55%.

And a study by Meeyoung Cha from the Max Planck Institute, [“The Million Follower Fallacy,”](#) suggests that the number of Twitter followers is largely meaningless. After looking at data from all 52 million Twitter accounts in existence at the time, including 6 million “active users,” the study concluded that popular users with a large number of followers do not necessarily influence the number of retweets or mentions. But that hasn’t stopped Klout from launching VIP events, like [“Bottlenotes,”](#) which seeks to harness wine influentials.

A Vocus-Futureworks study asked 739 communications and marketing professionals to gauge their perceptions of what makes an influencer. Asked to choose the type of social networker who would have the most measurable effect on an outcome, [57% picked someone who has “a handful of fans/friends/followers that are tightly connected,”](#) versus 8% who picked someone with “millions of fans/friends/followers with little or no connection,” i.e. quality over quantity.

Pay for play – Yet despite the prevailing sentiment, marketers appear to be on a relentless quest to shore up their social network profiles while aiming to reach users with lots of friends and followers. In the same Vocus-Futureworks study, 57% said that they’d be willing to pay for influencers to help them “drive actions or outcomes.”

LinkedIn’s Answers to Open Graph

On Apr. 6, LinkedIn launched a set of plug-ins that offer [the ability to display Twitter-like profile summaries](#), full profiles, company profiles and “company insider” data on third-party sites. The latter shows customized information about a company including who, in the logged-in person’s network, works there, a list of new hires and job changes, and even offers the ability to follow company news. On Jun. 14, LinkedIn got good news: Klout would offer networkers the ability to [add their LinkedIn account to Klout’s influence measure](#) to help boost their Klout score. While the company declined to provide details on how exactly it plans to measure a subject’s LinkedIn influence, i.e. likes or posts, the social community was happy to hear that LinkedIn finally has Klout.

Social Engagement

Crowdsourcing

Social networks are ideal for crowdsourcing — outsourcing tasks traditionally performed by company staff or contractors to a large group of people, the “crowd,” through an open call.

First introduced by *Wired* in 2006, crowdsourcing is appealing during times when organizations are beholden to the bottomline. Instead of relying on resource-intensive initiatives to propel a brand, or develop a product, crowdsourcing lets organizations tap an entire online community's expertise, at often lower cost.

Applications – [The primary application of crowdsourcing, mentioned by 36% of executives who use it, is providing new and diverse perspectives and opinions.](#) Some 25% say the most valuable aspect is building engagement with key audiences; 22% say it solicits input from nontraditional sources, while 16% mention it re-energizes the idea-generating process.

Limitations – There are crowdsourcing challenges, if the Republican initiative

[America Speaking Out](#) is any indication. The site encourages visitors to suggest policy initiatives and vote on the best ideas, [writes Politico](#). One submitted idea: “All Americans should bathe in nuclear waste.”

Managing contributions – One of crowdsourcing's limitations, how to separate workable concepts from less effective ones is being addressed by companies like [Spigit](#), which helps organizations such as Cisco, the city of Manor, Texas and Southwest Airlines, crowdsource innovative ideas and contributions.

Success stories – Two oft-cited examples are [Threadless](#), a t-shirt

design site, and [Minted](#), a resource for stationary design. [UserTesting.com](#) offers crowdsourced usability testing using a pool of participants who can offer feedback within about an hour. After finding appropriate testers, UserTesting delivers a video of the completed task for \$29-\$39. Another usability crowdsourcer is [Feedback Army](#).

Crowdsourcing is poised for a big future, where many business models will be reinvented or reimagined by the masses. Need more proof? Look no further than the über-popular [Wikipedia](#) encyclopedia.

Betty White: Crowdsourced SNL Actor

After Betty White appeared in a particularly hilarious Superbowl ad for Snickers candy on Feb. 7, 2010, [David Matthews of San Antonio, Tex. decided to launch a Facebook page entitled, “Betty White to Host SNL \(please?\)”](#) It took just three days for the page to [reach 154,000 fans](#). After [500,000 Facebook users](#) had fanned the page, the 88-year-old comedienne and former “Golden Girl” was invited to host a special Mother's Day episode on May 8, 2010. And proving once again how powerful Facebook really is, [the episode was the highest rated SNL edition in 18 months](#). Crowdsourcing truly works.

Spigit is a perfect example of a service that can help organizations solicit crowdsourced ideas, organize and rate submissions, and even create a “social currency” reward system to maximize crowd participation.

Social Engagement

Facebook Open Graph

At its second F8 developer conference in May 2008, Facebook introduced “Facebook Connect,” which allowed network members to link their Facebook identity, including friends and password settings, with other sites.

Facebook Connect caught on fast. Eighteen months later [in Dec. 2009, more than 80,000 sites and devices had implemented Facebook Connect](#). Connect was a boon to developers because it allowed them to interweave Facebook identities and their “social graph” with their own sites with relatively little effort.

Open Graph – At the Apr. 2010 F8, [Facebook said the number of Facebook Connect sites had grown to 100,000](#). The company also announced it would replace “Facebook Connect” and “Facebook Platform,” launched three years earlier, with the [Open Graph protocol](#), which pushed the Connect automatic log-in envelope forward. As Facebook explains it, “including Open Graph tags on your Web page, makes your page equivalent to a Facebook Page.”

Graph API – Facebook’s core dataset is the social graph: members and the connections they have to everything they care about. The Graph API presents a simple and consistent view of the Facebook social graph, uniformly representing objects in the graph, including people, photos, events and pages, plus the connections between them, such as friend relationships, shared content and photo tags.

Open OAuth/Plug-ins – To simplify and standardize user log-ins, Facebook adopted the [open-source OAuth](#) authentication standard.

Sites also gained access to a one-click “Like” button and other social plug-ins that could be used to engage Facebook users, such as [Facebook Comments](#), which is [currently already in use at 300,000 sites](#), up from [50,000 just this past April](#).

‘Like’ – The biggest change ushered in by Open Graph was that users could no longer “fan” a brand, celebrity or music group, instead they had to “Like” something. To encourage Facebook use, users have to be logged into Facebook for the “Like” button to work. Biggest site benefit: once a Like button is clicked, the “Like” is published back to a visitor’s profile page and may also show up in their friend’s news feeds.

Facebook says it relies on algorithms to determine what data is shared with a user’s friends. Facebook pages are also able to publish stories to the news stream of users who liked something and the page’s name will also show up in search results.

Like button use – SearchEngineLand estimated in May 2011 that [2.5 million sites had added the Like button](#). For Facebook the benefit of collecting data from their legions of users clicking “Like” buttons is crystal clear. In Dec. 2010 at the Le Web conference in Paris, Facebook’s Simon Cross revealed said that “Since we launched [it] in April this year... [we serve well over 2 billion Like buttons every day to more than 2 million Web sites](#), a figure that’s [growing by 10,000 sites every single day](#).”

Open Graph is designed to give the Internet a more social experience. Naturally, Facebook is making sure that all these web-based social experiences point back to itself. This strategy also suggests that Facebook hopes to become the identity aggregator for its users. For web sites, Facebook has, in effect, become an abstract community platform that offers vastly more data on how visitors socially engage with their destination, and others.



The impact of Facebook’s “Like” has led to a host of products that attempt to leverage the brand, mostly illegally.

Open Graph Evolution

FACEBOOK “PLATFORM”

Announced	24-May-07
Developers 06/08	400,000
Apps 06/08	24,000

FACEBOOK “CONNECT”

Announced	09-May-08
Sites using 04/10	80,000
End users 04/10	100.0M

FACEBOOK “OPEN GRAPH”

Announced	21-Apr-10
Sites using 05/11	2.5 million
Likes served 12/10	2.0B/day

SOURCE: JUN. 2008, [21-APR-10](#), [DEC. 2010](#), APR. 2011 FACEBOOK, MAY 2011 [SEARCHENGINELAND](#)

Facebook Likes Drive More ROI than Tweets

Eventbrite, an event registration site, [claims](#) social media marketers will get more value from Facebook than Twitter. In March, the company reported that an average event tweet resulted in 80 cents in ticket sales during the past six months, whereas an average Facebook Like drove \$1.34. The study also revealed that Facebook people shared Eventbrite data nearly four times as often as Twitter users. Eventbrite attributes this disparity to Facebook’s broader reach and greater emphasis on real-world ties.

Social Engagement

Facebook Pages

Some companies, including Coca-Cola and Disney, say they receive more traffic to their Facebook pages than their Web sites, a March 2011 [study](#) by Webtrends discovered.

Surveyed company sites not only saw fewer unique visits than comparable Facebook pages, but many also experienced a decline in visits over a three-month period. This may explain why [16 million pages have been created on Facebook](#), including 200,000 brand pages, reports Infinigraph. And there is plenty of upside potential. Netcraft reports the existence of [463 million web sites](#). Hearst Media Services alone, for example, [has developed more than 3,000 branded, customized Facebook pages](#) on behalf of its newspapers.

Marketer expectations – [Marketers expect insights and increased loyalty from their Facebook pages](#), mentioned by 85% of social marketers surveyed by Millward Brown and Dynamic Logic.

Fan expectations – Social agency Cone found that [77% of “new media users” want brands to offer them incentives online](#), and 28% would like to be entertained. A study of 320 University of Florida graduate and undergraduate students found that [college-age students have “positive feelings” about business pages on Facebook](#) but consider banner ads and sponsored posts to be intrusions.

Page categories – [Facebook pages created by local businesses are most popular \(18%\)](#), followed by special interests (11%) and musicians (7%), according to financial services firm Wedbush (chart). A 2009 Sysomos study categorized, or attempted to categorize, 297 pages with more than 1 million fans, and found that [39% were](#)

[uncharacterizable such as “Nights Out With Friends.”](#) The rest consisted of [music pages \(17%\), celebrities \(16%\), products \(12%\), TV shows \(9%\), films \(3.4%\), and games \(1.4%\).](#)

Community pages – In Apr. 2010, [6.5 million Facebook-administered community pages](#) were auto-generated, based on the “Likes and Interests” and “Work and Education” sections of member profiles. Community Pages are designed to address generic, non-business topics, for example “I Love Sleep” or “I Need a Vacation.”

Think local – Socialbakers research found that [local fan pages generate three to five times as much engagement, and much more wall activity than the global brand pages](#) of BMW, Nike and Starbucks, among others.

Small business – In Aug. 2009, Tim Kendall, Facebook’s director of monetization reported [more than 100,000 small-business pages on Facebook, out of a total of 300,000 business pages](#), or 33% of the total.

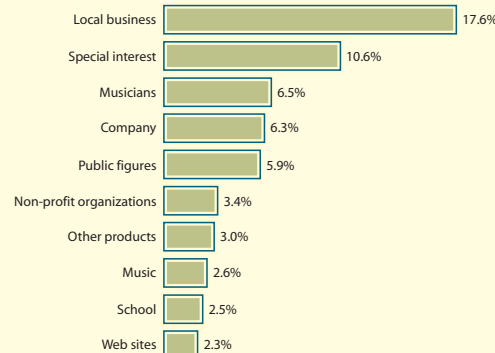
Facebook pages vs. Twitter profiles – Twitter popularity is influenced by how many times one tweets, but [Facebook pages tend to be updated only once every 16 days](#). Twitter people follow an account because they want to hear what the party has to say. Facebook users like pages to show support of affinity, often a more superficial gesture.

Facebook pages vs. groups – Unlike groups, pages are visible to everyone on Facebook and thus searchable. Still one can easily invite *all* one’s friends to join a group, while any group member can also bulk invite all *her* friends, while pages have to invite members individually. That makes groups better for viral marketing. No wonder [more than 50 million groups have been set up on Facebook](#), with a [median of eight members](#), in the first six months [since newly featured groups were launched in October 2011](#).

Facebook Pages’ Impact on Elections

The Facebook political team [reports](#) that in 98 House races tracked, 74% of candidates with the most Facebook fans won. In 34 Senate races, 82% were won by candidates with the largest number of fans. But Facebook cited two contrasting Florida results. Marco Rubio had the most fans and the most votes and won the Senate seat. Yet in the House race between Democrat Alan Grayson, with 30,000-plus fans, and Republican Daniel Webster, with 4,600, Webster won. This success rate will decline as more politicians learn how to use Facebook.

Facebook Pages by Category November 2010



SOURCE 28-JAN-11 [EMARKETER](#), WEDBUSH “THIS WEEK IN SOCIAL MEDIA”

Social Engagement

Facebook Page Insights

The discipline of Facebook fan engagement tracking is developing at warp speed. Facebook spurred this trend by introducing an “Insights Dashboard” for page administrators in Nov. 2007.

Facebook Page Insights shows how many visitors a page attracted in the past week, how many clicks each wall post received, the most commented wall posts, and number of “Likes” received each week and more. A report is also emailed to page admins each Monday.

Visit time – In May 2011, Nielsen reported that [the average Web page view duration was 58 seconds](#). Facebook pages don’t do better. Among wireless carriers, from Dec. 2009 to Feb. 2010 [the average time per visit for any carrier fan page was only 36 seconds](#), according to Compete.

Likes over time – A [Facebook post generates 50% of its “Likes” during the first 80 minutes](#). By the seven-hour mark, 80% of “Likes” will have been collected, and 95% in 22 hours, according to a study by Toronto-based Visibli.

Fan distribution – In Nov. 2009, Sysomos analyzed 600,000 pages and found that [77% of Facebook fan pages had less than 1,000 fans](#). The vast majority had between 10 and 1,000 fans. Only 4% had more than 10,000 fans at the time, and less than 1/20th of a percent have more than a million fans. These ratios are likely similar today given the growth in [Facebook pages, now estimated at 16 million](#), according to Infinigraph, which also notes a universe of [3.3 billion Facebook and Twitter fans](#).

Fan value – Starbucks has [23.5 million fans](#) as of July 2011, but as Starbucks Director of Digital Strategy Alexandra Wheeler puts it, “Having [millions] on Facebook who like us would be useless if we did nothing with it.”

So what’s a fan worth? Social media measurement firm Syncapse asked 4,000 fans of 20 top brands on Facebook, including the likes of Adidas, BlackBerry, Coca-Cola, McDonald’s, Nike, Nokia, Starbucks and Victoria’s Secret, why they were fans of those companies or brands, and about their past and future purchasing behavior. Syncapse reports that [the average fan was worth about \\$136](#) ([report PDF link](#)), although for successful social marketers that value could be dramatically higher, while for less successful companies it could be virtually zero.

An average fan might engage with a brand 10 times a year and make one recommendation. But an active fan could participate up to 30 times and make 10 recommendations. The impact engagement has on fan value is quite dramatic. Coca-Cola’s best-case fan value scenario was \$317.

Syncapse also found that [fans, on average, spend an extra \\$72 they would not otherwise spend on products they describe themselves as fans of](#), compared to those who are not. McDonald’s fans spent more than \$300, on average, on the company’s products, while non-fans spent just

half that amount. Fans of Starbucks also spent more than twice as much as non-fans. Intuitively obvious? Perhaps, but it’s nice to see it confirmed.

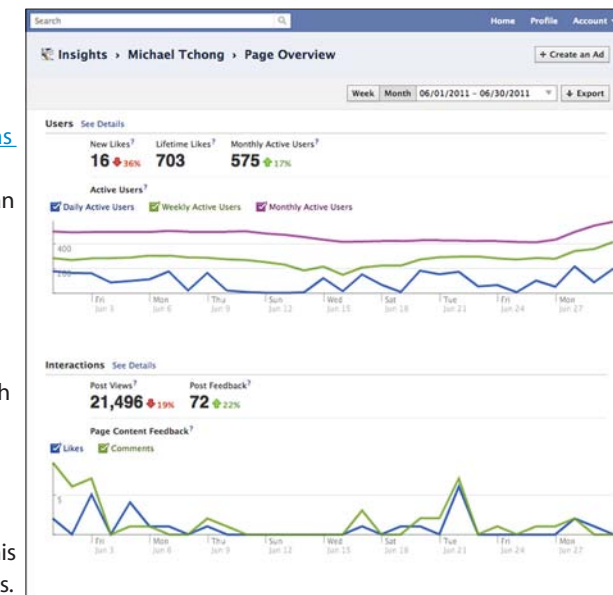
The latest value estimate comes courtesy of Vitruve, which believes [each fan is worth \\$3.60](#). The company says each wall post averages about one impression. Based on a 1 million fan page and two posts a day, a marketer receives about \$3.6 million in earned media impressions annually, hence the \$3.60 estimated fan value. The only wrinkle in this calculation is the assumed \$5.00 CPM for these impressions.

“Fans spend an extra \$72 they would not otherwise spend on products they describe themselves as fans of, compared to those who are not.”

11-Jun-10 Gigaom, Syncapse

Facebook Fan Page Comparison: Weekly Interactions vs. Likes			
RANK	FAN PAGE	LIKES	INTERACTIONS
1.	Justin Bieber	24.0M	696,764
2.	Lady Gaga	31.1M	628,440
3.	We are Khaled Said	1.1M	615,868
4.	Katy Perry	21.7M	585,650
5.	Mario Teguh	3.7M	579,016
6.	The Bible	6.5M	537,685
7.	eN KapAK NiCKLEr”!!!	0.9M	486,280
8.	Jesus Daily	4.7M	455,836
9.	Jesus Christ	2.1M	356,270
10.	Manchester United	11.1M	305,955

SOURCE: 04-APR-11 [ALLFACEBOOK.COM](#)



The Facebook Page Insights “dashboard” provides detailed traffic trends.

Social Engagement

Facebook Page Tips

Facebook Pages are different than profiles. You have a profile for you, Jane Doe, but your business has a page. And make sure to use the right size profile image size, which is 180x540 pixels.

Know what peeks your audience's interest by optimizing content based on interest. This makes your fans look good by providing them with highly shareable content.

When is your audience engaged? Post on the right day and time. Thursday, Friday and Sunday are best, [according to Buddy Media](#). On Facebook, posting outside of business hours actually improves response, and best time is [Saturday at noon](#), according to Dan Zarrella.

Keep wall posts short and sweet, best read are posts with less than 80 characters. Avoid using URL shorteners, Facebook users have grown weary about clicking on links. If you must use them, find out which URL shortener is best for you.

Brands need to give back to their biggest fans, reward them with discounts, coupons or "social currency."

Facebook Pages originally launched in Nov. 2007 and were called "fan pages" until Apr. 19, 2010.

On average, only [7.5% of your fans see a page's posts daily](#), reports PageLever.

Just [31% of the top 200 Fortune 500 brands have pages that appear in the first 20 Google results](#).

Don't use a "Like gate" to make fans like your page before getting to view its contents — that's user hostile and *not* social engagement.



A personal profile can have up to 5,000 friends, but a page can have an unlimited number of "Likes."

According to Visibli, Facebook [posts receive 95% of their "Likes" within the first 22 hours](#).

[36% are more inclined to buy a brand after forming a friendship](#) on Facebook.

"Everson says there are currently 50 million likes per day for pages on Facebook"

Facebook Ad Chief Carolyn Everson, TechCrunch 24-May-11

Social Engagement

Social Promotion

Few people tracked social media just three years ago. Now it's being adopted by customer service, product management, marketing and the executive suite. Fact is the social media conversation has become too big to ignore.

But how big is big? Can Facebook pages replace a web site? The short answer is no. Not only do Facebook pages have relatively limited functionality, but organizations have virtually no control over how content is displayed or what shows up on network members' feeds.

This lack of control is a direct result of marketers not really owning their data. Facebook can remove a page any time the social network believes you violated its terms of service agreement (TOS). Also, what happens to your page and community if Facebook should go away? If history is any indication, nothing lasts forever, particularly in the fast-moving world of social media.

Then again there are many factors that rule in favor for a significant investment in social promotion:

Traffic trends – *The Wall Street Journal* reports that Starbucks gets 1.8 million monthly site visitors, Coca Cola about 2.7 million. [By contrast, their Facebook pages get 19.4 million and 22.5 million respectively](#), roughly 10 times as much traffic. And every one of those people has given those companies permission to talk to them.

The reason why Facebook pages are surpassing sites is simple, eyeballs are moving away from the web to social media. A Mar. 2011 Adgregate study warns, "[Websites that do not engage in e-commerce](#)

[are losing traffic to their Facebook pages at a startling rate](#)" (PDF).

To test its hypothesis, Adgregate analyzed Compete.com traffic trends of the top 100 Fortune 500 companies for the period of Nov. 2009 to Nov. 2010. The average drop in number of unique visitors to these sites was 23%, with some losing as much as 76% of traffic. Clearly, those 700 billion minutes spent on Facebook each month are having a deleterious effect on regular site traffic trends.

Brand engagement – Social networks have undoubtedly reshaped the conversation between brands and consumers and business

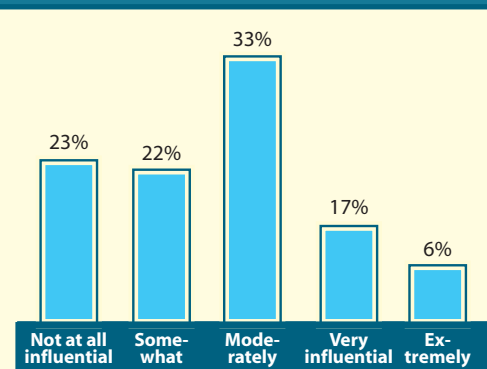
people. Social media not only have made the conversation realtime, but are certainly influencing the purchase process. Fully 56% of respondents to a Compete Online Shopper Intelligence Study said that Facebook pages were moderately to extremely influential on their decisions to buy (chart). While this survey follows a typical [quintile analysis pattern](#), it does directionally suggest that social networking is having a measurable impact on brand engagement.

Social graph – One of the biggest arguments for controlling your own marketing channel is the fact that you own the data. Social media own all the data on your friends and fans and any

interactions with them. But that very lack of ownership has a decided advantage. Because social media are the ones driving the traffic, and not you, they are able to provide organizations with a feast of profile data willingly provided to them by their membership.

And, as stated before, permission has been given to talk to them, something most site visitors fail to surrender. Then too, you have access to their social graph, a an amazing added dimension that has no equal on the web. Looks like social promotion is here to stay.

How influential have Facebook pages been on your purchase decisions?



SOURCE: 12-JUL-11 [MARKETINGPROFS](#), 23-JUN-11 [COMPETE PULSE](#)

Brands with Great Facebook Pages

Among the hundreds of thousands of brands who have Facebook outposts, there are quite a few that get it right but none more so than [Audi and American Airlines, who ranked No. 1 and No. 5 in a Visibli study](#). And who was sandwiched in between? Justin Bieber, Chamillionaire and Lady Gaga. Visibli reports that Audi receives 228 "likes" for every 100,000 fans. Given the carmaker's 3.1 million Facebook fans, Audi posts average 7,068 likes. Since Facebook pages and posts can both have likes, the word "fan" in this study is used to refer to a user who has liked a page vs. a post. Besides engagement, there are other ways to judge successful brands. Here are number of resources that can help you better gauge successful Facebook pages: [20 Companies With Awesome Facebook Fan Pages](#), [Meet the Top 20 Brands on Facebook](#). Below is Coca-Cola's much-cited Facebook page:



Social Engagement

Facebook Advertising

In 2007, some wondered whether Facebook merited the \$15 billion value Microsoft ascribed to the company with its investment. Those doubts have evaporated. In 2011, [Facebook could sell \\$4 billion in ads](#), predicts eMarketer.

This despite the fact that many studies have discovered that social networkers don't want to engage with brand advertisers, they want to engage with other social media users. This finding is supported by a Webtrends study that found the [average clickthrough rate \(CTR\) for Facebook ads in 2009 was 0.063% and 0.051% in 2010](#) — half the industry standard of 0.1%.

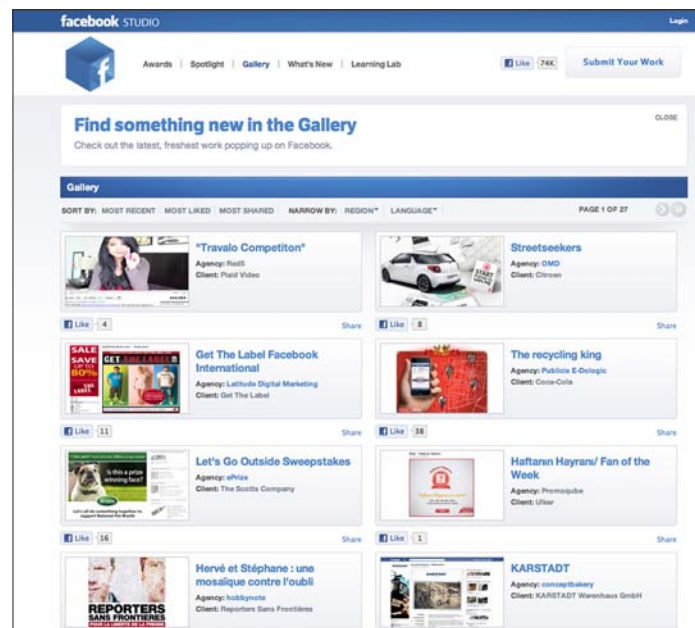
Facebook ad management companies believe these results will improve through the use of improved targeting, and more tailored advertising formats.

Facebook Stories – One experimentation delivering improved results is [Facebook's new Sponsored Stories](#).

This new ad unit, which turns Facebook Page updates, page "likes" and Facebook application activity into a sidebar ad that is displayed to friends, looks promising because it better matches how people use Facebook. Friends can respond to the ad by taking actions such as liking the page or playing a game.

Facebook Ads API service provider [TBG Digital](#) claims that in a 10-day, three-client, 2-billion impression test, Sponsored Stories ad units [generated a 46% higher clickthrough rate, a 20% lower cost per click, and an 18% lower cost per fan](#) than other Facebook ad formats.

Pricing – Facebook ads are either priced on a cost-per-click basis (CPC), where advertisers only pay when people click on an ad, or on an impression basis, which is priced based on each thousand pairs of eyeballs that sees an ad (CPM).



Facebook has created a resource center for advertisers, Facebook Studio (sidebar), that is designed to showcase case studies of marketers who have used Facebook successfully. The above gallery shows brands that have agreed to share their data.

In early July, Ad Parlor reported that the average price for U.S. Facebook ads [dropped 14% over the last quarter to \\$0.95 per click](#). One week later, Efficient Frontier reported a [22% rise in average click rates, compared to the first and second quarters of 2011](#).

These contradictory results point to the volatility of the Facebook ad marketplace. But the overall trend is clear: ad inventory has risen dramatically, due to a format change that increased the number of ads per page to five, plus a Facebook user base that is growing too fast for most advertisers.

The good news is Facebook has room to grow. The company has [authorized 98 companies as official Facebook Ad Providers](#), all of whom signed the "Platform Terms for Advertising Providers" and are bound by all Facebook policies. In February, the company also [hired Carolyn Everson from Microsoft to head up global sales](#).

Let's hope she's busy counting those billions booked.

Facebook Studio

Facebook bills Facebook Studio as a resource for advertisers to "celebrate innovation, creativity and effectiveness" on the platform. Marketers are able to show off their work and those that garner the most "Likes" are promoted in Facebook's Spotlight, a permanent collection. Facebook also plans to give "best work" awards. Other features include a "learning lab," an agency directory and a "what's new" section that lists new product launches, trends and resources. Facebook Studio is designed to ameliorate the social network's arcane system for buying ads. Mashable believes that this effort may have something to do with [Facebook's new Director of Global Creative Solutions, Mark D'Arcy](#). D'Arcy was "tasked with finding interesting and valuable ways for interactive advertisers and marketers to use Facebook."

Social Engagement

LinkedIn Advertising

Despite having more than 120 million members LinkedIn has always been social networking's wallflower, compared to the more glitzy media dance partners Facebook and Twitter.

One of the reasons Facebook and Twitter have soared in popularity is that brands are cross-promoting their presences on both social networks, thereby boosting Facebook and Twitter's awareness while promoting their own social presences. After all, when is the last time you heard a TV ad that said, "visit out our page on LinkedIn?"

But LinkedIn does work for its members, [fully 90% of its users find it useful](#). And now that LinkedIn has surpassed MySpace to become the [second largest social network in America, with 33.9 million unique visitors in June](#), compared to 33.5 million uniques for MySpace, its stature is certain to keep rising. That momentum is being fueled by [a growth rate that is adding a new member each second](#).

Usage patterns – To assess LinkedIn's advertising potential, one needs to understand how LinkedIn users are using the network. On Aug. 5, LinkedIn reported that [one third of its members use the network monthly](#), equal to 40 million members.

Researchers at Lab 42 asked 500 LinkedIn users how often they checked in and found that 35% reported that they checked in daily, while 32% checked in a few times a week. But this data is based on a [non-random sample](#), so it's not projectable. As LinkedIn reported in its [S-1 IPO filing](#), "the number of our registered members is higher than the number of actual members, and [a substantial majority of our page views are generated by a minority of our members](#)."

Aggressive marketing – To fight that notable streak of market inertia, LinkedIn has been aggressively courting advertisers. It had the biggest presence of any social network at the San Francisco Adtech in April, with its booth prominently located at the show's entrance. The company has also promoted its services with free \$50 advertising offers to encourage trial. And those trials will not disappoint.

Targeting – LinkedIn offers a sophisticated set of advertising features that allows marketers to finely slice LinkedIn's audience to meet any B2B marketer's needs. In Jan. 2011, LinkedIn introduced [the capability to target users based on job title, company name and LinkedIn group level](#). Previously, advertisers could only target users based on company size, geography and industry.

LinkedIn lets advertisers easily target newspaper and TV companies with more than 5,000 employees that are based in New York City or the San Francisco Bay Area, for example. This type of targeting works. LinkedIn reports that [targeted ad click-through rates are three to four times greater than the site's average](#).

Pricing – Because LinkedIn's targeting capabilities are not yet widely known, early adopters enjoy relatively low ad pricing. We ran a test campaign that cost about \$3.00 per click. Click rates are influenced by a host of factors, but this datapoint should provide a good yardstick to evaluate your own advertising expenditures.

Advertising tips – LinkedIn has created an [extensive advertising resource center](#) that includes tips on how to improve advertising on LinkedIn. Among the many tips offered, the company says ads that perform best are relevant to the target audience and are written in a clear and compelling style.

Revenue growth – The best barometer of success is the growth in advertising revenues, and here LinkedIn presents a mixed outlook.

In 2010, [LinkedIn posted revenues of \\$243 million](#), double its [2009 net revenues of \\$120 million](#). But that revenue growth is primarily driven by ["hiring solutions products," which grew 182% between 2009 to 2010](#). In fact, hiring solutions accounted for 49% of LinkedIn's revenues in first quarter 2011 (\$46 million), up from 42% in 2010 (\$102 million). In 2010, 33% of revenues were derived from "marketing solutions," or advertising. [That share dropped to 29% in first quarter](#).

According to a Performics survey of 2,997 active social networkers, [59% of respondents said it's important to have a LinkedIn account, more than any other social network](#).

That must be very welcome news indeed for LinkedIn.

LinkedIn Raises Feature Set of Company Pages

LinkedIn's equivalent of Facebook pages are dubbed "Company Pages," and feature three tabs: Overview, Careers and Products & Services. The products tab now boasts a new set of features, including product and service recommendations, product listings, multimedia, plus a "recommender" module. This latter feature lets marketers showcase customer recommendations to help reinforce their brand. Each time a LinkedIn member endorses a company's products or services, their recommendation also becomes visible to all of their connections. To see how companies are leveraging these features, check out the company pages of [Dell](#) and [HP](#).

Social Engagement

Twitter Advertising

While Twitter has had some success selling ads costing as high as [\\$120,000](#) for a 24-hour period to such brands as Coca-Cola, Twitter is improving its record selling ads to smaller advertisers, *The Wall Street Journal* [reports](#).

Twitter offers what is perhaps the most underdeveloped social network ad platform, which explains why eMarketer believes [Twitter advertising revenues will reach \\$150 million in 2011, up from \\$45 in 2010](#), not impressive when you consider Twitter's outsize influence.

eMarketer believes [Twitter ad revenues could top \\$250 million by 2012](#), but that prediction is contingent on Twitter growing its user base substantially. According to the Pew Internet & American Life Project, [only 8% of online Americans use Twitter](#).

Ad units – Twitter currently offers the following advertising units: Sponsored Tweets, Promoted Trends and Promoted Accounts, which are all part of its "Promoted Products" offering. Twitter Promoted Products units are priced based on impressions, which Twitter can

deliver in spades, as the Coca-Cola promotion suggests.

Sponsored Tweets are tweets that show up at the top of feeds when certain hashtags or search terms are used. Promoted Trends are inserted into trend lists, where they are "discovered" by Twitter users.

A Promoted Account, [launched in Oct. 2010](#), is an algorithm-based "suggested user" promotion. Promoted Accounts are only displayed in the "Who to follow" area in Twitter's right-hand pane if the user is following Twitter accounts related to the promoted one.

Revenue sharing – Twitter now offers the ability for third parties to integrate Promoted Products in their own social media control panels. The first third-party partner, announced last October, is HootSuite, which is able to display Promoted Tweets in search and highlight Promoted Trends on its own service.

Not practical – eMarketer notes that [small businesses spend roughly the same amount as big brands in the \\$26 billion U.S. online advertising market](#), yet Twitter's early focus on big brands has made Twitter promotion not practical for most businesses today until now.

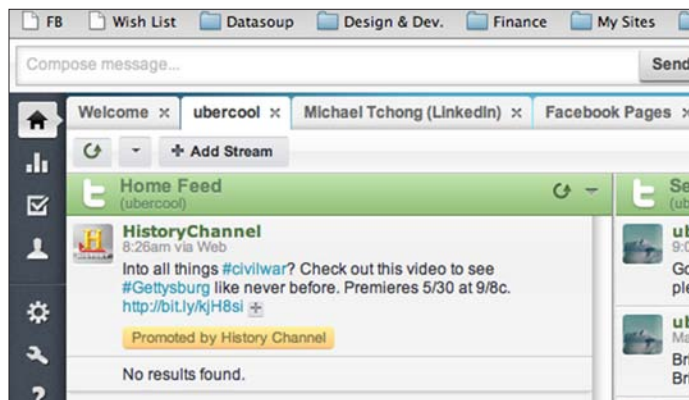
Number of advertisers – In Mar. 2011, *The Wall Street Journal* reported that Twitter has about [125 big brands and more than 100 small- and medium-sized advertisers](#). Because many users access Twitter from mobile devices, the company eventually will let advertisers target users based on their location, at first based on their country or city, a spokesman has been quoted saying. The company, which has about [500 employees](#), has begun hiring ad sales staff in Japan and London.

Effectiveness – Not every early tester is convinced Twitter's ad program will be as effective as Google's AdWords. Mint.com Vice President of Marketing Stewart Langille said [ads on Twitter helped the company find new potential customers but didn't cause many of them to sign up for a Mint.com account](#). He added that "it's very early" and the system could improve.

Still, several small advertisers reported that their early experience with Twitter was promising and they expected to allocate part of their future ad budgets to the site.

Hybrid Ad Model Produces Results

Promoted Tweets are charged on an "engagement" basis — including a retweet, response, click on a link or when a user marks a post as a "favorite." Marketers don't pay for tweets without results. So Twitter ads represent a combination of paid and earned media. The company only charges for the first original retweet. Subsequent retweets are free. But Promoted Tweets do not produce desirable results unless they resonate with Twitter users. Brands are still figuring out how to use the platform effectively. Twitter says that [the average "engagement" for Promoted Tweets is 3%-5%, still the top 2010 tweet was created by VW and had a 52% engagement rate](#).



A Sponsored Tweet for the History Channel as shown in the HootSuite control panel. Twitter now offers third parties the ability to share revenues produced by Promoted Tweets shown in third-party engagement panels.

Social Engagement

Social ROI/Budgeting

In 2009, just [16% of marketers surveyed said they currently measured ROI](#) for their social media programs. [In 2011, that figure will rise to 74%](#), according to 175 CMOs polled.

But those are CMOs, with generally good intentions. Among small businesses measuring [social media return on investment is a hot button](#). And it should be, given that [only 25% noted a return on their investment, while 46% broke even and 15% lost money](#) on their social media efforts. No wonder, when asked what new hire would help their business most, [9% of small businesses owners mentioned a social media expert](#), the second most popular choice after bookkeeper.

Measurement confidence – Attend any marketing conference these days and you'll quickly learn about the importance of analytics to help identify ROI. Among the critical issues facing B2B marketers, [57% mention poorly defined success metrics and key performance indicators](#). And [The State of Corporate Social Media in 2011](#) found that [just 40% of respondents felt confident in measuring social media](#).

Popular metrics – Marketers are still mired in an age of impressions when it comes to measuring success. Research from Bazaarvoice and The CMO Club, found that [site traffic remains the top metric for social marketing success in 2011, mentioned by 68%](#). The good news is that [companies planning to use conversion as a key performance indicator \(KPI\), doubled from 33% to 66%, compared to 2010](#).

It's critical that more marketers measure success with concrete benchmarks, like conversions, rather than using such "soft" metrics as tallying fans and followers, positive buzz or other comparable KPIs.

Gauging success – The Old Spice YouTube campaign generated significant amounts of consumer engagement and buzz in 2010, and impacted sales too. While a vast portion of media coverage focused on this viral campaign's millions of views, Nielsen reports [Old Spice body wash sales increased 107% in June 2010](#), thanks in part to its high-profile social media campaign.

The May 2011 Shop.org State of Retailing Online study [asked survey respondents about the key benefits of Facebook and only 16% said that fans were important](#). Yet when those same marketers were asked, "How are you measuring the effectiveness of social media initiatives that you have implemented to date?" — [the overwhelming majority, 94%, ranked follower growth rate as their number one metric](#).

Another study, fielded by the Effie Worldwide and Mashable, found that the [primary objective of ad agency executives and marketers from a host of large marketers, including Bank of America, Colgate-Palmolive and Mini USA, among others, is to increase Facebook "Likes."](#)

Budgeting – Many marketers are starting to realize that the cost of social marketing is climbing fast. What was once an inexpensive outlay, acquiring fans or followers, has morphed into an expensive advertising proposition. Webtrends studied 11,000 U.S. Facebook ad campaigns and found that the [cost of advertising to encourage a user to become a "fan" on a brand's Facebook page is \\$1.07](#).

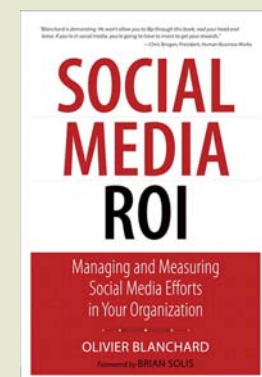
The American Marketing Association and Duke University's Fuqua School of Business surveyed more than 400 top marketers for the [February 2011 CMO Survey](#) (PDF) and found that [over the next 12 months, social media spending will rise to 9.8% of marketing budgets, up from the current 2010 level of 5.6%](#), while forecasting that social spending will reach 18% in five years.

ROI – In light of growing spending on social media, the importance of correctly measuring ROI cannot be understated. Already, among small business owners, [36% feel that their use of social media has fallen short of expectations, while only 9% say it has exceeded expectations](#), and this gap is growing notes the University of Maryland's Robert H. Smith School of Business, which surveys the small business market regularly. Among large marketers the story is equally turbid. A Millward Brown study found that only [23% of respondents said they were convinced that they were getting a good ROI, while 18% rated their ROI "average" and 9% described it as "poor."](#)

Lest the same thing that occurred to banner advertising happens to social marketing, it's well advised to avoid social media burnout.

Here's a Timely Book: Social Media ROI

If you really want to dive deep into the topic of social media ROI, [buy the book](#). Written by Olivier Blanchard and with a foreword by the über-popular Brian Solis, *Social Media ROI* will help you delve deep into the world KPIs. Blanchard explains why it's wrong that digital measurement analysts consider site visits, bounce rates, clickthroughs, and other general metrics, the focus of KPI reporting. Says Blanchard, "This is wrong. Web measurement professionals don't get to tell you what your KPIs are. You tell them." *Touché!*



Social Engagement

Social Ad Revenues

Ask any Silicon Valley entrepreneur how they plan to make money and the short and sweet answer usually is, "We're ad supported." But *selling ads* is not so easy. Just ask Google.

Google finally passed Yahoo! in the display advertising category ([\\$396 million vs. \\$330 million](#)), after 12 years of trying. You might argue that Google's *forté*, search advertising, is what it's all about, but the reality is that [Google's worldwide 2010 revenues of \\$30 billion](#), largely in search advertising, is dwarfed by the [\\$500 billion being spent globally on advertising of all kinds in 2011](#), including vast amounts of display and television advertising.

Facebook revenues – Even Facebook will push Yahoo!'s buttons this year, surpassing the once-vaunted search engine with [\\$4 billion in projected revenues](#), according to a Jan. 2011 eMarketer estimate (table). A spectacular feat that explains why [CEO Mark Zuckerberg continues to hold off on Facebook's IPO](#). Such a growth trajectory would equal Google's early performance, setting the stage for a spectacular initial stock offering in 2012.

Facebook's revenue is being fueled by a heady boost in the social network's ad rates, which reportedly have [increased 40% per click during the first quarter in 2011](#), although some subsequent reports suggest that its [CPC rates have declined](#).

YouTube revenues – With [3 billion daily video views](#), YouTube is a veritable gold mine, although we're not entirely sold on the concept of pre-roll advertising, or text overlay ads for that matter. TechCrunch reports that [YouTube will pass the \\$1 billion revenue barrier in 2012, up from \\$876 million in 2011](#), citing Citi analyst Mark Mahaney.

LinkedIn revenues – According to LinkedIn's IPO prospectus,

["marketing solutions" revenue increased from \\$39 million in 2009 to \\$78 million in 2010](#). "Marketing solutions" is a tactical nomenclature used by LinkedIn to deflect attention from its ad revenue stream, which makes up just 29% of total revenues.

MySpace revenues – U.S. ad [revenue at MySpace dropped 39% in 2010 to \\$274 million](#), according to research firm eMarketer. That's a highly optimistic estimate because TechCrunch was able to examine MySpace's "pitch book" and found that [revenues for fiscal year ending June 30, 2011 will amount to just \\$109 million](#).

Twitter revenues – eMarketer thinks [Twitter could generate as much as \\$150 million in revenues in 2011](#), a substantial increase over revenues of \$45 million earned during 2010.

Category revenues – Social networks worldwide are increasingly grabbing more revenue from the digital advertising pool. Of the [\\$80 billion marketers will spend on online advertising worldwide in 2011](#) (chart), 7.5% will be spent on social networks, rising to 8.5% of

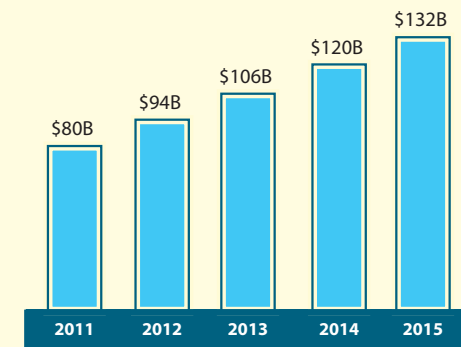
\$94 billion in 2012, estimates eMarketer.

As the table shows, worldwide [social network advertising outlays will reach \\$6 billion in 2011](#), predicts eMarketer. Those figures will be boosted by local performers, such as XING in Germany, which recorded [2010 revenues of 54.3 million euros](#) (\$77 million) or Renren, which also reported [\\$77 million in 2010 revenues](#).

To make these forecasts a reality, or beat them, requires simplifying the process of buying social advertising and, more importantly, building superior branding showcases within social networks.

Worldwide Social Advertising Revenues Forecast				
MARKET	(MILLIONS) 2010	(MILLIONS) 2011	(MILLIONS) 2012	
Total worldwide	\$3,463	\$5,968	\$8,094	
SEGMENTS				
Facebook	\$1,860	\$4,050	\$5,742	
MySpace	\$274	\$184	\$156	
Twitter	\$45	\$150	\$250	
Other networks	\$1,123	\$1,310	\$1,529	
Social Gaming	\$161	\$274	\$417	
SOURCE: 24-JAN-11/EMARKETER; 28-MAR-11 EMARKETER				

Worldwide Online Advertising Revenues Forecast



SOURCE 13-JUN-11 EMARKETER

Social Engagement

Media Integration

The DMA reports that most companies (93%) integrate messaging across marketing channels, yet only [14% feel they're effectively deploying analytics across channels](#). Say hello to the wonderful world of disconnected marketing.

A storefront sign on "The Miracle Mile," Michigan Avenue in Chicago, encourages window shoppers to visit facebook.com/tribune.TV ads blare Twitter handles and Facebook URLs. One medium scratches the other's back.

Yet measuring all this cross-channel activity is challenging. Things were easy when telemarketing could simply ask, "where did you see our ad?" Due to the vagaries of Time Compression (p. 6), most consumers would not be able to remember today.

Facebook vs. TV consumption – The reality is that while [consumers worldwide spend 700 billion minutes each month on Facebook](#), in the U.S. alone Americans spend 2.8 *trillion* minutes on television each month (Nielsen TV consumption estimate of [153 hours each month](#) times [U.S. population clock](#)).

Integration has been a key objective for online marketers for a while now. And since online has moved beyond experimentation, fitting digital into the marketing mix has become imperative.

Yet despite the growing time devoted to the Internet (table), some traditional media fare well. Thus a nagging question remains, "Why is there still a major disconnect between where consumers spend their time and where ad dollars are being applied?" Let's examine the facts.

Internet – A 2009 Harris Poll found that [adult Internet users spend an average of 13 hours per week online](#) (PDF). Social media consume about a quarter of that time: Nielsen reports that [time spent on social media using PCs rose from 16% in June 2009 to 23% in June 2010](#). The [25-49 age group spends the most time online, 17-18 hours each week](#).

That's equivalent to two hours and 35 minutes daily (table).

Television – TV captures the lion share of U.S. major media ad spending, at 39% in 2011. A 2009 survey by Deloitte found that more than [70% of survey respondents rank watching TV in their top three favorite media activities](#). According to the survey, consumers are watching close to [18 hours of television programming](#) on their home TV in a typical seven-day week. That's the same level of consumption as the Internet among heavy users.

Cord cutting – A lot of discussion centers around the "cord cutting" trend — severing traditional cable TV in favor of online streaming of television shows. Yet by a wide margin, [people are adding to their cable service rather than cutting back](#). One quarter, or [25%, said they subscribed to new cable or satellite services](#) in the past 12 months. Some 15% upgraded to a higher-tier service, 16% added a premium channel, 18% added HD service and 14% added a DVR or an additional receiver. On the flip side, just 7% said they downgraded their service to a lower tier, 7% dropped premium channels, and only 6% dropped service outright. That's *not* cord cutting.

Email – It's spam-ridden and subject to low open rates, yet email is still considered the most effective way of integrating an ROI-driven medium with a social campaign. A Q4 2010 survey of marketers in Europe and North America found the sharing of email links and web offers the best-integrated social media marketing tactic, with [62% of respondents relying on shared links as part of their integrated campaigns](#). Respondents [rated social media as the online marketing channel with the greatest positive effect](#) when integrated with email, selected by 34%.

According to agency Merkle, [87% of internet users checked personal email daily in 2010](#), a number that has changed little since 2007. Among those with a separate commercial email account, 60% checked daily, down just 1% since 2008.

Bottomline: Mix it up!

Daily Media Usage Time (hrs./min.) and Share

TYPE	DAILY TIME	SHARE
Television	4:24	43%
Internet	2:35	25%
Radio	1:36	16%
Mobile media	0:50	8%
Newspapers	0:30	5%
Magazines	0:20	3%
Total:	10:15	100%

SOURCE: DEC-10 EMARKETER, [MEDIAPOST](#)

Smartphones Are a Bigger Distraction Than DVRs

Think people are distracted by their rapidly growing digital universe? DOH! Devices that distract are ubiquitous, with 94% of TV and 73% of online video viewers using some type of companion device. "Companion media" include everything from laptops, video games and crossword puzzles to physical mail and musical instruments. But according to a study conducted this spring at IPG Media Lab in Los Angeles, which tracked 48 adults, [the smartphone proved to be the ultimate "disruptor" of video attention](#). Of all companion media used, the smartphone accounted for 60% of TV and 46% of online video distractions. That iPhone is truly magical indeed.

Social Engagement

Case Studies: Apparel, Fashion

Six out of 10 users of many social networks are women, making social media ideal for apparel and fashion marketers. That's why many, from Gap to Victoria's Secret, have staked their future dialog on cutting-edge social marketing.

In 2010, [U.S. apparel sales were up 2%, reaching \\$193 billion](#), after declining 5% in 2009. To keep building momentum, apparel and fashion marketer need to be more relevant to Millennials and Generation X.

According to Forrester, Gen Y [online apparel buyers make up 21% of all online apparel buyers](#), and are the second-largest group after Gen X. And 74% of Gen Y online apparel buyers are females who live in households with an average annual income of more than \$96,000.

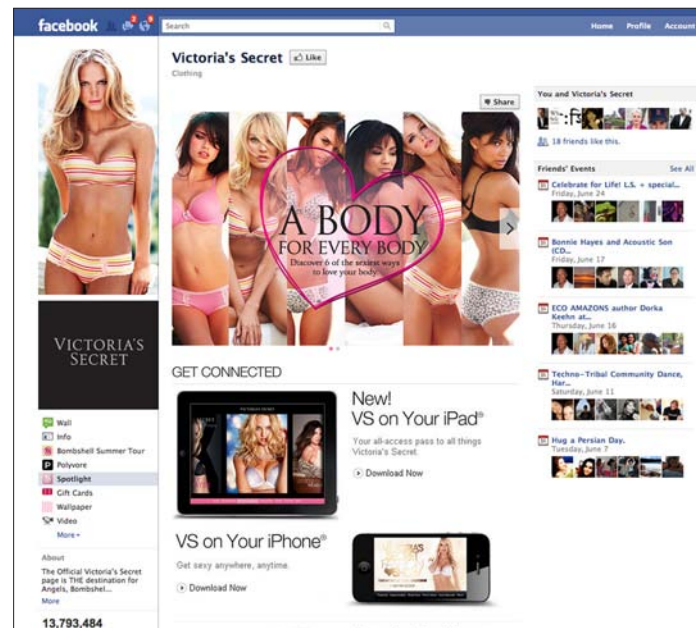
Gap – Gap has experimented with many social media, including Facebook, Foursquare, Groupon and Loopt. [Gap's Facebook page](#) has garnered 1.6 million "Likes."

In summer 2010, Gap offered a \$50 Groupon that cost buyers \$25. The offer resulted in \$11 million in revenues, split between the two companies. Unfortunately, Gap had estimated the offer would bring in as much as \$30 million in total sales.

While this promotion did not meet expectations, the retailer did a

promotion with now defunct Facebook Deals, which had Gap giving away 10,000 pair of jeans across the country for people who checked-in through Facebook's new service.

Unfortunately, there was a lot of confusion surrounding the offer, with an unfamiliar check-in process and a shortage of jeans. A spot check at one downtown San Francisco store showed about 50 people lining up, but Gap only had [15 pairs of jeans to give away](#). Lesson: Make sure you can handle the response.



Victoria's Secret has a successful Facebook page with 15.1 million likes. Then again, with content like this it's not too difficult to be effective in any social medium. Still, this page proves what an aggressive cross-channel marketer Victoria's Secret is.

Ann Taylor – In June 2010, Ann Taylor LOFT, a page that now redirects to [Ann Taylor](#) with about 180,000 "Likes," posted pictures of a tall, blonde model in cargo pants. What Ann Taylor did not expect was the mixed response. Many fans complained that cargo pants were "not universally flattering." The post led several fans to politely request that Ann Taylor show the pants on "real women."

The following day, [the fashion retailer posted pictures of its own staff posing in the same cargo pants](#). The women — drawn from different departments of Ann Taylor's design, styling and marketing staff — ranged from size 2 to 12, and differed just as much in height. Each styled the pants for a specific occasion, and explained why they liked the pants

or why the pants worked well on their individual bodies. Fans were very pleased that Ann Taylor's listened to its fans. And that's social marketing's first lesson: Learn to *listen* to your fans and followers.

Marc Jacobs Intern Lets CEO Have It

One March evening, a Marc Jacobs intern had a Twitter meltdown. The intern managed Marc Jacobs' official Twitter feed while a search was ongoing for a manager of Marc Jacobs' social media accounts. After followers had been instructed to send clever tweets to nab interviews with Marc Jacobs CEO Robert Duffy, the intern tweeted that Duffy has been presented with 50 people, but is "not happy" with any of them. The intern went on to tweet that Duffy is a "tyrant" and that @MarcJacobsIntl followers "have no idea how difficult Robert is." Talking out of school never goes out of style.

@MarcJacobsIntl
Spelling is hard for me. I hate this job. Hope they find someone soon. Robert is picky! We have presented him with 50 people. He's not happy

Social Engagement

Case Studies: Automotive

In 2009, Ford chose 100 people from among 4,000 applicants and lent them a Fiesta for six months while they shared their experiences on Facebook, Flickr, Twitter and YouTube.

This social promotion, dubbed the [Fiesta Movement](#), resulted in [15,000 tweets](#), [13,000 photos](#), [11,000 video views](#) and [11 million impressions](#). Social media are fertile grounds for the considered purchase of a car. *Wired* reports that [Ford was targeting the 70 million Millennials who would be driving in 2010](#).

Ford's social experiment was preceded and followed by many other



The Ford Explorer Facebook page has 161,000 "Likes," which puts it far ahead of its SUV competition. That figure has more than tripled from the 48,000 fans in July a year ago, partly influenced by a 2011 redesign, which boosted mileage significantly.

automotive social promotions.

Chevrolet OnStar – In 2010, Chevy sent eight teams from around the U.S. on a [Social Media roadtrip to SXSW](#). The Chevy promotion, which included a national scavenger hunt competition, resulted in [13,400 tweets](#), [8,764 new Facebook "Likes"](#) and [1,216 video views](#).

Volkswagen – To build buzz for its Superbowl ad, Volkswagen released a YouTube video early. The ad, featuring a boy in a Darth Vader costume who believes he has harnessed the "force" to start a Passat, was posted on YouTube five days before the football game. VW closely monitored response to its spot, which it also posted on its blog and its Facebook page. [The ad received 40,000 views in its first few hours](#). Within 24 hours it had 900,000. By game time on Sunday it was 13 million, and 24 hours later it was 16 million.

VW's Facebook page has [835,000 "Likes,"](#) its Twitter account has [36,100 followers](#), and the YouTube account has [19,100 subscribers](#).

Chevy Tahoe – Things don't always work out the way intended. In 2006, GM teamed up with *The Apprentice* to develop a site where Chevy Tahoe fans could make their own online commercials. But the reaction was largely negative with SUV critics making films bashing the Tahoe and others joining in with satirical ads.

Social marketing lesson No. 2: Make sure you understand that you're dealing with *user-generated content*, so prepare accordingly.



The launch episode of Ford's new social video campaign featuring Doug the Orange Puppet, which smacks of Pets.com's sock puppet, has attracted more than 554,000 views. Subsequent YouTube skits show that "ladies man" Doug may not have enough staying power, with views dropping precariously to 102,149 and much less.

Social Engagement

Case Studies: Consumer Packaged Goods

The consumer packaged goods industry, food, beverage, personal care, clothing, tobacco, paper and household products, is one of the largest in North America, valued at approximately \$2 trillion. Do they do social media? Yes, very well.

Can a disposable products manufacturer find happiness in a world of social babble? Here's the scoop:

Pretzel-Crisps - The objective of the Pretzel Crisps campaign was to drive Facebook page Likes. The tactic chosen was to reward fans with a \$1 off deal when they joined the community, which made the number of fans jump from [5,000 to 12,000](#).

On Mar. 15, 2011, they replaced the offer with a "buy one, get one free" coupon. Within 36 hours, [Pretzel Crisps doubled its fan base](#). So, the first promotion cost about \$7,000, while the second, both depending on actual redemption, was \$1.29 multiplied by 12,000, or \$15,480, plus out-of-pocket marketing costs. Cost per fan: \$1.00 to \$1.29.

Pepsi Refresh Project - Launched in 2010, the Pepsi Refresh Project, which awarded grants to community service projects voted on by consumers, was a phenomenal success by any measure. The program drew [120,000 ideas that garnered some 87 million votes, while attracting millions of visitors to Pepsi's site](#). Over 1 million people were impacted by the grants, Pepsi claims.

Old Spice - In July 2010, Old Spice launched a made-for-web social media blitz that involved more than 180 personalized YouTube videos, featuring actor Isaiah Mustafa responding to questions posed by fans, bloggers and celebs alike.

Wieden + Kennedy were able to craft an Emmy award-winning campaign that attracted millions upon millions of views, thousands

of comments, celebrity responses and a smattering of press coverage. [Visible Measures named it one of the fastest-growing online video campaigns of all time](#).

Kleenex - Kimberly-Clark launched a "Softness Worth Sharing" social promotion

that allowed Facebook users to send virtual Kleenex tissues to friends.

They could also request a free mini-box of tissues. The company sent out its millionth mini-box in March. [The](#)

[campaign lifted market share 1.7 points since October](#).

And Nielsen says Kleenex' share was up 3.9 points to 49.9% for the four weeks ending Feb. 19 vs. the period before the campaign began.

Budweiser - For some, social media is not all it was stacked up to be. Michelob, part of Anheuser-Busch InBev, posted this terse note on Twitter on Mar. 14, 2011: "[Recently Michelob Brewing made the tough decision to leave Twitter. We've loved talking beer with you & will miss following all of you.](#)" The move appears to be part of big beer's social media strategy. Neither Budweiser, Bud Light or Stella Artois are active on Twitter either, but the microbrews are.

Social marketing lesson No. 3: Social engagement marketing demands *a lot of time*, so allocating a proper time investment is key.

Frito-Lay Sets 24-hr. "Likes" World Record

Frito-Lay claimed the Guinness World Record for Facebook Page by capturing 1,571,161 "Likes" in a 24-hour period. Frito-Lay ran multiple promotions, including staging a replica of the company's Flavor Kitchen in New York's Times Square, plus live demonstrations on its Facebook Page to accomplish this feat. A tie-in with Zynga's FarmVille also helped boost final results.



Nestlé has launched an uncharacteristically zany and *risque* series of webisodes, called "A Moment With Heidi," which feature a pigtailed Bavarian woman using her downtime to daydream as she microwaves a Lean Pockets Pretzel Bread Sandwich.

Social Engagement

Case Studies: Entertainment

From the early days of the Internet revolution, there has been ample evidence of the power the digital word-of-mouth effect can bestow upon the [\\$433 billion entertainment industry](#). Who can possibly forget *The Blair Witch Project*?

The *Blair Witch Project* used a low-budget website to generate tremendous pre-release hype. Official ROI data, which many people question, suggest *The Blair Witch Project* cost \$65,000 to make, \$1.5 million to produce and promote, and brought in \$141 million at the box office.

Super 8 – In April, Paramount Pictures launched a trailer for *Super 8*, a new film by J.J. Abrams and Steven Spielberg, only on Twitter. Two days before opening, [Paramount realized the buzz among younger viewers was insufficient](#). So the company teamed up with Twitter to jointly announce [free “secret” preview screenings for Twitter users who tweeted with the designated #Super8Secret hashtag](#). About 100,000 people across the country attended the sneak preview. Twitter said that the Hollywood promotion, its biggest movie tie-up ever, earned Paramount \$1 million on Thursday alone. Over the weekend, *Super 8* was the top film at U.S. and Canadian movie theaters, [debuting with \\$35.5 million in ticket sales](#) for Paramount Pictures.



Toy Story 3 was the highest-grossing movie of 2010, generating some \$1.1 billion in revenues, and also the best-reviewed film, receiving a score of 99 out of 100 on Rotten Tomatoes. Disney used a creative social tactic by producing a fake TV spot.

Toy Story 3 – For *Toy Story 3*, Disney and Pixar deployed an unusual tactic, they created a “vintage” [Lots-o’Huggin’ Bear Commercial \(circa 1983\)](#) that oozes nostalgia, down to a “bad tracking” VHS effect.

The “ad” was shot in high-definition and then “treated” for YouTube. The *Toy Story 3* Blu-ray features a clip showing both the treated and untreated versions. The vintage commercial was released in late April, and received a wave of press and blog coverage, including 1.4 million views on YouTube.

The faux ads were successful enough that Disney released an actual collector’s edition Lotso toy in the fall of 2010.

Paranormal Activity – Paramount Picture’s *Paranormal Activity*, [produced for less than \\$15,000](#), went on to gross more than \$150 million at the box office, by leveraging Facebook. Paramount partnered with [Eventful](#) to get would-be fans to request film screenings in their area. The goal was to obtain [1 million fan requests](#) before the film was widely released. That goal was easily met, proving that pre-release fan engagement can greatly influence box office receipts.

Of course not all entertainment marketing is met with social media success. The [Tony Awards Facebook page has 136,000 likes](#). The official [Academy Awards page, if you can find it, has 281,000 likes](#). Clearly,

demographics play a key role in determining success. Social marketing lesson No. 4: know your demographics and don’t expect to be found.

Celebrity Marketing

In 2008, Tony Hawk [acquired Birdhouse Skateboards](#), making him the sole owner. They say being an owner makes you work harder, which may explain why Hawk’s use of Twitter has been singled out as being exemplary. He provides his established network of followers with updates that include glimpses into his personal life, such as skate sessions and photos of his children skating, and links to charitable causes he supports. He also inserts a few updates on personal appearances, press tours, game releases, etc. The keyword here is “few” — it’s not the dominant focus of his conversation. Hawk also promotes live contests in the cities he visits. These contests allow followers to win limited edition, autographed Tony Hawk skateboards, further cementing fan relationships.

Social Engagement

Case Studies: Health & Beauty

If ever there was a watershed moment in social media history, it was Dove's "Evolution" — a viral video that garnered more impressions than a Super Bowl ad and [won](#) the 2007 Cannes Lions International Advertising Festival.

Want more proof that the YouTube generation is firmly in control? The video barely qualified for its Cannes Film Grand Prix category but made the cut because someone at the Toronto outpost of Ogilvy & Mather had the foresight to run it on TV once, reports *Ad Age*.

Dove Evolution – But that's not the remarkable part of the story. In less than a month, "Dove Evolution," a 75-second viral film created for the Unilever brand reaped more than [1.7 million views on YouTube](#) and received exposure on such TV talk shows as *Ellen* and *The View*, as well as on *Entertainment Tonight*. It also resulted in the biggest-ever traffic spike for CampaignForRealBeauty.com — [triple the volume driven by Dove's Super Bowl ad](#), according to Alexa.com.

Aveda – In Dec. 2010, Aveda decided to offer Facebook members a free sample of Smooth Infusion Style Prep Smoother for hair. The promotion used a Smooth Infusion "Sampling App" ran on its Facebook page. Aveda garnered 52,000 new "likes" over the course of the five-day period, representing a 50% increase to the existing count. Aveda also experienced a 31% sales lift for Style Prep products year-

over-year. More metrics are shown in the table.

But the promotion did not go as planned. Aveda had planned to limit the promotion to 5,000 samples, but the sampling app continued to confirm samples far past the initial 5,000 entrants.

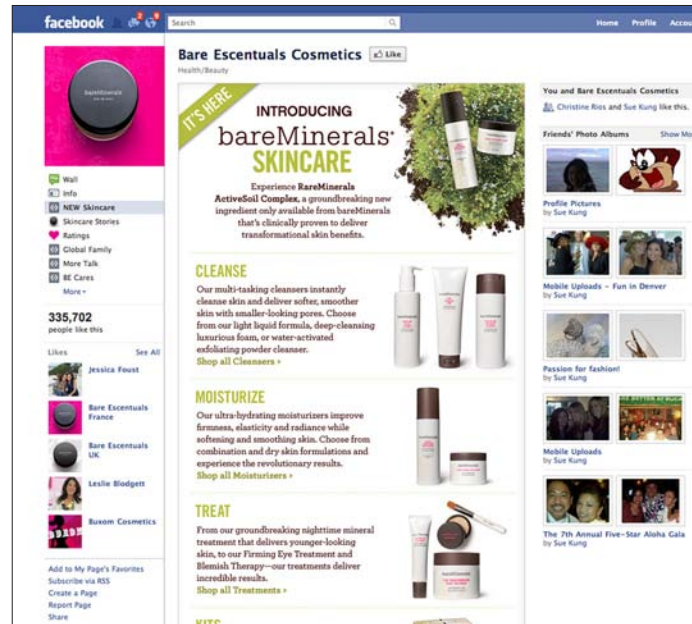
Aveda alerted participants that an error had occurred and

relaunched the app, giving away 20,000 Smooth Infusion trio packs.

Estée Lauder – In 2009, Estée Lauder used a logical way to connect with social media users: offer free makeovers and photo shoots at its department-store cosmetics counters coast-to-coast to produce shots women could use for their online profiles.

Social media lesson No. 5: leverage social media's 60% female composition. According to a global study conducted by Dove [only 2% of women around the world described themselves as beautiful](#) — making the beauty business highly aspirational.

Given that studies suggest that [social networking unleashes the same chemicals in the brain as cuddling](#), social engagement offers much-needed psychological support that can boost those aspirations.



Bare Escentuals ranks fifth on a [list of 100 prominent luxury brands](#) for exceptional Facebook marketing. Its Facebook page was also lauded by *Business Insider*, who cited its minimalist design in "[20 Companies with Awesome Facebook Pages](#)" list.

How Social Media Is Used in Pharma

Privately owned Boehringer Ingelheim, headquartered in Germany, belongs to the top 15 pharmaceutical companies in the world. In 2008, the company decided it was time to jump into social media and [launched on Twitter](#). The company's corporate account has [7,900 followers](#); while a U.S. counterpart has [3,900 followers](#). The company tweets news but also shares interesting articles, invites followers to media events and answers questions. Followers include journalists, PR people, media channels, industry people, doctors and patients. All data provided is reviewed prior to release, ensuring that it meets legal requirements. In Sept. 2010, Boehringer launched a Facebook page, which has [attracted 13,100 likes](#).

Aveda Smooth Infusion Facebook Sampling App

ENGAGEMENT PARAMETER	METRIC
Emails added	14,000
Entrant opt-in rate	70%
Engagement (posts, etc.)	48%
Fan increase	53%

SOURCE: 17-MAY-11 [EMARKETER](#)

Social Engagement

Case Studies: Restaurants

After a blizzard buried Spot Dessert Bar under nearly two feet of snow, the East Village bakery quickly got customers to return by offering half-priced drinks on Facebook and Twitter.

Sandwiched between exotic desserts, Spot Dessert offers customers notebooks and iPads so they can “Like” the shop. Observes General Manager Rex Rhee, “When a customer posts a good review about the bakery, all of their friends can see.” That’s something you can’t beat in a word-of-mouth-driven business.

KFC – KFC awards 2.5 million college scholarships in the U.S. each year. To stir up interest in its “Colonel’s Scholars” program, KFC and its PR agency Weber Shandwick decided to award a \$20,000 scholarship based on a single tweet. Students had 140 characters, including #KFCScholar hashtag, to convince KFC execs why they deserved a scholarship.

More than [2,800 applicants tweeted for their chance at \\$20,000](#), and the KFC Twitter handle gained 20% more followers in just two weeks.

The scholarship tweet campaign generated more than 1,000 media placements and tens of millions of media impressions, including 9 million social media impressions as a result of tweets during the short entry period.



Los Angeles' Kogi BBQ trucks was one of the first businesses to leverage the power of social media. In 2008, it began signing up Twitter followers who were informed of where their trucks were going to be next. Today, @kogibbq has 89,400 followers.

Kogi BBQ Truck – Trends on Twitter can take a life of their own. Los Angeles-based Kogi BBQ decided to use Twitter to alert customers of their whereabouts. In Nov. 2008, Kogi BBQ, [two roving Korean-style taco trucks](#), decided to use Twitter's 140-character, cellphone-friendly missives to alert customers of their whereabouts and menu items. As this [Dec. 2008 review](#) suggests, most observers didn't even know what Twitter was. Today, @kogibbq has 91,100 followers, and as the photograph below shows, business is booming.

There are 4,000 food trucks in Los Angeles, and [Americans are expected to spend \\$630 million on food this year from mobile vendors](#), both traditional and gourmet, according to the National

Restaurant Assoc. That's up from \$608 million in 2010.

Buffalo Wild Wings – In January, Buffalo Wild Wings launched a campaign, called “Home Court Advantage,” with [Scvngr](#), a location-based social network, to promote contests and rewards among its tech-savvy basketball fans, an important chain demographic.

In its first week, [these new contests drew 10,000 players who competed in 33,000 challenges](#).

Participants won 5,000 rewards. “It’s very social, almost like tailgating, but in a restaurant,” noted Scvngr Senior Vice President of Brands Christopher Mahl.

Social marketing lesson #6: more than a third of social media users are posting updates from mobile devices. Leverage this trend, by optimizing promotions for mobile.

Restaurant Chain Drives Traffic Using Social Intelligence

Golden Spoon owns and operates three frozen yogurt stores in Coachella Valley, Calif. In Jan. 2011, the chain ran a Facebook ad campaign designed to drive [Facebook](#) page traffic, with a “Like this page” call to action. Golden Spoon’s ad agency, [DigitalEye Media](#) placed a buy within a 50-mile radius of Palm Springs using a demo target of people ages 14+, women and families. The company used social intelligence data from [InfiniGraph](#) to improve top-line results:

- **Clickthrough rate** – 6%
- **Like conversion rate** – 51%*
- **Same-store sales** – up 14% during promotional period
- **Conversion to buy** – 18%**

*New Facebook likes were up 162%, monthly active users rose 105%.

**Coupon redemption rate was about 18% with each opt-in e-mail promo.

An advertisement for Golden Spoon frozen yogurt. It features a bowl of yogurt with various toppings. The text says "Become a Fan!" and "Click 'Like' to become a Golden Spoon fan to receive a Free \$2.00 Coupon for becoming a Fan!". It also mentions "As a fan, you will receive a free report on your birthday, announcements on special events, flavor of the month selections and other promotions each month!". At the bottom, there are three addresses: 79142 Highway 217, La Quinta, CA 92553; 40221 Monterey Ave., Rancho Mirage, CA 92270; and 2465 E. Palm Canyon Dr., Palm Springs, CA 92264.

Social Engagement

Case Studies: Retail

How does an online retailer go from zero to \$1.2 billion in less than 10 years selling shoes? By providing excellent customer service and using social media including Twitter and online video.

Tony Hsieh, a 35-year-old serial entrepreneur who had his first big hit when he sold LinkExchange to Microsoft for \$265 million at 24, figures he goes through 1,000 tweets a day that are either directed at him or mention Zappos.com. By contrast, the company (and he) gets about 2,000 email messages a day. In fact, it takes six different members of the CEO team to respond to messages.

Zappos.com – Question: What CEO of a billion-dollar company has [1.8 million followers](#) on Twitter and “does not” find the 140-character messages the best way to interact with customers? Answer: Tony Hsieh, CEO of online retailer Zappos.com. At Zappos.com, social media is *not* used to drive up sales. Blogs, microblogs and streaming video all have a different purpose. Hsieh believes these tools “give

the public glimpses into how we act.” Zappos.com estimates the cost of reaching out to past, present or potential customers in these micro media at \$300,000 per year, or less than three-hundredths of one percent of its [\\$1.2 billion in annual sales](#) (2009). It’s not even looking for a return on that investment (ROI). “We don’t assign metrics

to it,” Hsieh says. “It’s really just about our unwavering belief that making the customer happier is going to win in the long run.” About 450 of the company’s 1,400 employees are on Twitter, not a surprise for a company that [believes each employee is a sales channel](#).

Kirkland – A dozen retailers grew their Like counts by 40%, or more, from the middle of March through the middle of May, according to [Media Logic’s latest Retail Marketing Report](#), which tracks the top 100 retailers performance on Facebook and Twitter. Leading this pack was Kirkland, which got around 200,000 new fans by promising a \$25,000 prize. That amounts to paying 12.5 cents per Like.

Social marketing lesson #7: Whether you’re selling or buying, leverage in-house assets.



Walmart’s YouTube channel is a perfect example of a retailer that provides a content showcase that never strays far from its brand image. There’s nothing on this video sharing site that doesn’t belong or doesn’t promote Walmart in some way.

Bergdorf Goodman Lets Facebook Users Design Fendi Bag

In April, Bergdorf Goodman launched a [Facebook contest to crowdsource the next Fendi 2Bag design](#). “Fendi Frenzy: The Color Challenge” invited consumers to choose upper and lower half bag colors, as well as handle and ID tag details, from a predetermined palette. After a design submission, entrants had to rally friends to vote for their designs. Five designs with the most votes are to be reviewed by a Fendi design team to pick the winner, which will appear in a limited-edition collection at Bergdorf Goodman in the fall. This social campaign is notable for the prestige of brands involved.



Top Retailers based on Social Media Likes with Followers Ranking

RANK	RETAILER	LIKES	FOLLOWERS
1.	Victoria's Secret	11.0M	49,651
2.	Victoria's Secret Pink	7.7M	28,820
3.	H&M	6.0M	87,050
4.	Hollister & Co.	4.0M	—
5.	Forever XXI	3.9M	121,029
6.	Target	3.6M	63,496
7.	American Eagle	3.6M	39,085
8.	Aeropostale	3.5M	22,968
9.	Abercrombie & Fitch	3.5M	—
10.	Kohl's	3.3M	8,606

SOURCE: FEB-11 MEDIA LOGIC USA

Social Engagement

Case Studies: Tech, Consumer Electronics

Perhaps one of the best ways of gauging a tech company's social media immersion, is the mere fact that they're actually counting employee participation. Here's where IBM, the ol' grand dad of technology, comes in first.

Does IBM know what employees are on LinkedIn and Twitter? They sure do. Close to [25,000 IBMers are on Twitter, more than 300,000 are on LinkedIn and 198,000 on Facebook](#). And that's in addition to 17,000 individual blogs and 400,000 employees on IBM's in-house social network, dubbed IBM Connections, which allows employees to share status updates and files, and collaborate on wikis and blogs. That's a big social footprint.

Clarisonic – In 2010, Clarisonic focused its social marketing efforts on a campaign to help improve the self-esteem and quality of life for people battling cancer. For Breast Cancer Awareness Month, Clarisonic launched a campaign in which the company donated \$1 for every new "Like" the Clarisonic Facebook page received.

A Like campaign, consisting of Facebook advertising, email blasts, Twitter, YouTube and its own blog, Sonic Chatter, ran from September through November. A tab on Clarisonic's Facebook page encouraged fans to send email messages, post on their friends' walls and participate in polls. [Clarisonic experienced an 82% increase in its Facebook Likes](#) (table). And the average daily volume of Likes received

Clarisonic Facebook User Metrics

ANALYTICS PARAMETER	AUG. 28- SEP. 26, 2010	SEP. 27- NOV. 11, 2010	% CHANGE
Avg. daily Likes	35	530	1,414%
Avg. daily active users	3,960	7,257	83%
Avg. daily pageviews	421	2,247	434%
Facebook fans (total)	38,310	69,786	82%

SOURCE: 13-APR-11 CLARISONIC, [EMARKETER](#)

on its Facebook page climbed a staggering 1,414%.

Wireless carriers – The wireless carriers have embraced

Facebook as a marketing channel by creating fan pages. How have their pages fared? It appears engagement rose or fell in proportion with each brand's market success. During the period measured by Compete, [AT&T's brand engagement, as expressed in time spent on each page, jumped from 39 to 57 seconds, a 46% increase](#). T-Mobile, meanwhile, saw its page engagement fall from 38 to five seconds, a precipitous 96% decline.

Comcast – *Consumerist* exposed Comcast on Twitter, after it discovered a memo asking staff to vote in a *Consumerist* competition, called the *Worst Company in America*, but "[from the office and at home on your personal computers and laptops](#)" (emphasis added).

Social engagement lesson #8: be transparent and authentic.



Global mobile phone brand Sony Ericsson has racked up an impressive 5.3 million Likes, although the company has achieved that by mostly using a "Like gate" — a device we don't believe is in keeping with true social engagement marketing.

How Cisco Uses Social Media to Engage B2B Target Audience

For Cisco Social Media Marketing Manager LaSandra Brill, social marketing is a way connecting and engaging with a wider audience, and deepening relationships with existing customers. And Facebook is ideal to show off the lighter side of Cisco while engaging customers directly. Cisco also adapts to its B2B audience, as required, and uses MetaCafé in addition to YouTube, due to its global reach. The bottom-line is that Cisco has been able to [expand its audience reach 90 times at one-sixth the cost](#), based on a recent social media product launch that also used blogger outreach.



Social Engagement

Case Studies: Travel

“Where I’ve Been” — a Facebook travel app that shows places members have been to or hope to visit — has been downloaded by more than 9.7 million members since its launch in June 2007.

There is no industry that has been buffeted more by the social media winds of change than the [\\$919 billion worldwide tourism industry](#). The trend has not been ignored. According to TravelClick, 75% of hoteliers are using social media for the purpose of [“\[increasing\] occupancy and revenue per available room.”](#) And no wonder, [social media drives 78% of travel site traffic](#), according to the L2 Digital IQ Index for travel.

Virgin America – Virgin America is definitely a trendsetter. The start-up airline spends [70% of its budget on digital, with a growing focus on emerging media](#). Says Virgin America Vice President, Marketing Porter Gale, “There’s an advantage to being early.”

One standout is Virgin America’s use of Twitter’s Promoted Tweets to announce the “Fly Forward, Give Back” sale. [It resulted in the company’s fifth-most successful day ever in terms of ticket sales](#).

When Virgin America launched new routes to Mexico hot spots Cancun and Cabo in Sept. 2010, the airline partnered with check-in service Loopt to offer two-for-one tickets when people checked in at airports in San Francisco and Los Angeles, or at one of many taco

trucks. The company uses two full-time people internally to monitor Facebook and Twitter chatter.

Balsams – The Balsams Grand Resort Hotel in New Hampshire decided to use social media find the world’s first-ever “Resorter” — a person who would live at the hotel during July and Aug. 2010 and use social channels to share all of his or her experiences at the 8,000-acre resort. Entries poured in from all over the world and the company’s first Resorter was 23-year-old Martin Edgar Earley, who blogged and posted daily social media updates, photos and videos about all The Balsams had to offer. The campaign was a hit, and [the hotel saw a 20% increase in bookings in August](#).

Carnival Cruises – “Cruising is a social thing,” says Carnival Cruise

Lines Senior Manager of Online Experience and Operations Stephanie Leavitt. So, Carnival has been an aggressive user of Facebook, growing its fan base from [45,000 at the end of 2009](#) to more than 1 million Likes today, a twentyfold increase in less than two years.

“Our biggest lesson learned is that social media changes at a pace that I think marketers are not really used to. It’s incredible,” says Leavitt. “The Facebook platform changes, the policy changes, the way people use it changes all the time. We’re just trying to keep up with that and make sure that whatever we’re developing is easily adaptable.”

Social marketing lesson No. 9: be adaptable to rapid change.



When Carnival saw that its Cruise Finder tab on Facebook was getting a lot of use, it upped the ante this year with a Cruise Shopper tab, which lets people book cruises directly on Facebook, and share that information with their friends.

Queensland Pitches Best Job in the World

When Australia’s Queensland decided to use social media as part of an integrated destination marketing campaign, to drive traffic to their site and visitors to their destination, Agency Wanderlust got their social ROI story from an unexpected source. “The Best Job In The World” social campaign [achieved some impressive results](#),” reports Wanderlust President Mark Shipley:

- **Site visitors** – 8.4 million
- **Job applications** – 34,680
- **Queensland tourism** – up 20%, while the travel sector struggled as a whole

Queensland’s marketing team initially grappled with setting campaign goals, as there were no benchmarks. They finally settled on the goals of 400,000 visitors to “The Best Job In The World” site (as of Oct. 2009, more than 8.4 million visited from every country in the world), and 1-3% applying for the job (2.8% actually applied).



Social Engagement

Social Presence

Fully 78% of 902 U.S.-based executives surveyed say that having that [having a social strategy is critical](#) to the future success of their businesses. Agreed, so how do you build a social presence?

Way back when in 2008, the Cone Business in Social Media Study found that [93% of Americans believed that a company should have a presence on social media sites](#), while 85% believed these companies should use these services to interact with consumers.

The following section, Services and Tools, lists the providers of services you might consider in helping you achieve and manage your social presence. Because social marketing can be fraught with industry black magic and voodoo, every attempt has been made to simplify matters by checking each vendor's site and aligning their product offerings as much as possible with our feature matrix.

The Visual Overview on page 83 shows how we have organized the market by functional areas. Some observers may disagree with our definitions and categorization, but after studying the industry for a long period of time, we believe our categorization is very close to ideal. Undoubtedly, it can stand refinement and elucidation and we invite you to submit any feedback to the author by dropping him an email at mt@ubercool.com.

Engagement – We started with engagement, because that's the starting point most marketers embark from. Engagement can mean something as simple as picking up Twitter client, like TweetDeck, and joining the tweet stream, or setting up a Facebook page to begin posting updates. No costs or staffing required. From there, the sky's the limit. One can start using a scheduling tool, like HootSuite, also free, or hire a service that optimizes your content stream at an optional cost.

Social analytics – With 65 companies peddling one type of analytic solution or another, this is the most crowded and confusing category. Our baseline feature for these vendors is Listening/Monitoring,

because this is where it all begins. You can't perform social analytics without dipping your toe in the water. While many firms perform this type of service, some are free or at least offer a "freemium" model. As the Visual Overview shows, there are a number of ways to reorganize listening results to deliver a new set of numbers, including sentiment ratio analysis and trend tracking, but, fundamentally, it's all listening and monitoring.

The next notch up is providing influence metrics or brand affinity. These types of analyses require that more data be harvested from social profiles, so they're tiered separately. Note however, that even this type of analysis is best combined with listening to provide you with the best possible social engagement strategy.

SMMS – The Social Media Management Suite category contains 25 products that are able to manage a wide range of tasks.

Suites typically perform at least two out of three core features. It appears likely that most players will eventually end up offering complete SMMS solutions, simply because managing the entire spectrum from engagement to influence metrics is going to be increasingly required by all marketers. Also, using one vendor with a consistent GUI makes the task of managing all options a lot easier for social engagement marketers.

Staffing – After brand monitoring, [staffing is the second most often mentioned item that 77% of respondents to an Altimeter survey will devote more money to in 2011](#). However, research also suggests that [it's smarter to integrate social media than to field a separate staff](#).

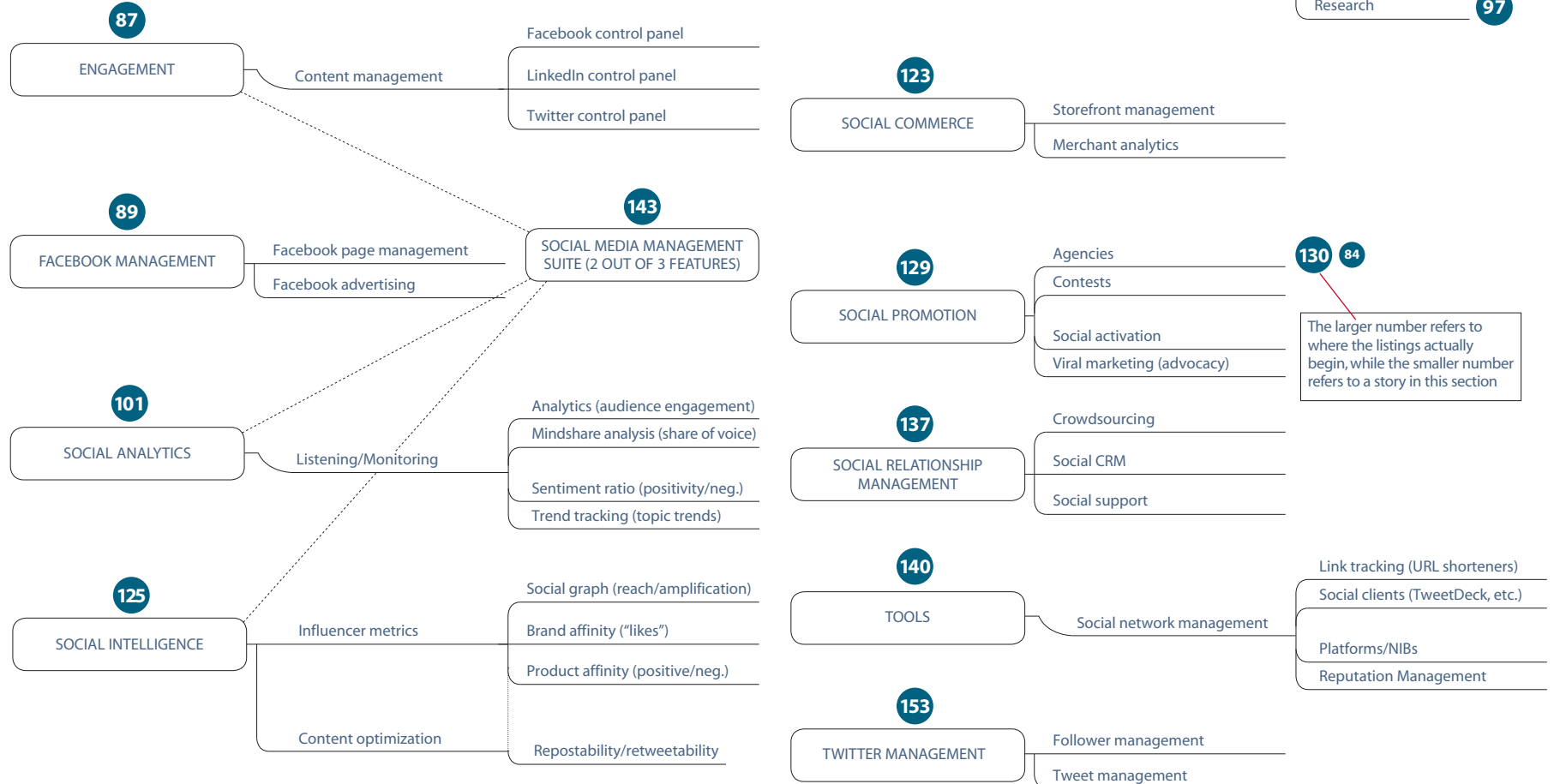
Social Presence Check List

- ☐ Engagement dashboard
- ☐ Twitter account/Facebook page
- ☐ Basic clickthrough tracking
- ☐ Listening/monitoring solution
- ☐ Social analytics
- ☐ In-house staffing
- ☐ Social promotion agency
- ☐ Social CRM/support system
- ☐ Social influencer metrics solution

Services and Tools

Visual Overview

This visual reference guide helps you find what you are looking for in this resource guide. It will also help you understand how we organize the social media management universe.



Services and Tools

Agencies

The big buzz in the social media agency world at editorial deadline was the acquisition of New York-based Big Fuel, which bills itself as “pure-play social media agency designed for the needs of large brands,” by Publicis Groupe’s Vivaki unit.

[With more than 170 employees, Big Fuel will reportedly generate \\$30 million in 2011 revenues.](#) The agency shares a number of clients with Publicis Groupe, including General Motors, McDonald’s, Microsoft and T-Mobile.

There are about [6,000 ad agencies in the U.S.](#) Of those, an estimated 400 can be called social marketing agencies, firms that specialize in the creation and management of social presences. When *Ad Age* analyzed about 900 advertising and marketing-services agencies for its Agency Report 2011, it found that [this group received an estimated \\$8.5 billion, or 28%, of the \\$30 billion in 2010 U.S. revenue generated by these 900 agencies from digital services.](#)

That figure was up 26% compared to 2009, pointing to heady demand for digital marketing services. Concludes the *doyenne* of all marketing media: “Digital has become a standard tool across every agency discipline.” More pointedly, six in 10 digital dollars, equal to \$5.1 billion, in 2010 went to digital-specialty agencies such as Publicis Groupe’s Digitas and Sapient Corp.’s SapientNitro, underscoring how critical specialized media placement has become.

The osmosis of social engagement is a positive trend in the advertising world, one that will bestow a lot of positive energy on traditional shops. As one social media observer puts it, “social media ‘teaches’ ad agencies to do new business the way they should have

been doing all along. To be successful with social media, you are compelled to lead prospective client engagement with [benefits and value rather than agency capabilities and credentials.](#)”

Social media maven Jason Falls has a more radical take. “The day an advertising agency’s creatives truly ‘get’ social media and how to communicate ideas through social channels is the day said agency becomes a relevant player in the new marketing landscape. Trouble is, at least in my experiences, [advertising creatives are often solitary, anti-social types](#), content to focus on their art and craft even at the expense of changing with it.”

The task at hand is to separate the wheat from the chaff, which requires a lot of research, since many marketers are hesitant to share their success stories for fear of tipping off competitors. That leaves the ad agencies to trumpet their social media portfolios.

In this Services and Tools section we’ve listed agencies that blipped our radar screen, either through research or through word of mouth.

Given the number of companies involved, Facebook alone has [approved 98 outfits as Facebook Ad Providers](#), this guide by necessity is limited but will grow in utility over time.

Many unknowns tend to rise from their hidden *niches* through acquisitions, like the [\\$50 million acquisition of Facebook agency Context](#)

[Optional by Efficient Frontier](#). Expect some to hit the big time, much like Digitas did in 2007 when Publicis bought the online marketing agency for \$1.3 billion.

Publicis has been very acquisitive, buying digital agency [Rosetta for \\$575 million this past spring](#). This M&A tactic matches Chairman Maurice Levy’s stated observation that “Digital advertising still heralds many unknown opportunities.” And with social media there’s no telling how explosive these opportunities may well be.

Selected U.S. Social Media Agencies Ranked by Alexa Traffic Rank*

RANK	AGENCY	ALEXA INDEX
1.	Ignite	1,361
2.	Shift Communications	297
3.	Dachis Group	249
4.	Fanscape	179
5.	Social Media Group	167
6.	Big Fuel	144
7.	Carrot Creative	141
8.	Likeable	72
9.	Room214	71
10.	Collective Bias	71

SOURCE: 21-JUL-11 UBERCOOL (INDEX BASED ON [ALEXA TRAFFIC RANK](#) AND NUMBER OF SITES LINKING IN)

Which Are the Best Social Agencies Internationally?

While this e-book is primarily focused on the U.S. market, whenever possible global data has been included, recognizing that social networks are the first medium to truly transcend all borders. In the U.K., the talk usually centers around [we are social](#). Other frequently mentioned U.K. agencies are [Simply Zesty](#), [NixonMcInnes](#), [Wolfstar Consultancy](#), [90:10 Group](#), [ShinyRed](#), [RAAK](#), [Dare](#), [Tempero](#), [33 Digital](#), and [Diffusion PR](#). On the European continent, [Heaven](#) and [Vanksen](#) are agency names that surface regularly. In India, we hear good things about [Pinstorm](#) and [Social Wavelength](#). In Australia, it’s [we are social](#), again. We expect to be hearing from many of them, so stay tuned.

Services and Tools

Analysts, Books, Blogs

The title of Jason Falls' new social marketing book speaks volumes, *No Bullshit Social Media*. That coauthors Falls and Erik Decker would be compelled to write a book that purports to tell it straight is indicative of the state of social media.

IB.L. Ochman noted that [there were 15,740 social media gurus and mavens on Twitter in Dec. 2009](#), up from 4,487 just seven months earlier. As Ochman wrote, "Back in January 2010, the social media guru brigade was multiplying like rabbits, causing one reader to quip that within three years, everyone on Twitter would be a social media guru."

Unfortunately, the service Ochman used for her Twitter bio search, [TweepSearch](#), is no longer functioning. A comparable search on [FollowerWonk](#) yielded inconsistent results.

Books – Suffice it to say, a lot of industry jargon is being used to impress those new to the market. According to one LinkedIn thread in 2010, the most popular social marketing book was *Groundswell*, written by Charlene Li and Josh Bernhoff (table), produced when both were analysts with [Forrester Research](#).

[Charlene Li](#) is the founder of [Altimeter Group](#), and author of [Open Leadership](#). At Altimeter Group, Li has partnered with Jeffrey Owyang, another highly regarded social marketing analyst, who writes the [Web Strategist](#) blog. Another member of Altimeter Group is [Brian Solis](#), who is another highly regarded social marketing consultant and speaker. Solis is the author of [Engage](#), a popular social marketing book.

Another influential speaker and industry pundit is [Chris Brogan](#), best known for his book, *Trust Agents*, coauthored with Julien Smith.

Six Pixels of Separation author Mitch Joel maintains a blog at [Twist Image](#). Our top 10 social blogs table (below, right), shows other popular social media blogs written by book authors.

Analysts – Besides the aforementioned Charlene Li, Jeffrey Owyang, Brian Solis and Chris Brogan, a number of other analysts are have established a social beachhead. Kim Celestre started at Forrester this spring and due to Forrester's influence sphere, immediately jumped page two of Google search results for "social media analyst."

Marshall Sponder maintains a blog, called [WebMetricsGuru](#), where he provides in detailed coverage of social analytics services and solutions. [Mari Smith](#) hosts a blog that specializes on engagement marketing as it relates to Facebook.

Blogs – We've already mentioned a number of blogs maintained by book authors and analysts.

But there are a number of blogs that do not have a "famous face" attached to them *per se*. On the Facebook side of things, there is [AllFacebook](#), which features a number of writers, including Jackie Cohen and Brian Ward.

[Inside Facebook](#) was founded in April 2006 by Justin Smith and provides detailed coverage of Facebook's rapidly growing social empire. [Smith sold Inside Network for \\$14 million to WebSideMedia](#)

[Brands in May 2011](#).

No roundup of social blogs would be complete without a mention of [Mashable](#), founded by [Pete Cashmore](#) in 2005 (sidebar). Its meandering focus has a host of newcomers chasing after Mashable's social media crown including [Social Media Examiner](#), [Social Media Today](#), [Social Times](#), and [The Next Web](#). We wish them all luck, and that's no B.S.

The Blog Phenom That Is Mashable

[Mashable](#) is a success story if ever there was one. Founded by Pete Cashmore at [age 19 in Aberdeen, Scotland](#), Mashable claims it drew [12 million uniques in Jan. 2011](#). Prominent writers there are [Ben Parr](#) and [Jolie O'Dell](#), who work social media's virtual aisles to cement relationships. A decision to broaden its focus to general technology and media coverage now has Mashable competing against big tech blogs like Engadget and TechCrunch. Whether that diminished focus will help or hurt in the future remains to be seen. For now, it's mash on!

Most Recommended Social Media Books

RANK	BOOK TITLE
1.	<i>Groundswell</i> ; Charlene Li & Josh Bernoff
2.	<i>Crush It</i> ; Gary Vaynerchuk
3.	<i>New Rules of Marketing and PR</i> ; David Meerm. Scott
4.	<i>Trust Agents</i> ; Chris Brogan & Julien Smith
5.	<i>Here Comes Everybody</i> ; Clay Shirky
6.	<i>Inbound Marketing</i> ; Brian Halligan
7.	<i>Digital Strategies</i> ; Paul Argenti & Courtney Barnes
8.	<i>Naked Conversations</i> ; Robert Scoble & Shel Israel
9.	<i>Six Pixels Of Separation</i> ; Mitch Joel
10.	<i>Socialnomics</i> ; Erik Qualman

SOURCE: MAY 2010 UBERCOOL/SOCIAL MEDIA MARKETING GROUP ON LINKEDIN

Top 10 Most Influential Social Blogs by Alexa Traffic Rank Index*

RANK	AGENCY	ALEXA INDEX
1.	Kim Celestre/Forrester	309
2.	Chris Brogan	290
3.	Jeffrey Owyang	205
4.	Brian Solis	131
5.	Gary Vaynerchuk	90
6.	Clay Shirky	88
7.	Mitch Joel	66
8.	Dan Zarrella	40
9.	Jay Baer	38
10.	Erik Qualman	34

SOURCE: 22-JUL-11 UBERCOOL (INDEX BASED ON ALEXA TRAFFIC RANK AND NUMBER OF SITES LINKING IN)

Services and Tools

Conferences, Seminars

According to a study by U.K.-based Savills, the global conference market was worth about \$400 billion in 2007. Economic doldrums may have put a dent in that figure, but the need to attend seminars remains, especially in social media.

According to Lanyrd (sidebar), marketers have [444 social media conferences](#) to choose from this year. And the number of new events being added shows no signs of letting up.

In 2012, Dachis Group will launch the [Social Business Summit](#), which is set to debut in Rio de Janeiro in Feb. 2012 and travel to Austin, Tex., Shanghai, Berlin, Singapore, London and New York. Didn't think Austin belonged among those jet-setter hubs? Dachis does, because that's where the company is headquartered.

But since Facebook, Google and Twitter are based in the San Francisco Bay Area, and since nearly half of the 200 companies listed in this section are based there, the cities by the bay can be sure to see plenty of conference action.

The ultimate event is [Facebook's F8 event, which is scheduled for Sept. 22, 2011 in San Francisco](#), according to a Aug. 25 Mashable post.

Twitter held its first-ever developer conference, called Chirp, in Apr. 2010, but has not set a date for the next one either. It's more than likely that the company is [waiting for developers to blow off some steam](#) before they announce the next Chirp.

Most of the events in the social arena with some kind of legs are being run by entrepreneurial outfits. Social Media Conference is based in New York and is headed up by Ticonderoga Ventures' [Marc Lesnick](#). The [140 Characters Conference](#) is run by telecom pundit Jeff Pulver. Blogworld and Pubcon are crossovers from other segments of the

industry trying to make a go of it in social media, although [Blogworld & New Media Expo](#) appears to have succeeded, for now.

Social media gatherings must deal with one particular idiosyncrasy, one that is unique to the business. Since nearly everyone in attendance tweets just about every grain of singular thought expressed at these events, in particular at events like [SXSW](#), there is very little an entrepreneurial marketer can't discern by just listening to the tweet stream flowing in over the transom.

That may explain why the more successful social events, like

Blogworld and SXSW, are cross-over events that were able to cement their "our parties are better than their parties" reputation early on, thereby securing valuable schmooze time guarantees from all attending.

And therein lies the answer for not only the future of social media events, but for [all 13,100 tradeshow produced in the U.S.](#) Marketers have for years devoted more money to what's called the "below the line spend" — monies designed to stem the tide of viewer and impression erosion — to such experimental areas as branded entertainment and product placement.

PQ Media, which has tracked the market since 1975, [reports that branded entertainment spending reached \\$25 billion in 2009.](#)

In its April 16, 2007 issue *BusinessWeek* cites this remarkable statistic, which it sources to the now-defunct *TradeshowWeek*: "[Trade show attendance peaked in the U.S. at 5.1 million visitors in 1996.](#)"

This factoid suggests that the impact of Time Compression (p. 6) has had a material effect on the tradeshow circuit. Given that the typical exhibitor today spends more than \$100,000 to set up a trade show booth, and the typical attendance ranges from 1,500 to 12,000 visitors per tradeshow, it's not too difficult to calculate your social media event ROI. Time to ask, "When did you fly in? And when are you leaving?"

Top U.S. Social Media Conferences by Alexa Traffic Rank Index

RANK	CONFERENCE	INDEX
1.	Mashable Connect*	4,243
2.	MediaPost Social Insider Summit*	842
3.	Blogworld & New Media Expo	157
4.	Pubcon	119
5.	140 Characters Conference	45
6.	Social Media Marketing Summit	44
7.	Social Fresh	44
8.	Social Media Strategies Summit	16
9.	The Corporate Social Media Summit	12
10.	Social Media Conference	4

* CONTENT SITE RANKING. SOURCE: 25-JUL-11 UBERCOOL/ALEXA.COM

Lanyrd Aims to Help Track Conferences by Crowdsourcing Deets

Within two hours after launch, U.K. entrepreneurs Natalie Downe and Simon Willison received more than 14,000 visits to [Lanyrd](#) — a resource site they call "the IMDb of conferences." Lanyrd was accepted to Y Combinator's accelerator program and has since relocated to Mountain View, Calif. The company was funded by a \$150,000 convertible note by Start Fund. Since it's crowdsourced, Lanyrd asks its users to contribute all data, including sessions, speakers and content.

Welcome to Lanyrd

get more out of conferences

Find great conferences to attend

See what your friends are going to or speaking at, find conferences near you.

Discover what's hot while it's on

Track what's going on during the conference, even if you aren't there, in doing the rounds. Use our useful mobile version to decide what to go to.

Catch up on anything you missed

Easily discover slides, video and podcasts from conferences you attend event you can build up your speaker portfolio of talks you gave.

Sign in with Twitter

Conferences today

London JS, Web Sockets and Server Sent Events

London England / London

18th July 2011

2 events running, 80 people attending and 14 people waiting

JavaScript Nuts'n'Bolts

London England / London

18th July 2011

2 events running, 14 people attending and 14 people waiting

Services and Tools

Engagement

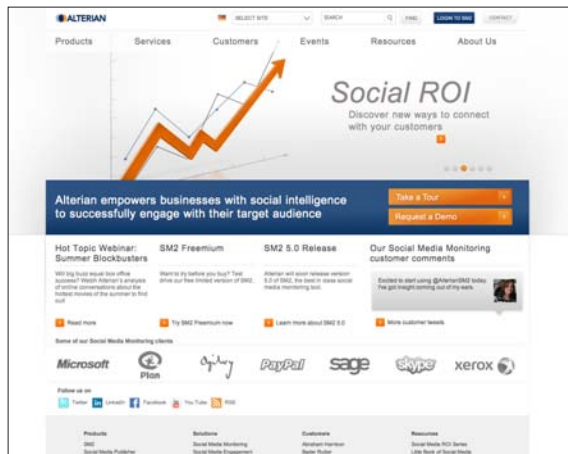
Engagement Control Panel

Alterian Social Media Publisher

Alterian Inc.
35 E. Wacker Dr. #200
Chicago, IL 60601
U.S.A.
312-704-1700
michelle.taylor@alterian.com
<http://socialmedia.alterian.com/>

Alterian Social Media Publisher is a multi-user social media engagement platform that offers content management and compliance to provide consistent customer-facing communications.

- Engagement Control Panel
- Content Compliance
- Content Management
- Analytics



Engagement Control Panel

Conversocial

iPlatform Ltd.
40 Beak St.
London, W1F 9RQ
U.K.
+44 0207 494 9200
hello@conversocial.com
<http://www.conversocial.com/>

Conversocial is a multi-user engagement platform that with interaction history and moderation features to help users manage their social dialog, backed by engagement analytics.

- Engagement Control Panel
- Analytics
- Community Moderation
- Audit Trail



Engagement Control Panel

HootSuite

HootSuite Media Inc.
37 Dunlevy St.
Vancouver, BC V6A3A3
Canada
dave.olson@hootsuite.com
<http://www.hootsuite.com>

HootSuite is a social media dashboard that helps individuals and organizations post messages, monitor conversations and track results across Facebook, LinkedIn and Twitter.

- Facebook Control Panel
- LinkedIn Control Panel
- Twitter Control Panel
- Analytics



Services and Tools

Engagement

Engagement Control Panel

ObjectiveMarketer

Emailvision

550 S. California Ave. #313

Palo Alto, CA 94306

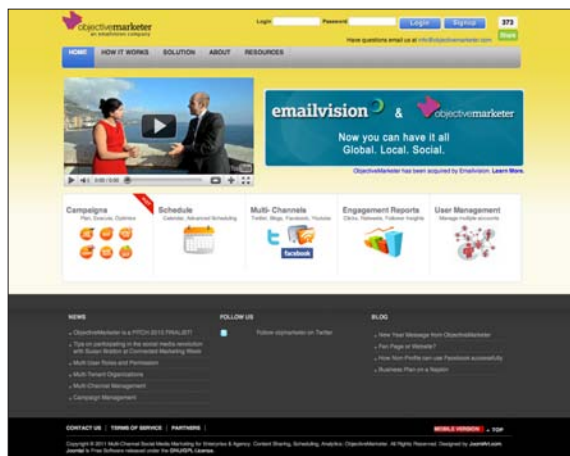
U.S.A.

info@objectivemarketer.com

<http://objectivemarketer.com/>

ObjectiveMarketer offers the ability for marketers for multiple employees to schedule and post across different social networks and analyze clickthrough reports, while tracking top fans.

- Engagement Control Panel
- Analytics
- Content Management



Social Clients

Wibiya

Conduit Ltd.

400 S. El Camino Real #375

San Mateo, CA 94402

U.S.A.

650-340-1550

info@conduit.com

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

Engagement toolbar that can easily be added to any web site. Fastest way to add Facebook Like, Twitter Follow and Tweet, and Google +1 buttons to a site.

- Engagement Toolbar



Engagement Control Panel

Alterian Social Media Publisher

Alterian Inc.

35 E. Wacker Dr. #200

Chicago, IL 60601

U.S.A.

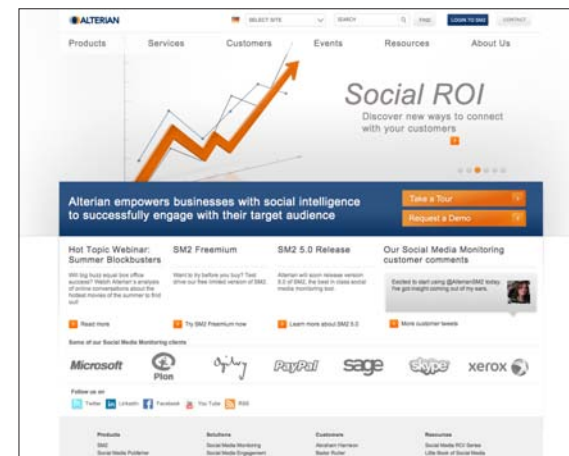
312-704-1700

michelle.taylor@alterian.com

<http://socialmedia.alterian.com/>

Alterian Social Media Publisher is a multi-user social media engagement platform that offers content management and compliance to provide consistent customer-facing communications.

- Engagement Control Panel
- Content Compliance
- Content Management
- Analytics



Services and Tools

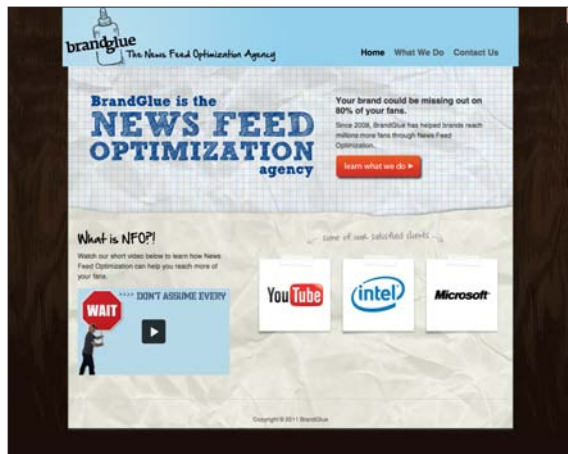
Facebook Management

Agencies

BrandGlue

BrandGlue Inc.
5425 Papetti Lane
Bellingham, WA 98226
U.S.A.
hello@brandglue.com
<http://brandglue.com>

- Facebook Advertising Service



Analytics

Buddy Media Platform

Buddy Media Inc.
360 W. 31st St. 12th Fl.
New York, NY 10001
U.S.A.
646-380-7300
joe.ciarallo@buddymedia.com
<http://www.buddymedia.com/>

The Buddy Media Platform is a social media platform for Facebook pages that blends analytics and social activation on Facebook, which the company calls the power tools for Facebook.

- Listening/Monitoring
- Page Management
- Engagement Control Panel
- Social Activation



Facebook Advertising

AdParlor Pulse

AdParlor Inc.
99 Spadina Ave. #401
Toronto, ON M5V 3P8
Canada
416-266-9777
info@adparlor.com
<http://www.adparlor.com/>

AdParlor offers a full-service, managed solution as well as a self-service (Pulse) solution for buying Facebook ads. The company recently became the exclusive Facebook ad manager for Groupon.

- Facebook Advertising
- Managed Service
- Self Service
- White-label Version



Services and Tools

Facebook Management

Facebook Advertising

Alchemy Facebook Advertising Platform

Techlightenment Ltd.

3.08 Tea Building

London, E1 6J

U.K.

+44 (0)20 7033 3567

info@techlightenment.com

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

Techlightenment's Facebook advertising platform is called Alchemy.

- Ad Creation and Insertion
- Advanced Targeting
- Analytics
- CPC and CPA Optimization

Facebook Advertising

BLiNQ Ad Manager

BLiNQ Media LLC

75 5th St. NW #209

Atlanta, GA 30308

U.S.A.

404-822-7939

info@blinqmedia.com

<http://www.blinqmedia.com>

The BLiNQ Ad Manager provides Facebook ad campaign creation, management and optimization.

- Facebook Advertising
- Analytics
- Optimization

Facebook Advertising

Facebook Advertising Suite

Clickable Inc.

7 W. 22nd St. 7th Fl.

New York, NY 10010

U.S.A.

877-775-6699

support@clickable.com

<http://www.clickable.com>

Clickable's Facebook Advertising Suite helps deliver the right message by through Ad Builder and Media and Target Libraries that manage thousands of images and all target audiences.

- Facebook Advertising Platform
- Reporting

Services and Tools

Facebook Management

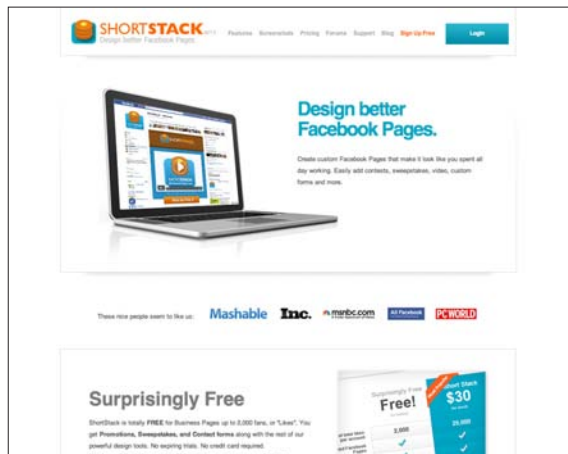
Page Administration

ShortStack

Pancake Laboratories Inc.
201 W. Liberty St. #LL1
Reno, NV 89501
U.S.A.
775-853-9990
contact@shortstacklab.com
<http://www.shortstacklab.com/>

ShortStack offers a set of widgets that can quickly enhance a Facebook page and offer fans enhanced engagement opportunities, including contest, email list adds, RSS feeds, etc.

- Facebook Widgets
- Multi-user
- Video Streaming
- Contest Management



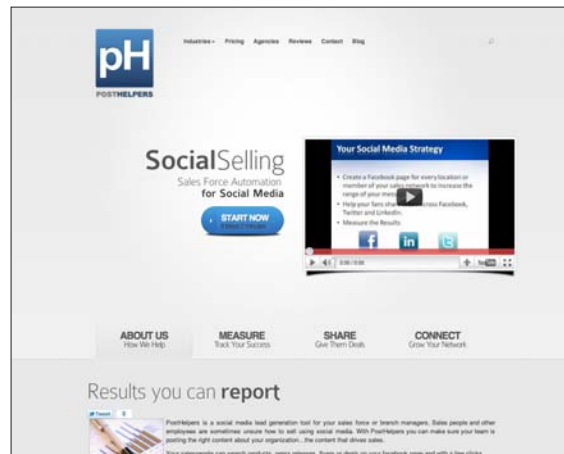
Social Activation

PostHelpers

PostHelpers
228 Park Avenue So. #38330
New York, NY 10003
U.S.A.
212-897-4040
info@posthelpers.com
<http://www.posthelpers.com/>

PostHelpers takes a viral approach to help its freemium clients: ask them to Like other pages and link to their marketing pitches. For \$9.00 you can buy some freedom from other marketers.

- Social Activation



Social Presence

BandPage

RootMusic
1233 Howard St. #714
San Francisco, CA 94103
U.S.A.
415-577-8614
info@rootmusic.com
<http://www.rootmusic.com/>

RootMusic handles the creation and deployment of 200,000 musicians on Facebook and its BandPage solution currently boasts 1.5 million daily users.

- Facebook Management
- Share-enabled Music Player
- Video Integration
- Twitter Feed



Facebook Management

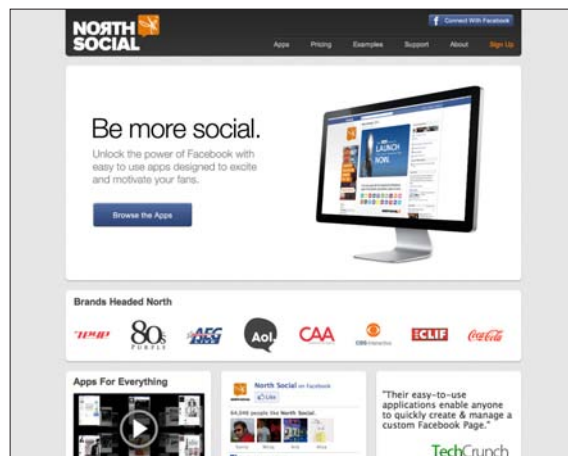
Social Presence

North Social

Vocus Social Media LLC
1729 Telegraph Ave.
Oakland, CA 94612
U.S.A.
chris@dontgosouth.com
<http://northsocial.com/>

North Social offers a number of Facebook page marketing solutions, including sign-up forms, streaming videos, fan offers, sweepstakes and viral marketing applications.

- Contest Management
- Social Activation
- Social CRM
- Viral Marketing



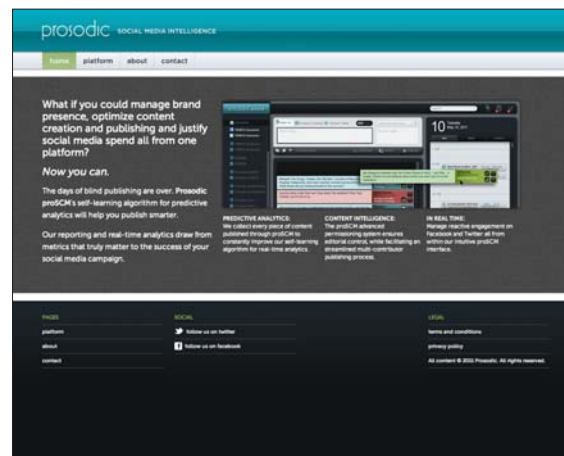
Social Presence

Prosodic

Prosodic LLC
Seattle, WA
U.S.A.
support@prosodic.com
<http://prosodic.com/>

Prosodic is a multi-user social media platform that provides predictive intelligence about content queued for publishing on Facebook pages and Twitter feeds.

- Engagement Control Panel
- Reporting
- Workflow Management



Social Presence

Vitruue

Vitruue Inc.
101 Marietta St. #1700
Atlanta, GA 30303
U.S.A.
404-478-8300
info@vitruue.com
<http://vitruue.com>

Vitruue offers a social relationship management platform that includes Vitruue Tabs, a solution to create custom Facebook pages, and Vitruue Publisher, a Facebook publishing solution.

- Page Management
- Social Activation
- Facebook Control Panel
- Facebook Open Graph



Services and Tools

Facebook Management

Social Promotion

ONE Media Manager

TBG Digital
512 2nd St. 4th Fl.
San Francisco, CA 94107
U.S.A.
415-543-4300
us@tbgdigital.com
<http://www.tbgdigital.com/>

TBG Digital offers brands the ability to build Facebook campaigns designed to build fan bases or generate more leads. TBG also offers daily optimization and reports.

- Facebook Advertising Platform
- Page Promotion
- Reporting

The advertisement features a large image of the Eiffel Tower at night. Text on the left reads 'Achieve Stellar Facebook Results' with bullet points: 'Build Your Fan Base', 'Generate More Leads', 'Drive More Downloads', and 'Sell More Products'. Below this, it states 'The Most Effective Facebook Advertising Platform Available'. On the right, there's a photo of a man speaking at a podium with a TBG logo. At the bottom, it says 'ONE media manager' and 'Boursorama Banque'.

Social Promotion

optim.al

XA.net Inc.
100 Bush St. #780
San Francisco, CA 94104
U.S.A.
415-329-7110
info@xa.net
<http://be.optim.al/about>

Optim.al offers advertisers the ability to boost Facebook ad campaign performance by creating tens of thousands of variations per ad to determine which ones perform best.

- Facebook Advertising Platform
- Ad Optimization
- Reporting

The advertisement is for 'optim.al from XA.net'. It features a blue header with the company logo. Below, it lists benefits: 'Boost Facebook Campaign Performance' (with a list of features), 'Target the Right Audience', 'Save Time and Money', 'Ad Optimization and Account Management', and 'Built-in Conversion Reporting'. A 'SUBMIT TO APPLY' button is prominent. The footer includes a privacy policy link and copyright information.

What's a Facebook Fan Worth? Depends on the Number of Friends that Fan Has

According to a comScore and Facebook study, [a fan is worth the sum total of a social networker's friends](#). In May, Starbucks reached 8% of all U.S. internet users through Facebook posts, yet the majority weren't fans of the brand. comScore notes that when Starbucks posts to its Facebook page, only a fraction of its 24 million fans are actually online or paying attention to their news feed. About 3% of all 216 million U.S. internet users were able to see its post in May 2011, based on a comScore social analytics tool that relies on a 2 million member global panel. When those fans Like or comment on a Starbucks post, their downstream friends, an additional 5% of U.S. internet users, see the brand surface in their news feeds. That exposure comes at zero media cost. But Starbucks is somewhat of an anomaly, due to its massive fan base and the fact that many U.S. consumers visit its stores daily. But even brands with fewer fans, such as Bing and Southwest, reach more Facebook friends of fans than fans alone.

The screenshot shows the Starbucks Facebook page. The header includes the Starbucks logo and navigation links. The main content area displays 'Starbucks Photos' with a grid of images. On the right, there's a 'You and Starbucks' section showing mutual friends. The left sidebar shows the page's statistics: 24,160,294 likes and 2,327,678 check-ins. The bottom section features 'Photos and Videos of Starbucks' with a grid of user-generated content.

Services and Tools

Resources

Conference/Seminars

140 Characters Conference

pulver.com Inc.

n.a.

Melville, NY

U.S.A.

631-961-8951

jeff@140conf.com

<http://140conf.com/>

This conference supports the Twitter community by collectively exploring the effects of the emerging real-time internet on business.

- Industry Event
- Education
- Networking

Conference/Seminars

Adtech

ad:tech expositions

221 Main St. #920

San Francisco, CA 94105

U.S.A.

415-537-8500

kristin.mitchell@edelman.com

<http://www.ad-tech.com/>

The leading online marketing conference, established in 1995.

- Industry Event
- Education
- Networking

Conference/Seminars

Social Business Summit 2012

Dachis Group

515 Congress Ave. #2420

Austin, TX 78701

U.S.A.

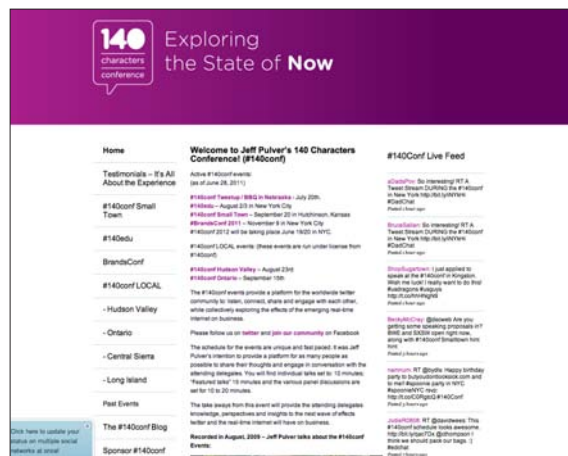
512-275-7825

sbs@dachisgroup.com

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

The Social Business Summits unite practitioners, thought leaders and industry experts to explore ideas, learn, talk about, and engage in a dialog about social business.

- Industry Event
- Education
- Networking



Services and Tools

Resources

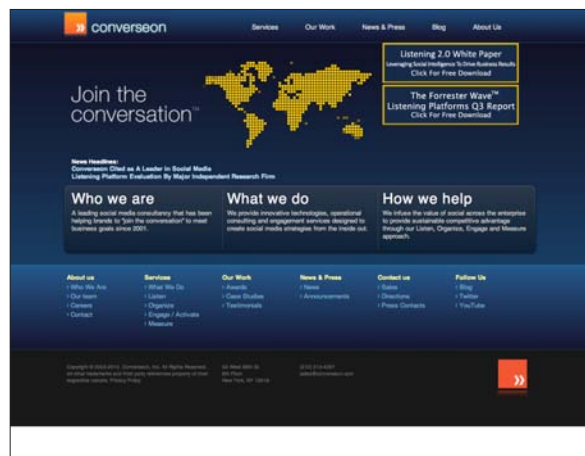
Consulting

Converseon

Converseon Inc.
53 W. 36th St. 8th Fl.
New York, NY 10018
U.S.A.
212-213-4297
egutierrez@converseon.com
<http://www.converseon.com/>

Consultancy that offers listening and paid and earned engagement services using its Conversation Mining family of solutions.

- Listening/Monitoring
- Analytics
- Engagement
- Social Activation



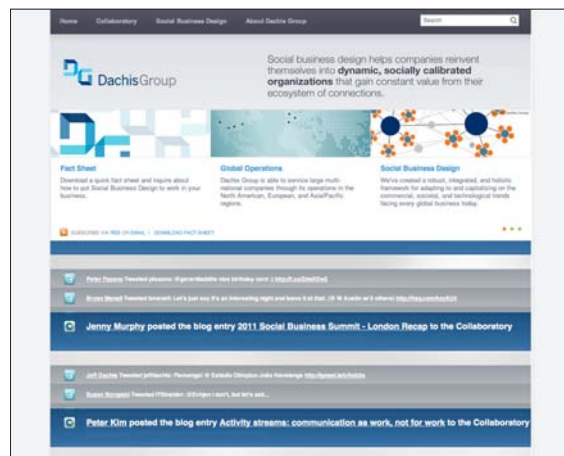
Consulting

Dachis Group

Dachis Group
515 Congress Ave. #2420
Austin, TX 78701
U.S.A.
512-275-7825
info@dachisgroup.com
<http://www.dachisgroup.com/>

Dachis Group a social media consultancy that features three practice areas: Social Business Strategy, Social Business Engagement and Social Business Intelligence.

- Social Advertising Management
- Conferences/Seminars
- Consulting



Consulting

Jive Social Network, The

Jive Software Inc
325 Lytton Ave. #200
Palo Alto, CA 94301
U.S.A.
503-295-3700
concierge@jivesoftware.com
<http://www.jivesoftware.com/>

This Jive consultancy of Alliance Partners provides strategic advisory, change management, and custom service solutions for the Jive Engage platform, including vertical specialization.

- Consulting
- Insights
- Expertise



Services and Tools

Resources

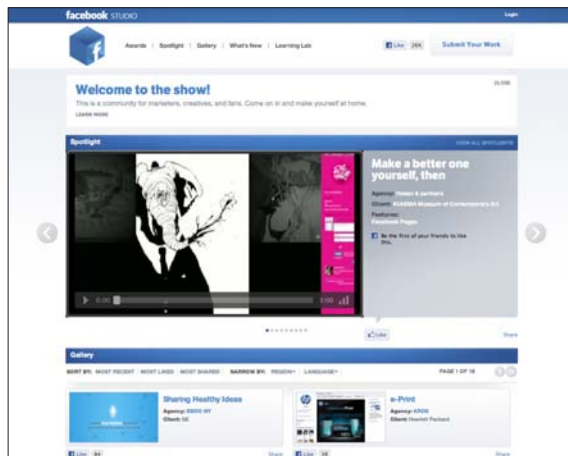
Research

Facebook Studio

Facebook
1601 S. California Ave.
Palo Alto, CA 94304
U.S.A.
<http://facebook-studio.com/>

Facebook Studio is Facebook's web-based resource for marketers who want to learn first-hand what the social network can do for them and how it has worked for other brands.

- Facebook Advertising
- Case Studies
- Research



Research

Facebook: Strategies for Turning Likes into Loyalty

eMarketer
75 Broad St. 31st Fl.
New York, NY 10004
U.S.A.
212-763-6010
bdowning@emarketer.com
<http://www.eMarketer.com/>

Research study (\$695) shows how marketers continue engaging consumers with data and case studies from Chef Boyardee, Adobe and Discovery Communications.

- Research
- Insights
- Trend Tracking



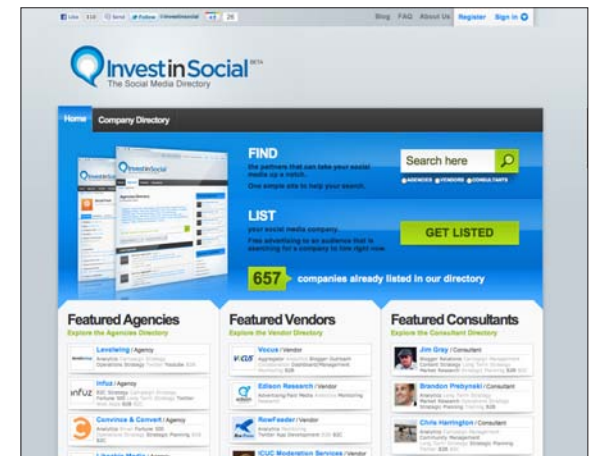
Research

InvestinSocial

Social Fresh
228 Park Ave So. #66178
New York, NY 10003
U.S.A.
704-350-5033
info@socialfresh.com
<http://www.investinsocial.com/>

InvestinSocial is an online industry directory that helps visitors find social media agencies, social media vendors, or social media consultants.

- Keyword Search
- Industry Directory



Services and Tools

Resources

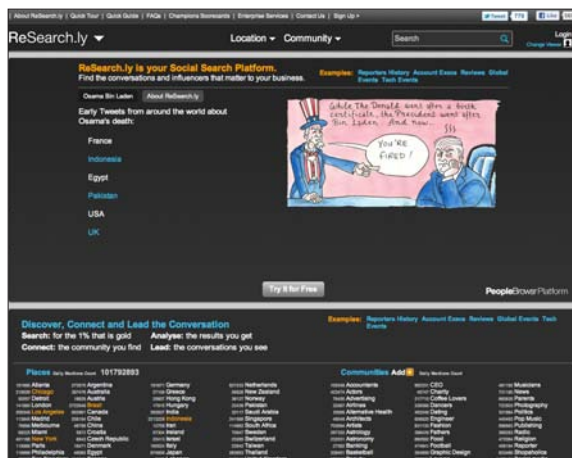
Research

Research.ly

PeopleBrowsr
474 Bryant St.
San Francisco, CA 94107
U.S.A.
contact@peoplebrowsr.com
<http://research.ly>

ReSearch.ly is a Twitter search engine that offers users the ability to identify micro or niche Twitter communities, i.e. those mentioning CEOs or social media. Powers PeopleBrowsr too.

- Listening/Monitoring
- Interest Graph
- Demographics
- Viral Analytics



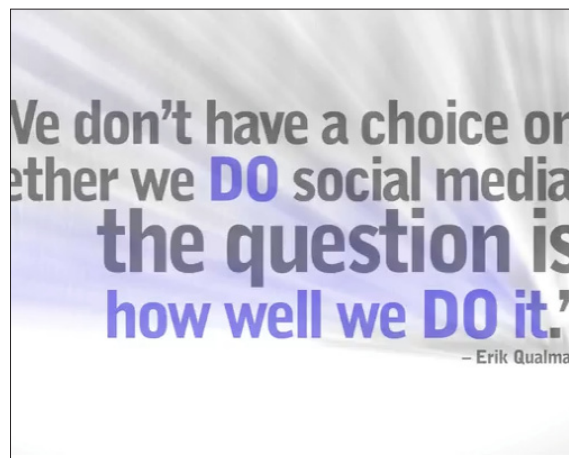
Research

Social Media Revolution YouTube video

Socialnomics
n.a.
Boston, MA
U.S.A.
617-620-3843
socialnomics@gmail.com
<http://www.youtube.com/>

Eric Qualman periodically updates this video on YouTube, which provides so really useful statistics on this burgeoning market place.

- Research
- Video Sharing
- Social Promotion



Research

State of the Media Democracy

Deloitte Development LLC.
n.a.
New York, NY
U.S.A.
212-885-0530
virginia.chaves@hillandknowlton.com
<http://www.deloitte.com/>

Deloitte's fifth edition State of the Media Democracy survey provides contextual media usage patterns comparing use of the Internet, mobile and social media versus television viewing.

- Research
- Insights
- Trend Tracking



Services and Tools

Resources

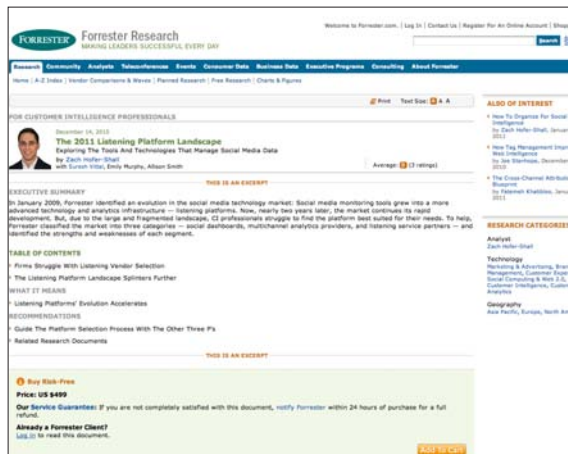
Research

The 2011 Listening Platform Landscape

Forrester Research Inc.
400 Technology Square
Cambridge, MA
U.S.A.
617-613-5730
press@forrester.com
<http://www.forrester.com/>

This January 2009 Forrester study delineates the evolution in social media monitoring tools, which are adapting advanced technology to become listening platforms.

- Research
- Insights
- Trend Tracking



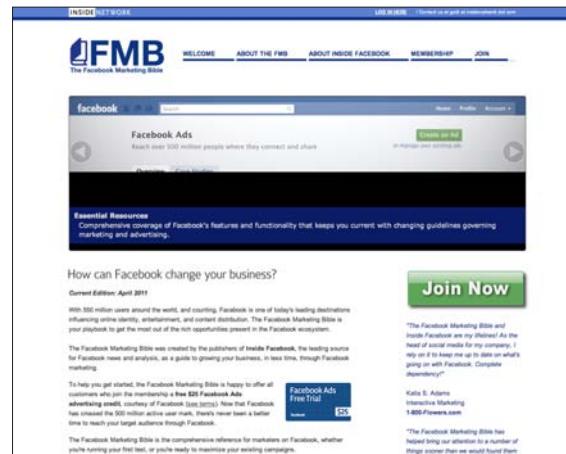
Research

The Facebook Marketing Bible

Inside Network Inc.
n.a.
Palo Alto, CA
U.S.A.
mail@insidenetwork.com
<http://gold.insidenetwork.com/facebook-marketing-bible/>

The Facebook Marketing Bible was created by the publishers of Inside Facebook, a resource for Facebook news and analysis, and, as the title suggests, is a Facebook marketing reference guide.

- Research
- Insights
- Facebook Advertising



Research

The Global Social Media Check-up

Burson-Marsteller
230 Park Ave. So.
New York, NY 10003
U.S.A.
212-614-4824
ContactBM@BM.com
<http://www.burson-marsteller.com/>

To navigate the social media landscape, Burson-Marsteller's Social Media Check-up looks at how large international companies are becoming active participants in social media.

- Research
- Insights
- Trend Tracking



Services and Tools

Resources

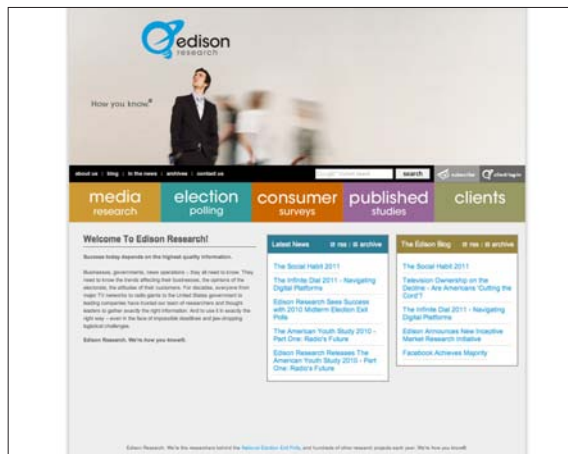
Research

The Social Habit 2011

Edison Research
6 W. Cliff St.
Somerville, NJ 08876
U.S.A.
908-707-4707
<http://www.edisonresearch.com/>

The Social Habit is a new study conducted by Edison Research and Arbitron, and is derived from the 19th Edison/Arbitron Internet and Multimedia Research Series.

- Usage Patterns
- Insights
- Trend Tracking



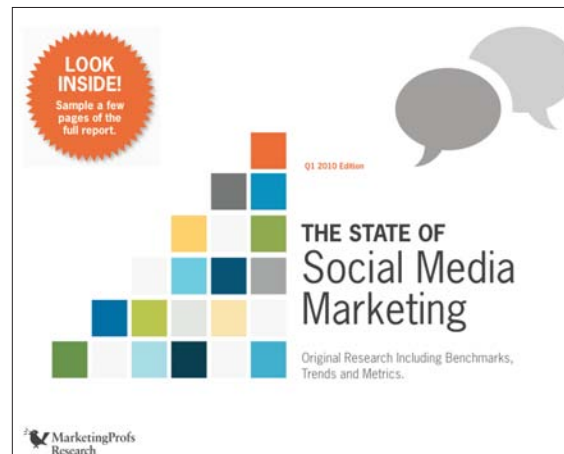
Research

The State of Social Media Marketing

MarketingProfs LLC
419 N. Larchmont Bl. #295
Los Angeles, CA 90004
U.S.A.
866-557-9625
sales@marketingprofs.com
<http://www.marketingprofs.com>

The State of Social Media Marketing research report provides an insider's perspective supplied by 5,140 marketing and business professionals who use social marketing.

- Research
- Insight
- Trend Tracking



Research

TNS Digital Life

TNS USA
11 Madison Avenue, 12th Floor
New York, NY 10010
U.S.A.
877-541-9930
stephen.shively@tnsglobal.com
<http://discoverdigitallife.com/>

Digital Life is a global research project that peers into people's online activities and behavior. It covers nearly 90% of the world's online population through 50,000 interviews.

- Research
- Insight
- Trend Tracking



Services and Tools

Social Analytics

Listening/Monitoring

Actionly

Actionly

n.a.

San Francisco, CA

U.S.A.

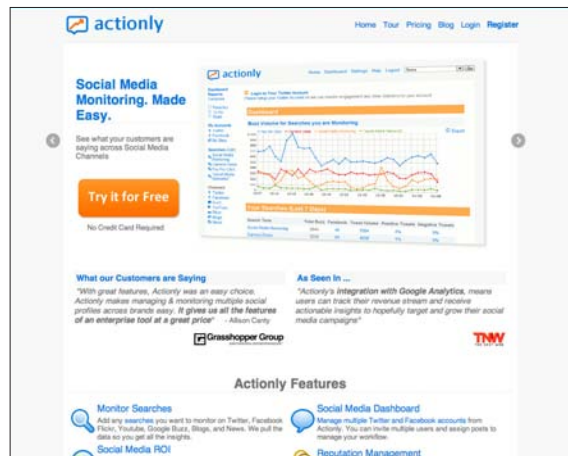
415-488-5396

support@actionly.com

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

Social media dashboard and monitoring platform that tracks what people are saying about brands, products or keywords on social media, blogs and news sites, including Flickr and YouTube.

- Google Analytics Integration
- Facebook Control Panel
- Twitter Control Panel Sentiment Monitoring



Listening/Monitoring

Addict-o-Matic

Addict-o-Matic

n.a.

San Francisco, CA

U.S.A.

enabler@addictomatic.com

<http://www.addictomatic.com>

Addictomatic searches sites for the latest news, blog posts, videos and images and lets users instantly create a custom page with the latest buzz on any topic.

- Personalization
- Content Curation



Listening/Monitoring

Adly Analytics

Adly Inc.

8383 Wilshire Blvd.

Beverly Hills, CA 90211

U.S.A.

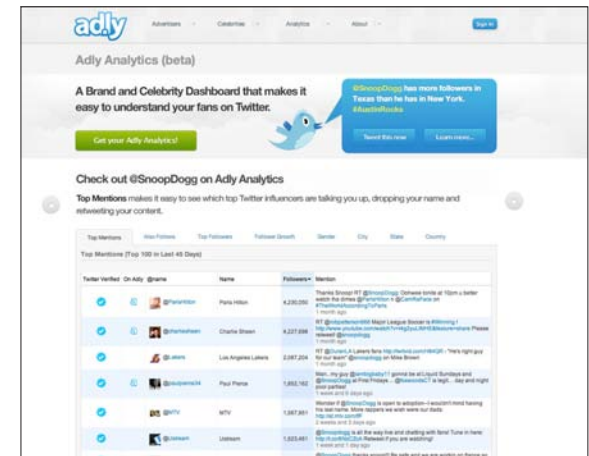
310-247-1535

info@adly.com

<http://adly.com/>

The company that connects brands with the influential celebrities, like Charlie Sheen, has embarked on its own analytics platform, which gather a lot of data from followers.

- Listening/Monitoring
- Reporting
- Influence Metrics Geographic Coverage



Services and Tools

Social Analytics

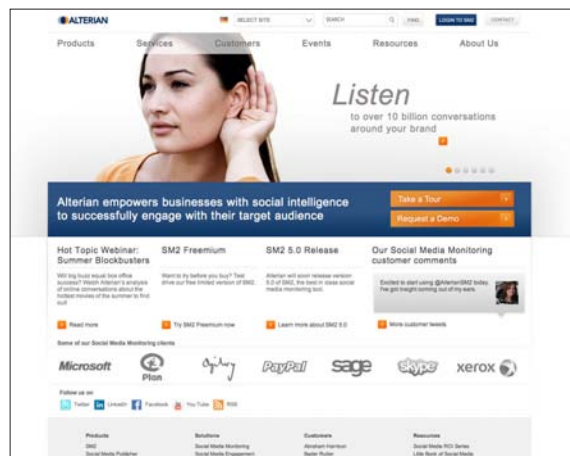
Listening/Monitoring

Alterian SM2

Alterian Inc.
35 E. Wacker Dr. #200
Chicago, IL 60601
U.S.A.
312-704-1700
michelle.taylor@alterian.com
<http://socialmedia.alterian.com/>

Alterian SM2 is a social media monitoring and analytic platform that resulted from the acquisition of Techrify in July 2009. SM2 is available on a Freemium basis for test-driving purposes.

- Listening/Monitoring
- Sentiment Monitoring
- AnalyticsMulti-language Support



Listening/Monitoring

Attensity360

Attensity Europe GmbH
2465 E. Bayshore Rd. #300
Palo Alto, CA 94303
U.S.A.
800-721-0560
info@attensity.com
<http://www.attensity360.com/>

Attensity360 is a listening tool that monitors and analyzes social media conversations to provide users with mind-share, sentiment monitoring and trend tracking.

- Mindshare Analysis
- Sentiment Monitoring
- Trend TrackingAnalytics



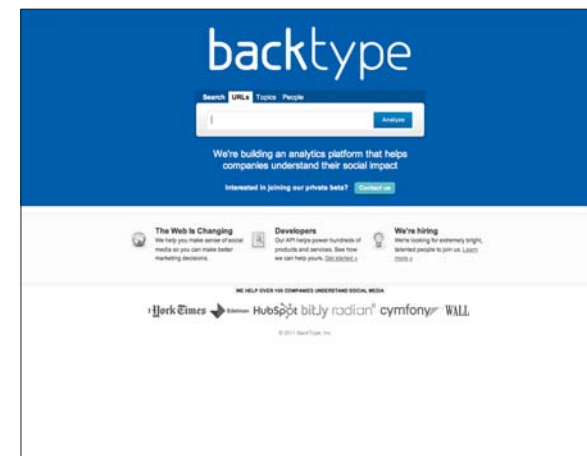
Listening/Monitoring

BackType

BackType Inc.
542 Brannan St.
San Francisco, CA 94107
U.S.A.
support@backtype.com
<http://www.backtype.com/>

BackType lets users monitor their social impact by tracking Twitter conversations that result from the user's own site content. The company was acquired by Twitter in July 2011.

- Listening/Monitoring
- Analytics



Services and Tools

Social Analytics

Listening/Monitoring

beevolve

Beevolve Technology Services Pvt. Ltd.

n.a.

London,

U.K.

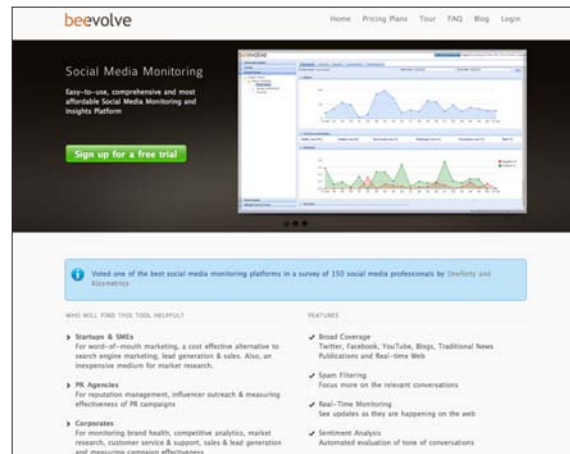
323-774-1233

sales@beevolve.com

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

beevolve is a social media monitoring and engagement platform that is being developed in India and has received seed stage funding from Upstart.in, a fund managed by Freeman Murray.

- Listening/Monitoring
- Sentiment Monitoring
- Mindshare Analysis Online Influence



Listening/Monitoring

Brandtology

Brandtology

22 Changi South Ave. 2 UPS House #02-05

Singapore, 486064

Singapore

+65 6593 9888

contact@brandtology.com

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

Singapore-based Brandtology provides audience measurement in 13 languages, including the most popular Asian languages and the common variations of Chinese.

- Listening/Monitoring
- Reporting
- Geographic Coverage Multi-lingual Listening



Listening/Monitoring

Claritics Social Analytics

Claritics

1043 N. Shoreline Blvd. #204

Mountain View, CA 94043

U.S.A.

650-625-6566

info@claritics.com

<http://claritics.com/>

Claritics offers a number of social analytics applications, dubbed Social Analytics, Social Media Analytics and Facebook Analytics. The company is also beta-testing a Social Intelligence Suite.

- Listening/Monitoring
- Analytics
- Trend Tracking



Services and Tools

Social Analytics

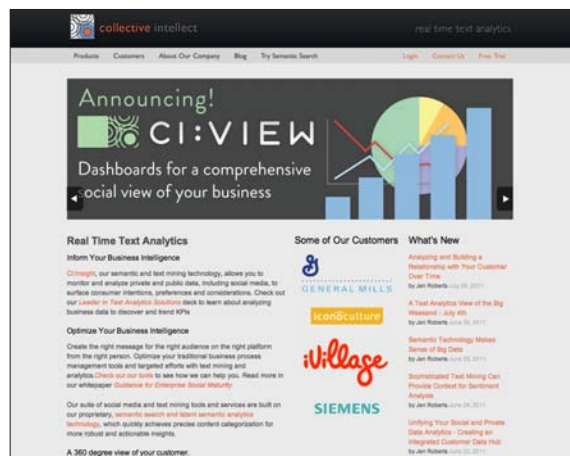
Listening/Monitoring

Collective Intellect

Collective Intellect
2040 14th St. #200
Boulder, CO 80302
U.S.A.
720-259-3600
<http://www.collectiveintellect.com/>

Collective Intellect relies on a proprietary, semantic search and analytics technology, based on Latent Semantic Analysis (LSA), to automate the capture of social media insights.

- Listening/Monitoring
- Reporting



Listening/Monitoring

Crimson Hexagon

Crimson Hexagon Inc.
130 Bishop Allen Dr.
Cambridge, MA 02139
U.S.A.
617-547-1072
hello@crimsonhexa...
<http://www.crimsonhexagon.com>

The ForSight platform offers social media analysis, including blog posts, forum messages, Twitter and Facebook using a patent-pending statistical analysis algorithm invented at Harvard University.

- Listening/Monitoring
- Analytics
- Sentiment Monitoring Affinity Analysis
- Mindshare Analysis



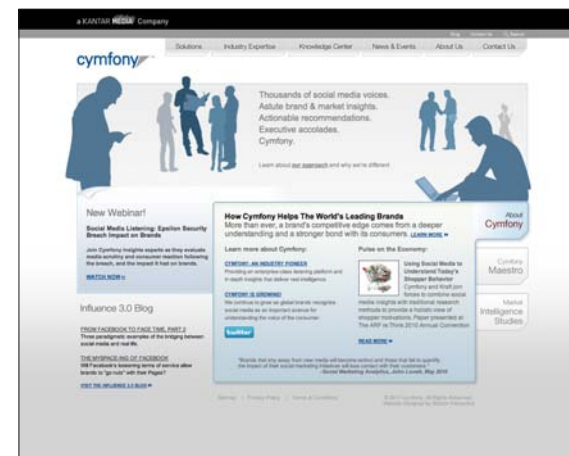
Listening/Monitoring

Cymfony Maestro

Cymfony, a Kantar Media company
15 New England Executive Park
Burlington, MA 01803
U.S.A.
617-673-6000
info@cymfony.com
<http://www.cymfony.com>

A listening platform that gathers online conversations and organizes and categorizes these using natural language processing to reveal trending data about brands or markets.

- Listening/Monitoring
- Analytics



Services and Tools

Social Analytics

Listening/Monitoring

Dialogix

Dialogix
34 Wyandra St.
Newstead, QLD
Australia
07 3161 7372
info@dialogix.com.au
<http://www.dialogix.com.au>

Bills itself as the #1 Social Media Monitoring tool in Australia that is amplified by human moderators and also offers the ability to measure offline media, including newspaper and TV.

- Listening/Monitoring
- Analytics
- Human Moderation
- Online Influence
- Sentiment Monitoring



Listening/Monitoring

evolve24

Evolve24 - A Maritz Research Company
1395 N Highway Dr.
St. Louis, MO 63099
U.S.A.
636-827-9700
contact.us@evolve24.com
<http://www.evolve24.com/>

Evolve24 is a content collection and listening that uses a text analytics engine to parse conversations in 39 languages in both traditional and social media, including blogs and Twitter.

- Listening/Monitoring
- Analytics
- Online Influence
- Sentiment Monitoring



Listening/Monitoring

InfiniGraph

InfiniGraph
P.O. Box 63
Menlo Park, CA 94026
U.S.A.
888-391-9313
sales@infinigraph.com
<http://www.infinigraph.com>

InfiniGraph tracks social media usage and content consumption patterns to measure brand affinity, allowing clients to improve their content delivery and competitive positioning.

- Affinity Analysis
- Content Optimization
- Online Influence



Services and Tools

Social Analytics

Listening/Monitoring

Integrasco

Integrasco AS
Arendalsveien 32
Grimstad, N-4878
Norway
+47 91 68 40 82
info@integrasco.no
<http://www.integrasco.com>

Billing itself as world's leading provider of social media monitoring and analytics services to the telecom industry, Integrasco tracks blogs and social networks in 14 languages.

- Listening/Monitoring
- Analytics
- Sentiment Monitoring/Online Influence
- Reputation Management



Listening/Monitoring

Jive Social Media Monitoring

Jive Software Inc.
325 Lytton Ave. #200
Palo Alto, CA 94301
U.S.A.
503-295-3700
pr@jivesoftware.com
<http://www.jivesoftware.com/>

In Jan. 2010, Jive acquired Filtrbox, which launched its service in June 2008 and claims more than 200 customers. Jive also offers social marketing community services.

- Listening/Monitoring
- Analytics
- Trend Tracking



Listening/Monitoring

Kontagent

Kontagent
55 Hawthorne St. #610
San Francisco, CA 94105
U.S.A.
855-576-2425
info@kontagent.com
<http://www.kontagent.com>

Measures the virality of Facebook and Open Social gaming applications. A free account is available for up to 100,000 MAUs.

- Analytics
- Social Gaming



Services and Tools

Social Analytics

Listening/Monitoring

Likester

OtherPage LLC
2209 32nd Ave. West
Seattle, WA 98199
U.S.A.
206-217-1831
info@likester.com
<http://www.likester.com/>

Likester bills itself as the global popularity engine and provides insight into what is trending. Users can see who likes what you do, or browse topics people have liked all over the world.

- Trend Tracking



Listening/Monitoring

ListenLogic RESONATE

ListenLogic
500 Office Center Dr. #104
Fort Washington, PA 19034
U.S.A.
215-283-6330
info@listenlogic.com
<http://www.listenlogic.com/>

ListenLogic offers RESONATE, which mines blogs, social networks, forums, news and other consumer-generated media and uses machine-learning technology for accuracy and speed.

- Listening/Monitoring
- Analytics
- Reputation Management



Listening/Monitoring

MadeinSocial

MadeinSocial
Av. Lopez Mateos Sur 2077 Z27
Guadalajara, Jalisco 44510
Mexico
888-662-3346 888-662-3346
hi@madeinsocial.com
<http://www.madeinsocial.com/>

MadeInSocial is a multi-user social media platform that listens in both English and Spanish, analyzes the dialog for sentiment ratios and allows users to respond directly to social comments.

- Listening/Monitoring
- Engagement Control Panel
- AnalyticsSentiment Monitoring



Services and Tools

Social Analytics

Listening/Monitoring

Meltwater Buzz

The Meltwater Group
50 Fremont St. #200
San Francisco, CA 94105
U.S.A.
415-829-5900
sanfrancisco@meltwater.com
<http://www.meltwater.com>

Meltwater Buzz is a monitoring platform that mines conversations across social channels for market insight. Buzz can be expanded with an Engage module, which directly manages social presences.

- Listening/Monitoring
- Analytics
- Affinity Analysis/Sentiment Monitoring
- Online Influence



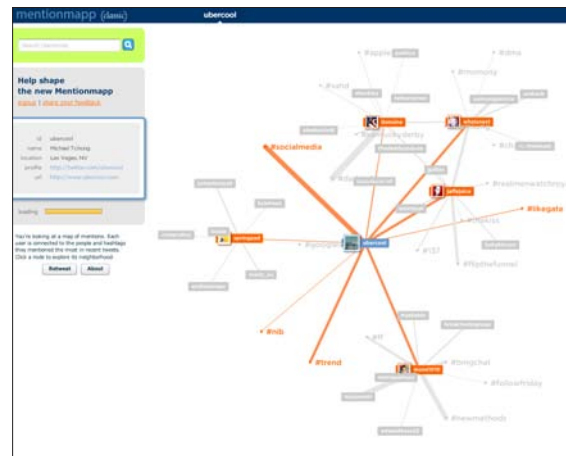
Listening/Monitoring

Mentionmapp

Mentionmapp
n.a.
Vancouver, BC
Canada
info@mentionmapp.com
<http://mentionmapp.com/>

Mentionmapp tracks the social chatter and maps the communities that form around brands and topics. This lets users see conversation clusters, who's talking and their influence shape.

- Listening/Monitoring
- Data Visualization



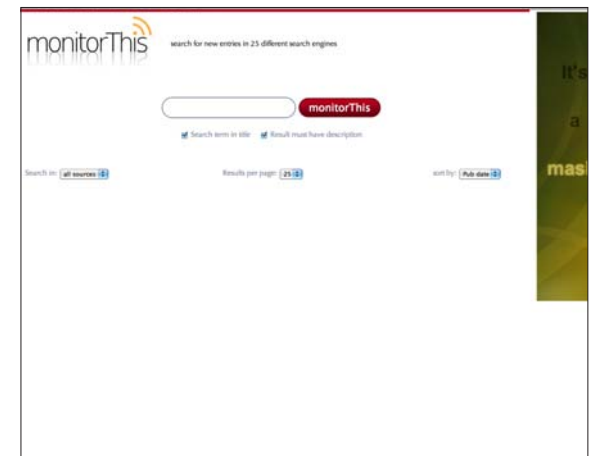
Listening/Monitoring

MonitorThis

77elements
n.a.
Germany
contact@77elements.com
<http://monitorthis.77elements.com/>

A search engine that monitors 25 different sources to uncover social conversation elements that may be of relevance to a social engager.

- Listening/Monitoring



Services and Tools

Social Analytics

Listening/Monitoring

NM Incite

The Nielsen Company
770 Broadway
New York, NY 10003
U.S.A.
800-864-1224
Alana.Johnson@nielsen.com
<http://www.nmncite.com/>

NM Incite, a joint venture between Nielsen and McKinsey & Co., captures and analyzes content from 130 million blogs, forums, social networks across 15 markets.

- Listening/Monitoring
- Reporting



Listening/Monitoring

PageLever

PageLever
n.a.
San Francisco, CA
U.S.A.
feedback@pagelever.com
<http://pagelever.com/>

PageLever crowdsources its Facebook profiles by having each user contribute their fan base to the research pool, which has resulted in more than 400 million fan profiles.

- Analytics
- Reporting



Listening/Monitoring

PeopleBrowsr

PeopleBrowsr
474 Bryant St.
San Francisco, CA 94107
U.S.A.
contact@peoplebrowsr.com
<http://www.peoplebrowsr.com>

PeopleBrowsr is a keyword search engine that parses social media to uncover viral trends, sentiment ratios, plus a host of other analytical and promotional services.

- Listening/Monitoring
- Analytics
- Sentiment Monitoring Viral Marketing/Advocacy
- Engagement Control Panel



Services and Tools

Social Analytics

Listening/Monitoring

PostRank Analytics

PostRank Inc.
505-180 King St. So.
Waterloo, ON N2J 1P8
Canada
519-514-0064
info@postrank.com
<https://analytics.postrank.com/>

PostRank helps users discover influencers and grow their audience by analyzing social data from more than 20 top social networks. PostRank was acquired by Google 6/2/2011.

- Listening/Monitoring
- Reporting
- Online InfluenceMindshare Analysis



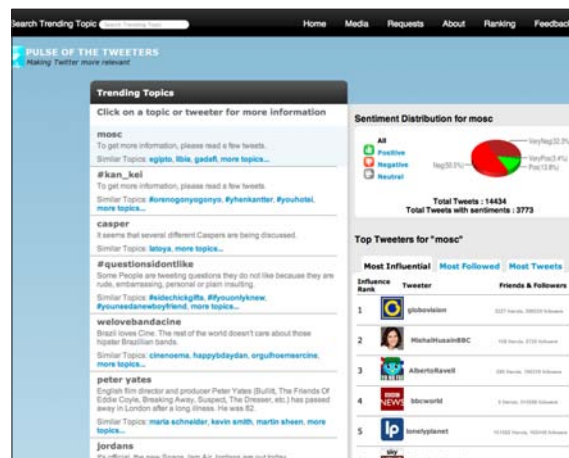
Listening/Monitoring

Pulse of the Tweeter

Northwestern University
2145 Sheridan Rd. Tech L359
Evanston, IL 60208
U.S.A.
847-491-5410
choudhar@eecs.northwestern.edu
<http://www.pulseofthetweeters.com/>

Pulse of the Tweeter is a Twitterverse monitoring app that helps uncover trending topics on the popular microblog.

- Listening/Monitoring
- Sentiment Monitoring
- Online Influence



Listening/Monitoring

Radian6 Dashboard

Radian6 Technologies Inc.
30 Knowledge Park Dr.
Fredericton, NB E3C 2R2
Canada
506-452-9039
community@radian6.com
<http://www.radian6.com>

Radian6 offers a social media platform that offers both monitoring via the Radian6 Dashboard and engagement via the Engagement Console. Radian6 was acquired by Salesforce.com in March.

- Listening/Monitoring
- Reporting
- Online InfluenceSentiment Monitoring
- Engagement Control Panel



Services and Tools

Social Analytics

Listening/Monitoring

Scup

Grupo Direct

Avenida das Nacoes Unidas, 12.495 – 3 Andar CEP: 04578-000 - Brooklin

Sao Paulo, SP

Brazil

+55 11 3509-1267

contact@scup.com.br

<http://www.scup.com.br/>

Scup, pronounced “scoop,” is a Brazil-based social media monitoring outfit that tracks Facebook, Twitter, Flickr, YouTube, Yahoo! Answers and, of course, Orkut.

- Engagement Control Panel
- Listening/Monitoring
- Reporting Online Influence
- Affinity Analysis



Listening/Monitoring

Sentiment360

Sentiment360 LLC

5 Concourse Pkwy. #3000

Atlanta, GA 30328

U.S.A.

404-920-4687

info@sentiment360.com

<http://sentiment360.com/>

Sentiment360 offers social media monitoring and tracking dashboard that helps analyze online conversations involving products and brands.

- Listening/Monitoring
- Reporting



Listening/Monitoring

Silverbakk

Patch6 AB

S-252 21 Helsingborg

Stockholm,

Sweden

+46761-487780

fredrik@silverbakk.com

<http://silverbakk.com>

With pricing plans starting at \$89, Sweden-based Silverbakk offers Briefing Room, a monitoring tool for Facebook, Twitter, blogs, and video and photo sites like Qik, Flickr and Photobucket.

- Listening/Monitoring
- Reporting
- Sentiment Monitoring Affinity Analysis



Services and Tools

Social Analytics

Listening/Monitoring

Skyttle Friends

Market Sentinel
6 Sancroft St.
London, SE11 5UD
U.K.
+44 (0)20 7793 1575
sales@marketsentinel.com
<http://friends.skyttle.com/>

Skyttle Friends monitors any Facebook presence, social conversations, and activities around your brand, all made possible by Market Sentinel's linguistic and sentiment analysis technology.

- Listening/Monitoring
- Realtime Reporting
- Sentiment MonitoringMindshare Analysis
- Affinity Analysis



Listening/Monitoring

Smmart

Cierzo Development SL
Maria de Luna 11 nave 19
50018 Zaragoza,
Spain
+34 976 547 234
contacto@cierzo-development.com
<http://www.analisisdemedios.es/>

Zaragoza, Spain-based Cierzo Development offers Smmart, a social media marketing analysis tool that tracks Spanish-language conversations on blogs, search engines and social networks.

- Listening/Monitoring
- Reporting
- Sentiment MonitoringAffinity Analysis



Listening/Monitoring

Social Mention

Social Mention
n.a.
Ottawa, ON
Canada
hello@socialmention.com
<http://www.socialmention.com>

Social Mention offers daily social media alerts, a free keyword search service that monitors 100+ social media properties directly and updates recipients daily with search results.

- Listening/Monitoring
- Email Reporting



Services and Tools

Social Analytics

Listening/Monitoring

Social Pack

Netvibes
840 Battery Street
San Francisco, CA 94111
U.S.A.
feedback@netvibes.com
<http://blog.netvibes.com/socialpack/>

Social Pack, a complimentary offering to Netvibes' Instant Dashboard, gives brand managers the ability to monitor and analyze at the same time.

- Listening/Monitoring
- Reporting
- Online Influence/Sentiment Monitoring



Listening/Monitoring

Social Radar 3

Infegy Inc.
4151 N. Mulberry Dr. #240
Kansas City, MO 64116
U.S.A.
816-494-1650
info@infegy.com
<http://infegy.com/>

Infegy's Social Radar 3 tracks blogs, social networks, news sources, microblogs and forums, and produces analytics reports that include sentiment and brand affinity analysis.

- Listening/Monitoring
- Reporting
- Trend Tracking/Sentiment Monitoring
- Affinity Analysis



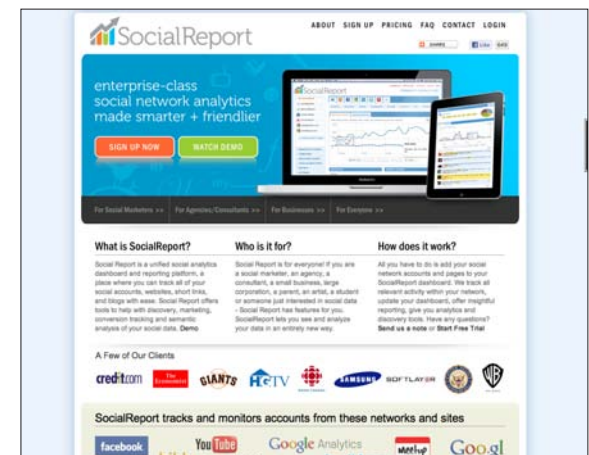
Listening/Monitoring

Social Report

Social Report
n.a.
New York, NY
U.S.A.
info@socialreport.com
<http://www.socialreport.com/>

Social Report is an analytics platform that tracks Facebook, LinkedIn and Twitter and measures activity, engagement, sentiment, interest areas, as well as demographic and geographic data.

- Listening/Monitoring
- Reporting
- Sentiment Monitoring



Services and Tools

Social Analytics

Listening/Monitoring

Social Snap

Serengeti Communications Inc.
1900 Campus Commons Dr. #100
Reston, VA 20191
U.S.A.
703-556-3390
info@serengeticom.com
<http://www.socialsnap.com/>

Serengeti's Social Snap is a social media analytics platform that offers some 250 discrete metrics, "scrubbed by human analysts," from a variety of social media channels and microblogs.

- Listening/Monitoring
- Reporting
- Online Influence Customizable Dashboard



Listening/Monitoring

SocialRep SMI

SocialRep LLC
165 Jessie St. 3rd Fl.
San Francisco, CA 94105
U.S.A.
415-315-9152
pr@socialrep.com
<http://socialrep.com/>

ISocialRep SMI is a social media platform that lets users track, measure, prioritize and respond to conversations on social media and other sites that influence product purchasing decisions.

- Listening/Monitoring
- Reporting
- Workflow Management



Listening/Monitoring

Socialseek

Sensidea Corp.
n.a.
London, ON
Canada
519-670-0250
info@sensidea.com
<http://socialseek.com/>

Socialseek is a keyword-based social monitoring service that offers a control panel to track blogs, Facebook, Twitter and YouTube using configurable graphic user interface.

- Listening/Monitoring
- Engagement Control Panel



Services and Tools

Social Analytics

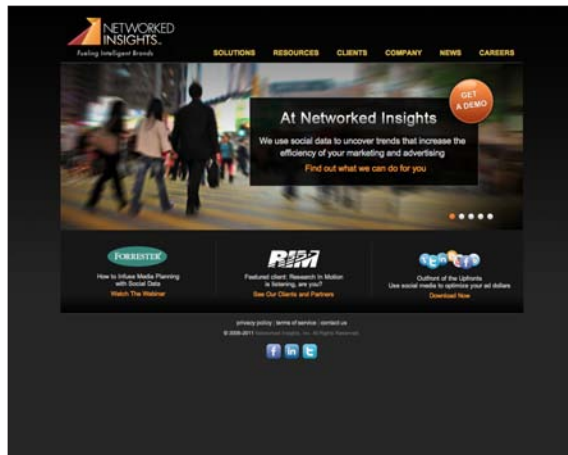
Listening/Monitoring

SocialSense

Networked Insights Inc.
33 E. Main St. #251
Madison, WI 53703
U.S.A.
608-237-1867
info@networkedinsights.com
<http://networkedinsights.com/socialsense/>

Networked Insights' SocialSense is a social media data mining platform that delivers insights to improve marketing decisions, plus SocialSenseFB, which does the same for Facebook pages.

- Listening/Monitoring
- Reporting
- Semantic Sentiment TrackingMindshare Analysis
- Trend Tracking



Listening/Monitoring

Socialytics

Socialytics Inc.
75 5th St. NW
Atlanta, GA 30308
U.S.A.
404-808-7219
contact@socialytics.us
<http://www.socialytics.us/home>

Socialytics is a social media platform that tracks buzz on blogs, forums, social media and news sites, while also providing sentiment analysis, campaign management and influencer metrics.

- Listening/Monitoring
- Reporting
- Online InfluenceSentiment Monitoring
- Campaign Management



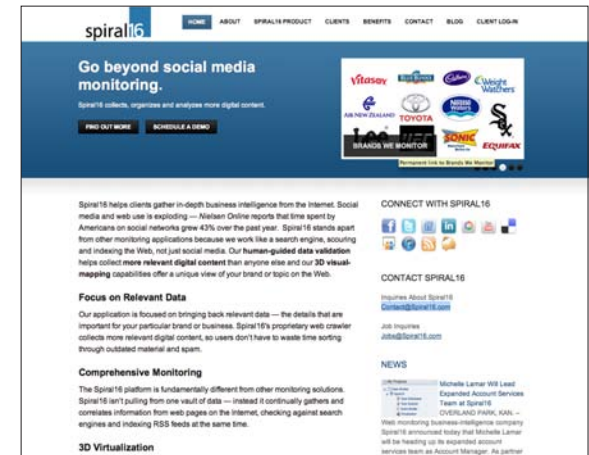
Listening/Monitoring

Spiral16

Spiral16 LLC
7171 W. 95th St. #310
Overland Park, KS 66212
U.S.A.
913-944-4500
contact@Spiral16.com
<http://www.spiral16.com/>

Spiral16 is a social media platform that allows brands to monitor their social presence, including brand affinity analysis and sentiment tracking, enhanced by 3D visual mapping.

- Listening/Monitoring
- Reporting
- Affinity Analysis/Sentiment Monitoring
- Data Visualization



Services and Tools

Social Analytics

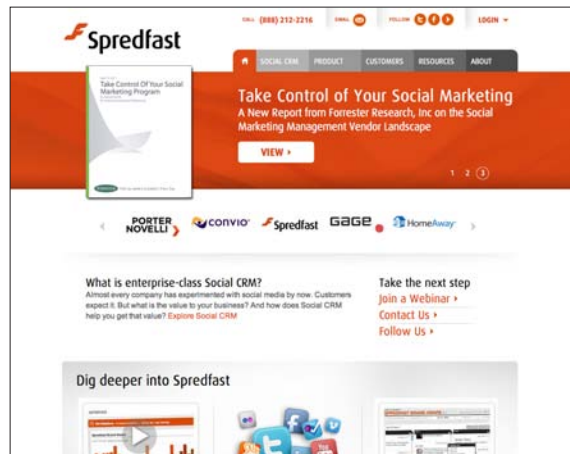
Listening/Monitoring

Spredfast SCRM

Spredfast
412 Congress Ave. 2nd Fl.
Austin, TX 78701
U.S.A.
888-212-2216
questions@spredfast.com
<http://spredfast.com/>

Spredfast SCRM is a multi-user social media platform that encompasses engagement via a single control panel, conversation monitoring, analytics, content archiving and workflow control.

- Listening/Monitoring
- Reporting
- Engagement Control Panel Content Management
- Workflow Management



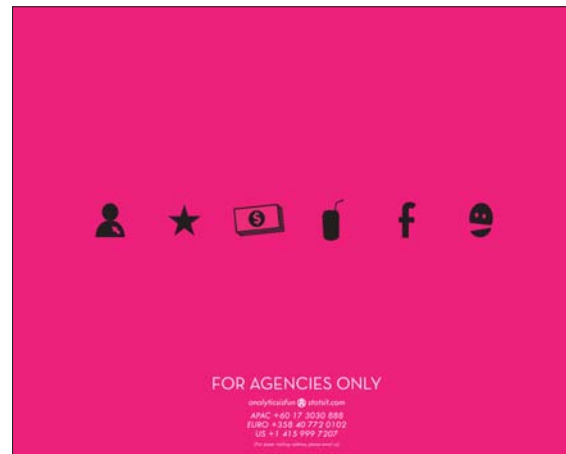
Listening/Monitoring

Statsit

Statsit
n.a.
Kuala Lumpur,
Malaysia
415-999-7207
analyticisfun@statsit.com
<http://www.statsit.com/>

Statsit is a social media monitoring and insight company that tracks social media conversations including blogs, forums, Twitter, Facebook and Digg for ad agencies targeting the Asia market.

- Listening/Monitoring
- Reporting
- Multi-Lingual Geographic Coverage



Listening/Monitoring

Tap11

Tap11
113 Stillman St.
San Francisco, CA 94107
U.S.A.
415-843-5020
support@tap11.com
<http://tap11.com/>

Tap11 is the real-time business intelligence platform for companies to monitor, engage, and measure the impact of their social media campaigns on Twitter and Facebook.

- Listening/Monitoring
- Engagement Control Panel
- Online Influence
- Mindshare Analysis
- Link Tracking



Services and Tools

Social Analytics

Listening/Monitoring

Telligent Analytics

Telligent Systems
17950 Preston Rd. #310
Dallas, TX 75252
U.S.A.
972-407-0688
media@telligent.com
<http://telligent.com>

Telligent Analytics is a social media platform that monitors social conversations, and can be expanded to manage crowdsourced content and customer support issue tracking.

- Engagement Control Panel
- Reporting
- Social Support



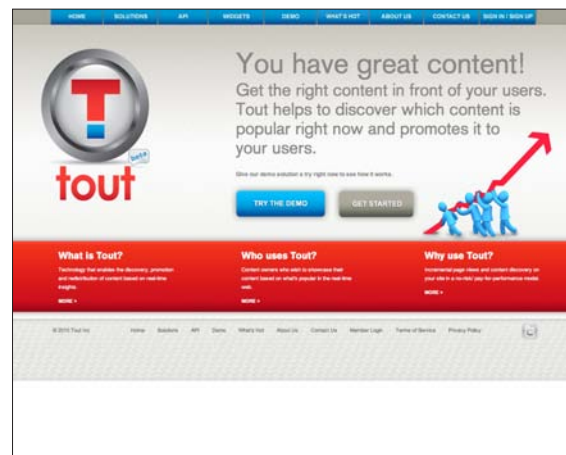
Listening/Monitoring

Tout

Tout Inc.
500 Fifth Ave. #810
New York, NY
U.S.A.
203-424-0038
info@livetout.com
<http://www.livetout.com/>

Tout produces social media insights in real time social offering the ability to connect content and offers to real-time conversations. The company also offer site widgets and an API.

- Listening/Monitoring
- Realtime Reporting
- Content WidgetContent Optimization API



Listening/Monitoring

Trackur

Trackur
8711 Six Forks Rd. #104-200
Raleigh, NC 27615
U.S.A.
support@trackur.com
<http://www.trackur.com/>

Trackur is a listening platform that allows users to track keywords, monitor reputation, track sentiment, and provide more insight on online influentials.

- Listening/Monitoring
- Reporting
- Online InfluenceSentiment Monitoring
- Reputation Management



Services and Tools

Social Analytics

Listening/Monitoring

Tweettronics

Jeffrey Greenberg Consulting
472 Funston Ave.
San Francisco, CA 94118
U.S.A.
contact@tweettronics.com
<http://www.tweettronics.com>

Tweettronics is Twitter platform that provides a complete suite of social analytics, from listening to sentiment and mindshare analysis, plus online influence and reporting.

- Listening/Monitoring
- Reporting
- Online Influence
- Sentiment Monitoring
- Mindshare Analysis



Listening/Monitoring

Twitter Counter

Twitter Counter
Nieuwe Achtergracht 17
Amsterdam, 1018 XV
Netherlands
+31 (0)6 2181 1784
boris@twittercounter.com
<http://www.twittercounter.com>

Like its name implies, Twitter Counter is the official bean counter of Twitter, tracking some 10 million users currently, for whom it provides all kinds of follower growth metrics.

- Follower Trends
- Reporting



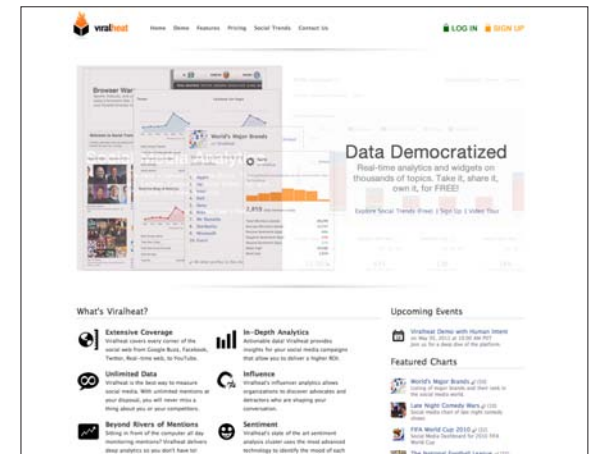
Listening/Monitoring

Viralheat

Viralheat Inc.
1705 Alder Creek Court
San Jose, CA 95148
U.S.A.
info@viralheat.com
<http://www.viralheat.com>

Viralheat is a social media platform that tracks Facebook, Twitter, to YouTube, blogs and destination sites, and provides a host of features from online influence to sentiment analysis.

- Listening/Monitoring
- Analytics
- Online Influence
- Sentiment Monitoring
- Trend Tracking



Services and Tools

Social Analytics

Listening/Monitoring

Visible Intelligence

Visible Technologies
3535 Factoria Blvd. SE #400
Bellevue, WA 98006
U.S.A.
888-852-0320
community@visibletechnologies.com
<http://www.visibletechnologies.com>

Visible offers a multi-user social media monitoring and analytics platform, Visible Intelligence, that integrates unlimited searches, interactive charting, influencer metrics and team-based engagement.

- Engagement Control Panel
- Realtime Reporting
- Online Influence/Sentiment Monitoring
- Trend Tracking



Listening/Monitoring

Vocus Social Media Software

Vocus Inc.
4296 Forbes Bl.
Lanham, MD 20706
U.S.A.
301-459-2590
info@vocus.com
<http://www.vocus.com/>

Vocus social media monitoring and analytics platform that offers a Twitter control panel, tracks trends and sentiments, identifies influencers, and analyzes a user's online reputation.

- Listening/Monitoring
- Reporting
- Online Influence/Sentiment Monitoring
- Reputation Management



Listening/Monitoring

Webtrends Analytics

Webtrends Inc.
851 SW 6th Ave. #1600
Portland, OR
U.S.A.
877-932-8736
support@webtrends.com
<http://www.webtrends.com/>

Webtrends Analytics pulls data from Facebook pages and apps using the Facebook API. The company also offers Webtrends Social Measurement, which is powered by Radian 6.

- Reporting
- Tracks Facebook Apps
- Facebook Usage Trends/Fan Demographics
- Likes (and their sources)



Services and Tools

Social Analytics

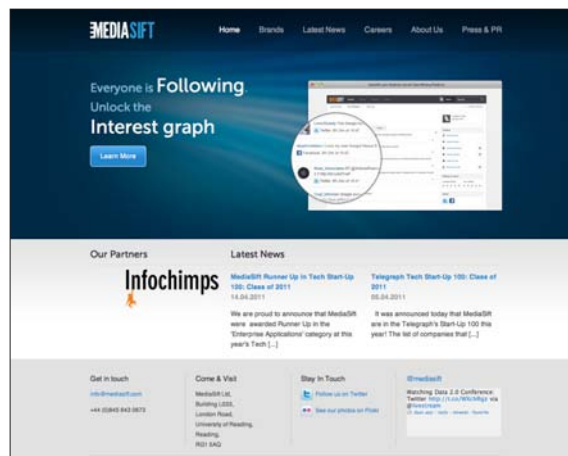
Platforms/NIBs

DataSift

MediaSift Ltd.
Building L033, London Road, University of
Reading, University of Reading
Reading, RG1 5AQ
U.K.
+44 (0) 845 643 0673
info@mediasift.com
<http://datasift.net/>

MediaSift licenses the Twitter firehose feed to provide third parties with filtered information from Twitter's social graph. The service is branded "DataSift." MediaSift is best known for TweetMeme.

- Twitter Firehose Access
- Listening/Monitoring



Platforms/NIBs

Gnip

Gnip
1601 Pearl St. #200
Boulder, CO 80302
U.S.A.
888-777-7405
info@gnip.com
<http://gnip.com/>

Gnip, like MediaSift, offer direct access to the Twitter Firehose, but also offers developers the ability to aggregate social data from Twitter, Facebook and dozens more, all in one API.

- Twitter Firehose Access
- API Integration
- Social Network Feeds



Sentiment Monitoring

Clarabridge Text Analytics

Clarabridge
11400 Commerce Park Dr. #500
Reston, VA 20191
U.S.A.
571-299-1800
info@clarabridge.com
<http://www.clarabridge.com/>

Clarabridge Text Analytics lets users perform sentiment analysis on their own text databases. Radian6 plans to integrate Clarabridge's technology into its platform. A Professional version is available.

- Text Processing
- Sentiment Monitoring



Services and Tools

Social Analytics

Sentiment Monitoring

Lexalytics

Lexalytics Inc.
101 University Dr. #A3
Amherst, MA 01002
U.S.A.
800-377-8036
info@lexalytics.com
<http://www.lexalytics.com/>

Lexalytics develops Saliency, a core text analytics and sentiment software for businesses looking to gain more insight from their in-house data stores or those provided by outside sources.

- Sentiment Monitoring
- Content Management



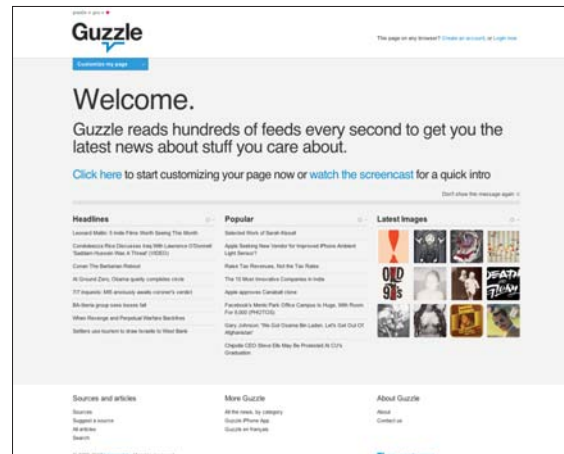
Trend Tracking

Guzzle

Lemonchik
45-47 rue d'Hauteville
75010 Paris,
France
+33 (0)1 83 62 07 41
contact@guzzle.it
<http://guzzle.it/>

Guzzle reads hundreds of feeds every second to get you the latest news about stuff you care about.

- Trend Tracking
- Content Curation



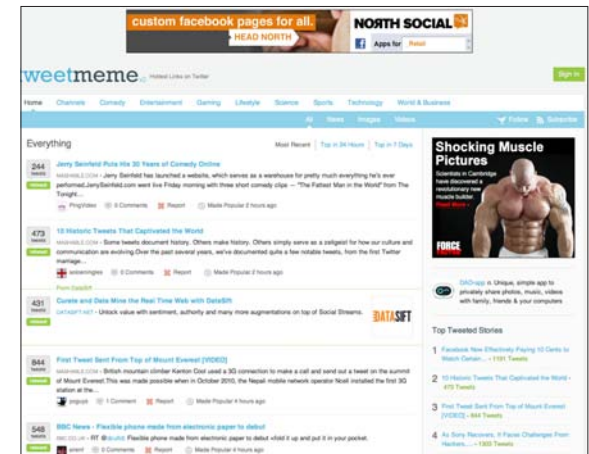
Trend Tracking

TweetMeme

MediaSift Ltd.
Building L033, London Road, University of Reading,
Reading, RG1 5AQ
U.K.
+44 (0) 845 643 0673
info@mediasift.com
<http://tweetmeme.com/>

TweetMeme is a trend monitoring service that aggregates popular Twitter links, which are then categorized to help filter out the noise and find what one is interested in.

- Listening/Monitoring
- Reporting
- Trend Tracking



Services and Tools

Social Analytics

Trend Tracking

Unilyzer Social Media Dashboard

Eman Bass LLC

2591 North Dallas Parkway #300

Frisco, TX 75034

U.S.A.

972-377-0074

info@unilyzer.com

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

The Unilyzer Social Media Dashboard lets users connect their social accounts to get a unified view of network activity, be in the number of Facebook likes, or Twitter followers.

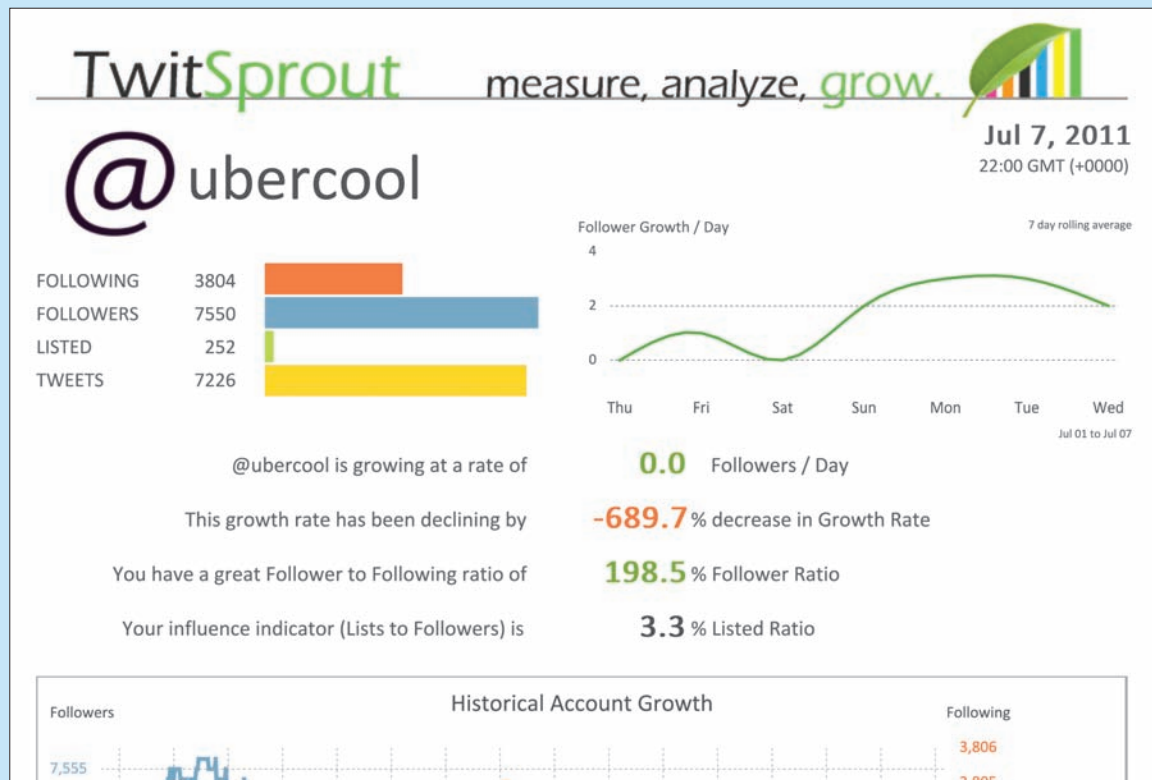
- Reporting



Two Approaches to Improving Social Analytics Reporting

Waterloo, Ont. Canada start up [TwitSprout](#) thinks it has a better idea. Syndicate clear and colorful reports and hope pleased Twitter users will help spread the word. The service is in beta and free, for now. The elephantine battle between untold analytics competitors raises an important question: Would it behoove a start-up to create a plug-and-play reporting API toolkit that could be used by all analytics firms? After all, everyone needs

to express a similar set of statistics and all players are continuously reinventing the wheel. You might call the technology that this start-up would create "the lingua franca" of analytics output. We think it's a good idea and look forward to helping make this vision a reality. Meanwhile, comScore, for its part, believes that adding a few old media buying terms, like "[gross ratings points](#)" and "[frequency](#)," will improve its social-measurement tools. The company notes that Starbucks, for example, reached both fans and friends of fans about three times on average in May.



Social Commerce

Commerce Applications

Merchant Social Gifting Service

Interactive Gift Corp.

706 So. 5th St.

Milwaukee, WI 53204

U.S.A.

feedback@groupcard.com

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

GroupCard.com offers a Merchant Social Gifting Service that is an app that lets retailers sell gift cards from their own Facebook Pages and sites.

- Gift Card Distribution



Storefront Management

8thBridge

8thBridge Inc.

110 Fifth Street No. #420

Minneapolis, MN 55403

U.S.A.

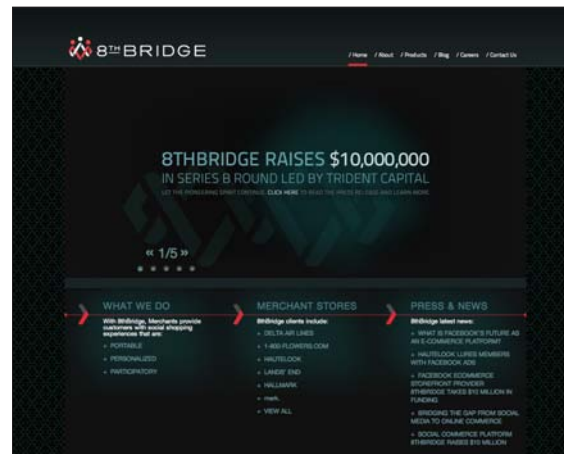
612-927-3400

contact@8thbridge.com

<http://www.8thbridge.com/>

8thBridge provides merchants with a white-label e-commerce platforms for Facebook. The company raised \$10 million in March 2011.

- Facebook Stores
- Newsfeed Stores
- Shareable Storefronts
- Integrated Payment Processing
- Social Gift Registry



Storefront Management

Milyoni

Milyoni Inc.

5000 Hopyard Rd. #318

Pleasanton, CA 94588

U.S.A.

866-936-7880

info@milyoni.com

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

Milyoni, pronounced “million eye,” provides Facebook storefronts with integrated with customer backends, with optional “Allow” button to capture fan profile upon application entry.

- Store Management
- Merchant Dashboard
- Social Merchandising
- Campaign Management



Services and Tools

Social Commerce

Storefront Management

Payvment

Payvment Inc.
250 Cambridge Ave. #301
Palo Alto, CA 94306
U.S.A.
650-681-1580
support@payvment.com
<http://www.payvment.com>

E-commerce solution to help companies launch Facebook storefronts, powered by Payvment's "Open Cart Network" technology. Has deployed more than 60,000 stores.

- Storefront Creation
- Store Inventory Management
- Integrated Payment Processing
- Universal Cart
- Sales Tracking



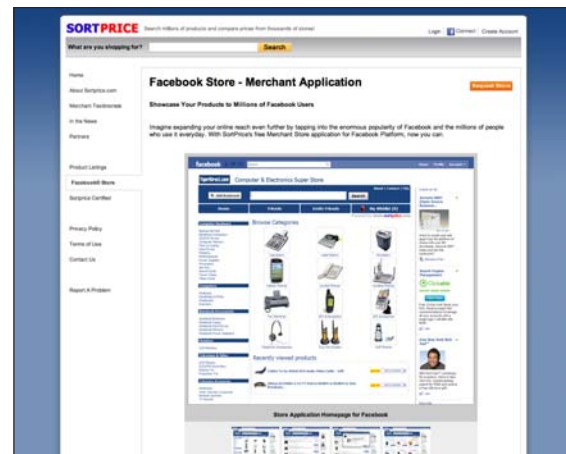
Storefront Management

SortPrice Store Application 2.0

SortPrice.com
222 West 37th St. 9th Fl.
New York, NY 10018
U.S.A.
646-736-6300
bdevelopment@sortprice.com
http://www.sortprice.com/facebook_store/

SortPrice launched its Store Application in Oct. 2008 and has been integrated into more than 1,000 Facebook stores. It features a core search and price comparison facility.

- Shop, Drag & Drop
- Shopping Search Engine
- Price Comparison Service
- The Wishlist
- Certified Merchant Program



Social Gaming Culture Permeates Bricks & Mortar Commerce Thanks to 7-11

Here's further proof that our burgeoning Digital Lifestyle has penetrated the real world. Mashable reports that 7-11 has offered FarmVille-branded products that unlock virtual, 7-11-branded items in the popular Facebook game. Mafia Wars and YoVille have reportedly also received real-world tie-ins with 7-11 stores. Time to down your virtual Slurpee and eat your FarmVille ice cream!



Services and Tools

Social Intelligence

Influencer Metrics

Klout Score

Klout Inc.
77 Stillman St.
San Francisco, CA 94107
U.S.A.
415-871-0993
contact@klout.com
<http://klout.com/>

Klout uses 35 variables to measure the influence of social networkers on Facebook, LinkedIn and Twitter to help determine its Klout Score measurement of online influence.

- Online Influence

Influencer Metrics

PeerIndex

PeerIndex
58 Acacia Rd. #28
London, NW8 6AG
U.K.
feedback@peerindex.net
<http://www.peerindex.net/>

PeerIndex algorithmically maps the social web, which lets users discover new information about their followers, particularly how influential they are in terms of audience, activity and authority.

- Online Influence
- Data Visualization
- Analytics

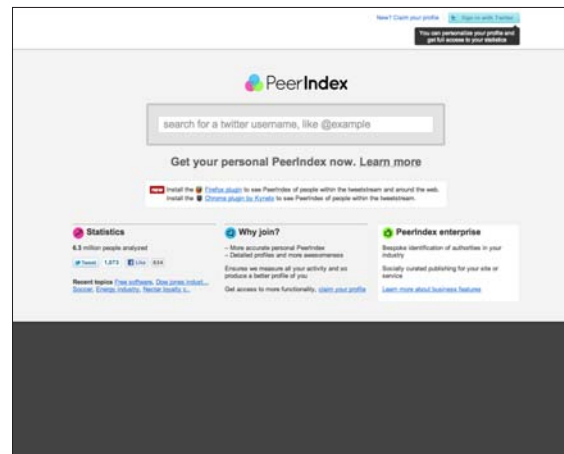
Influencer Metrics

Traackr

Traackr Inc.
711 Atlantic Ave. Lower Level
Boston, MA 02111
U.S.A.
714-412-2118
dskaletsky@traackr.com
<http://www.traackr.com/>

Traackr is a social media platform that tracks user profiles across multiple platforms, measures online influence, while crawling keywords to calculate buzz and content relevance.

- Listening/Monitoring
- Reporting
- Online Influence



Services and Tools

Social Intelligence

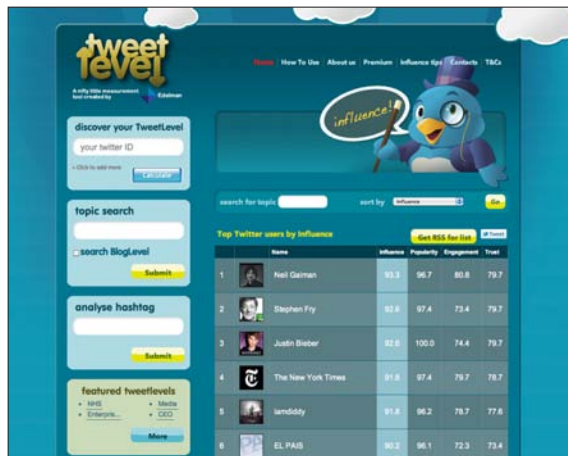
Influencer Metrics

TweetLevel

Edelman Public Relations
250 Hudson St. 16th Fl. 250 Hudson St. 16th Fl.
New York, NY 10013
U.S.A.
212-704-4530
contact_us@edelman.com
<http://tweetlevel.edelman.com/>

TweetLevel grades users' influence, popularity, trust and engagement on a scale of 1 to 100. Set to be relaunched on July 12, due to the changes in the way Twitter is managing their API.

- Online Influence
- Reporting



Influencer Metrics

Twitalyzer

Web Analytics Demystified Inc.
n.a.
Portland, OR
U.S.A.
503-282-2601
eric@webanalyticsdemystified.com
<http://twitalyzer.com>

Portland, OR-based Twitalyzer offers a starter package that cost \$5/mo. to track a Twitter user's influence sphere and tweet topics.

- Online Influence
- Reporting



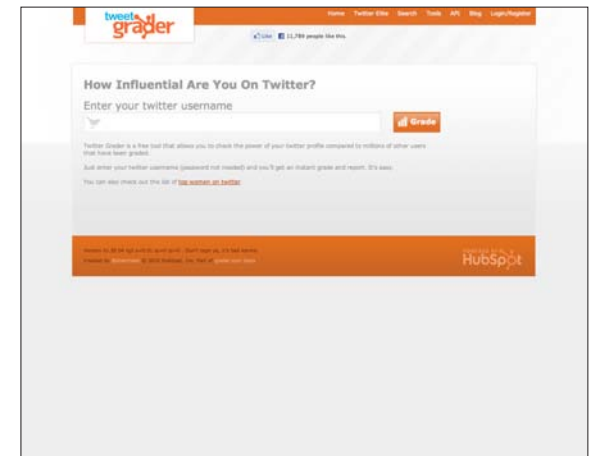
Influencer Metrics

Twitter Grader

HubSpot Inc.
25 First St. 2nd Fl.
Cambridge, MA 02141
U.S.A.
888-482-7768
<http://tweet.grader.com/>

Twitter Grader, or Tweet Grader as the name appears to be changing to, is similar in concept to Klout, PeerIndex, TweetLevel and others. Receive your grade by entering your handle.

- Online Influence



Services and Tools

Social Media

Social Network

Twitter

Twitter Inc.
795 Folsom St. #600
San Francisco, CA 94107
U.S.A.
866-924-2008
pr@twitter.com
<http://www.twitter.com>

Popular "micro-blog" social network that has become a media darling in the past few years, reaching 200 million registered users, culminating with a President Obama live interview.

- Twitter Control Panel
- Keyword Search



Social Network, Geographical

Hyves

Private Limited Company Startphone Limited
Frederiksplein 42
Amsterdam,
Netherlands
<http://hyves.nl/>

Hyves is a social networking site in The Netherlands with mainly Dutch visitors and members. Hyves is comparable to American sites such as Facebook and MySpace.

- Geographic Reach
- Netherlands Market



Social Network, Geographical

Sonico

Sonico
Ayacucho 1246 2 Piso, Recoleta
Buenos Aires,
Argentina
+54 011 5258 4211
pr@sonico.com
<http://www.sonico.com/>

With offices in Buenos Aires, Sonico is a social network that focuses on Latin America. Founded in July 2007, Sonico has grown fast and now has more than 50 million users around the globe.

- Geographic Reach
- Latino Market



Services and Tools

Social Media

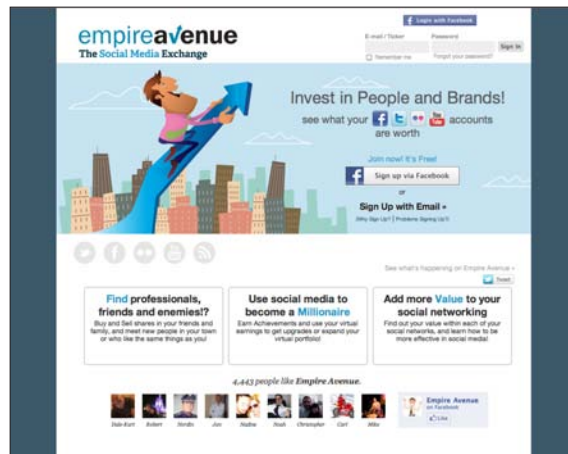
Social Network, Vertical

Empire Avenue

Empire Avenue Inc.
14032 23rd Ave. #339
Edmonton, AB T6R 3L6
Canada
780-665-2936
media@empireavenue.com
<http://www.empireavenue.com>

Empire Avenue is a social network lets social network members invest in other members' "social capital" on Facebook and Twitter with the hope that their "stock bets" turn out alright.

- Virtual Stock Market
- Social Network Integration



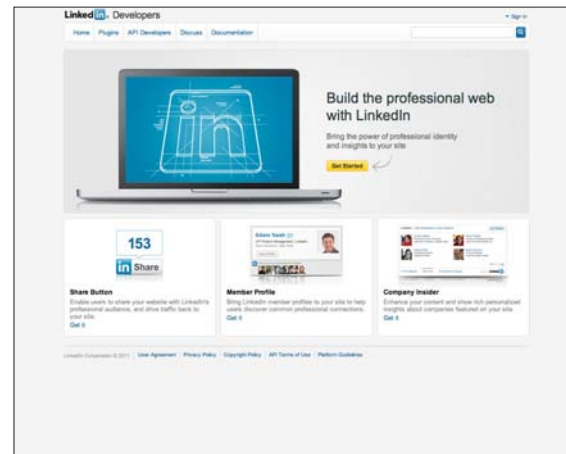
Social Network, Vertical

LinkedIn

LinkedIn Corp.
2029 Stierlin Ct.
Mountain View, CA 94043
U.S.A.
650-687-3560
press@linkedin.com
<http://www.linkedin.com/>

LinkedIn is a business social network that now numbers more than 100 million members worldwide.

- Business Profile
- Business Discussion Groups
- Business Networking



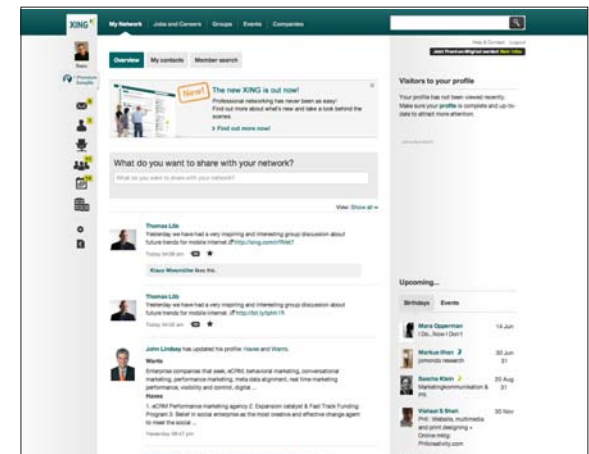
Social Network, Vertical

XING

XING AG
Gaensemarkt 43
Hamburg, 20354
Germany
+49 40 41913110
<https://www.xing.com/>

XING is the leading European network for business social networking. XING improves professional networking through its discovery capabilities and contact management tools.

- XING Control Panel
- Keyword Search
- Contact Management



Services and Tools

Social Promotion

Ad Targeting

33Across SocialDNA

33Across Inc.
460 W. 34th St. 14th Fl. 460 W. 34th St. 14th Fl.
New York, NY 10001
U.S.A.
646-794-5959
pr@33across.com
<http://33across.com/>

33Across tracks how consumers interact on about 20 sites, and feeds this data into its SocialDNA knowledge store that uses the social graph to improve online marketing results.

- Listening/Monitoring
- Analytics
- Online Influence



Ad Targeting

M6D Social Targeting

Media6Degrees LLC
37 E. 18th St. 9th Fl.
New York, NY 10003
U.S.A.
646-278-4929
info@media6degrees.com
<http://media6degrees.com/>

Media6Degrees analyzes social media usage patterns as a way to discover where desired target audiences cluster online.

- Listening/Monitoring
- Analytics



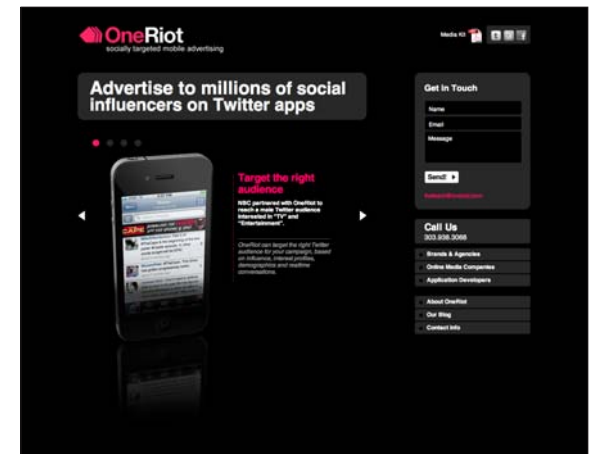
Ad Targeting

OneRiot

OneRiot
1050 Walnut St. #202
Boulder, CO 80302
U.S.A.
303-938-3068
theteam@oneriot.com
<http://oneriot.com/>

OneRiot delivers targeted Twitter audience promotions, based on influence, interest profiles, demographics and realtime conversations, through advertising on Twitter apps.

- Mobile Advertising
- Reporting
- Influence Metrics



Services and Tools

Social Promotion

Ad Targeting

RadiumOne Social

RadiumOne Inc.
525 Market St. 28th Fl.
San Francisco, CA 94105
U.S.A.
415-418-2840
press@radiumone.com
<http://radiumone.com/>

RadiumOne Social is a social media gaming and applications network that uses the company's ShareGraph technology to monitor interactions between social connections across the Web.

- Ad Network
- Social Activation
- Reporting



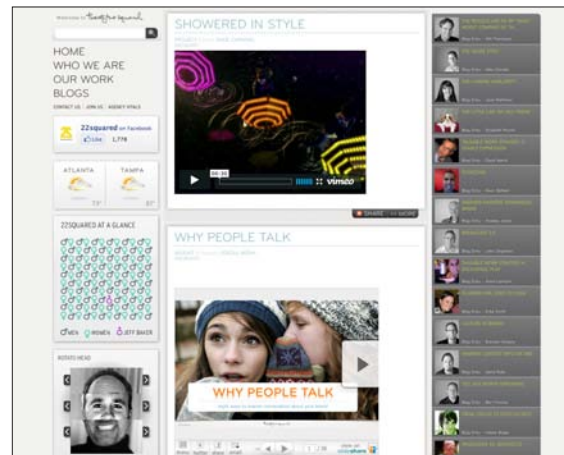
Agencies

22squared

22squared Inc.
1170 Peachtree St. NE
Atlanta, GA 30309
U.S.A.
404-347-8700
julianna.bowman@22squared.com
<http://www.22squared.com/>

Based in Atlanta and Tampa, Fla., 22squared is a full-service agency with dedicated expertise in social and traditional media, which traces its lineage all the way to 1922.

- Social Advertising Management
- Design
- Consulting



Agencies

90:10 Group

90:10 Group
46-47 Britton Street
London, EC1 M5UJ
U.K.
+44 (0) 207 253 0354
david@ninety10group.com
<http://www.ninety10group.com/>

90:10 Group is a social media consultancy with physical offices in; U.K., France, Germany, Spain, Netherlands, Italy and the Middle East Region.

- Social Advertising Management
- Design



Services and Tools

Social Promotion

Agencies

Big Fuel

Big Fuel
40 W. 23rd St. 5th Fl.
New York, NY 10010
U.S.A.
<http://www.bigfuel.com/>

- Social Advertising Management
- Design

Agencies

Fanscape

Fanscape Inc.
360 N. La Cienega Blvd. 3rd Fl.
Los Angeles, CA 90048
U.S.A.
323-851-3267
info@fanscape.com
<http://www.fanscape.com/>

Fanscape, which was founded in 1998, says that 100% of the agency's focus is on social media marketing. Based in L.A., Fanscape offers a host of services, including fan and influencer outreach.

- Social Advertising Management
- Design

Agencies

Ignite Social Media

Ignite Social Media
14600 Weston Parkway #100
Cary, NC 27513
U.S.A.
919-653-2590
<http://www.ignitesocialmedia.com/>

Bills itself as “the original social media agency,” Ignite is based in Cary, NC and has offices in Detroit and Seattle.

- Social Advertising Management
- Design



Services and Tools

Social Promotion

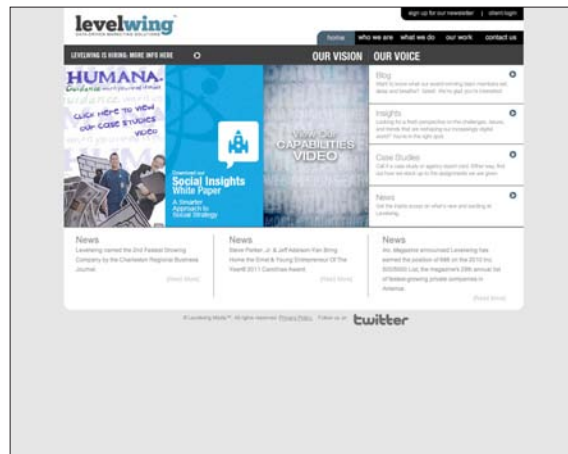
Agencies

Levelwing Media

Levelwing Media
260 W. 35th St.
New York, NY 10001
U.S.A.
646-216-8320
newbiz@levelwing.com
<http://www.levelwing.com/>

Formed in August 2002 in New York City, Levelwing Media moved its headquarters to Charleston, SC in 2008, leaving media planning and strategy in New York.

- Social Advertising Management
- Design



Agencies

Raak

Raak Ltd.
45a Tudor Road #2
London, E9 7SN
U.K.
+44 20 8986 5115
hello@wewillraakyou.com
<http://wewillraakyou.com/>

RAAK is a social & digital media plug-in. We put you in touch with people, be it your customers, your suppliers, or employees.

- Social Advertising Management
- Design



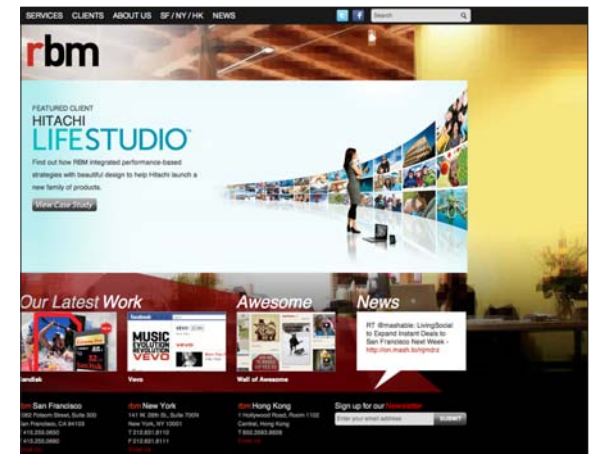
Agencies

Red Bricks Media (RBM)

Red Bricks Media
1062 Folsom St. #300
San Francisco, CA 94103
U.S.A.
415-255-0650
sales@redbricksmedia.com
<http://www.redbricksmedia.com/>

RBM says it "empowers the archetypes by internalizing the 'who,' 'where,' and 'why' of target customers, which are then viewed through the lens of specific digital archetypes.

- Social Advertising Management
- Design



Services and Tools

Social Promotion

Agencies

Room 214

Room 214 Inc.
3200 Carbon Pl. #103 3200 Carbon Pl. #103
Boulder, CO 80301
U.S.A.
866-624-1851
info@room214.com
<http://www.room214.com/>

Room 214 serves organizations desiring to immerse themselves in social media. The agency says it helps clients engage their customers, humanize their brand and build upon what works.

- Social Advertising Management
- Design



Agencies

Shift Communications

SHIFT Communications LLC
275 Washington St. #410
Newton, MA 02458
U.S.A.
617-779-1800
jim@shiftcomm.com
<http://www.shiftcomm.com/>

SHIFT Communications says it has three public relations in San Francisco, Boston and New York, but is headquartered in Newton, MA.

- Social Advertising Management
- Public Relations



Agencies

Simply Zesty

Simply Zesty
93 St Stephens Green
Dublin,
Ireland
+44 (0) 20 8133 8127
<http://www.simplyzesty.com/>

Based in Dublin and with an office in London, Simply Zesty is headed up Niall Harbison who contributes infographics to a number of new media. Their about page is particularly fun.

- Social Advertising Management
- Design
- Facebook Advertising



Services and Tools

Social Promotion

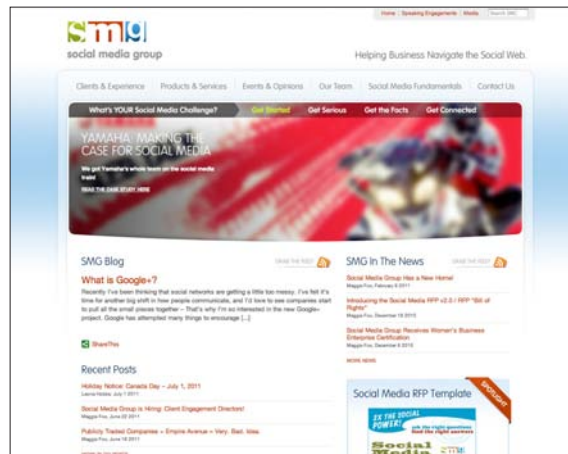
Agencies

Social Media Group

Social Media Group
460 Richmond St. W. #301
Toronto, ON M5V 1Y1
Canada
416-703-3764
info@socialmediagroup.com
<http://socialmediagroup.com/>

Social Media Group believes sharing is cool, so they've made it their business. Based in Toronto, Ontario, SMG helps businesses navigate the social web.

- Social Advertising Management
- Design



Agencies

SocialLogic Marketing

SocialLogic Marketing
118 W. Illinois St. #2E
Chicago, IL 60654
U.S.A.
312-222-0111
listening@sociallogicmarketing.com
<http://sociallogicmarketing.com/>

SocialLogic is a full-service, social media marketing management group "dedicated to the belief that amid the ruins of mass media marketing lies the secret to successful brand management."

- Social Advertising Management
- Design



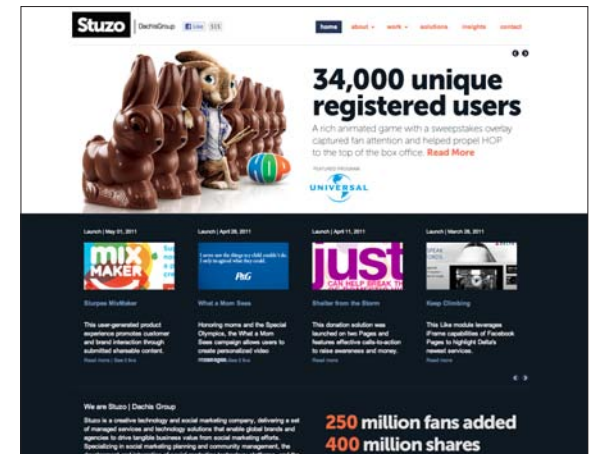
Agencies

Stuzo Social

DachisGroup
211 No. 13th St. #802
Philadelphia, PA 19107
U.S.A.
267-519-3669
hello@stuzo.com
<http://www.stuzo.com/>

Stuzo offers consulting and planning services built around a social media platform that handles cross-network social engagement that can be managed from a unified interface.

- Engagement Control Panel
- Campaign Management
- Consulting



Services and Tools

Social Promotion

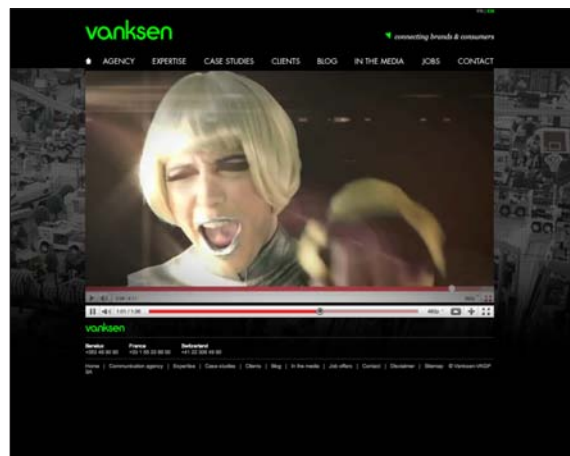
Agencies

Vanksen

Vanksen Paris
23, boulevard Poissonniere 1E
Paris, Ile-de-France 75002
France
+33 1 55 33 89 00
<http://www.vanksen.com/>

Vanksen is a communications agency that believes creativity and return on investment are complementary notions and has offices in Luxembourg, France and Switzerland.

- Social Advertising Management
- Design



Agencies

we are social

we are social
Level 2, 439-441 Kent Street
Sydney, NSW 2000
Australia
028-514-8595
<http://wearesocial.com.au/>

we are social is a conversation agency with offices in London, Paris, Milan, Munich, São Paulo and Sydney, that helps brands listen, understand and engage in social media conversations.

- Social Advertising Management
- Design



Consulting

Buzzlogic

BuzzLogic Inc.
425 Brannan St.
San Francisco, CA 94107
U.S.A.
415-913-2600
sales@buzzlogic.com
<http://www.buzzlogic.com>

BuzzLogic says it's no longer an online monitoring company but that it has pivoted to an "online media company that improves brand metrics and ROI through its media index and analytics platform."

- Listening/Monitoring
- Analytics
- Facebook Advertising
- Viral Marketing/Advocacy



Services and Tools

Social Promotion

Viral Marketing/Advocacy

InboxQ

Queryable Corp.
2360 Pacific Ave. #303
San Francisco, CA 94115
U.S.A.
855-346-2697
joe@inboxq.com
<https://www.inboxq.com/>

InboxQ delivers a stream of real questions to Twitter users who answer with a Tweet, a service that not only help others but also broadcasts the user's expertise.

- Content Curation
- Viral Marketing/Advocacy



A Reusable Wall Sticker for Your Nursery

Solana Graphics Studio sells an ubercool wall sticker that will turn any room in your house into a "twitterati" den.

Solana's pitch, "Do you want to take decorations for your kid's room to the next level? Painting can be a pain and if the kids room changes, time spent is wasted. Try this on for size! Yes, [for \\$30 you too can have a cool kids room.](#)



Services and Tools

Social Relationship Management

Crowdsourcing

Feedback Army

FeedbackArmy.com

n.a.

Syracuse, NY

U.S.A.

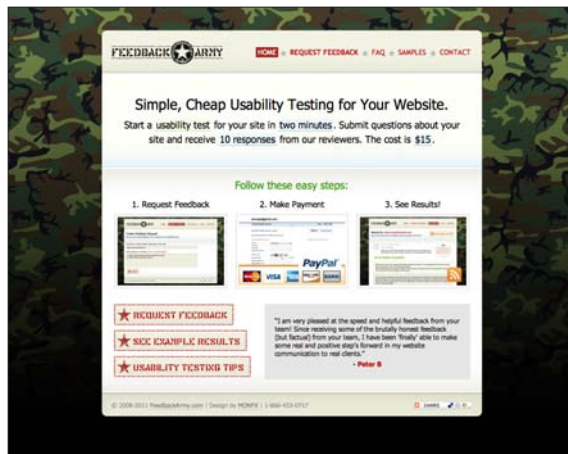
866-433-0717

support@feedbackarmy.com

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

Feedback Army provides simple and inexpensive usability testing for any website or social presence using Amazon.com's Mechanical Turk service. Tests can be started in two minutes.

- Usability Testing
- Crowdsourcing



Crowdsourcing

Netprospex

NetProspex Inc.

318 Bear Hill Rd. 1st Fl.

Waltham, MA 02451

U.S.A.

888-826-4877

hello@netprospex.com

<http://netprospex.com/>

A connector site that allows you to find to business prospects through perhaps the biggest act of crowdsourcing, with more than 21 million business cards compiled by people like you.

- Business Networking
- Crowdsourcing



Crowdsourcing

Spigit

Spigit

311 Ray St.

Pleasanton, CA 94566

U.S.A.

925-297-2600

info@spigit.com

<http://www.spigit.com>

Spigit is used to manage the generation of crowdsourced innovation ideas supplied by employees, customers and business partners and relies on algorithms to prioritize the best concepts.

- Content Management
- Community Platform
- Facebook Page Management
- Reporting/Research Platform



Services and Tools

Social Relationship Management

Crowdsourcing

UserTesting.com

UserTesting.com
2672 Bayshore Pky.
Mountain View, CA 94043
U.S.A.
800-903-9493
support@UserTesting.com
<http://www.usertesting.com/>

UserTesting.com is a crowdsourced user experience (UX) testing site. Clients can request users who match their target demographic who record themselves performing tasks.

- Usability Testing
- Crowdsourcing



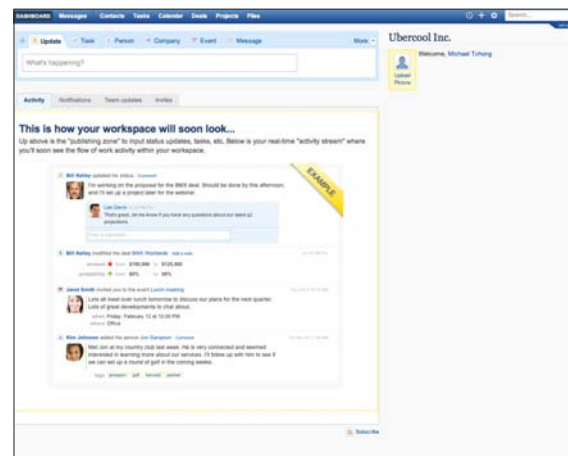
Social CRM

Bantam Live

Constant Contact Inc.
155 Wooster St. #3W
New York, NY 10012
U.S.A.
781-472-8100
info@constantcontact.com
<http://www.constantcontact.com/about-constant-contact/bl/bli.jsp>

Bantam Live was acquired in Feb. 2011 by Constant Contact, which plans to relaunch the CRM service by 2012.

- Engagement Control Panel
- Contact Management
- Event Management
- Goal Tracking
- Task Management



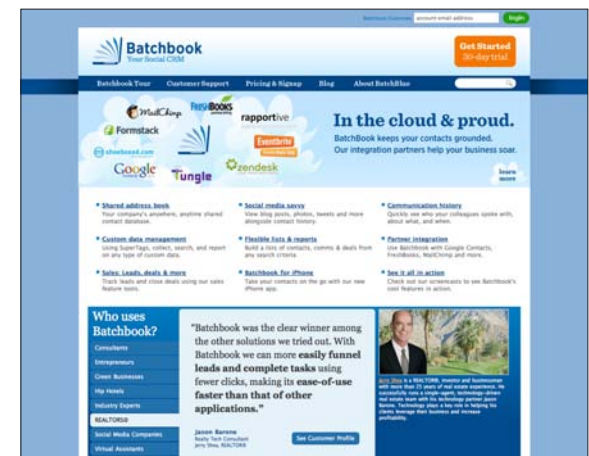
Social CRM

Batchbook

BatchBlue Software
10 Elmgrove Ave.
Providence, RI 02906
U.S.A.
888-402-2824
pamela@batchblue.com
<http://batchblue.com/>

Batchbook offers built-in integration of Twitter, while also linking with such third parties as MailChimp, FreshBooks, Tungle and Eventbrite.

- Contact Management
- Event Management
- Task Management
- Revenue Tracking
- Twitter Feed



Services and Tools

Social Relationship Management

Social CRM

Nimble

Nimble LLC

502 16th St. 502 16th St. 502 16th St.

Santa Monica, CA 90402

U.S.A.

310-844-6775

info@nimble.com

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

Nimble is a CRM program that integrates Facebook, LinkedIn and Twitter directly into communications stream of users who can also use traditional CRM features.

- Engagement Control Panel
- Contact Management
- Event Management
- Task Management/Deal Tracking
- Direct/Private Messaging



Social Support

Get Satisfaction For Facebook

Get Satisfaction Inc.

400 Second St. #400

San Francisco, CA 94107

U.S.A.

877-339-3997

info@getsatisfaction.com

<http://getsatisfaction.com/partners/facebook>

Get Satisfaction has partnered with Involver to provide their community-based support feature to Facebook pages.

- Customer Support Tab
- Four Question Topics
- Wall Conversations Export
- Support Community Interface



Social Support

Parature for Facebook

Parature Inc.

8000 Towers Crescent Dr. #800

Vienna, VA 22182

U.S.A.

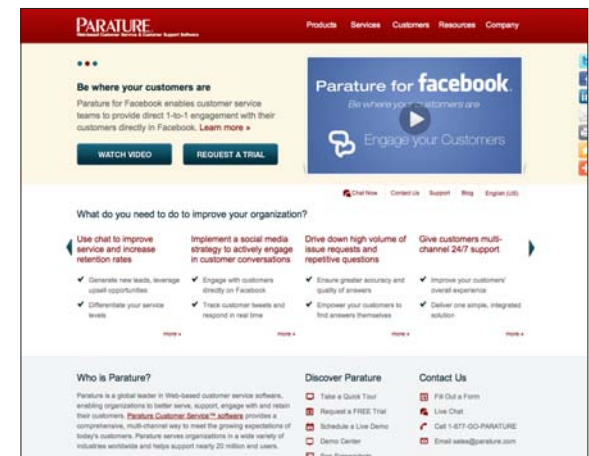
703-564-7758

feedback@parature.com

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

Parature for Facebook allows companies to feature a "Support" tab on their Facebook pages, so customers can post a comment that generates a support ticket with the member name listed.

- Listening/Monitoring
- Social Support
- Support Software Integration



Services and Tools

Tools

Clients

Seesmic

Seesmic
1550 Bryant St. #890
San Francisco, CA 94103
U.S.A.
415-864-5642
support@seesmic.com
<http://seesmic.com/>

Seesmic Desktop and Mobile, and a browser version, allows users to engage on Facebook, Foursquare, LinkedIn and Twitter. Also integrates Klout metrics for influence monitoring.

- Engagement Control Panel



Clients

Sideline

Yahoo! Inc.
701 First Ave.
Sunnyvale, CA 94089
U.S.A.
408-349-3300
media-inquiries@yahoo-inc.com
<http://sideline.yahoo.com/>

Like Tweetdeck, Yahoo!'s Sideline is an Adobe Air-based Twitter client that lets you watch, search and monitor the Twitter public timeline in real-time.

- Twitter Control Panel
- Keyword Tracking



Clients

TweetDeck

TweetDeck Inc.
n.a.
London,
U.K.
hello@tweetdeck.com
<http://www.tweetdeck.com/>

TweetDeck is a client that can post to multiple social networks, including Facebook, LinkedIn and Twitter, and monitor keywords and user lists. Acquired in May for \$40 million by Twitter.

- Engagement Control Panel
- Keyword Monitoring



Services and Tools

Tools

Clients

Twitscoop

Lollicode

n.a.

Paris,

France

feedback@twitscoop.com

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

Twitscoop is a Twitter client that provides engagement, enhanced by a trend tag cloud, Twitpic previews, realtime bit.ly stats, live keyword and financial trends display with real-time charts.

- Twitter Control Panel
- Reporting
- Trend Tracking

Clients

TwitSprout

Pink Metrics Inc.

n.a.

Waterloo, ON

Canada

hello@twitsprout.com

<http://twitsprout.com/>

TwitSprout provides a simple, one-page overview of Twitter analytics that rely on clear and colorfully illustrated metrics, which are available via link where they can be downloaded as a PDF.

- Listening/Monitoring
- Reporting

Content Management

ThinkUp

Expert Labs

n.a.

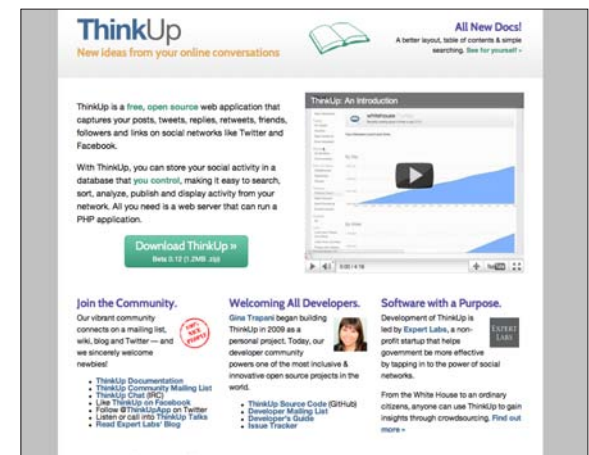
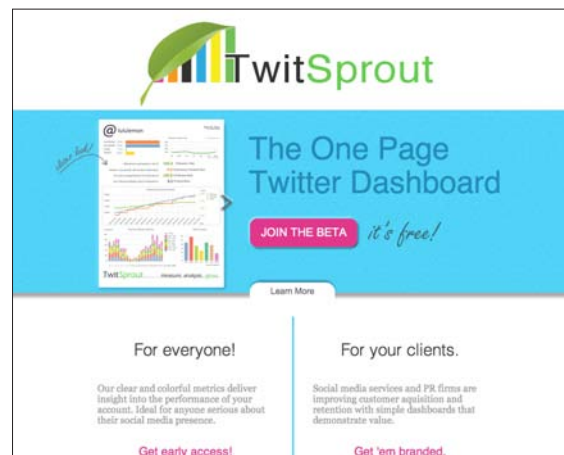
San Diego, CA

U.S.A.

<http://thinkupapp.com/>

ThinkUp is a free, open-source web-based application that captures your posts, tweets, replies, retweets, friends, followers and links on social networks like Twitter and Facebook.

- Content Management
- Open Source
- Network Management



Services and Tools

Tools

Link Tracking/URL Shorteners

awe.sm

Snowball Factory Inc.
2601 Mission St. #602
San Francisco, CA 94110
U.S.A.
877-OK-AWESM
questions@awe.sm
<http://totally.awe.sm/>

awe.sm offers a multi-user system encompassing custom URLs, content tracking, ROI analysis and social media data-driven optimization.

- Branded URLs
- Multi-user
- Sharing Buttons



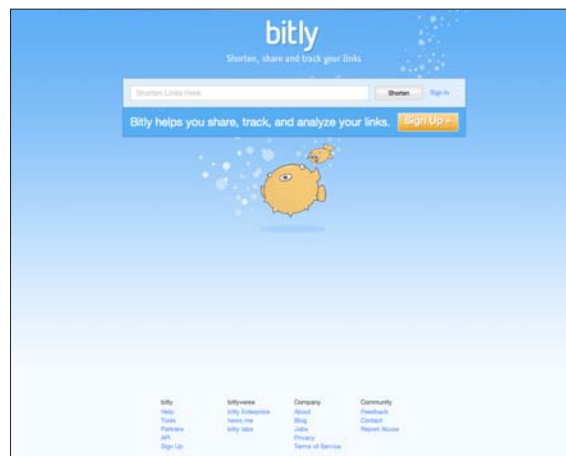
Link Tracking/URL Shorteners

Bit.ly

Bit.ly
416 W. 13th St. #203
New York, NY 10014
U.S.A.
626-839-8575
inquiries@bitly.com
<http://bitly.com/>

Bit.ly helps users collect, organize, shorten and share links. The service is available via its site, browser extensions, mobile, and third-party tools that integrate its open API.

- URL Shortening
- Link Sharing
- Analytics



Link Tracking/URL Shorteners

TinyURL

TinyURL LLC
n.a.
Blaine, MN 55014
U.S.A.
support@tinyurl.com
<http://www.tinyurl.com>

TinyURL is one of the first URL shortening services, having been established in 2002, that offered Internet users with the ability to make URLs manageable, and, later, trackable.

- URL Shortening
- Link Tracking



Services and Tools

Tools

Reputation Management

Reppler

SafeToBe.Me Inc.
525 University Ave. #800
Palo Alto, CA 94301
U.S.A.
650-241-9923
info@reppler.com
<http://www.reppler.com/>

Reppler is a social media monitoring service that is designed to manage your Facebook reputation, by addressing three critical social reputation challenges: content, privacy and security.

- Reputation Management
- Reporting



Search

Wajam

Bolidea Inc.
4115 St-Laurent #200
Montreal, QC H2W 1Y7
Canada
info@wajam.com
<http://www.wajam.com/>

Wajam is a social search engine that helps users find content that has been shared by their social circle using Google.

- Search
- Knowledge Management



SMMS

Argyle Social

Argyle Social
331 W. Main St. #403
Durham, NC 27701
U.S.A.
919-408-7990
support@argylesocial.com
<http://argylesocial.com/>

Argyle Social is a multi-user social dashboard that posts to multiple social networks, generates custom shortened URLs, tracks conversations in one view and offers realtime analytics.

- Engagement Control Panel
- URL Shortening
- Realtime Analytics
- Multi-User



Services and Tools

Tools

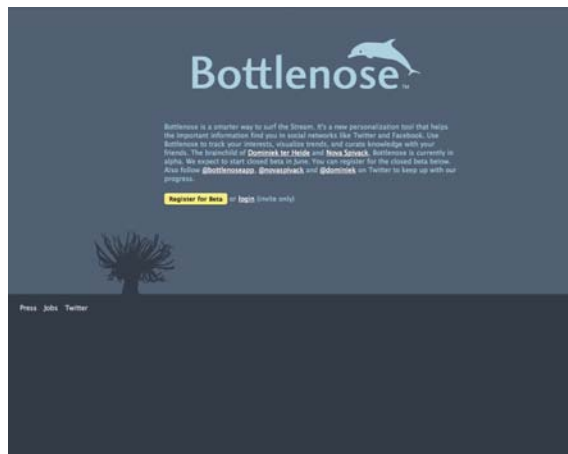
SMMS

Bottlenose

Bottlenose
n.a.
Cambridge, MA
U.S.A.
press@bottlenose.com
<http://bottlenose.com/>

Bottlenose is a social media management tool that helps track information found in Twitter and Facebook to visualize interests, trends and curate knowledge your friends provide.

- Listening/Monitoring
- Trend tracking
- Content curation



SMMS

Context Optional Social Marketing Suite

Context Optional
30 Maiden Lane 6th Fl.
San Francisco, CA 94108
U.S.A.
415-738-7997
info@contextoptional.com
<http://www.contextoptional.com/>

The Social Marketing Suite features a host of applications, including multi-user engagement, community moderation, analytics, plus social activating contests, coupons and virtual gifts.

- Engagement Control Panel
- Multi-user
- Community Management
- Analytics



SMMS

CoTweet by ExactTarget

ExactTarget
301 Brannan St.
San Francisco, CA 94107
U.S.A.
866-362-4538
info@cotweet.com
<http://cotweet.com/>

CoTweet is a social media management and reporting solution that helps companies engage, track and analyze conversations about their brands across Twitter and Facebook.

- Engagement
- Listening/Monitoring
- Analytics
- Twitter Control Panel



Services and Tools

Tools

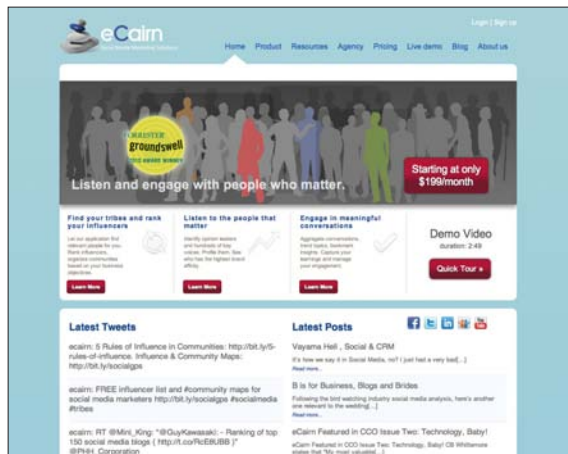
SMMS

eCairn Conversation

eCairn Inc.
142 Calle Larga
Los Gatos, CA 95032
U.S.A.
650-319-8919
conversation+sale@ecairn.com
<http://www.ecairn.com/>

eCairn Conversation is a multi-user social engagement platform that listens to conversations, monitors brands, identifies influencers, tracks trends and offers blogger outreach.

- Engagement
- Analytics
- Online Influence
- Trend Tracking



SMMS

Expion

Expion Inc.
900 Ridgefield Dr. #85
Raleigh, NC 27609
U.S.A.
919-796-3161
sales@expion.com
<http://expion.com/>

Expion is a multi-user social media management platform that provides engagement, monitoring and realtime analytics across a broad range of social networks.

- Engagement Control Panel
- Listening/Monitoring
- Analytics



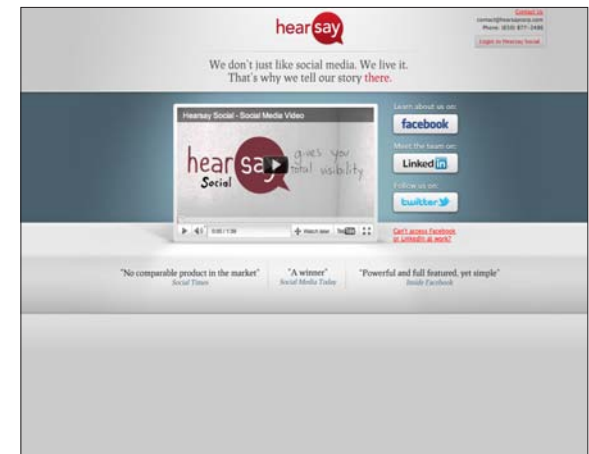
SMMS

Hearsay Social

Hearsay Corp.
301 Brannan St. 6th Fl.
San Francisco, CA 94107
U.S.A.
650-877-2486
contact@hearsaycorp.com
<http://hearsaysocial.com/>

Hearsay Social is a social media management platform that help marketers use Facebook, LinkedIn, Twitter and other social media while managing branding compliance and risks.

- Engagement Control Panel
- Content Compliance
- Reputation Management
- Analytics



Services and Tools

Tools

SMMS

HubSpot

HubSpot Inc.
25 First St. 2nd Fl.
Cambridge, MA 02141
U.S.A.
888-482-7768
info@hubspot.com
<http://www.hubspot.com>

HubSpot is a marketing software platform for small and medium-sized businesses that lets users interact and monitor with social media and integrate that with their online marketing efforts.

- Engagement Control Panel
- Listening/Monitoring
- Analytics



SMMS

Lithium Social Customer Suite

Lithium Technologies Inc.
6121 Hollis St. #4
Emeryville, CA 94608
U.S.A.
510-653-6800
<http://www.lithium.com>

Lithium's Social Customer Suite service, based on Scout Labs technology acquired in May 2010, handles engagement and tracks social media conversations.

- Engagement Control Panel
- Listening/Monitoring
- Analytics
- Community Platform



SMMS

MediaFunnel

Cloud10Apps Inc.
101 Lucas Valley Rd. #249
San Rafael, CA 94903
U.S.A.
415-223-2610
info@mediafunnel.com
<http://mediafunnel.com/>

MediaFunnel is a multi-user social media platform that can engage Facebook and Twitter audiences, listen to the social dialog, monitor brands, and provide service and support.

- Engagement Control Panel
- Listening/Monitoring
- Analytics
- Sentiment Monitoring



Services and Tools

Tools

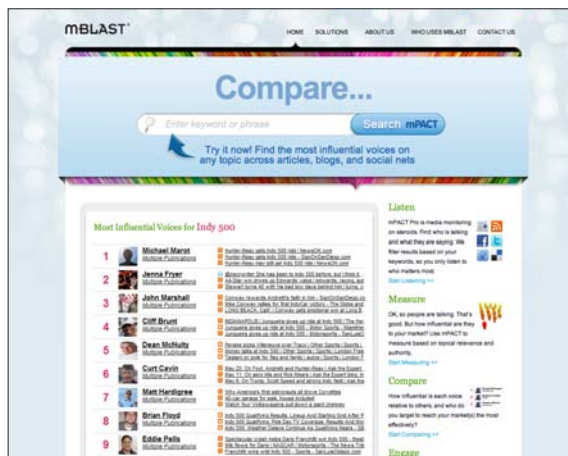
SMMS

mPACT

mBLAST Inc.
1635 Old 41 Highway NW Suite 112, #303
Kennesaw, GA 30152
U.S.A.
770-217-0785
info@mblast.com
<http://mpact.mblast.com/>

mPACT Pro is a social engagement and monitoring platform that discovers relevant conversations, filtered by keywords, enhanced by influencer metrics.

- Engagement Control Panel
- Listening/Monitoring
- Analytics
- Online Influence



SMMS

MutualMind

MutualMind Inc.
1701 N. Collins Blvd. #2000
Richardson, TX 75080
U.S.A.
866-525-5523
info@mutualmind.com
<http://www.mutualmind.com/>

MutualMind is a multi-user social media platform that engages, monitors and analyzes online social engagement campaigns for brands active on social networks.

- Engagement Control Panel
- Listening/Monitoring
- Analytics
- White Label Option



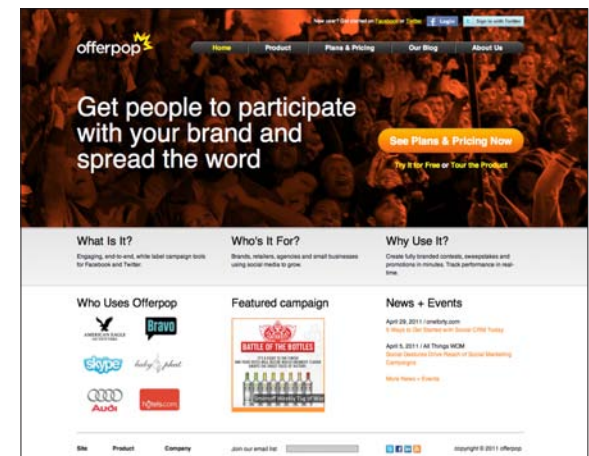
SMMS

OfferPop

Offerpop Corp.
750 Third Ave. #3310
New York, NY 10017
U.S.A.
646-435-0555
contact@offerpop.com
<http://offerpop.com/>

OfferPop develops white-label ad campaign tools for Facebook and Twitter that are able to generate campaigns with branded landing pages, trackable via realtime reports.

- Social Advertising Management



Services and Tools

Tools

SMMS

Roost

Roost Inc.
1 Post Street #900
San Francisco, CA 94104
U.S.A.
415-742-8051
info@roost.com
<http://www.roost.com/>

Roost is a social marketing platform designed to help individual professionals, particularly realtors, small businesses and consultants create effective social media campaigns.

- Facebook Management
- Social CRM
- Engagement Control Panel



SMMS

Sendible

Sendible Ltd.
Suite 209, Churchill House
London, NW7 2AP
U.K.
718-618-4911
support@sendible.com
<http://sendible.com/>

Sendible is a multi-user social media platform that combines engagement, listening, analytics, sentiment monitoring plus email and SMS outbound marketing.

- Engagement Control Panel
- Listening/Monitoring
- Analytics
- Sentiment Monitoring
- Affinity Analysis



SMMS

Shoutlet

Shoutlet Inc.
1 Erdman Place #102
Madison, WI 53717
U.S.A.
608-833-0088
sales@shoutlet.com
<http://shoutlet.com/>

Shoutlet offers a host of services, including Facebook page management, promotions and contests, social CRM and commerce, plus HTML5 web applications and analytics.

- Page Management
- Analytics
- Contest Management
- Community Management
- Social Commerce



Services and Tools

Tools

SMMS

Social Media Guide, The

The Social Media Guide

n.a.

Australia

contact@thesocialmediaguide.com

<http://www.thesocialmediaguide.com>

The Social Media Guide is a multi-users social media platform that provides a host of services, including engagement, monitoring, Facebook management, email marketing and much more.

- Engagement Control Panel
- Listening/Monitoring
- Sentiment Monitoring
- Analytics
- Email Marketing



SMMS

SocialVolt STUDIO

SocialVolt Inc.

9703 Sunset Circle

Lenexa, KS 66220

U.S.A.

913-485-8270

info@socialvolt.com

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

SocialVolt STUDIO is a multi-user social media platform consisting of the STUDIO social listening and engagement platform plus SECURE, a social media compliance system.

- Listening/Monitoring
- Campaign Management
- Online Influence
- Reporting
- Content Compliance



SMMS

Sprinklr

Sprinklr

n.a.NY

U.S.A.

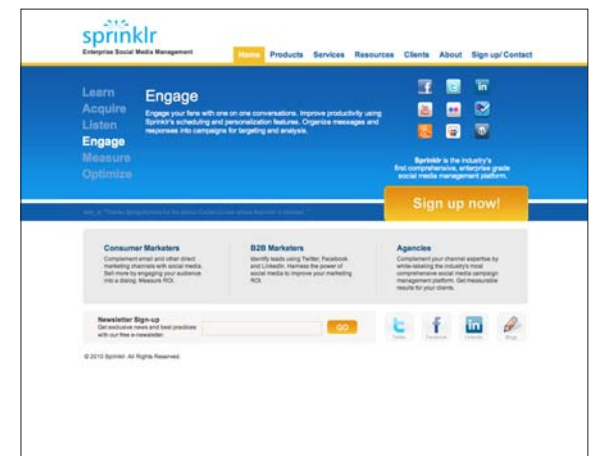
707-276-6362

info@sprinklr.com

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

Sprinklr's SIREn, Social Intent Revelation Engine, is a multi-user social media platform that integrates listening, content, engagement, campaign management and governance management.

- Engagement Control Panel
- Content Management
- Online Influence
- Content Compliance
- Reporting



Services and Tools

Tools

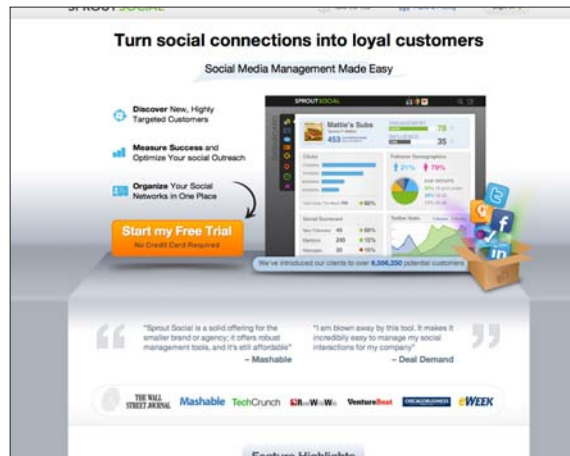
SMMS

Sprout Social

Sprout Social Inc.
600 W. Chicago Ave.
Chicago, IL 60654
U.S.A.
grow@sproutsocial.com
<http://sproutsocial.com/>

Sprout Social is a social media platform that manages multiple social presences, audience engagement and selection as measured by influence, social CRM, and listening.

- Engagement Control Panel
- Listening/Monitoring
- Reporting
- Affinity Analysis
- Online Influence



SMMS

Syncapse Platform

Syncapse Corp.
20 Duncan St. #301
Toronto, ON M5H 3G8
Canada
416-593-3773
info@syncapse.com
<http://www.syncapse.com>

The Syncapse Platform, formerly SocialTALK, is a social media platform that builds social media presences, manages content across social networks and measures network activity.

- Page Management
- Engagement Control Panel
- Content Compliance
- Workflow Management



SMMS

Synthesio Unity

Synthesio
8 rue Lemerrier
Paris, 75017
France
800-681-6361
info@synthesio.com
<http://synthesio.com/>

Unity is a unified control panel that helps marketers engage, monitor and influence-rank conversations in any language through social media, general marketing and customer service channels.

- Listening/Monitoring
- Engagement Control Panel
- Analytics
- Online Influence



Services and Tools

Tools

SMMS

Techlightenment BrandDashboard

Techlightenment
3.08 Tea Building
London, E1 6J
U.K.
+44 (0)20 7033 3567
info@techlightenment.com
<http://www.techlightenment.com>

Techlightenment offers a suite of services, including a Facebook ad platform, a brand monitoring service, a social research platform and social CRM.

- Facebook Advertising
- Affinity Analysis
- Research Platform
- Social CRM

SMMS

Trendrr

Wiredset LLC
425 W. 13th St. #504
New York, NY 10014
U.S.A.
212-242-3400
bizdev@trendrr.com
<http://www.trendrr.com>

Trendrr offers a free trial of its Twitter analytical dashboard to manage social media profiles, including Facebook, Foursquare and MySpace.

- Listening/Monitoring
- Reporting
- Social Activation
- Content Curation

SMMS

Wildfire Social Marketing Suite

Wildfire Interactive Inc.
1600 Seaport Blvd.
Redwood City, CA 94063
U.S.A.
888-274-0929
info@wildfireapp.com
<http://www.wildfireapp.com/suite>

Wildfire's Social Marketing Suite combines the features of its popular Wildfire Promotion Builder and adds an engagement control panel, Facebook page manager plus analytics.

- Engagement Control Panel
- Page Management
- Page Promotion
- Analytics

Services and Tools

Tools

Social Activation

Social Login

Gigya Inc.

1975 Landings Dr.

Mountain View, CA 94043

U.S.A.

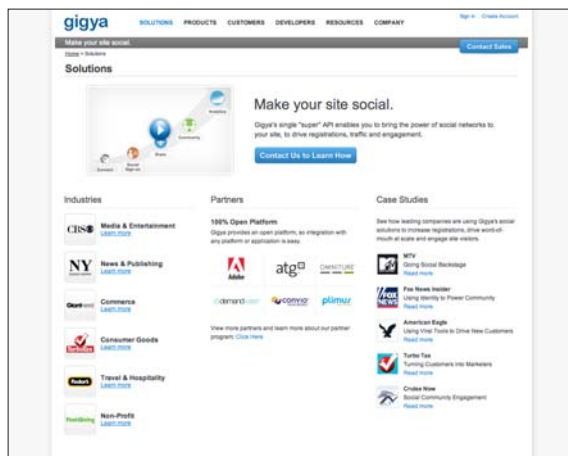
650-353-7230

support@gigya.com

<http://www.gigya.com/Platform/social-login.aspx>

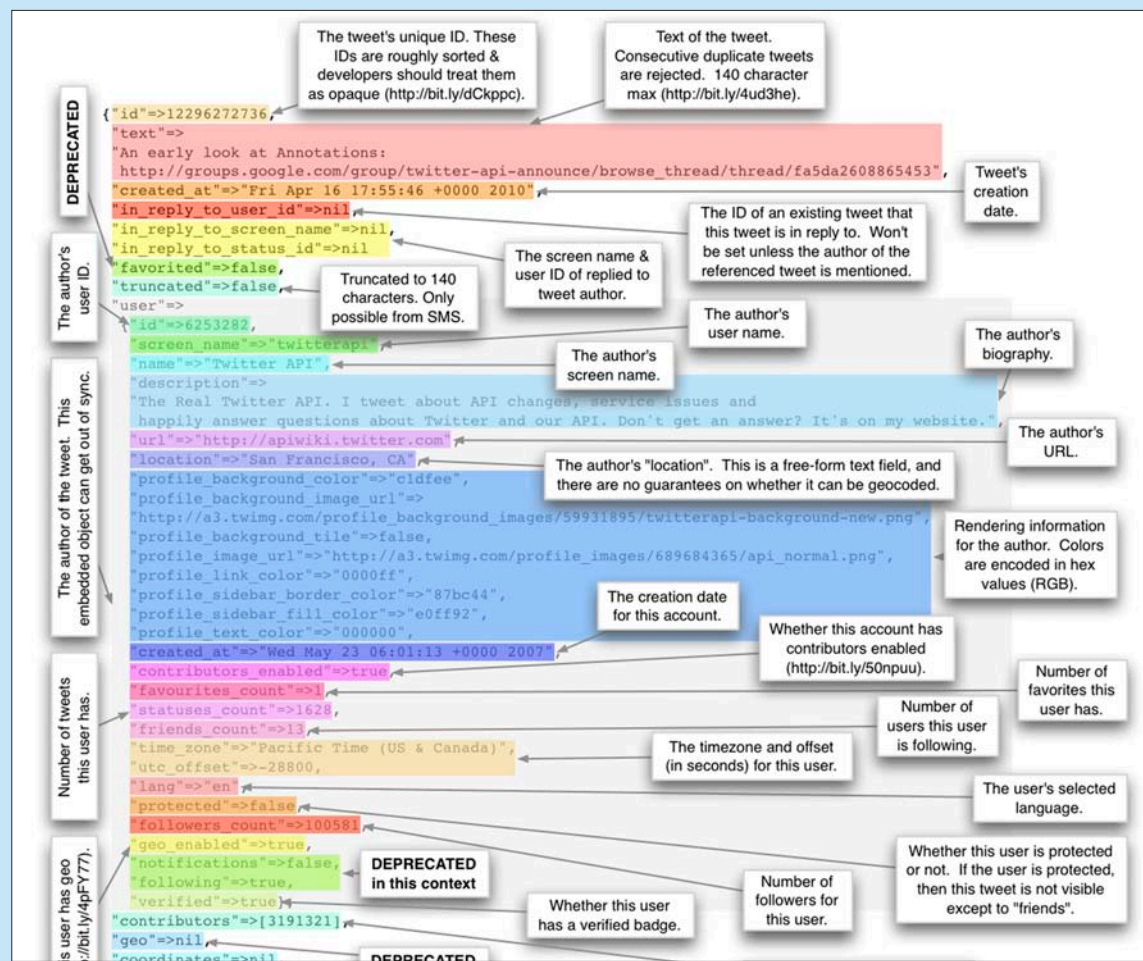
Gigya offers a suite of tools, like Social Login, that lets sites integrate Facebook's simplified method of site registration, and iRank analytics featuring influencer identification.

- Social Activation
- Social Registration
- Online Influence
- Reporting



Anatomy of a Tweet

What is contained in a tweet? A lot of information, as this chart by Twitter's Raffi Krikorian shows.



Services and Tools

Twitter Management

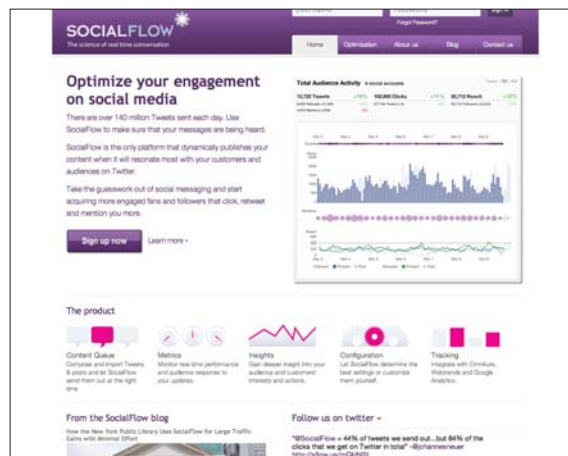
Content Management

SocialFlow

SocialFlow Inc.
416 West 13th St. #203
New York, NY 10014
U.S.A.
customer.service@socialflow.com
<http://www.socialflow.com/>

SocialFlow is a Twitter social platform that uses built-in intelligence to publish tweets at the right time to maximize clickthroughs, retweets and engagement.

- Twitter Control Panel
- Realtime Reporting
- Third-party Metrics Integration



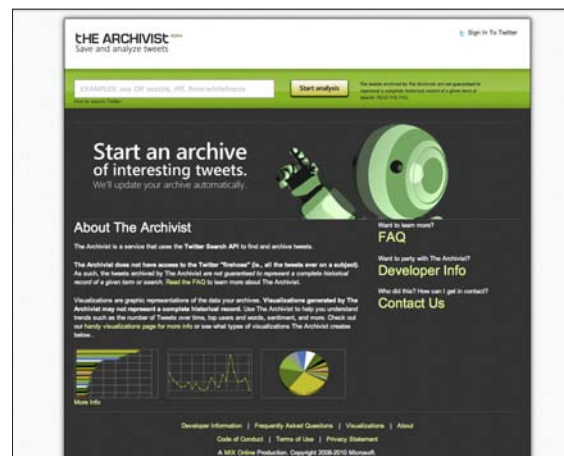
Content Management

The Archivist

MIX Online Production (Microsoft)
One Microsoft Way
Redmond, WA 98052
U.S.A.
<http://archivist.visitmix.com/>

The Archivist is a service that saves and analyzes tweets.

- Content Management



Follower Management

Contaxio

Whitley Media
n.a.
San Francisco, CA
U.S.A.
support@whitleymedia.com
<http://contax.io/>

The founder of My Tweepie has launched a new service to help track followers and friends on Twitter and other social networks, and features simple data access and export functionality.

- Follower Management
- Social CRM



Services and Tools

Twitter Management

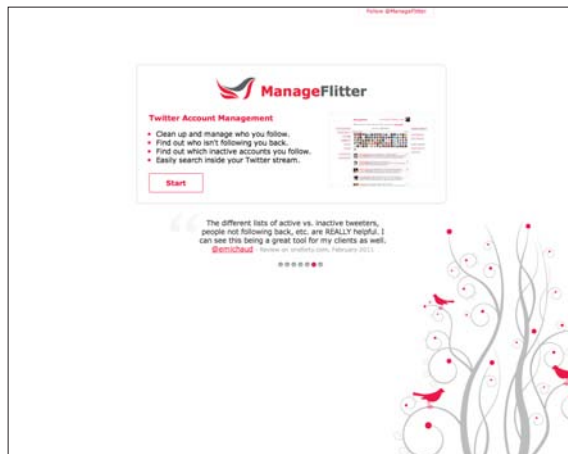
Follower Management

ManageFlitter

Melon Media
Suite 2 Level 4 70 Pitt St.
Sydney, 2001
Australia
+61 2 9232 3722
contact@manageflitter.com
<http://manageflitter.com/>

ManageFlitter lets users hygienically cleanse their follower base to delete inactives, users who haven't tweeted in 30 days, or those with a default profile picture, another telltale sign.

- Follower Management



Follower Management

Twit Cleaner

Twit Cleaner
n.a.
Wellington,
New Zealand
si@thetwittcleaner.com
<http://thetwittcleaner.com/>

Twit Cleaner finds out how many of a user's Twitter followers haven't sent a tweet for weeks, or even months. It also detects marketers and bots so users can remove them.

- Follower Management



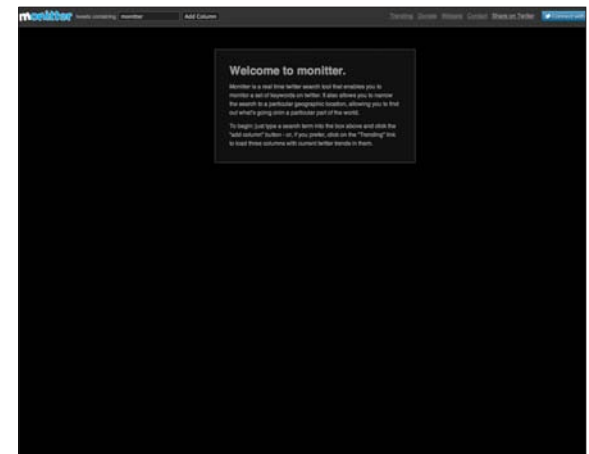
Listening/Monitoring

Monitter

Monitter
n.a.
U.K.
alex@monitter.com
<http://www.monitter.com/>

Monitter is a realtime Twitter search service that lets users monitor a set of keywords. It also offers the ability to narrow a search to a particular geographic location.

- Listening/Monitoring



Services and Tools

Twitter Management

Listening/Monitoring

TweetBeep

TweetBeep.com
P.O. Box 911144
St. George, UT 84791
U.S.A.
info@tweetbeep.com
<http://tweetbeep.com/>

TweetBeep tracks social conversations, brand mentions, track third-party links and monitor social networkers involved, and can provide hourly updates Twitter alerts by email.

- Listening/Monitoring
- Reporting
- Trend Tracking

The screenshot shows the TweetBeep website's sign-up page. It features a 'Free Twitter Alerts by Email!' section with a description of the service and a 'Free Sign Up' section with a form for Username, Password, Confirm Password, Your Name, Your Email, and Twitter Username. There is also a 'Try TweetBeep Premium!' section and a footer with links to Support, About, Follow, and Privacy Policy.

Listening/Monitoring

Twilert

Codegent Ltd.
n.a.
London,
U.K.
+44 (0)207 720 4040
apps@codegent.com
<http://www.twilert.com/>

Twilert is a free Web app that enables you to receive regular email updates of tweets containing you brand, product, service or any keyword you would like to track.

- Listening/Monitoring

The screenshot shows the Twilert website's sign-up and management interface. It has a '1 CONNECT' section with Google and Twitter login options, a '2 CREATE TWILERT' section with a search bar and a 'Create Twilert' button, and a '3 MANAGE YOUR TWILERTS' section with a table of created Twilerts. The table has columns for Twilerts, Next Schedule, Last Sent, and Status.

Twilerts	Next Schedule	Last Sent	Status
GetDash	01:00 PM, Tomorrow		On
Twilert	12:00 PM, Tomorrow		On
#HelloFriday	01:00 PM, Tomorrow		On
@codegent	01:00 PM, Tomorrow		On
Twilert	01:00 PM, Tomorrow		On

Listening/Monitoring

Twitterfall

Twitterfall
n.a.
U.K.
<http://twitterfall.com/>

Twitterfall is a Twitter client that performs real-time tweet searches and displays new tweets scrolling, or "falling," down the page. Particularly useful for tracking trends on Twitter.

- Listening/Monitoring
- Trend Tracking

The screenshot shows the Twitterfall website's real-time feed of tweets. It features a search bar, a list of tweets, and a sidebar with navigation links like Home, Search, and Settings. The tweets are displayed in a vertical, scrolling format.

Services and Tools

Twitter Management

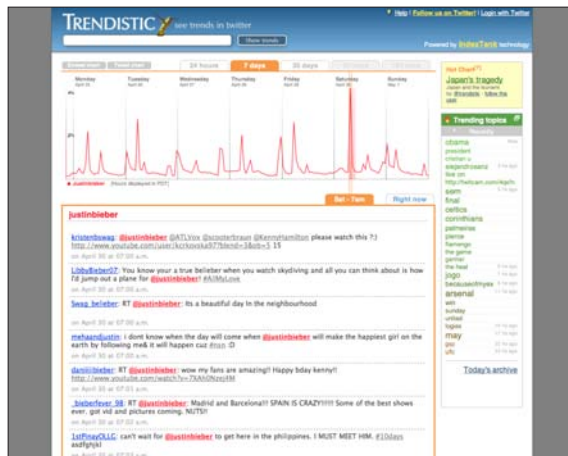
Trend Tracking

Trendistic

Flaptor Inc.
Soler 3982, C1425BWN, Capital Federal
Buenos Aires,
Argentina
<http://trendistic.com/>

Trendistic is a Twitter trends discovery search service that uses the IndexTank search engine marketed by Flaptor.

- Keyword Search
- Trend Tracking



Trend Tracking

Twazzup

Twazzup
1212 Willard St. #7
San Francisco, CA 94117
U.S.A.
info@twazzup.com
<http://www.twazzup.com/>

Twitterverse is a buzz monitoring tool, that creates an instant realtime overview, including "most active," influencers, pictures and hashtags related to a topic, like the one pictured.

- Listening/Monitoring
- Keyword Search



Twitter Control Panel

SocialOomph

SocialOomph.com
P.O. Box 21049
Quispamsis, NB E2E 4Z4
Canada
302-261-5717
support@socialoomph.com
<http://www.socialoomph.com/>

Formerly TweetLater.com, SocialOomph is a Twitter engagement management program that is popular among the Twitterati, particularly for its ability to schedule tweets.

- Tweet Management
- Keyword Tracking
- Buzz Control Panel
- Follower Management



Michael Tchong

Analyst, Speaker

Ubercool

Throughout his career, Michael Tchong has been riding the latest waves. As the founder of five start-ups, he helped pioneer such sweeping changes as desktop publishing, personal information management, Internet research and online marketing.

His ability to identify emerging trends early was refined during a career that began at some of Madison Avenue's most prestigious ad agencies.

Michael leverages his expertise in marketing, media and technology to help audiences better grasp how huge waves, which he calls "Ubertrends," are reshaping society. His spellbinding roller-coaster rides through the "landscape of now" reveal a host of opportunities these Ubertrends provide.

A reinvention specialist, Michael motivates and inspires audiences by exploring innovative cross-disciplinary products and services that successfully ride these market waves. His transformational talks also show how marketers

are adapting to these fast-moving changes in the consumer culture, with a special emphasis on the evolving world of social media.

His unique ability to decode the future, lead the U.K.'s *The Daily Telegraph* to label Michael "America's most influential trendspotter." He has appeared

in numerous publications and TV shows, including Access Hollywood, *Advertising Age*, Bloomberg TV, *BusinessWeek*, CNET, CNN, *The New York Times*, PBS, *San Francisco Chronicle*, *San Jose Mercury News*, *USA Today*, *The Wall Street Journal* and *Wired*.

Michael is the author of *Trendscape 2004* and designed *Social Engagement Marketing* to be among the definitive resources for social networking, by providing an easy-to-navigate "interface" to the rapidly morphing world of social media, and the marketing solutions and techniques it offers.

His insightful analysis can also be found at www.ubercool.com and at michaeltchong.tumblr.com.

"Michael was entertaining and engaging and brought a lot of substance to our meeting. He truly connected with the group and made us pause for a moment and look at things in a different light."

Jon Luther, Chairman and CEO
Dunkin' Donuts

Web Attack!

ICONOCAST produced a hugely popular industry confab, called Web Attack! Always the innovator, Michael was the first to add entertainment to industry conferences in a major way. The opening act of the 1999 Web Attack! "happening" featured basketball legend Dennis Rodman, who roared in on a Harley-Davidson motorcycle. In June 2000, Michael and Web Attack! took New York City by storm with an "industrial" (trade) Broadway musical, entitled "King.com." Star attractions included RuPaul and Cindy Margolis — the Internet's "most downloaded woman."

Ubercool

10584 La Campana Street

Las Vegas, NV 89179

800-WAY-COOL

415-335-7615 (int'l.)

www.ubercool.com