An Introduction to Social Media

A presentation for the Utah League of Cities and Towns

by Pete Codella, APR and Brian Seethaler

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About us

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Social Media Club

- We're on the leadership team for the Social Media Club of Salt Lake City

Note taking

Slides will be published at . . .

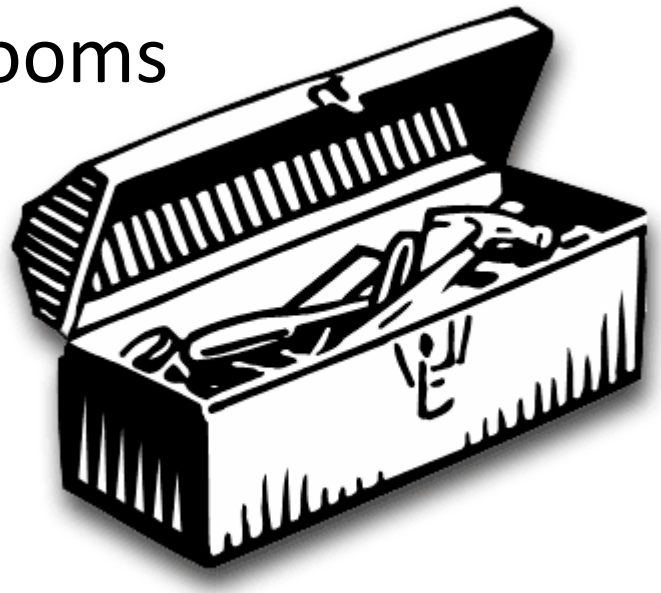
News.CodellaMarketing.com

Defining social media

- Social interaction facilitated through technology
- Media because it resembles traditional published content
- Transforms monologues into dialogues

Social media tools

- RSS (really simple syndication)
- Blogging and microblogging
- Microsites like online newsrooms
- Social (virtual) networking
- Multimedia sharing
- Wikis



Social media basics

Blogging

Web blogs, known as blogs —
the most prolific form of social media

Peer networks are trusted

- 78% of consumers trust peer recommendations
- Only 14% trust advertisements

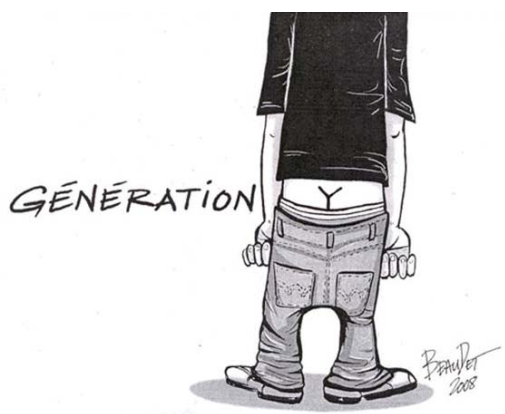
Media users

- Years to reach 50 million users:
  - Radio = 38 years
  - TV = 13 years
  - Internet = 4 years
  - iPod = 3 years

- Facebook added 100 million users in less than 9 months
- iPhone applications hit 1 billion in 9 months

Changing demographics

- By 2010 Generation Y will outnumber Baby Boomers
- 96% of them have joined a social network



Who's your daddy?

- Your main Web site is no longer your *home page*
- **Google Search** is

Web Images Maps News Shopping Gmail more ▾ pcodella@gmail.com | Web History | My Account | Sign out

Google media monitoring tools Search Advanced Search Preferences

Web Results 1 - 10 of about 2,180,000 for media monitoring tools. (0.18 seconds)

Sponsored Links

Cision Media Monitoring
us.cision.com Measurable news coverage. Actionable insights.

Enterprise Monitoring
hyperic.com/Enterprise-Monitoring Monitor Your Enterprise Network. Easy to Install. Free Trial.

Media Monitoring
www.burrellesluce.com See all print, web, and broadcast stories in an easy-to-use portal.

Social Media Monitoring: Broken Conversations, Broken Tools at ...
Apr 11, 2008 ... That is why it is important for monitoring tools to have a broad coverage of the conversation, from multiple sources, multiple media (text, ...
www.emergence-media.com/2008/04/social-media-monitoring-broken-conversations-broken-tools/ - 55k - Cached - Similar pages - Note this

Social Media Monitoring Tools for PR Professionals – Radian6
Radian6 provides tools for real-time social media monitoring and analysis designed primarily for PR and Ad agencies.
www.radian6.com/ - 18k - Cached - Similar pages - Note this

The Google Golden Triangle

Social Media Monitoring Tool Trackur Adds Trackur Trends
Jun 2, 2008 ... ReadWriteWeb was the first to blog our big Trackur announcement, but I'm excited to bring you news of Trackur Trends--a ...
www.marketingpilgrim.com/2008/06/social-media-monitoring-tool-trackur-adds-trackur-trends.html - 36k - Cached - Similar pages - Note this

Buzz Monitoring: 26 Free Social Media Tracking Tools
There are a lot of companies that will happily relieve you of your dollars, in exchange for buzz monitoring services. ...
www.marketingpilgrim.com/2007/08/26-free-tools-for-buzz-monitoring.html - 152k - Cached - Similar pages - Note this
More results from www.marketingpilgrim.com »

Social Media Monitoring, Measurement and Analysis Tools List ...
Social media monitoring and social media measurement are two very different things, but I think many of the searchers and social media taggers using those.
www.toprankblog.com/2008/08/tweetpoll-results-on-social-media-monitoring-and-measurement/ - 91k - Cached - Similar pages - Note this

Amazon.com: Streaming Media Monitoring Tools: Faulkner Information ...
Amazon.com: Streaming Media Monitoring Tools: Faulkner Information Services: ... Many streaming media tools utilize IP Multicast, however, including Real ...
www.amazon.com/Streaming-Media-Monitoring-Tools/dp/B00005MB9F - 174k - Cached - Similar pages - Note this

Sponsored Links

Media Monitoring
Improve the ROI of Your Media Program Simply and Affordably.
PRNewswire.com

TV News Clips
News Clips From Over 700 Stations Monitoring TV / Radio News Segments
www.MetroMonitor.com

Killer Media Monitoring?
More Great Media Clips; Lower Cost. Track News + Buzz. Free Trial Here
www.CyberAlert.com

Clipping Services
Track & Receive News Mentions With Electronic Clipping Services Today!
www.vocus.com

Monitoring Tools
Server Monitoring Tools Made Easy. Free 30-Day Trial D/L with Support!
www.uptimesoftware.com

Instant Media Monitoring
Get access to your media coverage from over 60,000 outlets worldwide
www.PierSystems.com

Media Analysis Monitoring
Media Analysis & Monitoring Solutions. Turn News into Knowledge
www.mediamiser.com

Media Monitoring
What Do Customers Say Online About Your Brand? Ask Us. We Know.
www.Converseon.com

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How many search tickets?

Internet TV

- Hulu has grown from 63 million total streams in April 2008 to 373 million in April 2009

Why social media?

- Listen
- Connect
- Educate
- Reassure
- Interact

It’s about engagement

YouTube for search

- The Internet's #1 search engine for children
- #2 search engine worldwide
- Search for your keywords then build a campaign to utilize those searches

How to succeed

- Act more like Dale Carnegie and less like David Ogilvy
  - Listening first, selling second

Dale Carnegie

David Ogilvy

How to succeed

- Act less like an advertiser and more like a party planner, news aggregator and content provider/publisher

Key takeaways

- New technology has forever changed the way in which we communicate
- Utilize social media tools to manage and secure top search placement
- Embrace your inner publisher