

# USING SOCIAL MEDIA TO YOUR ADVANTAGE

ASPSF 2011 Leadership Conference

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Flywrite Communications, Inc.

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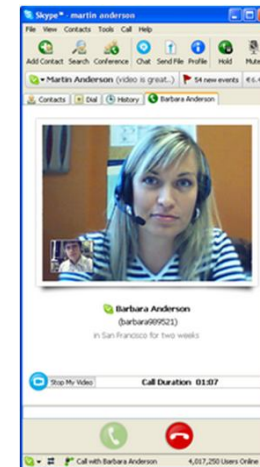
# Agenda

- Social Media
  - Big Help or
  - Just One More Thing to Do?
- Facebook
- Twitter
- LinkedIn
- Flickr and YouTube
- How You Can Use It
  - Communication
  - Fundraising
- Questions?

# Social Media

- Wikipedia defines social media as:

**The use of  
web-based and mobile technologies  
to turn communication  
into an interactive dialogue.**



# Social Media

- Big Help?



# Social Media

- Just One More Thing to Do?



# Facebook

- A social networking service and website.
- Launched in February 2004, operated and privately-owned by Facebook, Inc.
- As of July 2011, Facebook has more than 800 million active users.
- Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile.
- Users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Really Good Friends".
- Facebook allows any users who declare themselves to be at least 13 years old to become registered users of the site.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The logo for flywrite COMMUNICATIONS, featuring a stylized blue and white circular icon with a pen nib, above the text "flywrite" in a serif font and "COMMUNICATIONS" in a smaller sans-serif font below it.

# Facebook

- According to *Social Media Today*, in April 2010 an estimated

**41.6 percent**

- of the U.S. population had a Facebook account.

facebook

  
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# Facebook

Top 10 Facebook users countries:

1. United States	155,981,460
2. Indonesia	40,829,720
3. India	38,045,000
4. United Kingdom	30,481,300
5. Turkey	30,473,280
6. Brazil	30,453,260
7. Mexico	30,121,400
8. Philippines	26,752,000
9. France	23,248,340
10. Germany	21,634,380

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# ASPSF Facebook Page

- Joined Facebook August 4, 2011
- October 24 – 146 “likes”
- First ad

Single Parent Scholarship Fund  
[aspsf.org](http://aspsf.org)



We help single parent in Arkansas go to college, pursue a career and build a better life for their families. Apply here.

facebook



# ASPSF Facebook Ad

- This ad targets 1,090,980 users who live in the United States, who live in Arkansas, age 18+
- in one of the categories: Newlywed (<1 year), Parents (All), Engaged (<6 months), Autos, Beauty Products, Gaming (Social/Online), Gaming (Console), Cooking, Consumer Electronics, Charity/Causes, DIY/Crafts, Dancing, Education/Teaching, Pop Culture, Fashion, Food & Dining, Gardening, Environment, Home & Garden, Health & Wellbeing, Literature/Reading, Movie/Film (All), News, Music (All), Outdoor Fitness Activities, Personal Finance, Pets (All), Pets (Dogs), Pets (Cats), Real Estate, Luxury Goods, Science/Technology, Computer Programming, Beer/Wine/Spirits, Sports (All), Football (American), Baseball, Basketball, Extreme Sports, Fantasy Sports, Golf, Motor Sports/NASCAR, Tennis, Soccer/European Football, Entertainment (TV), Politics (US Active), Politics (US Conservative), Politics (US Liberal), Traveling, Small Business Owners, Photography, Alternative, Hip Hop/Rap, Jazz/Blues, Children's Music, Christian & Gospel, Classical, Comedy, Country, Dance/Electronic, Metal, Classic Rock, Pop, R&B/Soul, Reggae, Rock, Action/Adventure, Animated, Classic, Comedy, Drama, Family, Horror, Independent, Musical, Romance, Science Fiction/Fantasy, Sports, Suspense/Thriller, Parents (child: 0-3yrs), Parents (child: 4-12yrs), Parents (child: 13-15yrs), Parents (child: 16-19yrs), Mobile (All), iPhone, RIM/Blackberry, Android or Windows Phone
- Suggested Bid: \$0.23 - 0.40 USD (\$18/day)

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# ASPSF Facebook Ad

- Goal: 600 clicks August – December 31, 2011
- August 1 – September 30
- 7.9 million impressions (total number of times the ad has shown on the site)
- 510 clicks (number of clicks ad has received from Facebook to web site)
- Frequency – 5.1-5.9 (average number of times each person saw ad on his/her page)

**facebook**



# Twitter

- An online social networking and micro-blogging service.
- Allows users to send and read text-based posts up to 140 characters (“tweets”).
- Created in March 2006 and launched that July.
- Twitter rapidly gained worldwide popularity, with 200 million users as of 2011,
- Generating more than 200 million tweets and handling more than 1.6 billion search queries per day.



# Twitter

- Twitter = a short burst of inconsequential information, and 'chirps from birds'.
- 400,000 tweets posted per quarter in 2007.
- 100 million tweets posted per quarter in 2008.
- In February 2010, Twitter users were sending 50 million tweets per day.
- By March 2010, the company recorded over 70,000 registered applications.
- As of June 2010, about 65 million tweets were posted each day, equaling about 750 tweets sent each second, according to Twitter.



# Twitter

- Tweets are publicly visible by default
- However, senders can restrict message delivery to just their followers.
- Users can tweet via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS) available in certain countries.
- Users may subscribe to other users' tweets – this is known as *following* and subscribers are known as *followers* or *tweeps* (Twitter + peeps).
- The users can also check the people who are un-subscribing them on Twitter better known as un-following via various services.



# Twitter

- Twitter is mainly used by older adults who might not have used other social sites before Twitter.
- Women make up a slightly larger Twitter demographic than men — fifty-three percent over forty-seven percent.
- 63 percent of Twitter users are less than thirty-five years old.
- 60 percent of Twitter users are Caucasian, but a higher than average (compared to other Internet properties) are African American (16percent) and Hispanic (11 percent).
- 58 percent of Twitter users have a total household income of at least \$60,000.



# LinkedIn

- A business-related social networking site, mainly used for professional networking.
- Founded in December 2002 and launched in May 2003.
- More than 120 million registered users in more than 200 countries and territories.
- Membership grows by a new member approximately every second.
- About half of the members are in the United States and 11 million are from Europe.



# LinkedIn

- Allows registered users to maintain a list of contact details of people with whom they have some level of relationship, called *Connections*.
- Users can invite anyone (whether a site user or not) to become a connection.
- This list of connections can then be used in a number of ways:
  - A contact network is built up consisting of their direct connections,
  - the connections of each of their connections (termed *second-degree connections*) and
  - the connections of second-degree connections (termed *third-degree connections*, used to gain an introduction to someone a person wishes to know through a mutual contact).
- Find jobs, people and business opportunities recommended by someone in one's contact network.
- Employers can list jobs and search for potential candidates.
- Job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them.
- Users can post their own photos and view photos of others to aid in identification.
- Users can now follow different companies and can get notification about the new joining and offers available.
- Users can save (i.e. bookmark) jobs for which they would like to apply.



# Flickr

- Flickr is an image and video hosting site.
- Created and launched in 2004, acquired by Yahoo! in 2005.
- Allows users to share and embed personal photographs, but is widely used by bloggers to host images they embed in blogs and social media. Y
- Yahoo! reported in June 2011 that Flickr had a total of 51 million registered members and 80 million unique visitors.
- In August 2011 the site reported that it was hosting more than 6 billion images and this number continues to grow steadily according to reporting sources.
- Photos and videos can be accessed from Flickr without the need of registering an account but an account must be made in order for the user to upload content onto the website.
- Registering an account also allows users to create a profile page containing photos and videos the user has uploaded and also grants the ability to add another Flickr user as a contact.



# YouTube

- A video-sharing site on which users can upload, share and view videos.
- Launched in 2005, YouTube displays a wide variety of user-generated video content, including movie and TV clips, music videos and amateur content such as video blogging and short original videos.
- Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS, BBC, VEVO, Hulu and other organizations offer some of their material via the site, as part of the YouTube partnership program.
- Unregistered users may watch videos, and registered users may upload an unlimited number of videos.
- Videos that are considered to contain potentially offensive content are available only to registered users 18 years old and older.



# How You Can Use It

- It's all about the conversation.
  - Connect with applicants, board members, volunteers, contributors and media – all at once.
  - Social media – FREE to set up and use.

# How You Can Use It

- Communicate Your Needs:
  - Announce application deadlines
  - Invite network to fundraisers, other events
  - Issue challenges for fundraising
  - Broadcast need for volunteers, board members
- Toot Your Own Horn:
  - Announce accomplishments, goals reached, etc.
  - Highlight exceptional applicants
  - Congratulate volunteers
  - Link to media coverage

# Questions?



# Thank You



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