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Lighting the Way

What is Social Media?

Presented by J.W. Owens



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***“Social computing is not a fad,
nor is it something that will pass you
or your company by...***

***Gradually, social computing will
impact almost every role, at every kind
of company, in all parts of the world.”***

Forrester Research, Social Computing



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Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics:





Participation

Social media encourages contributions and feedback from everyone who is interested.

It blurs the line between media and audience.



Openness

Most social media services are open to feedback and participation.

They encourage voting, comments and the sharing of information.

There are rarely any barriers to accessing and making use of content – password-protected content is frowned on.



Conversation

Whereas traditional media is about “broadcast”

(content transmitted or distributed to an audience)

Social media is better seen as a two-way conversation.



Community

Social media allows communities to form quickly and communicate effectively.

Communities share common interests, such as a love of photography, a political issue or a favorite TV show.



Connectedness

Most kinds of social media thrive on their connectedness, making use of links to other sites, resources and people.



Basic forms of social media

At this time...

there are basically six kinds of social media.





Social networks

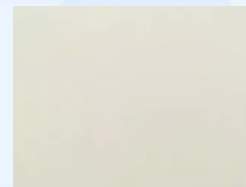
These sites **allow people to build personal web pages** and then connect with friends to share content and communication.

The biggest social networks are ***MySpace, Facebook and Bebo***.



Blogs

Perhaps the best known form of social media, **blogs** are online journals, with entries appearing with the most recent first.



Wikis

These websites allow people to add content to or edit the information on them, acting as a communal document or database. The **best-known wiki is Wikipedia**, the online encyclopedia which has over 2 million English language articles.



Podcasts

Audio and video files that are available by subscription, through services like Apple iTunes.





Forums

Areas for online discussion, often around specific topics and interests.

Forums came about before the term “**social media**” and are a powerful and popular element of online communities.



Content communities

Communities which organize and share particular kinds of content.

The most popular content communities tend to form around photos (**Flickr**), bookmarked links (**del.icio.us**) and videos (**YouTube**).



Micro blogging

Social networking combined with bite-sized blogging, where small amounts of content (**updates**) are distributed online and through the mobile phone network. **Twitter** is the clear leader in this field.



A good way to think about social media is that all of this is actually just about being human beings.

Sharing ideas, cooperating and collaborating to create art, thinking and commerce, vigorous debate and discourse, finding people who might be good friends, allies and lovers – it's what our species has built several civilizations on.



That's why it is spreading so quickly, not because it's great shiny, wheezy new technology, but because it **lets us be ourselves** – only more so.

People can find **information, inspiration, like-minded people, communities and collaborators** faster than ever before.

New ideas, services, business models and technologies emerge and evolve at dizzying speed in social media.



How social networks work

Social networks on the web are like contained versions of the sprawling blog network.


People joining a social network usually **create a profile** and then **build a network** by connecting to friends and contacts in the network, or by **inviting** real-world contacts and friends to join the social network.



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These communities **retain the interest** of their members by being useful to them and providing services that are entertaining or help them to expand their networks.


MySpace, for instance, allows members to create vivid, chaotic home pages (they've been likened to the walls of a teenager's bedroom) to which they can **upload images, videos and music**.



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- Perhaps the most 'grown-up' of the popular networks is **LinkedIn**, which allows users build their business and professional contacts into an online network.

It has been criticized for not being open enough and for charging for too many of its services – but next to **Facebook** it is still the most popular online social network among people aged 25 and over.



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myspace.com
a place for friends

Web | MySpace | People | Music | Music Videos | Blogs

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

Cool New Videos 38,197 uploaded today!

2006 Pipeline Masters Job
Dreaming Peter Lowy
Motorbike crash Job
Time Thugs The Tenderloins

Books Blogs Comedy Jobs MySpaceIM
ChatRooms Games Music TV On Demand
Classifieds Horoscopes Music Videos Videos

Nikon COOLPIX S series featuring the new Nikon COOLPIX S9 see one now

Cool New People ART mike G

Videos brought to you by [more videos]

2006 - Year in Review Britney Spears, Mel Gibson and George Bush: 2006 Year in Review by Owen and Ren. Watch It Now!



myspace.com
a place for friends

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Comedy | Classifieds

The Smoky Mountain Trader is in your extended network

The Smoky Mountain Trader's Latest Blog Entry (Subscribe to this Blog) (View All Blog Entries)

The Smoky Mountain Trader's Music

Place your classified online by cli

The Smoky Mountain Trader's Friends (Top 10)

The Smoky Mountain Trader's Friends (All) (Add a New Friend)

The Smoky Mountain Trader's Friends Comments



myspace.com
a place for friends

myspace jobs

Keywords: Pennsylvania Group, Inc. Location: PA, State or ZIP

Job Search Filters: Pennsylvania Group, Inc. Jobs

Advertisements Sales Executive
Pennsylvania Group - Gettysburg, MD - 1 job location
"The Pennsylvania Group Inc." You must have starting new business relationships, talking to new people, learning about their needs, selling etc...
In order to show you the most relevant results, we have hidden some jobs that have similar titles and company names to the ones already shown. You can repeat the search with these hidden jobs included.



myspace.com
a place for friends

myspace jobs

Keywords: Harte Hanks Pennsylvania Location: PA, State or ZIP

Job Search Filters: Harte Hanks Pennsylvania jobs

Advertisements Sales Executive
Pennsylvania - California
is and personal to our team, The Pennsylvania is a proud Equal - Employer and a member of Harte Hanks Inc., one of the leading 20 most profitable companies - See Details



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MySpace is the top social networking site. Millions of people go there to find old friends and make new friends. Your [profile page](#) shows who your friends are and you can keep it private or keep it public for all to see. [Customize your profile](#) to make it look the way you want it to look.

More things you can do with MySpace:

- **Instant Messaging** - MySpace has an IM program that will let you keep in touch with other MySpace members and even find out what they're doing on their profiles.
- **Add Photos To Your Profile** - A photo helps tell the world who you are. Add photos, and make them good.
- **Add Other Photos** - Do you have an online photo album or another site where you have your photos? Use them on your MySpace profile without actually having to upload them to MySpace.
- **Fix Up Your Blog** - The MySpace blog is where you tell people about you. Make it look good too. The way you design your site says a lot about you.
- **Avatars** - Avatars are little pictures, usually cartoon type, that you can use instead of a photo of yourself or just to add some character to your profile.
- **Slideshow** - After you add pictures to your MySpace profile you can turn them into a slideshow if you want to.
- **Music** - Add music, any music, to your MySpace profile. Choose music from MySpace's site and add it to your MySpace profile for free.

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facebook login register help

Welcome to Facebook!

Facebook is a social utility that connects you with the people around you. Facebook is made up of lots of separate networks — things like schools, companies, and regions. You can use Facebook to:

- Share information with people you know.
- See what's going on with your friends.
- Look up people around you.

Register Everyone can join. Take the Tour Learn about Facebook.

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Facebook profile page showing a user's profile picture, name, and various posts and photos.

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Facebook profile page for a business or organization, featuring a cover photo, a profile picture, and a list of posts.

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Add new friends to your **Facebook** profile and always know when they add new notes or update their profile. Join groups on **Facebook** so you can meet friends with the same interests as you. Find old friends too using **Facebook's** classmates and co-worker search.

- **Photos and Photo albums** - Photos tell people all about you, your friends and your family. Make your **Facebook** profile more personal by adding some great photos. There is also a photo album feature on Facebook so you can organized your photos into photo albums.
- **Meet People** - Meet old friends and new. **Facebook** is all about making friends so go ahead and make them.
- **Blog** - At **Facebook** it's called notes. Your notes can be organized by using tags so other people can find the kinds of notes they are looking to read.
- **Forums and Groups** - Join forums and groups to find other people who like the same things you do. Discuss favorite sports, recipes, religion or anything else you have an interest in.
- **Calendar** - There is a calendar feature that lets you keep track of events and create a timeline.
- **More** - **Facebook** will let you know when your friends birthdays are, find out when your friends have updated their site, or play the friend game.

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gather What can you do on Gather? • Make lasting connections • Publish your own thoughts & images • Read thought-provoking articles

My Gather Articles Images Comments Tags People Groups Invite Publish Mail

Featured Tags: amazon, shares, family, holiday, food, classics, united, nations, entertainment.

Suggested Tags: books, business, education, environment, food, gardening, health, money, movies.

Gather members connect on thousands of topics.

A Featured Conversation on Family Articles by Members

Southern Christmas circa 1944 by Sunnye T.

December 17, 2008 08:44 PM EST -- Christmas, 1944 I was nine years old. I wanted more than anything a Tommy Tucker doll, a doll house, a 16mm movie projector with films to show. In 1944 the world was at war and everyone was dedicated . . . more

Mani Subral responds: Very touching imagery. Much of it I can relate to directly myself. Very sad ending--I fear it's true, but so sad. Keep writing, Sunnye! more

Join the conversation

Username Password Sign In Keep me signed in. forgot your password? Not a Gather member? Sign Up - It's FREE!

What's Up In Your Town? Find Out Here entertainment.gather.com

Today's Gather Poll

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Gather Is For People Who Love To Write

is a social networking site for writers, authors, photographers, bloggers and others. By using **Gather** you earn "Gather points" that you can eventually cash in or donate to a charity. Find all sorts of interesting articles on **Gather** using tags. Tags will also help you find people with your same interests.

- Gather** is a great site for sharing stories, writing articles and connecting with other talented people. Find like minded people and share your zest for something you feel passionate about on **Gather**.
- Writers, authors, photographers and bloggers, **Gather** is the social networking site for you. Come together and meet like minded people on **Gather**. Share your stories and write your articles on **Gather** and share them with other writers, authors, photographers and bloggers. **Gather** uses tags to help you find stories and articles you want to read. Earn Gather points by participating in **Gather**.
- Tags** - Since **Gather** is a social networking site for writers what better way to organize content than with tags.
- Photos** - Upload your artwork or photos and show them off.
- Blog** - Not really. This is not a blogging community, this is a writers community so instead of a blog there is a place for you to write articles.
- Groups** - Join a group of writers that write about the same things you write about or that have the same interests as you. Get inspired.

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YAHOO! 360° Sign In New User? Sign Up

Create your Place on Yahoo! 360°
A place that's all about you to share with friends and family.

express
Your blog, photos, interests, and what matters to you

control
How your page looks, and who sees what

keep up
With the latest from all your friends

Create your own page
Get Started
or Sign In

Interesting Pages on Yahoo! 360°
Check out what others are sharing on Yahoo! 360°

TrillenCoachs "C'est qui combat peut perdre, mais celui qui refuse le combat a perdu d'avance."

Les pages de Parakyo Un peu de "détente" dans un monde de "rapports" qui... Bienvenue dans...

Day's Journal of a Journey: Communicating, creating, stimulating... TRIBEONLINE

Just A Crazy Woman: There's a real line between being creative and being crazy... Just A

See the biggest questions and best answers of 2006.
Check It Out!

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Yahoo 360 lets you create a profile page that you can use to meet friends on the Web. **Yahoo 360** also has a blog feature for you blogging people. You can also create a photo album to share with your friends, family and anyone else who wants to see it.

- Photo Album** - Add your photos to more than your profile. Create a photo album on your **Yahoo 360** site.
- Blog** - **Yahoo 360** also has a blog so you can tell your friends about what goes on in your daily life and keep them updated on your latest events.
- Add Friends** - Isn't that what social networking is all about after all. Add friends to your **Yahoo 360** profile.
- Video** - Use YouTube, Yahoo! Video or Google Video to add video to your **Yahoo 360** profile.

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twitter

What is Twitter?

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to the simple question: **What are you doing?**

Get Started Now! **Join the conversation!**

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YouTube

Home | Search | Upload | Channels | Community

Featured Videos

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A large black rectangular area is present in the center of the page, obscuring any content that might have been there.

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How to Promote a Business Using Social Media
Step 1: Join appropriate social media networks.

Pick your social media outlets wisely. An entertainment copywriter can connect with other writers and potential music and film clients on MySpace and Facebook. A chiropractor looking to expand his client roster is better suited to promote his business on Twitter and LinkedIn.

Think about your target market and where the group gathers on the Internet, before joining an online community.

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How to Promote a Business Using Social Media
Step 2: Create a social media bio.

Here is your chance to craft a short message highlighting your services and products. Use this opportunity to position your company as an emerging market leader.

Most social networking sites encourage users to create a biography. Write a two-paragraph bio that effectively summarizes your company's mission and product or service offerings.

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How to Promote a Business Using Social Media
Step 3: Become an active member of the social community.

Include a friendly welcome message to your social media pages to encourage other members to interact with your page.

Introduce yourself to other community members.

Invite other users to become friends.

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How to Promote a Business Using Social Media
Step 4: Help others.

Suggest interesting websites, articles and information that will add value to the online conversation.

LinkedIn, for example has area where you can answer other users' questions or suggest questions to be answered by the community of experts.

Add value to the online community. Comment frequently on popular blogs and within social networks.



How to Promote a Business Using Social Media
Step 5: Drive traffic to your website.

Build inbound links to your other websites as a member of the social media community.
Read each social network's rules carefully.
Don't just drop self-serving links without investigating the site's policies.
Community users do not tolerate spammers.
Yahoo! Answers and WikiAnswers will quickly ban users who abuse their commenting rules.



How to Promote a Business Using Social Media
Step 6: Promote your products and services to a captive audience.

Create a subgroup of users within the community who have similar goals and interests as your company.
Post notices once a month advertising your business to members who have expressed interest in learning more about your company.



wallstrip



The best way to understand a new media is to **compare it to what's come before?** So, what kind of media do you have lying around your house? **Probably these:**

- Newspapers.
- Magazines.
- Television.
- Radio.
- Books.
- CDs.
- DVDs.
- A box of photos.
- Physical, paper mail and catalogs.
- Yellow Pages.



Now, what about the **social media?**

What are some **attributes of it** that are **different** than any of the "old media"?



The media above **can't be changed**. A newspaper can't magically change its stories, even if society decides something in them is incorrect. **Social Media can be updated for all readers nearly instantly** if someone demonstrates that I was wrong on a post.

You can interact with my site.

You can leave a comment. Call me an a___hole. Etc. Etc. With the above you can't interact at all.

You can get some sense of the popularity of my stuff in real time. How many comments does each post get?

How many links does each post get?

None of the media above do you have a clue about the granular popularity of any of the items until much later after best seller lists are published.

With the "**new media**" you can look at my archives and see all posts. Try doing that with a newspaper.





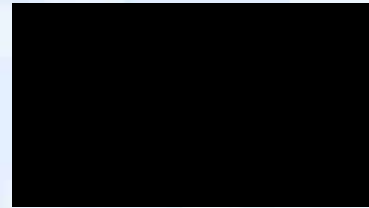
- Here I can **mix media**. A post could contain **text, audio, video, or photos**.
Not so on newspaper or magazines.
- Here I don't need to convince a committee to publish.
Not true with other media forms.
Imagine you walked into CNN and said
"Hey, I have some cool video, can you publish it?"
- The new media is **infinite**.
The media above all has limitations in terms of either length (a TV station only has 24 hours in a day — over on YouTube).



- The new media is syndicable and linkable and easily reused.
I can link to your media, for instance, a few seconds after you publish it.
Try doing THAT with any of the other media.



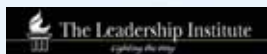
- The social media can be mashed up with **data from other services**.
Many people are putting widgets on their pages that display various things from places they don't control. That's impossible in the older media above.
- When I say **"social media"**,
I'm talking about Internet media that has the ability to interact with it in some way.



yelling



Good Selling



A special Thanks to
iCrossing for some content and information
Video by commoncraft and Lee LeFever



J.W.





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RhetbandLink.com

song

