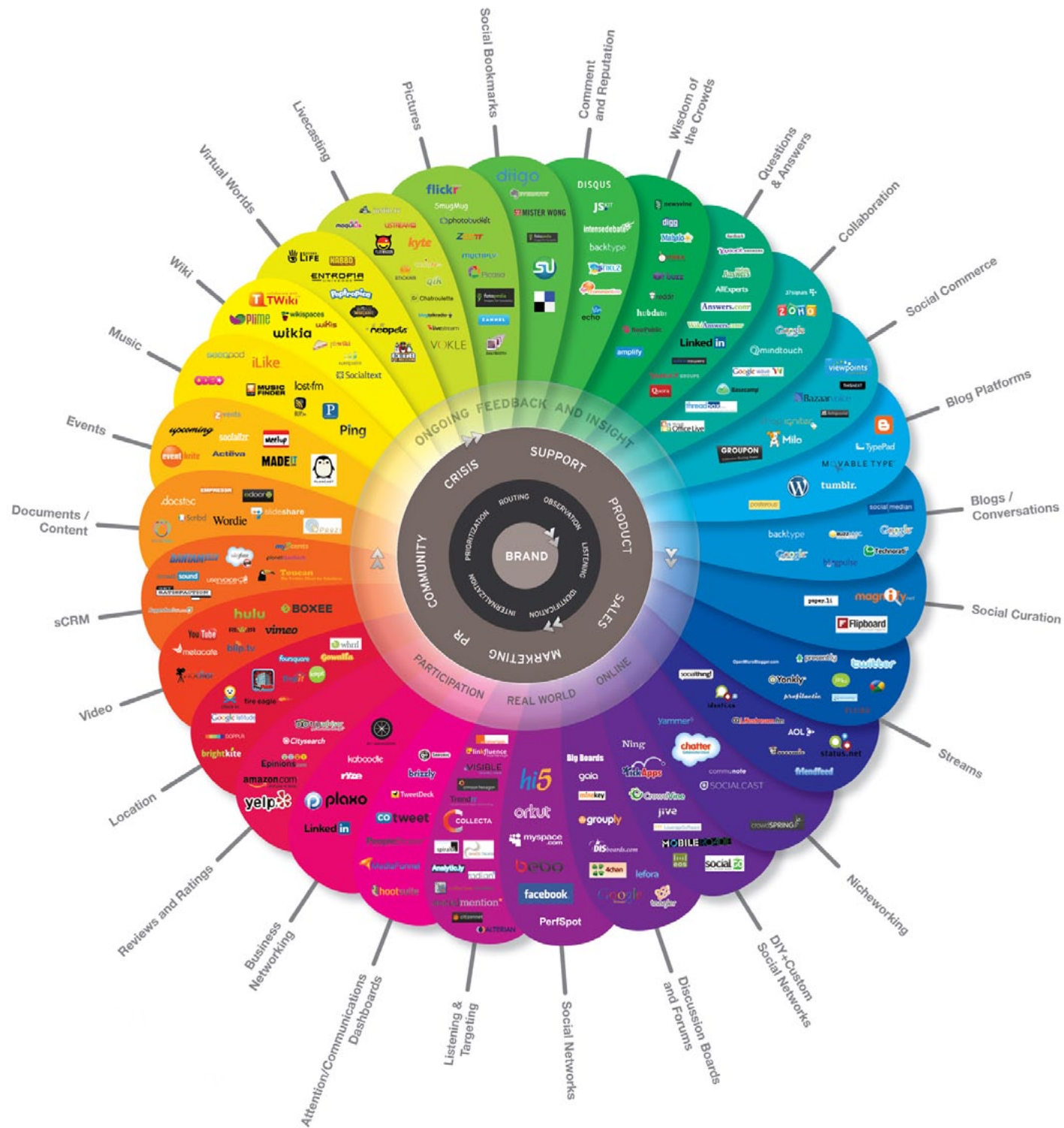


# Welcome to the Social Media Universe

Craig Kirkwood  
Fearless Media

**SOCIAL MEDIA SUMMIT**





The web is becoming a social network in entirety...

“We use Facebook to schedule the protests, Twitter to coordinate, and YouTube to tell the world.”

Cairo activist, 2011



Facebook

- Company worth **\$41 billion** as of mid 2011 – 3rd largest US web company after Google and Amazon.
- If Facebook were a country, it would be **the third most populated in the world**, ahead of US.
- More than **600 million active users**. 150 million accessing with mobiles.
- People spend over 700 billion minutes per month on Facebook.

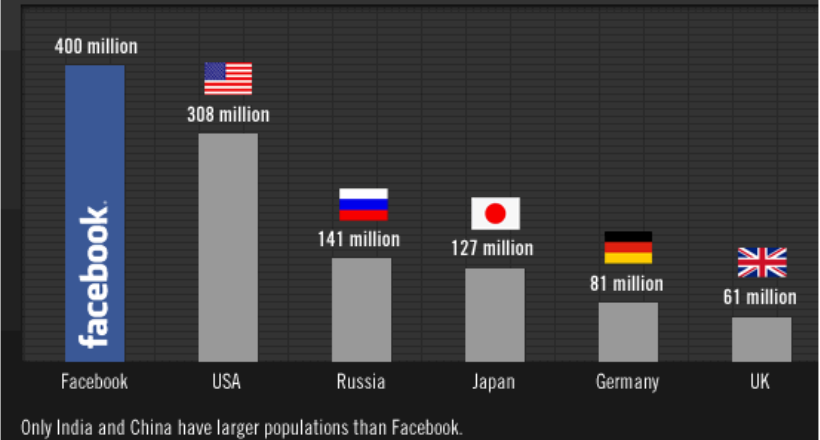
From 300 to 400 million users

**700,000**  
new users per day

**21 million**  
new users per month

**630 million**  
estimated total users 2011

Facebook compared to countries



Source: Facebook.com/press | Twitterholic | YouTube | Flickr

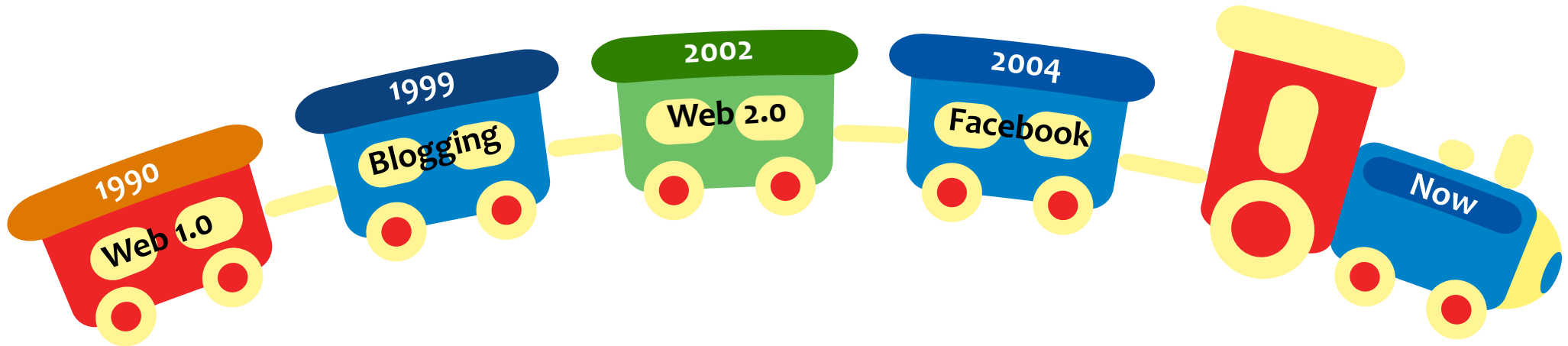


- ### Web 2.0
- The next generation of web sites and services.
  - Heightened access to the means of publishing.
  - Highly **democratic**.
  - **User-centred** design.
  - **Client-side** code.
  - **Increasingly social** and interactive.
  - Blogs, Wiki, Google, Skype, YouTube are prime examples.

- ### Social Media
- An extension of Web 2.0 trends.
  - Even more accessible.
  - **Hyper interactive**.
  - Real-time, collaborative, shared resources and data.
  - Social, often personal.
  - Transparent, re-purposable, mashable.
  - **Increasingly mobile**, portable and ubiquitous.

- ### Social Networking
- **Subset of social media**.
  - **Highly personal**, highly social, highly mobile.
  - Massively popular.
  - Youth-centred but by no means exclusively
  - Dominated by Facebook in the English speaking world, not elsewhere.
  - Many regional, local, granular alternatives.
  - Extendable and interoperable.

“Social media presents a seismic shift in the way we use the web and indeed computers. It’s now very hard to imagine a face(book)-less world.”



### Web Emerges

- **Sputnik Launches USSR** October 1957
- **USA** develops **ARPANET** 1969.
- **Tim Berners-Lee** releases WWW **1990**.
- **Mosaic** browser: 1993.
- **Yahoo** launches: 1994
- **Google** launches: 1997.

### Blogging Emerges

- Term **weblog** coined in 1997 by Jorn Barger.
- Became **blog** by 1999.
- Pyra labs released **Blogger** in 1999. Live Journal in same year.
- **Wordpress**: 2003
- The web becomes easier to publish words and pictures.

### Web 2.0 Emerges

- 2002 **Wikipedia** – first universal encyclopedia..
- Browser becomes application platform.
- Ajax and client side code emerges.
- Web becomes shared, user-centred, accessible, democratic, mashable...

### Social Media Emerges

- 2002 **Friendster**
- 2003 **myspace**
- 2004 **Facebook**
- 2005 **YourTube**
- 2006 **Twitter**
- **2010 Stuxnet**





### Pictures

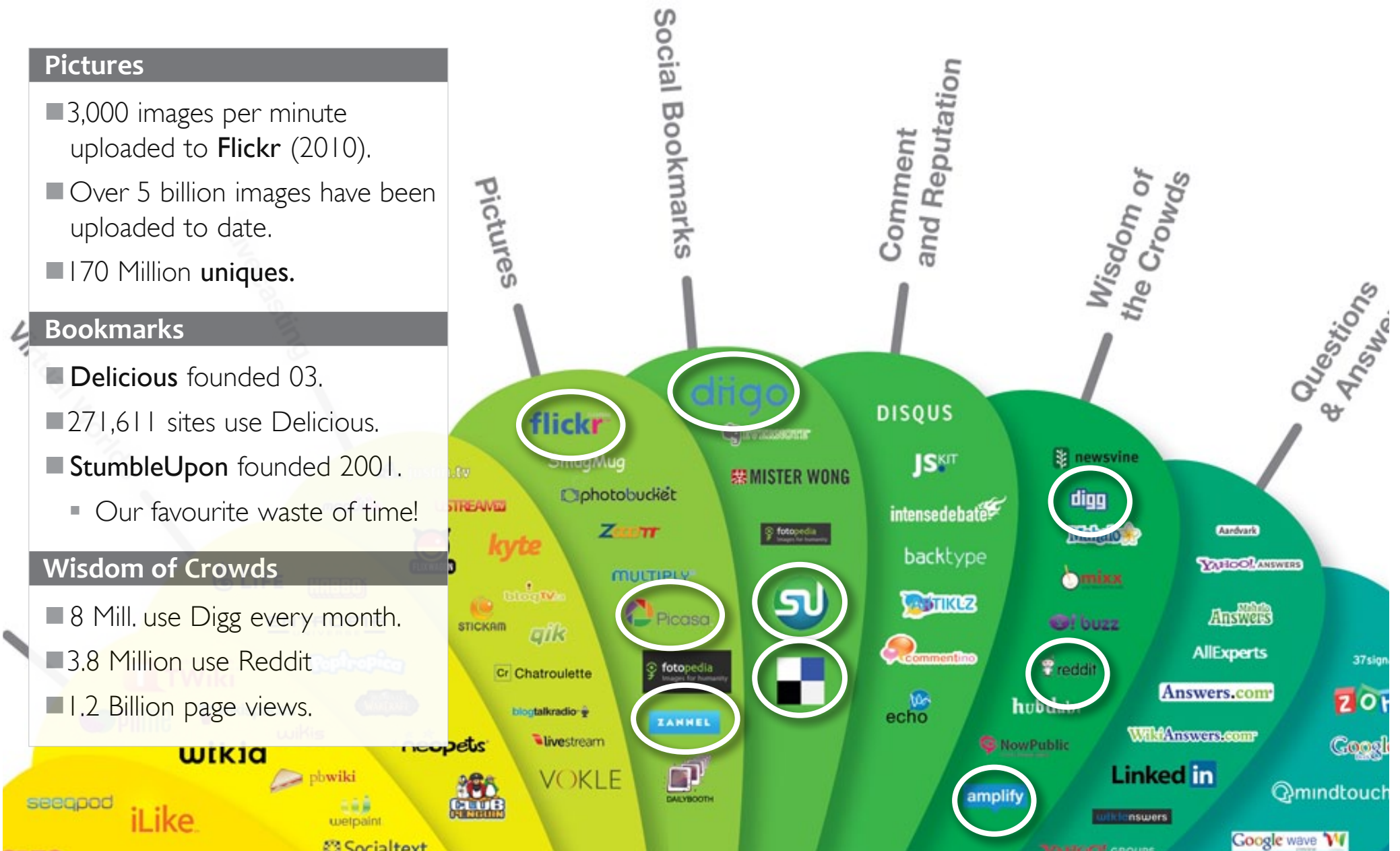
- 3,000 images per minute uploaded to **Flickr** (2010).
- Over 5 billion images have been uploaded to date.
- 170 Million **uniques**.

### Bookmarks

- **Delicious** founded 03.
- 271,611 sites use Delicious.
- **StumbleUpon** founded 2001.
  - Our favourite waste of time!

### Wisdom of Crowds

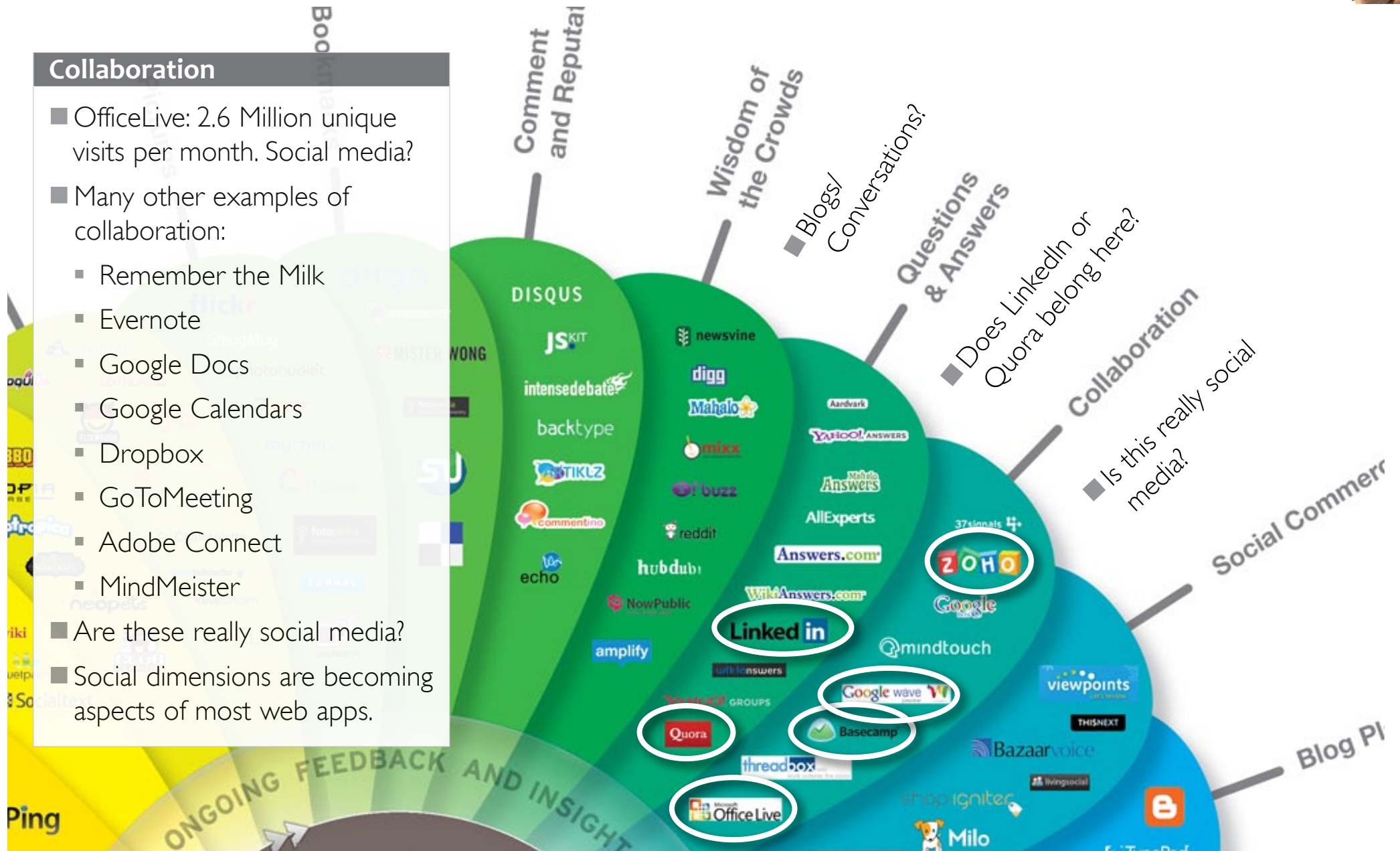
- 8 Mill. use Digg every month.
- 3.8 Million use Reddit
- 1.2 Billion page views.

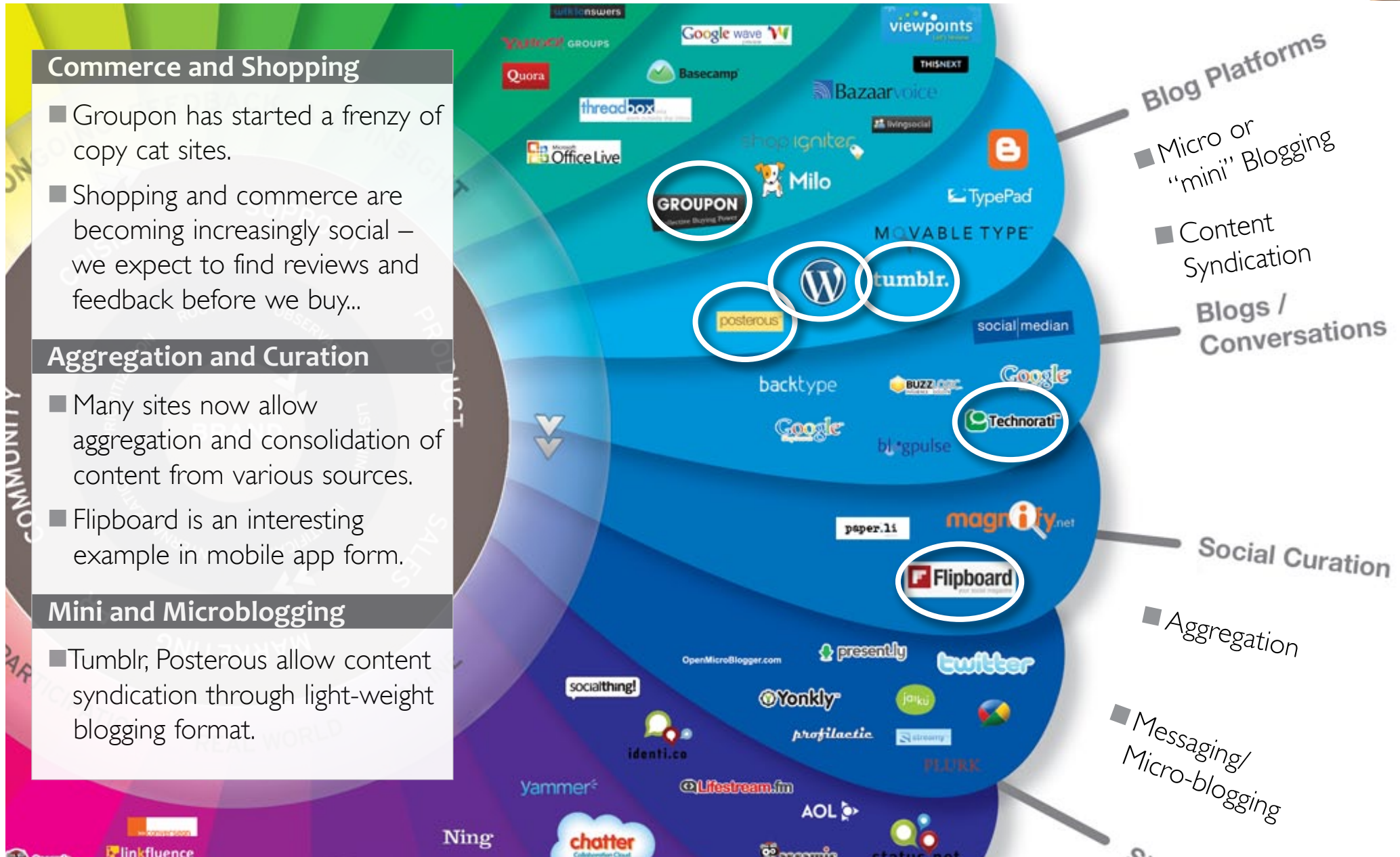


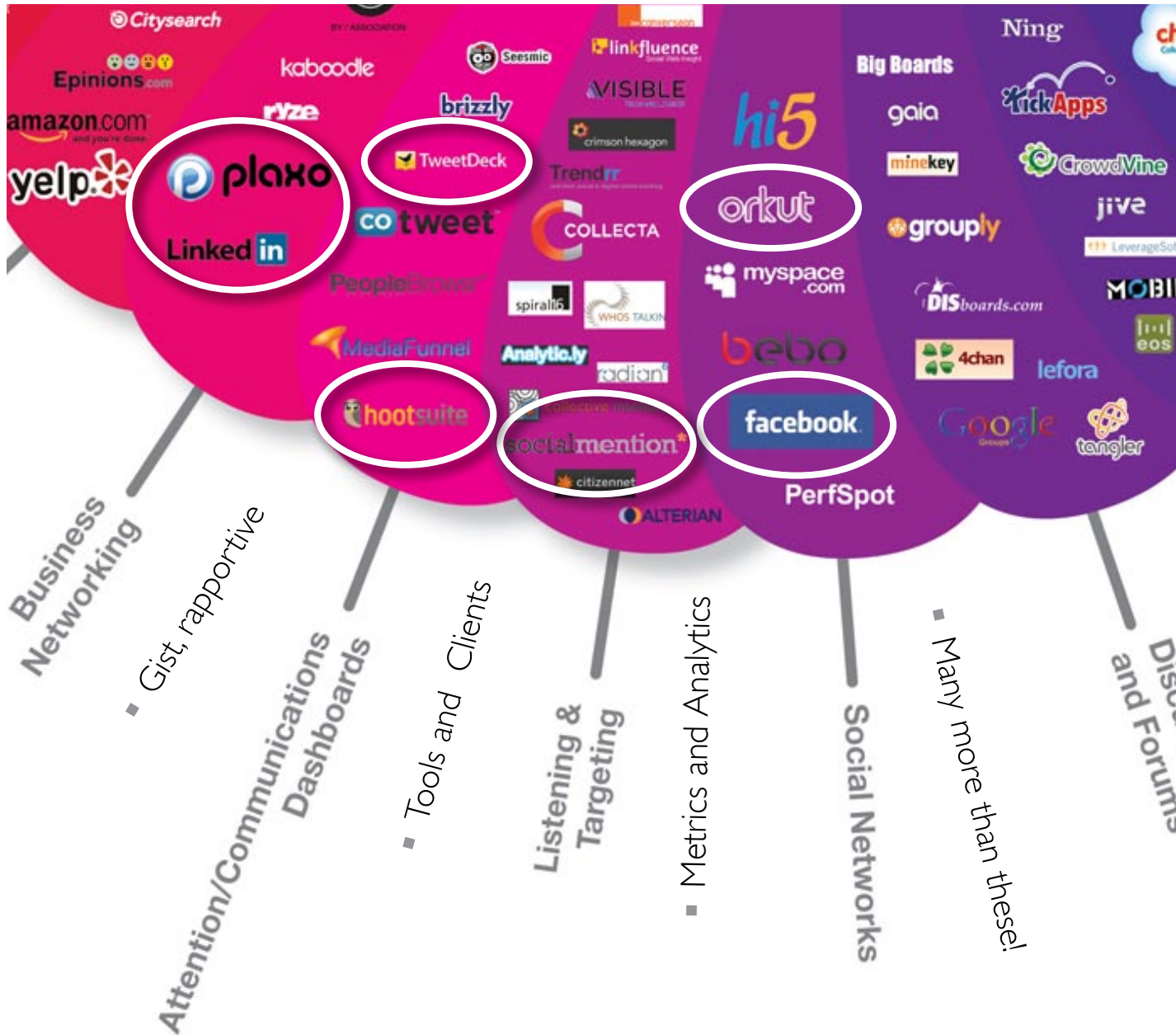


### Collaboration

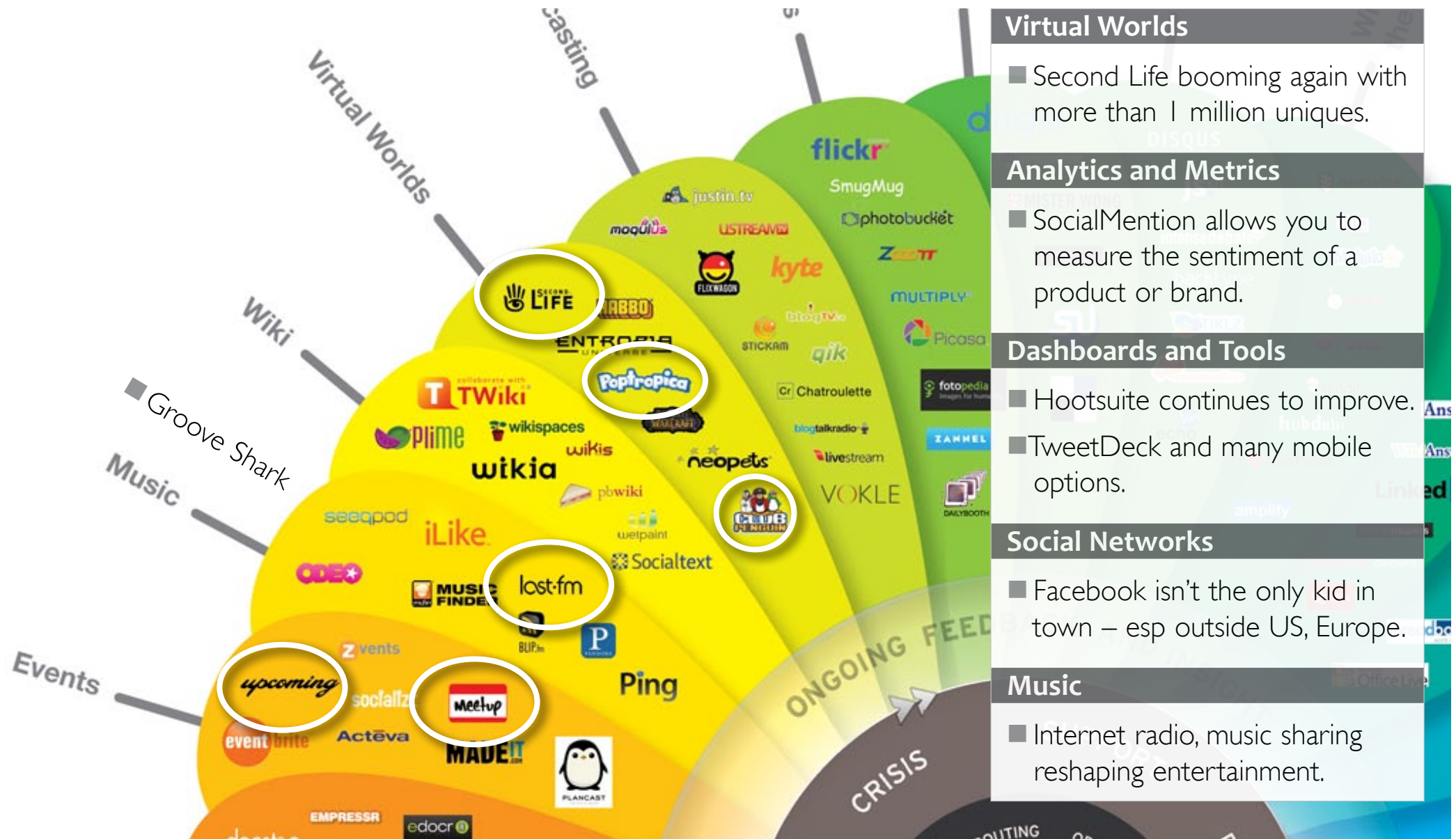
- OfficeLive: 2.6 Million unique visits per month. Social media?
- Many other examples of collaboration:
  - Remember the Milk
  - Evernote
  - Google Docs
  - Google Calendars
  - Dropbox
  - GoToMeeting
  - Adobe Connect
  - MindMeister
- Are these really social media?
- Social dimensions are becoming aspects of most web apps.



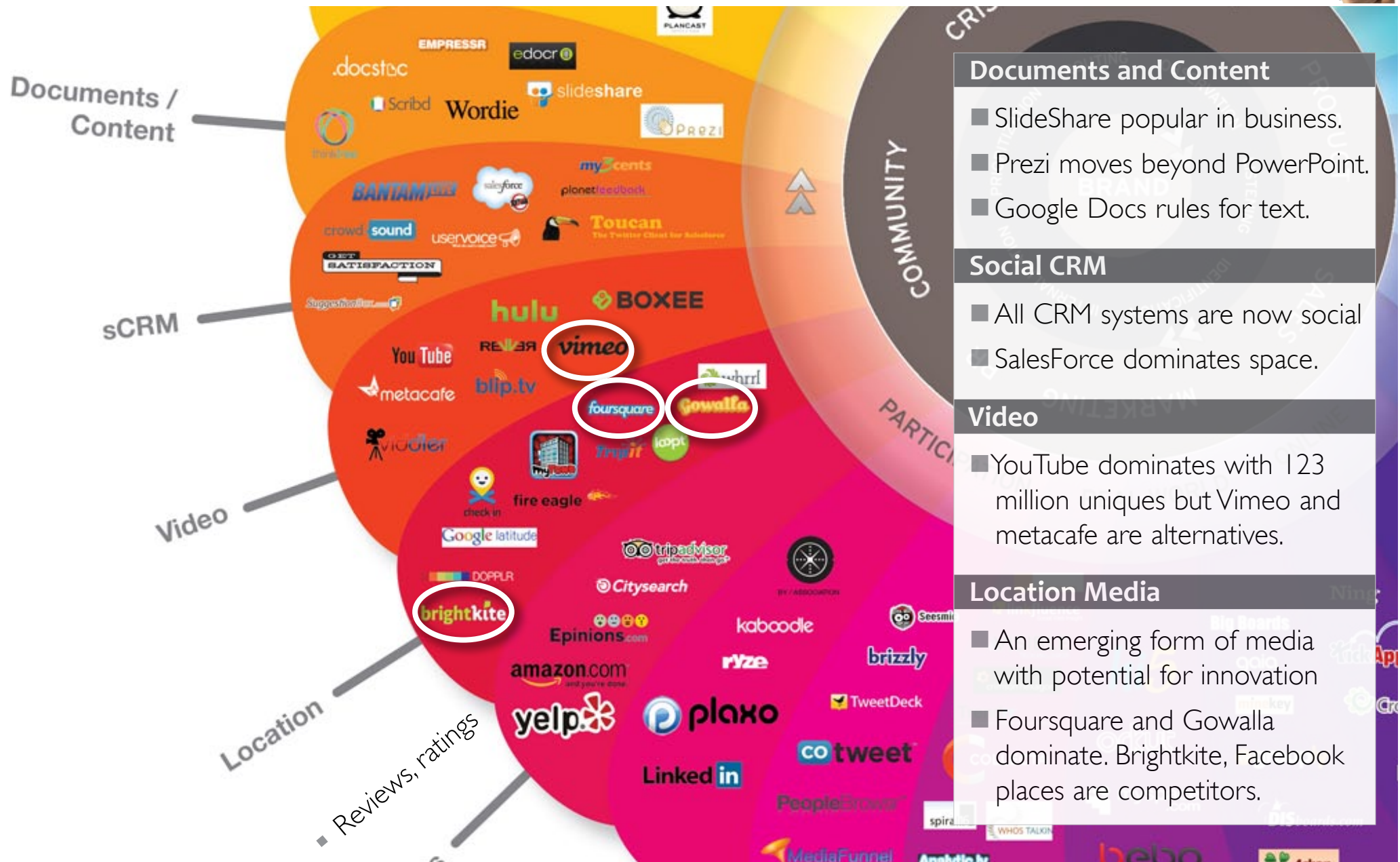




- Business Networking**
  - LinkedIn leads this field with over 100 million members.
  - Around 2 mill in Australia.
  - Also Gist, Plaxo rapportive.
- Analytics and Metrics**
  - SocialMention allows you to measure the sentiment of a product or brand.
- Dashboards and Tools**
  - Hootsuite continues to improve.
  - TweetDeck and many mobile options.
- Social Networks**
  - Facebook isn't the only kid in town – esp in non-English speaking countries.



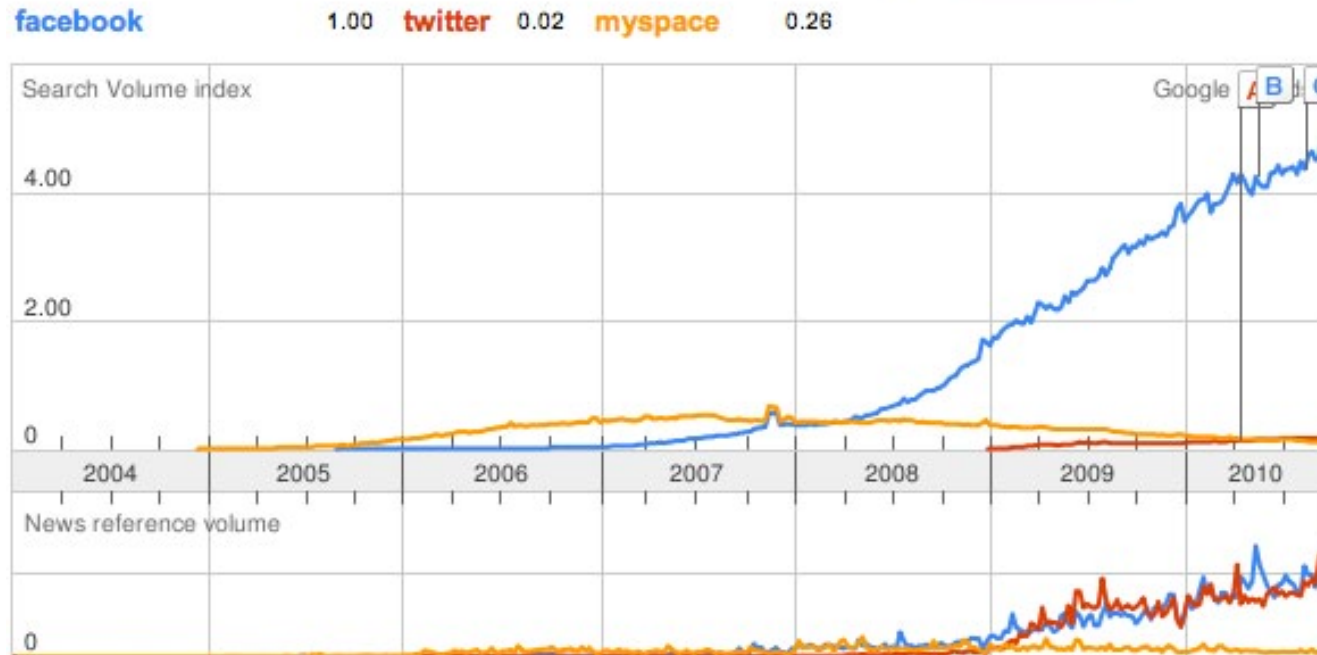
- Virtual Worlds**
  - Second Life booming again with more than 1 million uniques.
- Analytics and Metrics**
  - SocialMention allows you to measure the sentiment of a product or brand.
- Dashboards and Tools**
  - Hootsuite continues to improve.
  - TweetDeck and many mobile options.
- Social Networks**
  - Facebook isn't the only kid in town – esp outside US, Europe.
- Music**
  - Internet radio, music sharing reshaping entertainment.





### Facebook v. Twitter v. Myspace

Scale is based on the average worldwide traffic of **facebook** in all years. [Learn more](#)



- A** [Twitter to allow advertising](#)  
Atlanta Journal Constitution - Apr 13 2010
- B** [Pakistan blocks Facebook](#)  
CBC.ca - May 19 2010
- C** [Facebook goes 'Places'](#)  
Toronto Sun - Aug 19 2010
- D** [Twitter unveils "faster, richer" Twitter.com](#)  
CNET News - Sep 15 2010
- E** [Twitter hack causes havoc](#)  
Straits Times - Sep 21 2010
- F** [Facebook unveils 'groups'](#)  
Straits Times - Oct 7 2010

Source: Google Trends. Updated 29 May, 2011



### Time

- **Time wastage** is one of the greatest gripes managers and entrepreneurs have about social media.
- The **iGeneration gap** is more profound than the rise of teenage culture in the 1950s and 60s.
- Mobile phones and iPads are always on and almost always carried.
- Stopping **unsanctioned social media time** is difficult or impossible.

### Privacy

- **Personal information** and corporate data is more available than at any other time in history.
- The **GIST** phenomena shows the extent to which data can be mined with ease.
- Google **Maps** and **Earth** alone are quantum leaps in domestic espionage.
- Easy access to **pornography** and **violence** can have devastating consequences.

### Security

- **Identify theft** is rampant and very hard to stop.
- Corporate, military and industrial secrets are no longer secret.
- **Wikileaks** has thrown a xenon spotlight on the potential for social media to undermine classified information.
- The mobile phone is a handheld data smuggler.
- Smart phones are **trackable** and traceable.

“We’ll roll out a new feature and there’ll often be a backlash. People are afraid of more people being involved in the social network.”

*Mark Zuckerberg*



### Intimacy

- Social media offers a far more **intimate relationship** between customers and marketers than ever before.
- **Business has always been personal** – now it's intimate.
- Social media **allows a conversation** to occur between producers and consumers.
- The opportunity to get to **know your customers** and clients is now profound.

### Information

- **Finding out about a product** or service before you buy or invest is a luxury that all of us now appreciate.
- **Finding people,** solutions, products and data has become so simple for anyone with a smart phone.
- **Information sharing** is taken for granted.
- **Analytics,** monitoring and data mining is a tremendous opportunity for businesses and govts.

### Immediacy

- Real-time data is now immediately available.
- Instant feedback is possible.
- Quick to market.

### Permission

- **Permission marketing** (coined by Seth Godin in the late 1990s) is even more pertinent now.
- Permission marketing has evolved into **Relationship Marketing.**
- Allows for viral messaging.

“Social media reduces the emotional distance between a brand and the customers of that brand”