



# Social Media: Is It Real? Does it Matter? What Is It Anyway?

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# what is social media?

- waste of time?
- stupidity
- for someone else
- heard of it



# why now?

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- cloud computing
- technology is here

## US User-Generated Content Creators, by Content Type, 2008-2013 (millions)

	2008	2009	2010	2011	2012	2013
User-generated video	15.4	18.1	20.6	22.7	24.9	27.2
Social networking	71.3	79.7	87.7	94.7	100.1	105.3
Blogs	21.2	23.9	26.7	28.5	30.2	32.1
Virtual worlds	11.6	13.9	15.4	16.9	18.4	19.9
<b>User-generated content creators</b>	<b>82.5</b>	<b>88.8</b>	<b>95.3</b>	<b>101.7</b>	<b>108.0</b>	<b>114.5</b>

Source: eMarketer, January 2009

100883

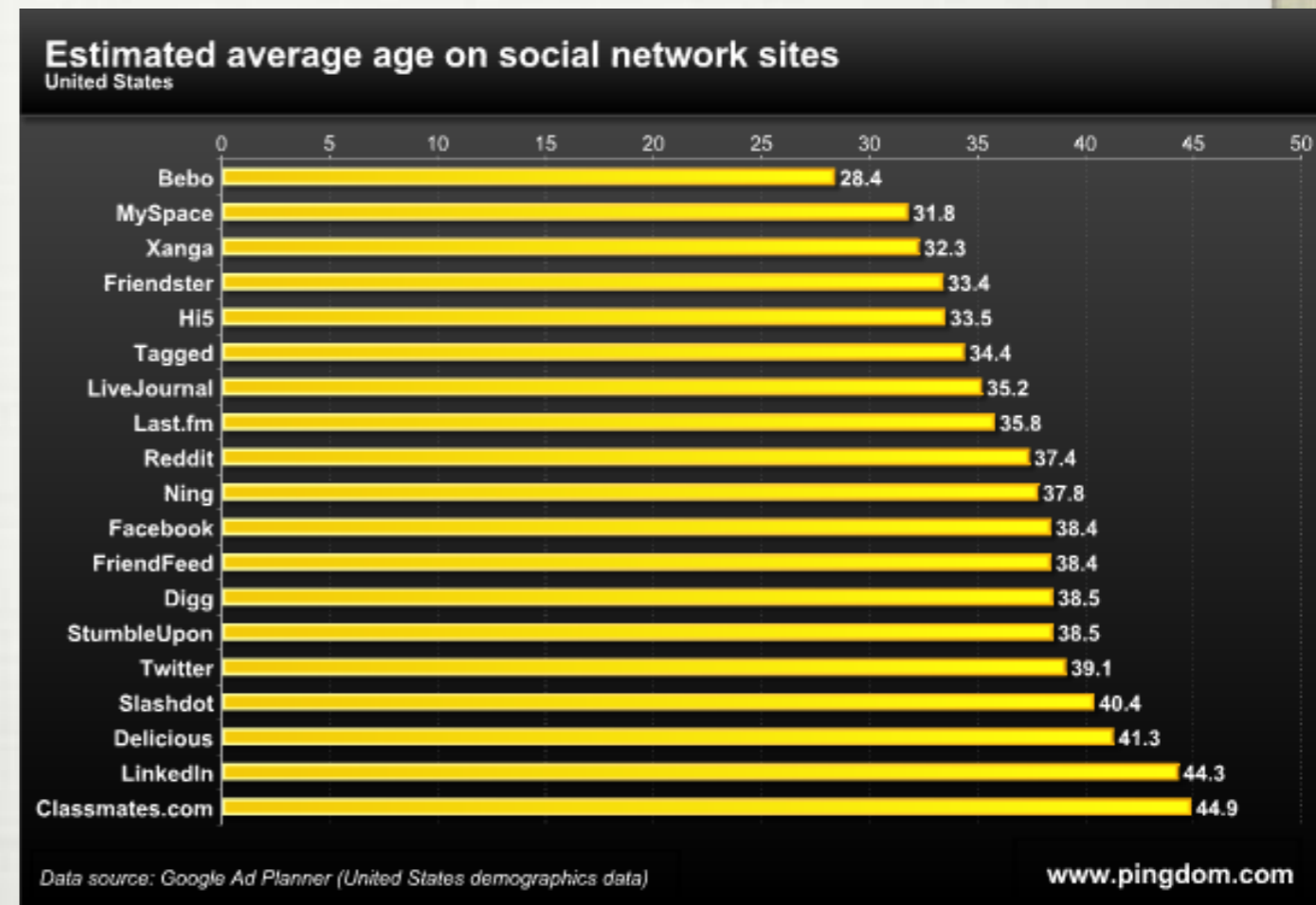
[www.eMarketer.com](http://www.eMarketer.com)



SAME Omaha Post 2010 Industry Day and Golf Outing, May 2010

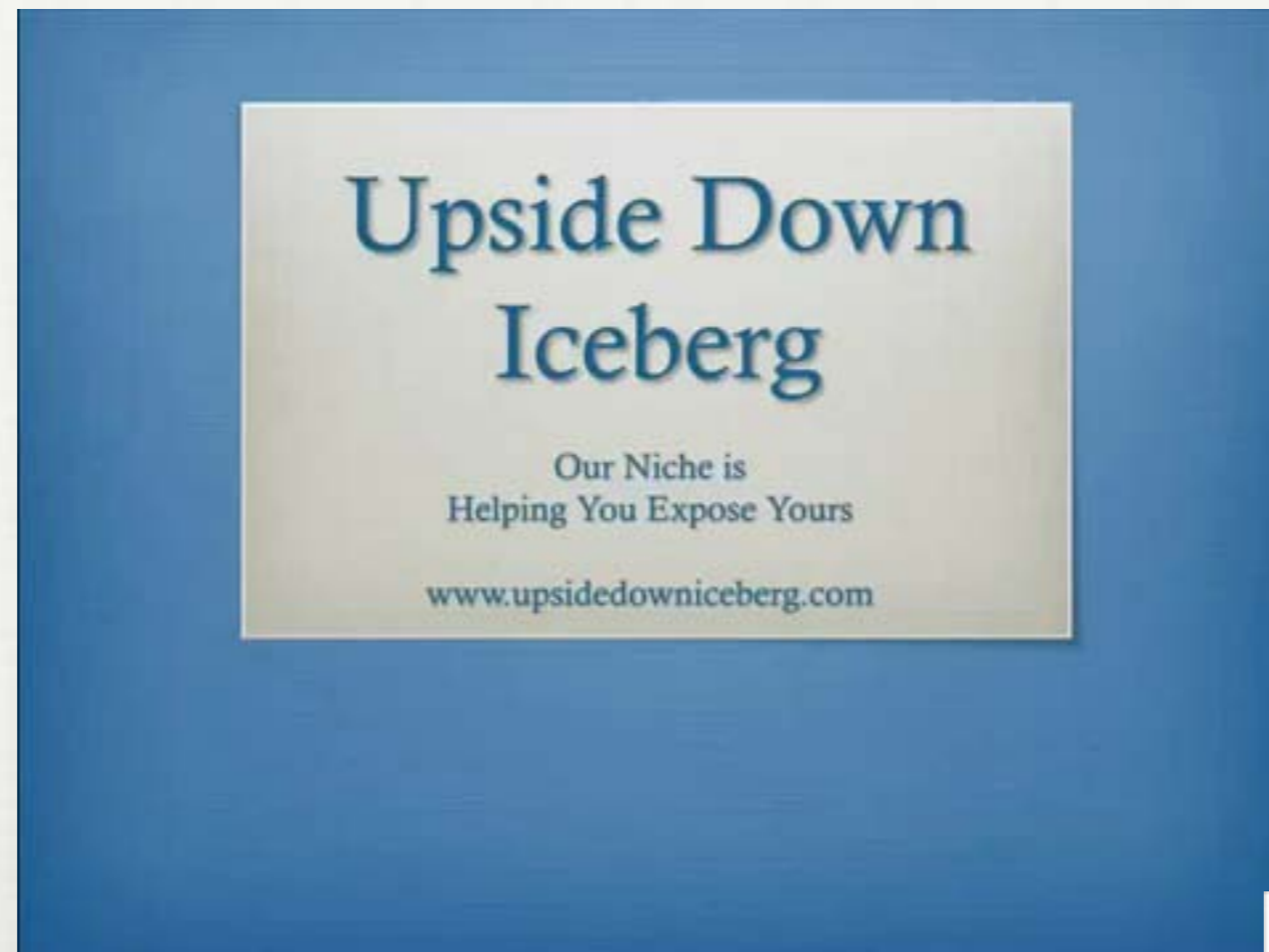
# is anyone using it?

- in US Dec 2009, 208 million unique users top 8 SNS sites
- up 41% from Jan 2009
- 2/3's of world internet users SNS
- marketing: \$2.4 b 2009
- global online
  - > 1 every 11 min
  - > 1 every 4 min UK



# is anyone using it?

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# why so successful?

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- ❑ nature of the first digital generation - born after ~ 1985
- ❑ information vs. time imbalance
- ❑ User Generated Content (UGC)



what are they used for?

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# camaraderie

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- think of a village
- background 'noise'
- always in touch, not far from action
- communication not always important





# connection

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- communication
- relationship manageme
- promotion
- community



# collaboration

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- teams
- distributed workforce
- mobile workforce
- distributed clients



# information

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- what is going on in the world?
- in the field?
- what are other people saying? (buzz)



# expertise

- follow experts
- what are the experts saying?
- build your reputation/persona
- problem solving



# dark side

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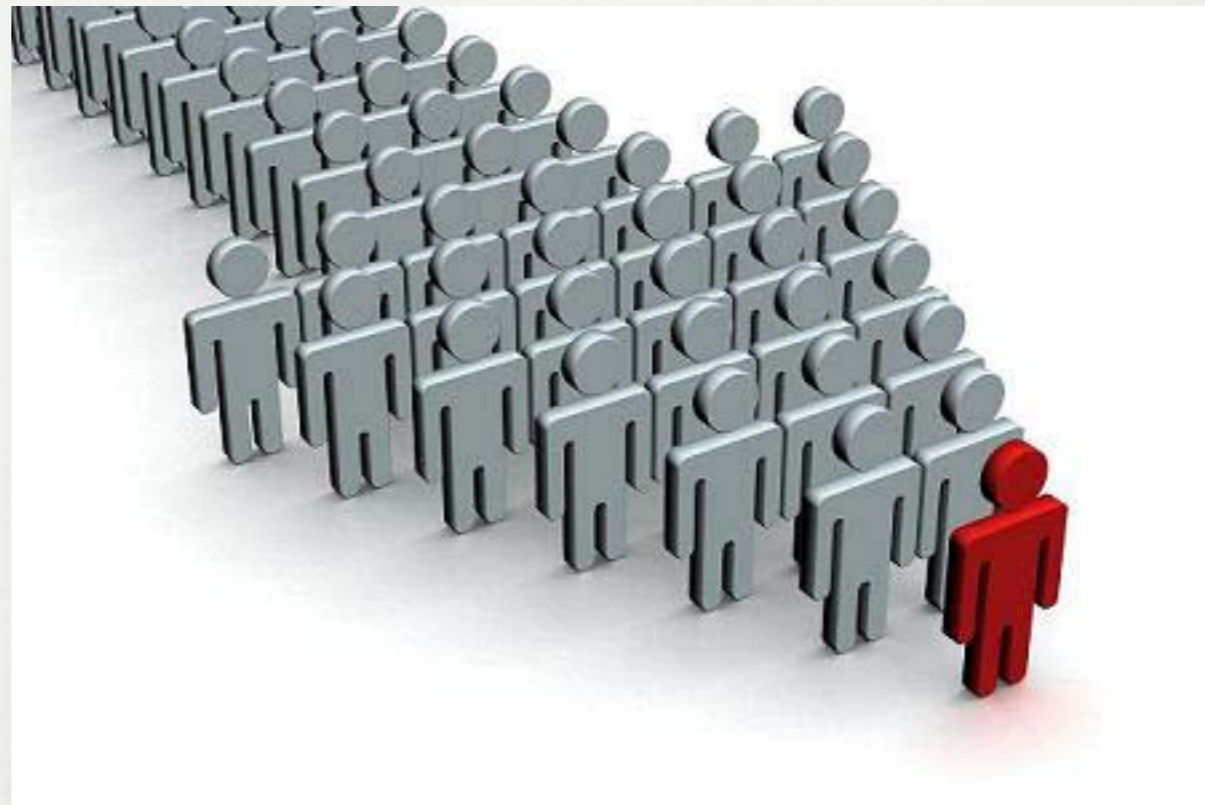
- idiots out there
- waste of time
- too much information
- waste of time ....



# take a closer look

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- [twitter](#)
- [facebook](#)
- [linked in](#)
- wikipedia
- [forums](#)
- [youtube](#)
- [Youtube DIY](#)



# what's next?



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