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The Evolution of Communication

Making Social Media Work for
Your Association



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“To tweet or not to tweet...
...that is the question.”



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Print...Collate...Mail





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Print...Collate...Mail...
Post...Blog...Link...Like...Tweet...
Share...Host...Network...



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Social Media Defined

Wikipedia has defined social media as “media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.”



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Growth of Social Media

Usage by Age Group (Sept. 2005-May 2010)

- 18-29 years: From 16% to 86%
- 30-49: 12% to 61%
- 50-64: 7% to 47%
- 65+: 5% to 26%

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Growth of Social Media

In 2011, 53% of employers researched potential job candidates on social networks.

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Growth of Social Media

Companies inform, educate, and market via

- Facebook 71%
- Twitter 59%
- Blogs 50%
- YouTube 33%
- Message Boards 33%

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Facebook Facts

(February 2012)

- 845 million monthly active users
- If FB were a country it would be the world's **THIRD LARGEST** (after China and India)

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Facebook Facts

(February 2012)

- 1 of every 5 of all page views on Internet
- 100 billion connections
- 250 million photos uploaded...DAILY!
- 2.7 million "likes" daily
- 425 million mobile users
- 20 minutes of time spent per visit

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What's not to "like," right?



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Twitter Facts

Twitter Growth (2010-2011)

- 75 mil to 95 mil registered users
- 27 mil to 95 mil tweets per day

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Twitter Facts

49% of Twitter users either never or rarely check Twitter

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LinkedIn Facts

LinkedIn Growth (2010-2011)

- 50 mil to 119 mil registered users
- 56% outside the U.S.

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LinkedIn Facts

80% of companies use social media for recruitment—95% of them use LinkedIn.

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LinkedIn Facts

“If there is a social media website made for associations, it is undoubtedly LinkedIn.”

Neal Schaffer, Social Media Consultant/Strategist

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More Numbers, Closer to Home

- ASPAN: 1,529 Facebook Likes
- ONS: 9,918 FB Likes
- ENA: 18,625 FB Likes
- AACN: 21,667 FB Likes
- ANA: 57,000 Likes
- **AANA: 5,055 FB Likes (45,000+ members)**

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A Word to the Wise:




Have Realistic Expectations

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Pros/Cons
of Facebook, Twitter, LinkedIn



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Pros

- Effective way to deliver information/messaging to those engaged
- Instantaneous
- Convenient way to reach external publics
- Widely used
- Easily "disposed of"

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Cons

- Unrealistic expectations
- Too much reliance on social media
- Resources stretched thin
- Improper usage
- Bad behavior
- "Over-communicating" with members
- What do you have to offer to attract likers, followers, et al?
- Getting lost in the Internet shuffle
- Marketing effort

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American Association of Nurse Anesthetists



Communications strategy, and how Facebook
and Twitter fit into it

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Message and Information Delivery to Internal and External Publics

AANA Journal	Sharepoint communities
AANA NewsBulletin	Blog
E-newsletters (2)	PR efforts
Blast emails	Facebook
Website	Twitter

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Member Communication:



Million Dollar Question #1

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Different Philosophies

- Communicate various versions of same general information through all or most vehicles?
- Communicate specific types of information through specific vehicles to specific groups of members?

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Million Dollar Question #2

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Are We Biting Off More than We can Chew?

- LinkedIn
- QR Codes
- Pinterest
- foursquare
- Flickr



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Know Your Market

Do you know how your members are using social media?

Surveys Focus Groups



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Communications in Transition

Print  Electronic





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Conclusion

- Have reasonable expectations.
- Don't put all your communication eggs in the social media basket.
- Use your resources wisely and effectively.
- Ask yourself from time to time: Are we over-communicating?
- Remember: "Build it and they will come" only works with baseball fields in Iowa cornfields.
