

Social Media: What's on the Menu?

By David A. Kennedy

Social Media Boom

The use of social media sites like Facebook, Twitter, YouTube, Flickr and others has risen dramatically.

There are Stats for That!

- Social media use among users ages 50-64 grew by 88%
- Use among those ages 65 and older grew 100%
- Use among users ages 18-29 grew by 13%

Those Stats Are From?

The Pew Internet and American Life
Project

pewinternet.org

<http://www.pewinternet.org/Reports/2010/Older-Adults-and-Social-Media.aspx>

Millions of Users

It should be easy to connect with my audience, right?

Well, maybe not...

Content Creators are Down

A smaller percentage of social networking users are actually creating content this year.

Yeah, Stats Here Too

Social media "creators," (people who have a blog, upload videos and music and write articles), shrunk from 24 percent of the U.S. online population in 2009 to 23 percent in the second quarter of this year.

Those Stats Are From?

Forrester

Spotted in a PC World article:

[http://www.pcworld.com/article/206494/
forrester_social_media_content_creat
ors_down_in_us.html](http://www.pcworld.com/article/206494/forrester_social_media_content_creators_down_in_us.html)

What Do These Stats Mean?

They are trends. Note them, but don't obsess over them.

People are using social networks to connect and you have a chance to create great content for them.

How?

- Build social networking into your schedule.
- Create a editorial calendar.
- Create a process.
- Identify usable tools for you.

Make Time

Try to have two set times a day to check your accounts. One in the morning and at one other time during the day.

Follow a Calendar

Use Microsoft Outlook's Calendar, Google Calendar or a task manager tool like Remember the Milk to create a plan.

Follow the Rules

Updates are 70 percent about other people and organizations and 30 percent about you or your organization.

Break it Down

Updates are:

- Promotional
- Personality
- Friendly

Trust the Process

A process for surfing social media can help create content:

- Use a feed reader.
- Use Twitter lists.
- Employ Google Alerts, NutshellMail, Social Mention to scan.

Content is on the Menu

- Status updates = appetizer
- Text = entrée
- Photos and video = dessert

Tools I Love

- Google Calendar
- Remember the Milk
- Hootsuite
- Metricly

Ideas for You

- Projects: Give people inside info.
- Special Programs: Look for specialized tools.
- Specific Audiences: Call them out.

A Few More Tips

- Listen to your audience.
- Ask questions.
- Be you.
- Ask questions.

Connect

Me

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The Arc

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