



NICHOLSON KOVAC



SOCIAL MEDIA 101

A NICHOLSON KOVAC WHITE PAPER



Businesses are rapidly changing the way they communicate in both B-to-B and B-to-C environments on a daily basis. Your organization can benefit from using the social media channel in many ways: to build and maintain client and employee relationships, to provide additional customer service touch points, to identify and engage online brand champions, to monitor your brand, competitors and marketplace issues, to establish your organization as an industry thought leader . . . the possibilities are seemingly endless. Incorporating social networks into your integrated marketing strategy has become increasingly necessary as your customers have increased the time they spend on these various communications channels. There is much to consider both before and after the decision is made to jump into the world of online communication. We invite you to use this guide as a primer for discussion about social media.

Theory of Social Influence

The theory of social influence states that an individual’s behavior is intentionally or unintentionally affected by other people according to how that individual perceives himself in relation to his influencers. In the social media arena, this theory holds true. Behavior

and actions vary according to how people view themselves within the various online social communities. We ‘follow’ those we respect, admire, like, fear, loathe or love. And our actions reflect these experiences. If someone you respect blogs about a recent purchase, you might be swayed to buy the same product.

The key to social influence for marketers is to affect consumer behavior, both on and offline, by creating a well-monitored, positive and persuasive dialog that is intelligently integrated into their overall brand strategy.

What is Social Media?

The term “social media” is used to describe a set of Internet tools that enable shared community experiences, both online and in person. A community, in this context, is a group of people with common interests who connect with one another to learn, work, organize and socialize. Social media was born out of the personal empowerment and freedom the Internet offers.¹ Thus, social media is best understood as having the following characteristics:

Open Conversation

Traditional media is about broadcasting (sending one message to many). Social media encourages feedback from everyone. Communication becomes an open and honest two-way conversation.

Community-based

Social media is a party to which everyone is invited. Communities can form quickly and communicate effectively. Communities share common interests and users collaborate about each other’s ideas in reference to that interest.

Connectedness

Information becomes easily accessible through the use of social media. It allows messages to spread by using links and sharing tools.

Participatory

Social media allows people to tell their stories using online publishing means such as blogs, social networks, forums, photo/video sharing, etc. Now anyone with an Internet connection has the ability to share messages with a worldwide audience.

Traditional Versus Social

The biggest differences between traditional media (newspapers, TV, radio, etc.) and social media is that social media is collaborative and on consumers’ terms. Social media elicits audience interaction and is constantly changing. Organizations can no longer just broadcast a message to the masses. Instead, they must learn how to use online networking channels to develop and nurture one-to-one relationships. Companies must meet customers where they are and engage with them in their own language.

Why It's Important

Although there are many reasons why social media is notable, there is one reason that stands above the rest: people. Social media brings with it a tremendous power to build personal relationships. The ability to reach every user on the planet, to grow support and to easily maintain connections are all reasons why social media can be a game changer for traditional marketing communication.²

What It Means for Companies

Who can afford not to take advantage of a huge opportunity? Never before has there been such an open forum of real-time feedback. Companies quickly can find where crowds are and then listen and learn valuable information from them. By joining the conversation, company executives become industry thought-leaders and fill the void between customers and traditional marketing communication channels. Through the use of social media, organizations connect with consumers on a deeper level and refine their messaging to better suit their target audiences.



B A S I C F O R M S O F Social Media

Blog (short for web log) – Websites where individuals provide entries (posts) of any type of content in order to inform or create discussions. Popular free blogging websites are Blogger™, Tumblr and WordPress.

Social network – An online community that allows people to connect with others, and that enables people to share videos, pictures and information with their peers by creating a personal profile website. The most popular social networks include Facebook® and LinkedIn, among others.

Micro-blog – A community where posts (or updates) are in bite-sized chunks of 140 characters or less. Twitter is the clear leader here.

Wikis – Web pages used to collect content about a topic. Anyone with access to the pages can edit or modify the information. The most well known wiki is Wikipedia, a free online encyclopedia built collaboratively with over three million articles.

Social news/bookmarking – A method for people to search, organize, store and share items (i.e. blog posts, online articles, etc.) of interest using the item's URL. Or websites (like Digg) users submit and vote on news stories or other links, thus determining which links are most prominent. Other popular bookmarking communities are Del.icio.us and StumbleUpon.

Forum – An online discussion site where people who wish to discuss particular issues post threads (topic-based messages) on a message board

to gain more information or start a conversation.

Location-based social networking – An online application that allows members to share their location using their mobile phones through GPS, e-mail or text. Businesses can use these applications for marketing/advertising and PR purposes. Foursquare and Gowalla have the largest number of users at this time.

Creative Content Community – An online community that focuses on organizing and sharing particular kinds of interactive new media content. The most popular kinds of content communities tend to focus around video (YouTube), photos (Flickr®), podcasts (iTunes) or live video streaming (Ustream®).³

Virtual world – A computer-based simulated online universe (Second Life®) through which its users can interact using avatars (a user's online representation of himself/herself). Generally these spaces tend to mirror the real world (i.e. environment, economics, etc.) and despite many people's belief, the boundaries between the real and virtual worlds are quite porous.

Things move fast in the social media world and there are many other forms not listed here (including RSS aggregators, mash-ups, and augmented reality). You can refer to the glossary on page 15 to reference other social media innovations.

Creating a Social Business

Are you using social technology to engage your customers and their influencers, to encourage your employees to collaborate more efficiently, and to enhance your business partner relationships? If you answered yes to all three, you are on your way to evolving into a social business.

As a result of the ever-expanding number of social networking platforms, you now have the opportunity to interact with your increasingly social customers more frequently and through many more touch points than ever before – enabling the

collection of valuable data that can be used to customize both their on- and offline purchasing experiences. However, a true social business is one that places just as much emphasis on creating a similarly nurturing environment for its employees as it does its customers and partners. Working diligently to build alignment around the company's mission and to foster a spirit of community and collaboration in the workplace will yield an army of brand champions who will feel empowered to take ownership of your customer and partner relationships.

Basically, social media is any web tool or technology that connects people. While somewhat complex, all social media content can be broken down into simple categories:

User Generated Content

A lot of what comes to mind when people think “social media” is really just user generated content. This includes things like blogs, podcasts, photos and video; essentially anything where the main focus is content creation. This is one of the fastest growing parts of social media, primarily because of the shrinking barriers to entry. You can showcase your pictures on Flickr® and upload a video to a YouTube channel/page very easily.

Socially Highlighted Content

These sites can help a company accrue and preserve brand equity because they serve as a showcase or portal for content that people deem valuable. The popularity of socially highlighted content is measured by people finding something interesting on the

Internet and sharing the content with their community through sites like Digg, StumbleUpon, Reddit, Del.icio.us, and many others.

Social Networks and Content

Along with user generated content, social networks are the other half of social media. By now, everyone has heard of sites like Twitter, Facebook® and LinkedIn. These networks, among many others, allow users to create profiles and connect with peers, friends and coworkers to form a network of “linked” individuals. These channels can be a precious resource when trying to promote a cause because you can leverage your network of supporters.



T I P S F O R

Business

1. Define your objective

Whether it is brand awareness or a call-to-action, it's always good to have a measurable and attainable goal.

2. Develop a corporate social media policy

Be smart about privacy and the company's confidential information.

3. Make it personal

If multiple people are managing one twitter account, use your initials at the end of an update so that users know who is communicating. Try using a personal photo as an avatar instead of the company logo.

4. Protect your brand

Create a custom URL. It's also good to reserve brand-associated profiles on social networking channels like Twitter, Facebook®, YouTube, Flickr®, SlideShare and others.

5. Stay active

Post relevant, meaningful and respectful comments. Do not spam or post remarks that are off-topic or offensive.





SOCIAL NETWORKING BEST PRACTICES

YouTube

1. Reserve a YouTube.com URL.
2. Choose relevant keyword-friendly tags for videos to increase your search results.
3. Brand and customize your YouTube channel by adding background images and choosing company colors.
4. Get best quality by following YouTube's video compression guidelines.
5. Thank subscribers and respond to wall comments.
6. Build up your library of content quickly. Repurpose video from traditional advertising (i.e. TV spots).
7. Regularly monitor your insights on your YouTube channels.
8. To increase your reach, look beyond YouTube and post your videos on other social video sites such as Vimeo.

facebook

1. Secure your own Facebook URL.
2. Think carefully about who you "friend."
3. Select your privacy settings.
4. Update regularly.
5. Keep your friends organized using Facebook's groups feature.
6. Create fan pages and track your insights.
7. Engage customers with polls or special fan promotions and giveaways.

LinkedIn

1. Reserve your custom LinkedIn URL.
2. Fill out your profile completely.
3. Have a compelling and search-friendly headline.
4. Give and receive recommendations.
5. Stay active.
6. Connect with everyone.
7. Import your other feeds (i.e. blog, Twitter, etc.).
8. Become an industry thought leader by joining groups and answering people's questions.

twitter

1. Reserve your custom Twitter URL.
2. Include a well-written bio.
3. Make your page stand out with a custom background. Include your contact info and links to other social networks.
4. Post regularly and retweet others' posts if they are interesting and relevant to your audience.
5. Listen and be prepared to respond to conversations. A good way to interact is to ask questions.
6. If you want to get retweets, be relevant.⁴
7. Make sure your tweets provide some value for your audience. For example, post pictures, provide coupons or a behind-the-scenes view of your company.



Social Media is consumed and contributed to almost simultaneously.



Social Media Convergence

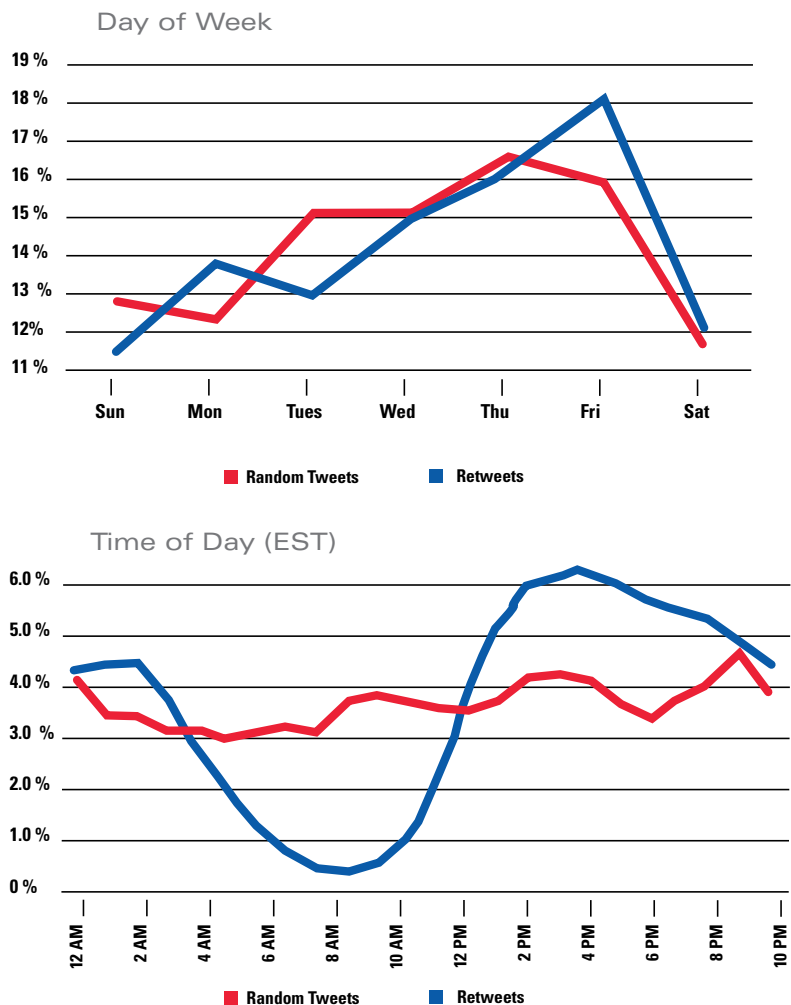
Within the world of social media there is much overlap, and a lot of sites represent the intersection of different forms of social media. This makes it even more crucial for your organization to showcase the right messages for your specific audience across the entire realm of channels. For example, a micro-blogging site like Twitter or Google Buzz, sits at the intersection of user-generated content and social networking; it's the perfect blend of both.

In practice, social media is content that anyone online can provide. Social media is consumed and contributed to almost simultaneously. Contributions can be comments, photos, and

audio or video responses, which in turn result in engagement. Engagement can translate to attention, awareness and recall of a topic/message, etc.

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, drive commerce, provoke vigorous debate and discourse, and finding people who might be good friends, allies and lovers are the essence upon which our species has built several civilizations. That's why it is spreading so quickly, not because it's great shiny, whizzy new technology, but because it lets us be ourselves.⁵

Retweets and Timing ⁴





Since 2007, Forrester has tracked the growth of social behavior. According to a consumer poll done in

the second quarter of 2010, Forrester found that more than 4 in 5 (81%) of U.S. Internet users participate in some form of social media at least once a month. Per Nicholson Kovac estimates, among the 60%+ of adults 18+ reached daily via the Internet, 80% of them are engaged in some type of social media, resulting in almost half (45%) of all adults participating in social media. While social media has grown rapidly, when ranked alongside other media, social media would rank sixth, almost as high as magazines (in aggregate), as a medium in terms of average daily reach.

How Users Consume Social Media

Forrester categorizes social computing behaviors into a ladder with six levels of participation. They use the term Social Technographics to describe a population according to its participation in these levels. Participation at one level may or may not overlap with participation at other levels. Starting from the top with the most

sophisticated category, a more detailed explanation of the six levels on the Social Technographics ladder are:

Creators

At the top of the ladder are Creators – online consumers who publish blogs, maintain Web pages, or upload videos to sites like YouTube at least once a month. Creators, which include just 23% of the adult online population, are generally young – the average age of adult users is 39 – but are evenly split between men and women. Their participation is varied: just 14% produce all three types of online content while another 19% produce two of the three types of content.

Conversationalists

Conversationalists, recently added to the Social Technographics ladder, include 31% of the adult online population. Conversationalists are comprised of not only Facebook® and Twitter users, but also people who regularly post status updates to these social network sites to converse.

Conversationalists include only those who update their status at least once a week, since anything less isn't much of a conversation. This group is intriguing because it is 56% female, more than any other group in the ladder. While they're among the youngest of the groups, 70% are still 30 and up.

Critics

These online consumers participate in two ways – by commenting on blogs or by posting ratings and reviews on sites like Amazon.com. This level of participation isn't nearly as intense as being a Creator. Critics pick and choose where they want to offer their expertise and often use another blog post or product as the foundation for their contribution. Critics represent 33% of all adult online consumers and on average are several years older than Creators. Two-thirds of them post ratings and reviews, but only 22% comment on blogs and rate/review website content. Four out of ten Critics are Creators as well.

81%
of adults reached by the Internet are engaged in social media

Collectors

When users save URLs on a social bookmarking service like Del.icio.us or use RSS feeds on blogs, they create metadata that's shared with the entire community. This act of collecting and aggregating information plays a vital role in organizing the tremendous amount of content being produced by Creators and Critics. For example, Del.icio.us users can see all of the Web pages tagged "Political Headlines" even



if they never bookmarked a page themselves. Collectors represent 19% of the adult online population and are the most male-dominated of all the Social Technographics groups. More than two-thirds tag pages, while more than half use RSS feeds.

Joiners

This unique group has just one defining behavior – using a social networking site like Facebook® or Twitter.

Joiners represent 59% of the adult online population and are generally made up of people between 18-24 years of age. They are highly likely to engage in other social computing activities – 56% also read blogs, while 30% publish blogs.

Spectators

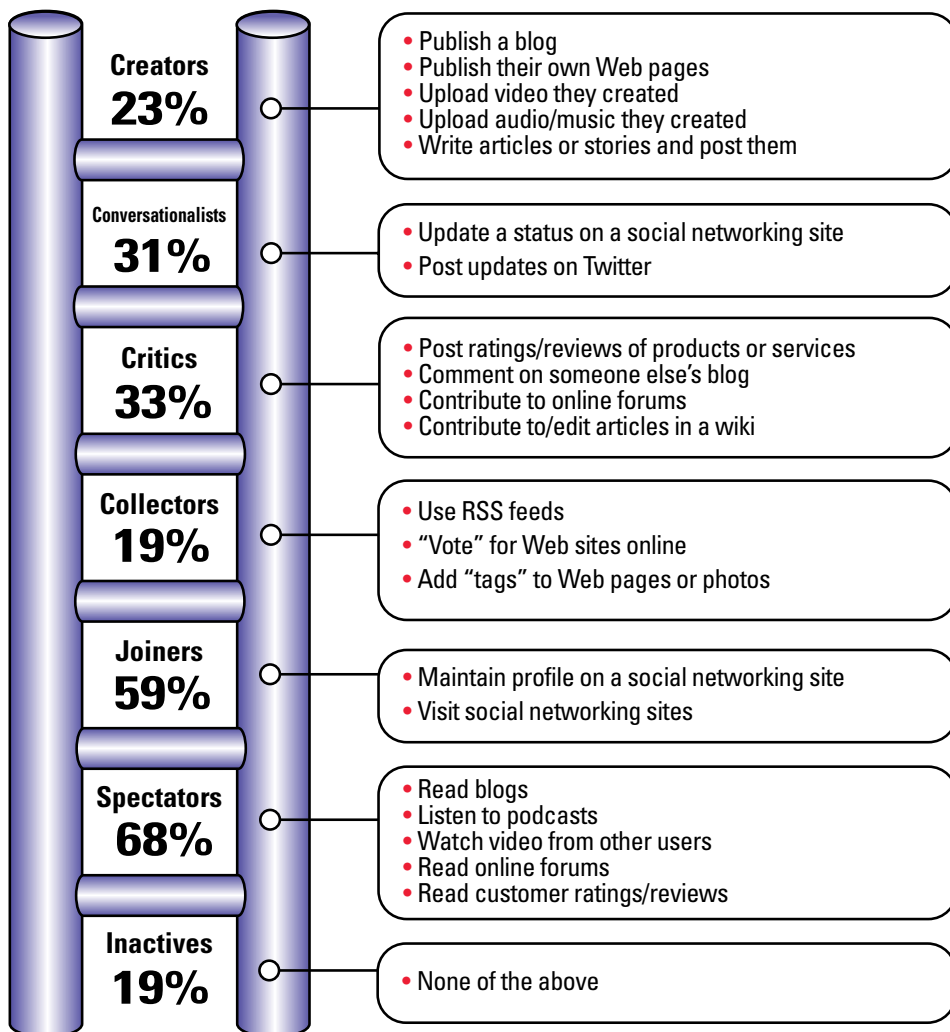
This group of blog readers, video viewers, and podcast listeners, which represent 68% of the adult online population, serves as the audience for the social content made by everyone else. The most common activity for Spectators is reading blogs, with only a small overlap of users watching peer-generated video on sites like YouTube. It's important to note that Creators can also be Spectators. Someone who writes a blog about politics may be a listener of a CNN podcast, but many Spectators fail to climb higher up the participation ladder.

Inactives

19% of online adults do not participate at all in social computing activities. These Inactives have an average age of 50, are more likely to be women, and are much less likely to consider themselves leaders or tell their friends about products that interest them. Although they don't directly participate in social media, they are still affected when the activities of others, i.e. in blogs or online consumer-generated videos, get covered in the news media.

In looking at a four-year trend of the Social Technographics groups, there has been significant growth in participation groups, which is shown by Inactives decreasing 60%+ from 2007 to 2010. Joiners had the largest growth, as they more than doubled in size. Creators have also seen a boost since 2007. The fact that more than 1 in 5 online adults in the U.S. are exhibiting Creator behavior is a testament to how social technologies have allowed more people to create and distribute their ideas, opinions and creations than was ever possible in the past.

Social Technographics Ladder⁶



BASE: U.S. ONLINE ADULTS
Source: Forrester Research

Groups include people participating in at least one of the activities monthly except Conversationalists who participate in at least one of the included activities at least weekly.



Social Influence Targeting Varies By Generation

Just as different generations watch different shows and read different magazines, requiring marketers to devise different media and messaging strategies for each group, the unique online participation profiles for each generation also require varying social influence strategies.

Teenagers (12-17) create more than any other generation, with more than one-third engaging as Creators. Since teens are very likely to create their own content, they are less likely than GenYers to be Critics and Collectors. Therefore, the key to reaching this group is to appeal to its need for self-expression.

Millennials (18-32) While this age group has higher percentages in each category than any other (except for youth Creators), it's their sky-high participation in social networks that stands out. Successful

marketers make sure that viral elements – not static links and videos – are key to reaching this audience.

GenXers (33-44) Spectators form the foundation for future participation. While significantly fewer members of GenX are at the top of the participation ladder, four out of 10 are already using social media as Spectators, making them well positioned to take the next step. This generation has plenty of knowledge to share based on their years of experience, from rating recipes to offering reviews of new restaurants.

Boomers and Seniors (45-55+) with 70% participation at least once a month, marketers need more relevant content and services to get them engaged. The advent of sites like Eons – which is a social networking site that incorporates blogging and targets users 50 and older – means that Boomers and Seniors are more likely to find something that inspires greater levels of participation.

S O C I A L M E D I A

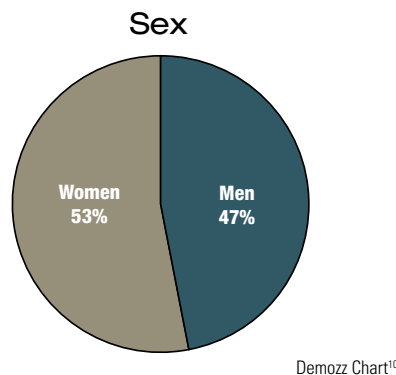
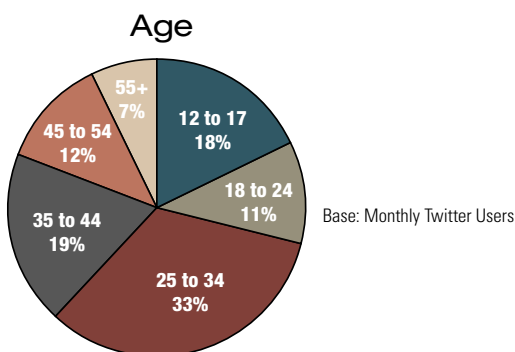
Stats



- According to the Arbitron Edison study, Twitter usage presently stands at an estimated 17 million Americans. (75 million users worldwide) This reflects 7% of the population.⁷
- Nearly two-thirds of active Twitter users also access social networking sites using a mobile phone.⁷
- 51% of active Twitter users follow companies, brands or products on social networks.⁸



- There are more than 550 million active Facebook® users around the world.
- 50% of active users log on to Facebook® in any given day.
- The average user has 130 friends.
- People spend over 500 billion minutes per month using Facebook®.
- The average user creates 70 pieces of content each month.
- More than 25 billion pieces of content (Web links, news stories, blog posts, notes, photo albums, etc.) are shared each month.



How Does Social Media Fit In?

Social media allows businesses to effectively connect more with their customers and better meet their customers' demands. In fact, in 2010, about 70% of small businesses plan to use social media to get their messages out.⁹ Many brands use social media monitoring to hone their messages. By listening to the market they are able to draw important conclusions that can influence their traditional marketing strategies. For example, a company might reword a print ad to match the style of language its customers are using in online forums – allowing the ad to be more effective as it reaches the audience on a deeper level. Companies can also engage parties who

already have shown an interest in their brand through their social media channels, thus increasing the number of successful marketing campaigns.

Integrating on- and offline content is a simple and cost-effective way to create awareness and consistent messaging about a company's networking sites and to persuade customers to visit them to learn more. It is important to have well thought out objectives when designing social media channels (Facebook/Twitter page) to truly stand out and engage viewers. Otherwise, once users reach your site they might deem it irrelevant or static. Below are some examples of corporations who are profiting from their social media marketing efforts.

Dunkin' Donuts



Listed as #12 in the Corporate America Top 50 Facebook® Pages of 2009, Dunkin' Donuts can teach us all something about the use of social media.

While most Facebook® fan pages use corporate logos as their profile pictures, Dunkin' Donuts uses this space to honor its "Fan of the Week" contest winner. Dunkin' Donuts' attentiveness to fans' positive or negative comments on their Facebook® wall shows they truly care about their customers' wants and needs.

Before Dunkin' Donuts opened its second store in Kansas City, the company had started tweeting about its grand opening long before they ran traditional advertising. This created a buzz in the Kansas City community, getting people excited for Dunkin' Donuts' new location.¹⁰

Southwest Airlines

If you follow Southwest Airlines on Twitter, you'll never be bored. It's just not your everyday corporate Twitter account. Southwest's corporate communication team uses Twitter to share news and information about Southwest, inform its customers of

flight delays or weather issues, and route potential customer service inquiries to appropriate internal team members so they can assist. Southwest also uses monitoring to address any harmful feedback from customers. By carefully monitoring and

listening to what is being said about their brand across the Web, Southwest never misses valuable opportunities to connect with their customers.

Southwest recently tweeted about a video that a customer took of a rapping flight attendant and mentioned it to a journalist. From there, the video and story got picked up everywhere from the Web to the *Wall Street Journal*. Southwest has embraced the power of social media to give their customers access to what's happening behind the scenes at the airline, and hear what they have to say about their experiences with the company.

They are proof that listening, engaging and embracing communication with your customers is key to building long-term brand awareness, loyalty and even a bit of fun.¹¹



Blendtec

Who knew that a company that makes blenders could be so popular? Blendtec took a boring product and made it exciting. Famous for its library of inexpensive Will It Blend™ videos posted on YouTube and shared by millions, Will It Blend is part of the company's viral marketing strategy, consisting of a series of infomercials demonstrating the Blendtec line of blenders. In the show, Tom Dickson, the Blendtec founder, attempts to blend various items (wood, marbles, an iPhone, etc.) in order to show off the power of his blender. As the popularity of the videos grew, Blendtec encouraged consumers to suggest things to blend.

By engaging audiences, Blendtec was able to create a sense that customer feedback



was important. Consumers had a stake in the videos and thus the Will It Blend videos developed a cult-like following. Dickson has showcased the power of Blendtec's blenders live on YouTube as well as other media outlets like NBC's Today Show, demonstrating how they profited from the reach that social media provides.

Nothing is better than creating some great content and handing it over to your brand supporters. It's powerful, and Blendtec is a great example of how a company can combine a little bit of creativity and user-generated content to gain sizable awareness and sustain a following.



Think about a person to whom you enjoy talking. Maybe it's a spouse or a best friend. Now think about the qualities that make that person such a good conversationalist. One of the key skills in communicating effectively is listening. It shouldn't be a surprise that one of the main benefits of social media monitoring is that it is a great listening tool. By listening to the marketplace and focusing more directly on customers' demands, companies gain significant competitive advantage.

What people say online about companies, brands and products matters. In fact, nearly half of Americans who use social media say reviews about a particular company, brand or product from friends or people they follow on social networking websites influence them either a great deal or a fair amount (45%) – the same number of Americans who say reviews in newspaper or magazine articles influence them (46%).¹²

When is the right time to establish a social media presence? Ask yourself first if you know whether your target audience is actively using social networking sites, and whether you have established both an objective and a strategy

for engaging with your customers and potential customers online. If the answer to either question is no, then social media monitoring would be your first step. However, listening is important for other reasons, not just for determining whether your company should set up a Facebook® page or a Twitter account.

Monitoring your reputation online is a necessary investment if you want to be able to protect yourself adequately from brand hijacks and credibility damaging comments. No matter the size of your organization, using social media alerts lets you track mentions of your name, company and brand. You can also use alerts to listen to what's being said about your employees and/or executives, as well as your competitors. It's better to get notifications before a problem escalates or gets lodged in the top search rankings. By then, it may be too late.

Alternatively, if your competitors are showing up in search results on marketplace issues ahead of you, or if mentions of your brand contain nothing more than neutral sentiment, using a monitoring tool can help you identify which key influencers to engage with to give you a positive infusion of energy.

50%
of Americans who use social media say reviews from friends they follow on social networks "influence them a great deal."

FREE MONITORING Tools

Google Alerts – Tracks information from news, Web, blogs, microblogs, images and video and allows users to decide how often they want to receive alerts (generally by e-mail): as-it-happens, once a day or once a week.

SocialMention.com – Allows users to track information from news, Web, blogs, microblogs, images and video and also offers them the chance to filter these results by social media sources from a list of 80. Social Mention.com effectively measures results of search terms by strength, sentiment, passion and reach.

Topsy.com – Monitors photos and tweets by measuring results of search terms by how they match your search terms and the influence of people talking about them.

Trackur – Shows the influence and audience reach of those discussing your brand and includes sentiment tagging to see how people currently feel about your company/brand.

Kurrently – Tracks information from Facebook® and Twitter and offers instant updates of what's happening right now on the Web.

MonitorThis.com – Monitors news, Web, blogs, microblogs, images and video and allows users to filter their search results by requiring their search name in title.

Build Relationships

Highly effective social media campaigns are not accomplished simply by broadcasting information and disseminating it through social media channels. Successful companies build meaningful and lasting relationships through constant interaction with consumers. Very often those relationships create a referral network once consumers start talking to each other. Building relationships through social media in turn allows companies to build trust and loyalty for themselves.

By responding to both negative and positive feedback, companies show their honesty and that they truly care about developing a personal relationship with their consumers.

There are many free tools available today, and the list keeps growing. Free monitoring services we highly recommend are shown below. When you're ready to begin more robust, sophisticated monitoring, Nicholson Kovac is poised to be your partner.

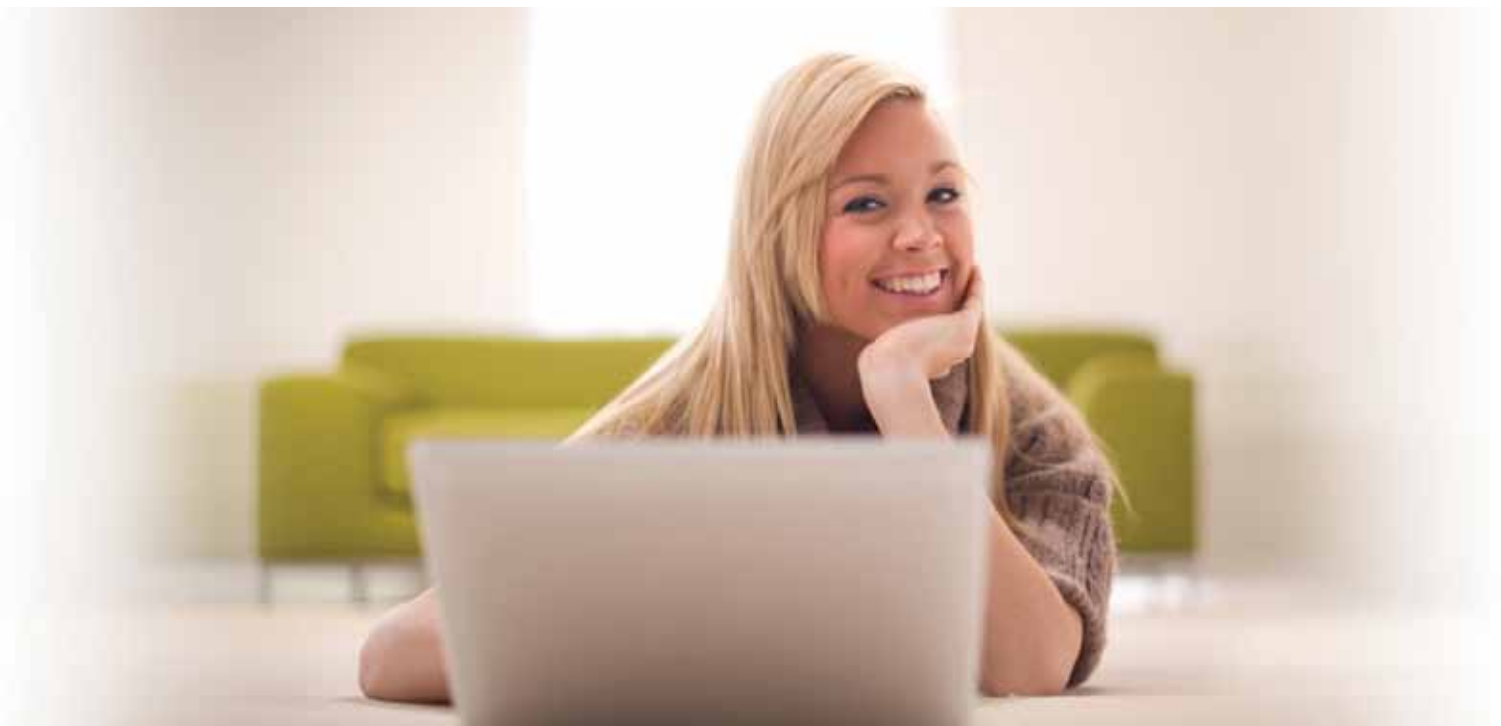


Monitoring Tool Matrix

Monitoring Tool	What Does It Track?	How Are Results Filtered?	How Are Results Measured?	Noteworthy
Google Alerts	All Google content such as images, videos, maps, news, shopping sites, blogs, microblog updates, discussions	Type Frequency Posts per page	Relevance Date range Length of post	Simple to manage existing e-mail alerts or add more.
Social Mention	100+ social media properties	Date Source Time period	Strength Sentiment Passion Reach	Offers top keywords, users, hashtags and sources. Personalized daily e-mail alerts.
Trackur	Blogs, news, social networks	Type Date Time period	Influence Sentiment	Allows advanced filtering such as domain exclusion.
Topsy	Photos, Tweets	Type Time period	Influence Relevance	Contains trackback pages, allows advanced filtering.
Kurrently	Facebook, Twitter	Type Time period	Relevance Stream speed	Instant updates.
Monitor This	Articles, blogs, microblogs, news, photos, tags, videos, websites	Engine Source	Date Relevance Length of post	Aggregates results for 26 search engines.

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Aggregation – Gathering information from multiple websites, typically via RSS. Aggregation lets websites mix the information from multiple websites, for example by republishing all the news related to a particular keyword.

API (Application Programming Interface) – allows a data feed to feed from another site to a personal site.

App (Short for application) – Apps perform special functions on smart phones and can be downloaded or purchased through the phone's Internet. A wide range of apps are available in several categories including, but not limited to, games, education and health.

Astrourfing – A fake grassroots campaign online used to create simulated buzz about a brand or product.

Augmented Reality – The use of computer graphics in real-world environments to enhance what we see, hear and feel around us. These graphics can be added in real time to provide feedback or information about the world around users.

Avatar – A computer user's representation of themselves in the form of a two-dimensional icon or a three-dimensional model.

Blogs – Websites where individuals provide entries of any type of content from video and podcasts to traditional text and photos in order to inform or create discussions; presented in reverse chronological order. Slang for web-log.

Blogroll – A list of recommended blogs generally in link form.

Blogsphere – The collective term for the entire blogging community.

Vlog – A form of blogging that uses the video medium instead of written/typed posts.

Brand Advocates – Influencers that display positive sentiment through conversations for a company, brand or product.

E-book – A digital edition of a printed book or periodical to be read online. E-books can be downloaded as an alternative to buying the printed edition.

Chatroulette – A website that pairs random strangers from around the world together for webcam-based conversations.

Ecosystem – An online community and its surrounding environment functioning as a whole.

Flashmob – A sudden physical gathering of people initiated by an online request or invitation via a tweet, Facebook® status, text message or email.

Flickr® – Online site for storing, sharing and commenting on photos.

Geotagging – The addition of geographical location information to online media (photographs, video, posts, websites, etc).

Hat Tip – Public acknowledgement for raising attention to a post, tweet or person.

Influencer – A person specialized in a specific subject matter and highly recognized in an online community who has the ability to sway others' thoughts. Key Influencers are sought out because of their expertise on specific subject matters.

Location-based Service – A service operating from a mobile device that capitalizes on geographical location for various purposes including entertainment, safety and work, i.e. Foursquare, Google maps and Loopt.

Mash-up – The combination of different Web sources to create a new source.

Mention – The listing of a company, brand or product within the context of a social media post.

Meme – A viral concept or question that a person contributes to and then shares with others to continue the chain.

Message Boards/Forums – An online discussion site for people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in hopes to gain more information or start a conversation.

Micro-blogging – A form of blogging where the entries/posts are limited to a certain amount of characters or words, i.e. Twitter.

Micro-vlogging – A form of vlogging where the entries/posts are limited to a specific amount of time, i.e. 12seconds.tv or geekbeat.tv.

Online Community – A group of people using social media tools and sites on the Internet.

Open-source Software – Computer software with a source code that is publicly available for developers to explore, improve and alter.

Podcasts – Online audio or video recordings syndicated on the Internet and available for download to portable media players such as an iPod.

Post – The entire content (article) that is posted in a social media channel.

Profiles – The information that you provide about yourself when signing up for a social networking site. This may include a picture, basic information, personal and business interests and tags to help people search for like-minded people.

QR Code (Quick Response Code) – a two-dimensional bar code that can be scanned with a QR code reader on smart phones to launch the Internet on the phone and lead directly to a specific URL, video or photo.

RSS Feed (Really Simple Syndication) – a system that generates frequently updated information from a site, i.e. blog posts and online articles.

Reader – Aggregates information from RSS Feed into one site, i.e., Google Reader.

Sentiment – A level of assessment that determines the tone of an article, blog post, a company, etc – usually positive, negative or neutral.

Share-of-Discussion – The competitive share of conversations in the social media channel, similar to a traditional media share-of-voice.

Social Bookmarking – A method for people to search, organize, store and share items, i.e. blog posts, online articles and pictures of interest using the item's URL. Example sites include Del.icio.us and StumbleUpon.

Social Media – A term used to describe tools and platforms people use to produce, publish and share online content and to interact with one another. Social media tools include: blogs, podcasts, videos, microblogs, wikis, etc.

Social Networking Sites – Large sites that host multiple communities comprised of profiles of people with similar interests. These sites offer a place where people engage with one another online and share content. Example communities include:

Facebook® – An online community for people to connect or re-connect with others. Enables people to share videos, pictures and information about themselves. One of the fastest growing social networks of the past two years.

Formspring – A social networking site where users can ask and answer questions anonymously.

LinkedIn – A professional online community used to network with fellow professionals; an online resume sharing site.

Social News Sites – Websites where users submit and vote on news stories or other links, thus determining which links are presented. Example sites include Digg and Reddit.



Social Technographics – Categories representing the various types of social media users based on the level of their participation within social media.

Creators – Make social content by writing blogs and posts or uploading media.

Critics – Respond to content from others. They post reviews, comment on blogs, participate in forums and edit wiki articles.

Collectors – Use social technology to collect information and stay on top of trends.

Joiners – Join social networking sites like Twitter or Facebook to connect with other users.

Spectators – Read blogs, watch user-generated videos and view or listen to other social media without engaging with other users.

Inactives – Non-participants in social media.

Tags – Keywords attached to a blog post, bookmark, photo or other item of content so the creator and others can find them easily through searches and aggregation.

Tag Cloud – A visualization of the most popular tags related to a specific brand, topic or issue. The larger the font is in the cloud, the more popular and closely related it is to the subject.

Threads – Strands of conversation. On an e-mail list or Web forum, they will be defined by messages that use the same subject.

Topic – An idea, issue or talking point in an online conversation that is made up of threads.

Trend Graph – A visualization of quantitative trends, over a given period of time, for a company, brand or specific set of issues.

Twitter – A micro-blogging community where posts and links are 140 characters or less.

Tweet – A post/entry made on Twitter.

Retweet (RT) – To share an update from someone you are following by reposting it to your followers.

Direct Message (DM) – A private personalized message that is 140 characters long.

@reply – Tweets that start with an @ then a username. This allows you to address another user specifically, much as you would in a conversation.

Hashtag – Similar to regular tags, these are keywords associated and assigned to an item of content with a hash mark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter.

Twitter Search – A search engine that filters out real-time tweets.

TweetChat – A scheduled chat on Twitter that is led by a moderator or by freestyle participation from chat members. Tweets to these chats are linked together by a common predetermined hashtag.

Tweetup – An organized in-person gathering of Twitter users.

Twitter List – A categorized compilation of Twitter users collected by another user. When a user is listed, it is featured in their individual profile. Users can also see the lists a user has created on their profile.

Twitter Client – A 3rd party software client that allows users to access Twitter using API calls instead of visiting Twitter.com.

Upload – To transfer a file or other content from your computer to an Internet site.

URL (Unique Resource Locator) – The technical term for a web address.

Video Chat – Online chatting using a webcam. Popular services/sites associated with video chatting are Skype and Chatroulette.

Vimeo – A social site for uploading and sharing videos with a creative focus.

Virtual World – An online community where users can interact and inhabit in the form of avatars in a simulated environment, i.e. Second Life®.

Webinar – An online seminar with interactive qualities such as call-in questions or question submission, comments and feedback.

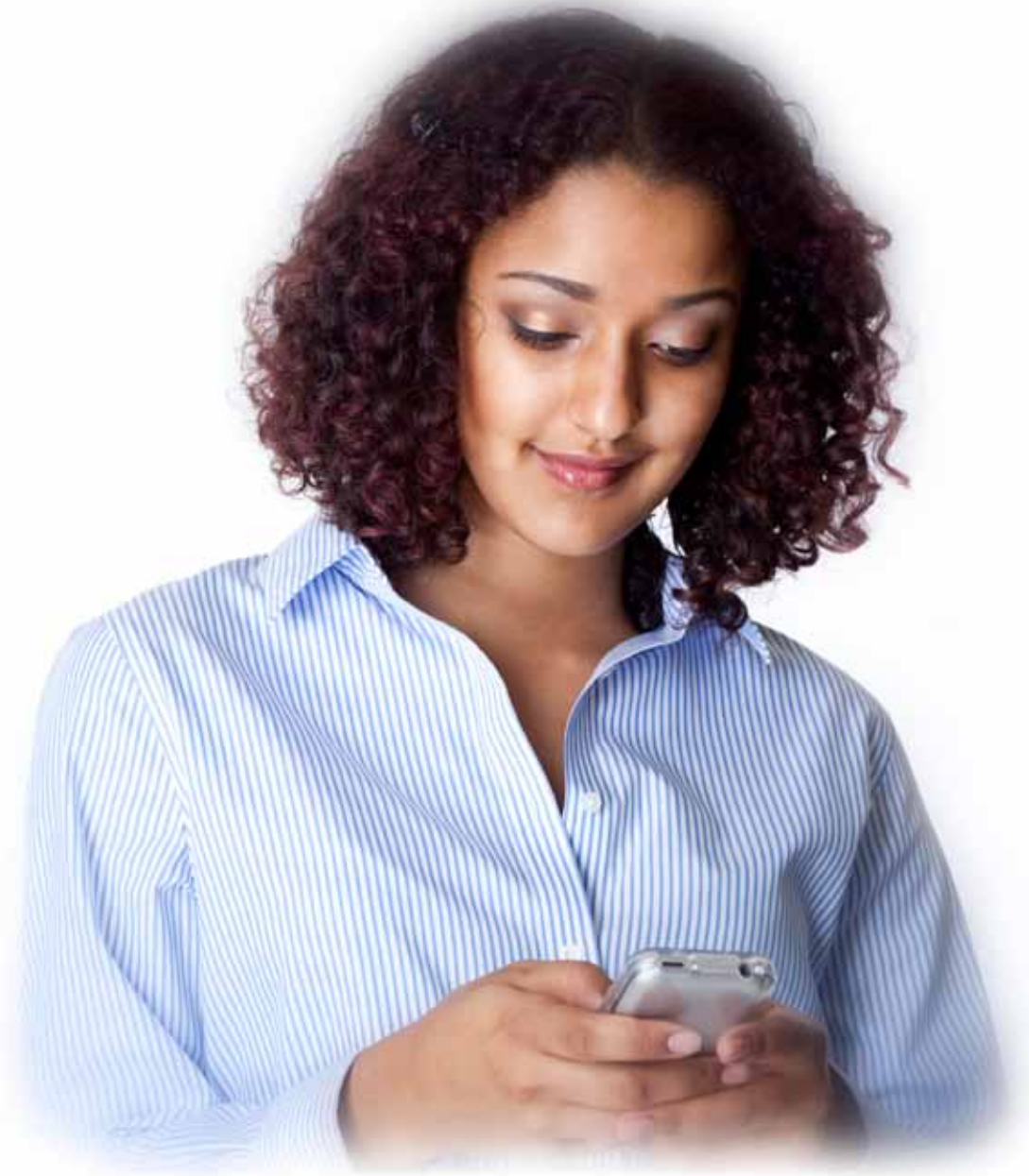
Webcast – A one-way online web conference where the speaker transmits information but the listeners are unable to contribute.

Widget – A mini application that performs a specific function and connects to the Internet.

Wikis – Web pages used to collect content about a topic. Anyone with access to the pages can edit or modify the information.

WordPress – An open source blog publishing website.

YouTube – An online site for uploading and discussing videos. Videos can also be embedded from YouTube onto other social media sites such as blogs or social networks.



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800.352.1766 • www.nicholsonkovac.com

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