



Social Media 101

Why you MUST pay attention to a connected world

Why I care

and who I am



Don Stanley

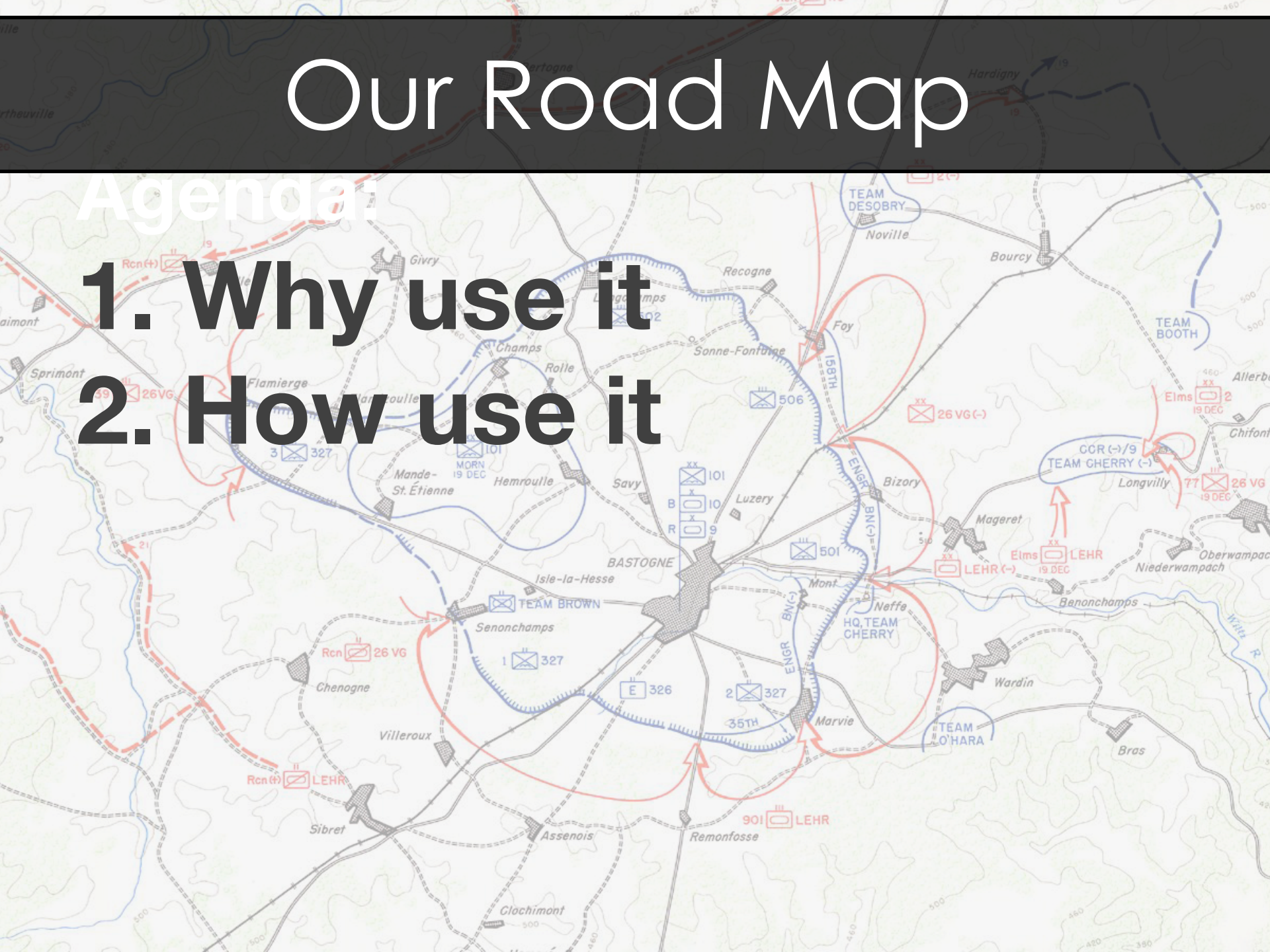
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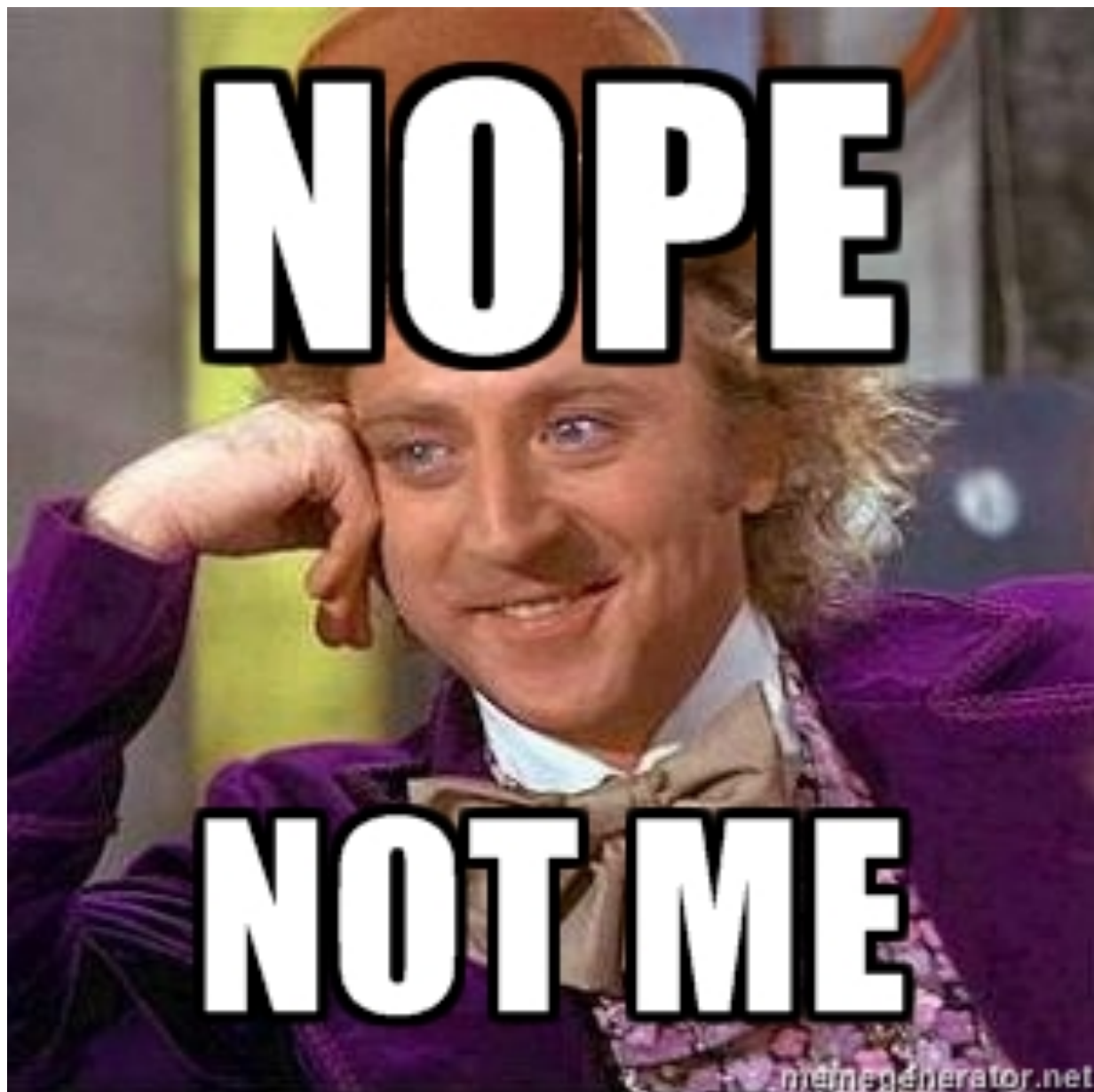
Our Road Map

Agenda

1. Why use it

2. How use it





But we are the exception!

APRIL, MAY, JUNE, 1897.

The Furrow

A JOURNAL FOR THE AMERICAN FARMER

PUBLISHED QUARTERLY BY
G. L. SHAUL
Clarinda, Iowa.

AGENCY FOR THE

Celebrated John Deere Plows

Cultivators and Harrows

SPRING ANNOUNCEMENT ✻ It gives us pleasure to announce to our many friends that our stock of

H A R D W A R E

Implements, Vehicles and Hardware

for the spring trade of 1897 is complete in every department. It is a satisfaction to be able to offer our patrons the VERY BEST in these lines. We have some LEADERS which it will pay you to examine early, and we believe we can suit you in quality and price. It is well to remember that PRICE DEPENDS UPON QUALITY. If you expect to invest anything in farm machinery, vehicles or building material this spring it will be to your interest to examine our stock, as it is generally conceded that the man or firm who sells the

John Deere Plows

has the best in their class, and it is reasonably safe to assume that other lines will be kept up to the standard of these goods. You will make a great mistake if you do not

SEE OUR GOODS AND GET OUR PRICES BEFORE BUYING

C. B.

Are we the exception?

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THE FURROW

SEPTEMBER-OCTOBER 2011

THE NEW COFFEE SHOP?



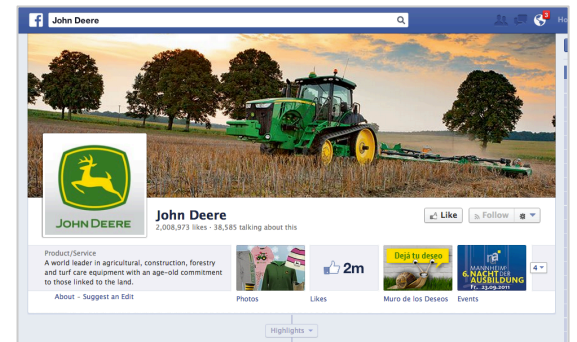
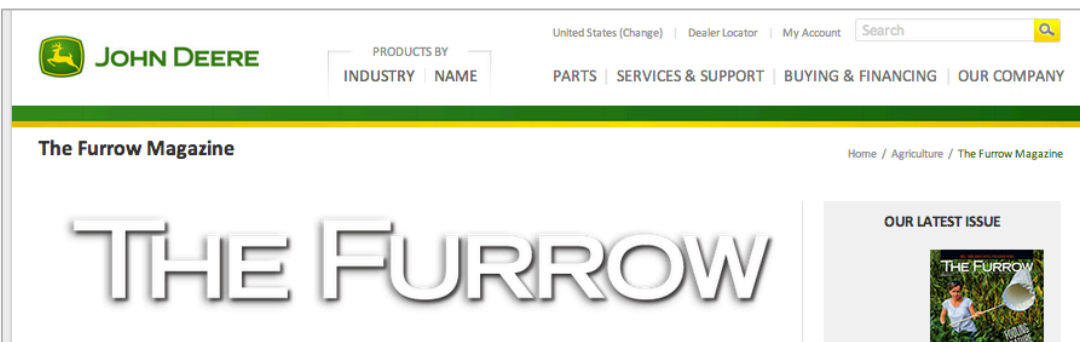
■ Carolina corn ■ Keep P in place

UW-Madison

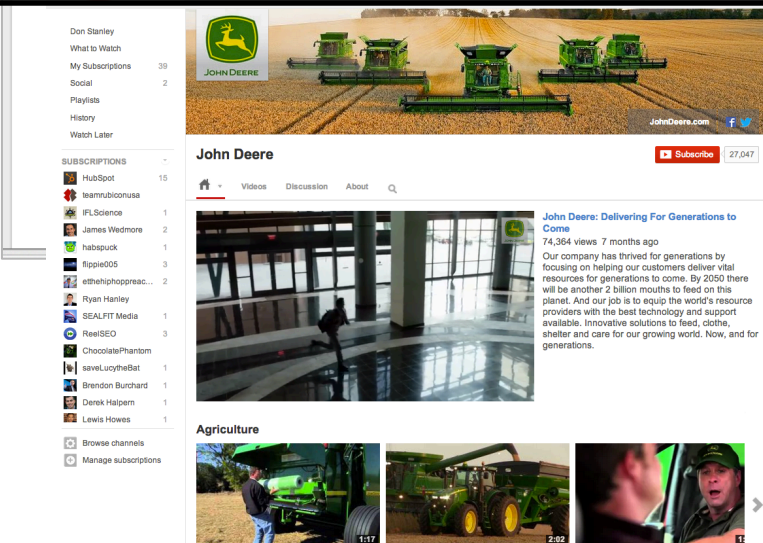
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Photo via Flickr user zeuxis.pixelsurgery



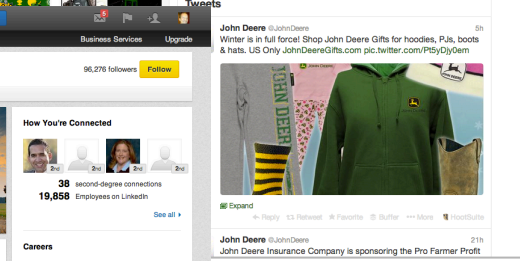
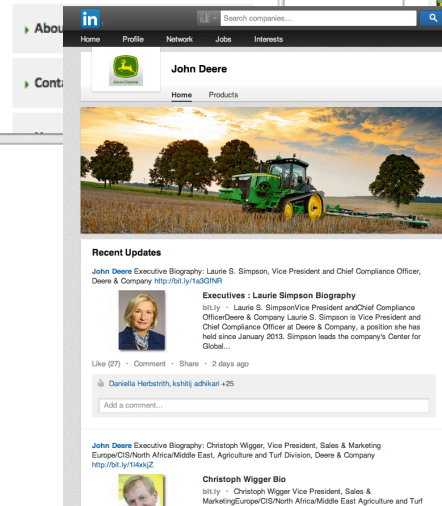
Web, Facebook, Twitter, LinkedIn and YouTube are major connection points



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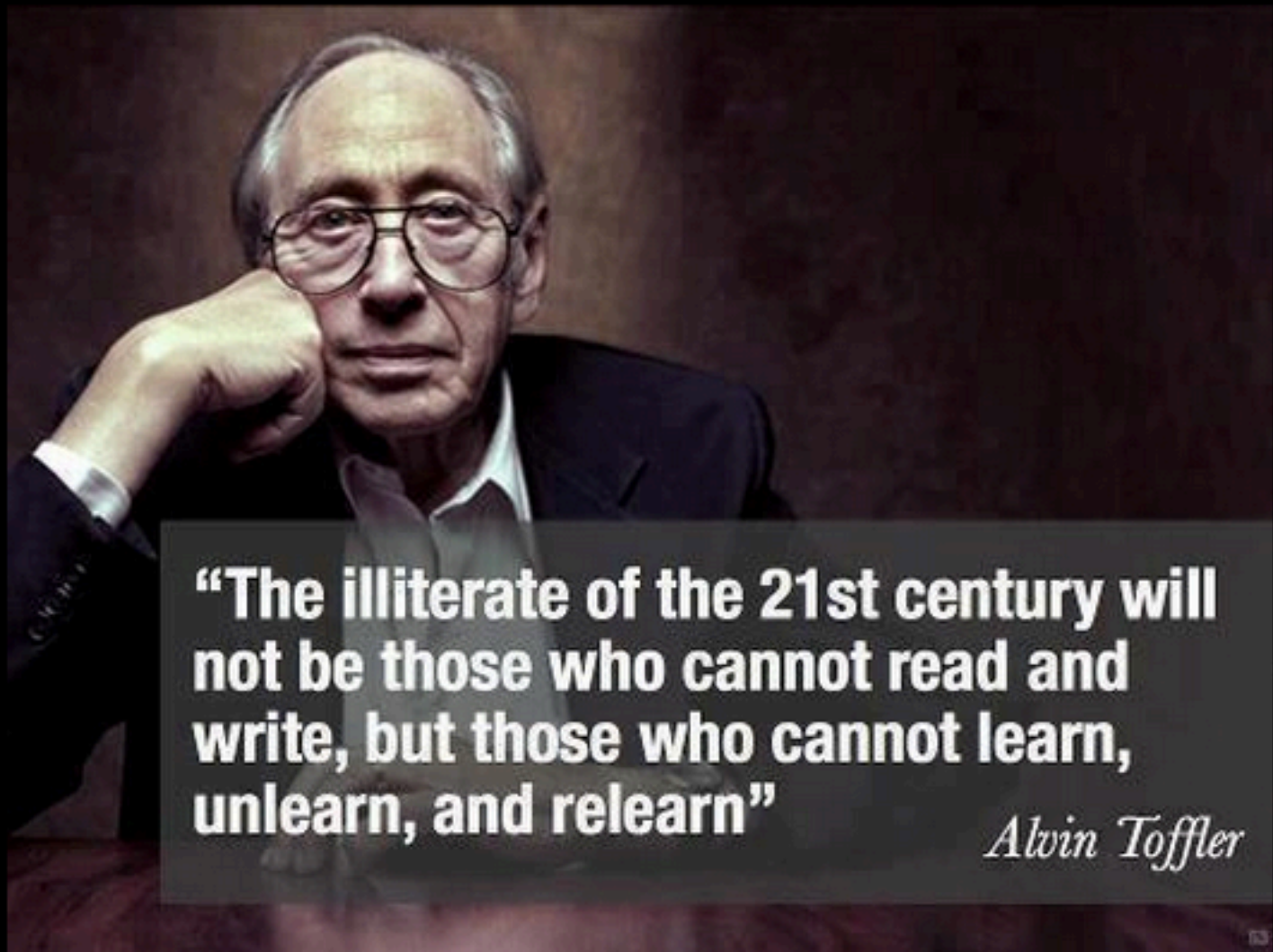
[Launch The Furrow Tablet Edition](#)

RESOURCES



Ostrich Strategy Doesn't Work





“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler



Social Media
& Digital Media
is a huge part of our

LIFE.

**93% OF SOCIAL MEDIA USERS BELIEVE A COMPANY
SHOULD HAVE A PRESENCE IN SOCIAL MEDIA.**

Cone, Business in Social Media Study, September 2008



If Facebook
were a country,
it would be
the third most
populated
in the world,
ahead of the
United States.



If Facebook
were a country,
it would be
the third most
populated
in the world,
ahead of the
United States.

Only China
& India are
more populated.



Number of Accounts
**FB is blocked in China*

150 million (2009)

500 million (2010)

700 million (2011)

1 BILLION (2012)

1.15 Billion (2013)

1.26 Billion (2014)

ok



Activity

30B Content Items/Day

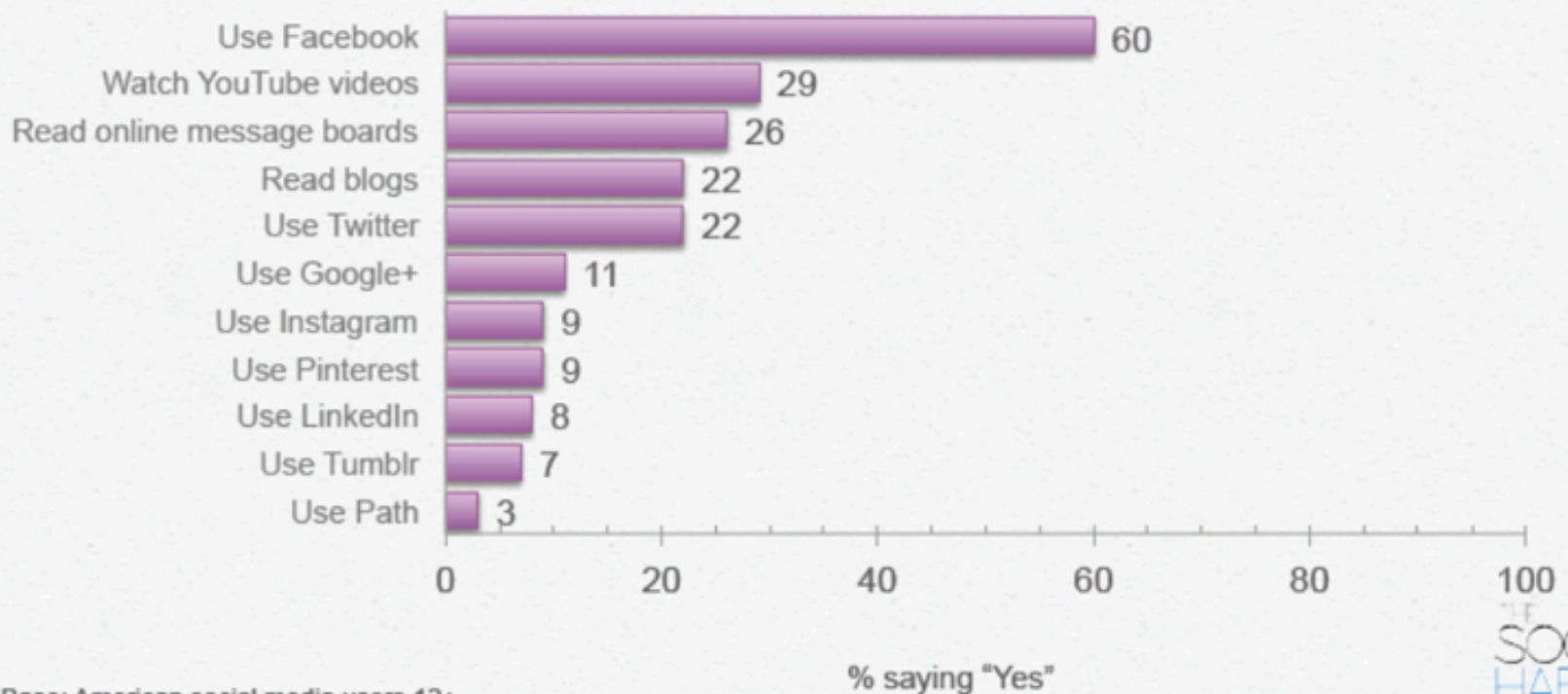
2.7B likes (accuracy)

350M mobile visits/day

300M photos uploaded/day

6 in 10 Wake Up with Facebook

“Do you typically...weekday mornings at home right after you wake up?”



Smartphone Stats



75 nations have more smartphone subscriptions than people living in their country – chuck martin

Smartphone Stats



The AVERAGE smartphone owner in the US

- look at their phones 150X/day
- Spend 141 minutes on their smartphone

Smartphone Stats



92% of smartphone owner in the US
have their phone, within arms reach,

24 hours/day, 7 days/ week!

When You Have a Question



What do you do?



Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

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[iGoogle](#) | [Sign in](#)



Google Search

I'm Feeling Lucky

[Advanced Search](#)
[Preferences](#)
[Language Tools](#)

[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2008 Google

5.1 billion searches DAILY!

A hand holds a silver flip phone against a light blue sky background. The phone's screen is white and displays the text "35 Hours" in a large, bold, black font. A thin blue line is drawn diagonally across the text. Below the main text, in a smaller black font, is the phrase "the amount of video uploaded to YouTube every minute".

~~35 Hours~~

the amount of video
uploaded to YouTube
every minute

A hand holds a silver flip phone against a light blue background. The phone's screen displays a white rectangular box containing text. The text is in a large, bold, black sans-serif font. The first line reads '100 Hours' and the second line reads '35 Hours', with a thin blue diagonal line crossing through the '35'. Below these numbers, in a smaller black font, is the text 'the amount of video uploaded to YouTube every minute'.

100 Hours
~~**35 Hours**~~

the amount of video
uploaded to YouTube
every minute

It's the 3rd most visited site on the web

via mashable.com

4 BILLION.

The number of YouTube videos viewed per day.



4 BILLION.

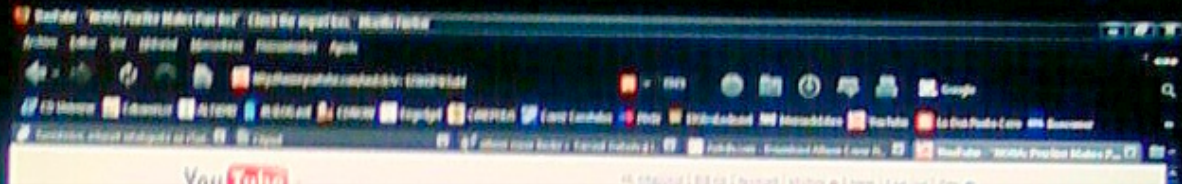
The number of YouTube videos viewed per day.

- 1 **BILLION** unique users monthly
- 6 billion hours watched/month



4 BILLION.

The number of YouTube videos viewed per day.



According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network



A close-up photograph of two people's feet. The person on the left is wearing a black high-top sneaker with white laces and a white rubber sole. The person on the right is wearing a white low-top sneaker with a floral pattern and a white rubber sole. The background is blurred, showing what appears to be a city street at night with lights.

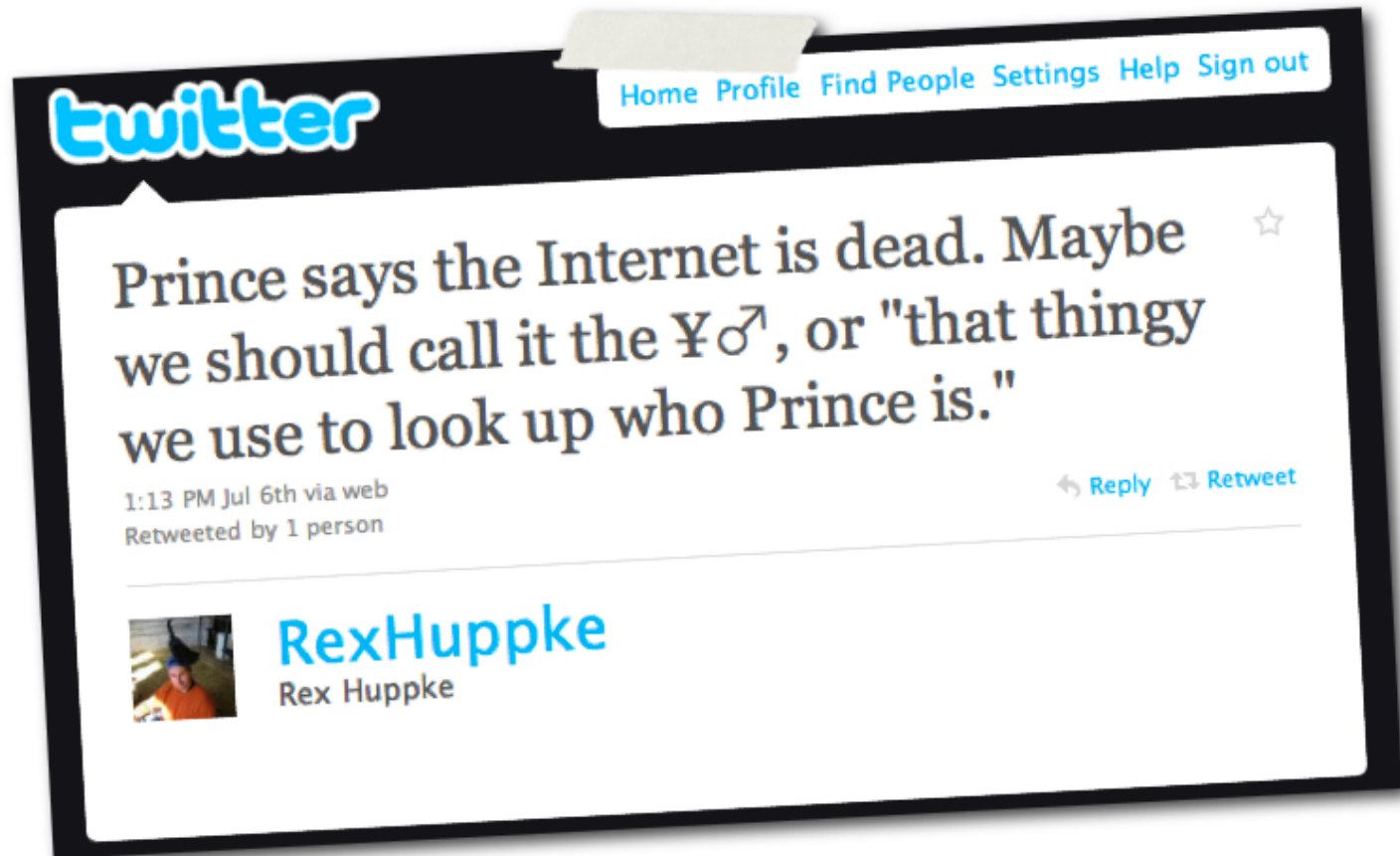
1 in 6.5

The number of marriages last year between people who met through social media.

THAT'S MORE THAN TWICE THE NUMBER OF PEOPLE WHO MET AT BARS, CLUBS, AND OTHER SOCIAL EVENTS COMBINED.

400 Million

Tweets Per Day



250M in late 2011 -- 110M early 2011-- 27M in 2010 -- 3.3M in 2009

Riveting talks by remarkable people, free to the world

Watch brand-new talks from TED2010 ...

Resize by:

- ☐ Newest releases
- ☐ Most languages
- ☐ Most emailed this week
- ☐ Most comments this week
- ☒ Most favored all-time
- ☐ Rated jaw-dropping
- ☐ ... persuasive
- ☐ ... courageous
- ☐ ... ingenious
- ☐ ... fascinating
- ☐ ... inspiring
- ☐ ... beautiful
- ☐ ... funny
- ☐ ... informative

Show talks related to:

- ☐ Technology
- ☐ Entertainment
- ☐ Design
- ☐ Business
- ☐ Science
- ☐ Global issues
- ☒ All



Dan Gilbert asks, Why are we happy?



Barry Schwartz on the paradox of choice



Ken Robinson says schools kill creativity



Jill Bolte Taylor's stroke insight



Malcolm Gladwell on spaghetti sauce



Richard St. John's 8 secrets of success



Elizabeth Gilbert on nurturing creativity



Hans Rosling shows the best stats you've ever seen



Tony Robbins asks why we do what we do



Benjamin Zander on music and passion



Dan Pink on the surprising science of



VS Ramachandran on your mind



Richard Dawkins on militant atheism

<http://www.ted.com>

Why To?

It's where people go for information today.

It's with them 24/7/365.

Now “How To”

5 Proven Tips



"Simplicity is the ultimate sophistication"

Leonardo Da Vinci

Tip 1: Be On Purpose

Uses:

- ▶ Raise Awareness
- ▶ Get Buy-in
- ▶ Conduct Market Research
- ▶ Forge Partnerships
- ▶ Provide Customer Service
- ▶ Lead Generation



**HOPE IS NOT
A STRATEGY.**

Activity \neq Achievement

NOW: Write out the purpose of your activities.

Activity Achievement

NOW: Write out the purpose of your activities.

WHY are you doing this? What problem is this solving?
Some ideas ...

- **Public Relations?**
- **Customer Service**
- **Relationship/Trust Building**
- **Exposure**
- **Collaboration**

WHO, specifically are you helping?

- **Specificity creates meaning. Meaning creates happiness. Drill down to ideal clients. Speak to THEM!**

Tip 2: Plan Your Production

Want to save real time? Learn from the experts ...



Plan Your Production

NOW: Starting with the end in mind, write out annual schedule of events.

Be Proactive. Help Yourself Out!

- **What events happen annually?**
- **Quarterly?**
- **Monthly?**

Schedule the time! We monitor what we measure, Let's look at an example.

- **When can this be scheduled into your workflow. It doesn't have to be long, it just needs to be consistent (like exercise)**

Tip 3: Assign Roles Correctly



NOW: Think of how you can be

HELPFUL!

Tip 4: Platform for Success



Tip 4: Platform for Success

FIRST: Pick a Platform and get TRACTION

This is the toughest. It's about relationships (not pushing) and relationships take time!

Building internal workflows

Establishing key relationships

SECOND: Momentum

You have a solid plan, you are executing the plan and you are seeing the ROI from your action

THIRD: Expansion

You have a solid plan, you are executing the plan and you are seeing the ROI from your action

Tip 5: Do The Work

“I hate discipline, but I love the fruits of discipline”



Review

Tip 1: **Be on a Mission**

Tip 2: **Plan Your Production**

Tip 3: **Assign Roles Appropriately**

Tip 4: **Platform for Success**

Tip 5: **Do the Work**

**DON'T ASSUME SOCIAL MEDIA
IS THE ANSWER TO EVERYTHING.**



thank you!



Don Stanley

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