



# Interweb Socializing

## Social Media and Networking

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# Social Media

“**Social media** is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories, and understandings.”

- Wikipedia



# Timeline

1971	1979	1984	1988	1991	1995	1998 -2004
Email	Usenet	Listservs	IRC	Personal Web Sites Discussion Groups Chat	1st Social Networking Site Clasmates.com	Blogs Podcast Wikis

**2005 and beyond>>**  
Web 2.0 apps and  
User-generated content  
take over



# Take A Moment

Think about how you use the Web right now compared to six years ago. Now think about how our children are using it.

Social Media is the innovation of our time. Whether or not the internet becomes a mass media is irrelevant. Our behavior and the behavior of future generations has been irreversibly altered.

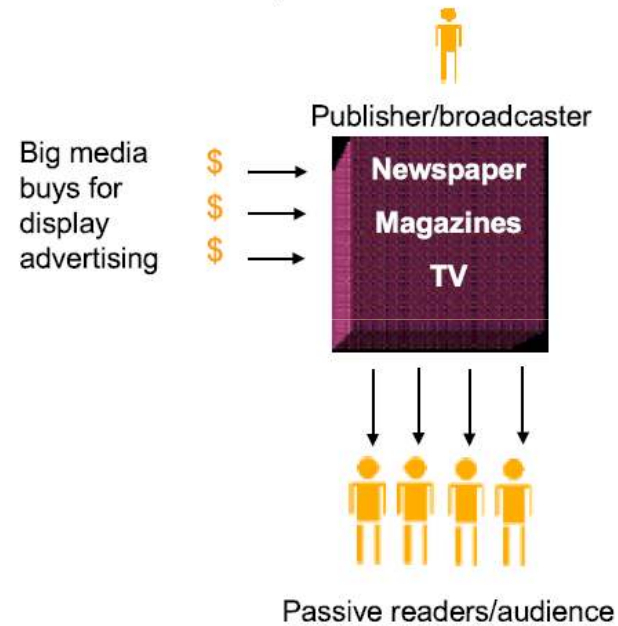


# The Evolution

## BROADCAST

“We tell you”

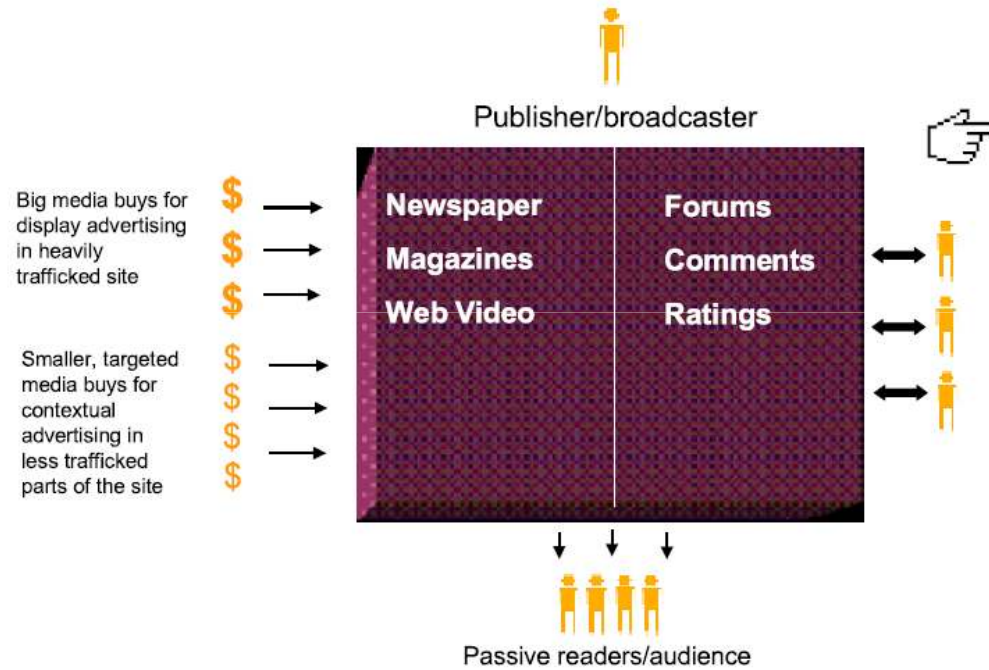
Examples: The New York Times, CNN



# The Evolution

## INTERACTIVE

“Tell us what you think of what we tell you”  
Examples: nytimes.com, cnn.com



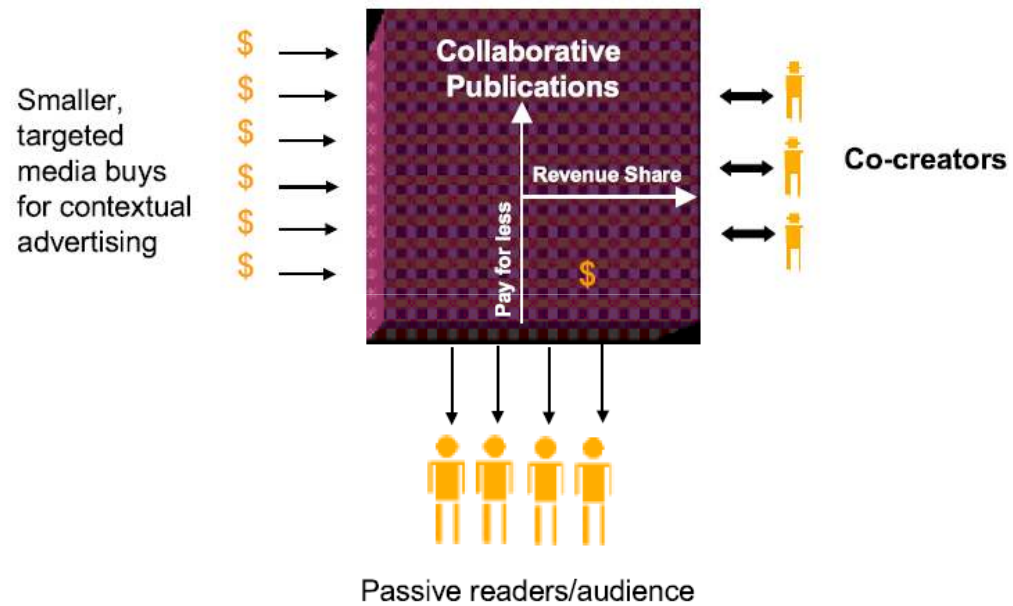
Source: [www.managementinnovationgroup.com/docs/MIG\\_Social\\_Media\\_Poster.pdf](http://www.managementinnovationgroup.com/docs/MIG_Social_Media_Poster.pdf)

# The Evolution

## Social Media

"Tell each other"

Examples: Wikipedia, Slashdot, Ohmynews





# Types

- Blogs/MicroBlogging
- Message Boards
- Chat Rooms
- Podcasts
- Video
- RSS



**Community**



**Content**

**The 4 C's  
of Blogging**



**Consistency**



**Clarity**

Source: Logic + Emotion: <http://darmano.typepad.com>

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## Blogsourcing: Refining Ideas Through Social Media



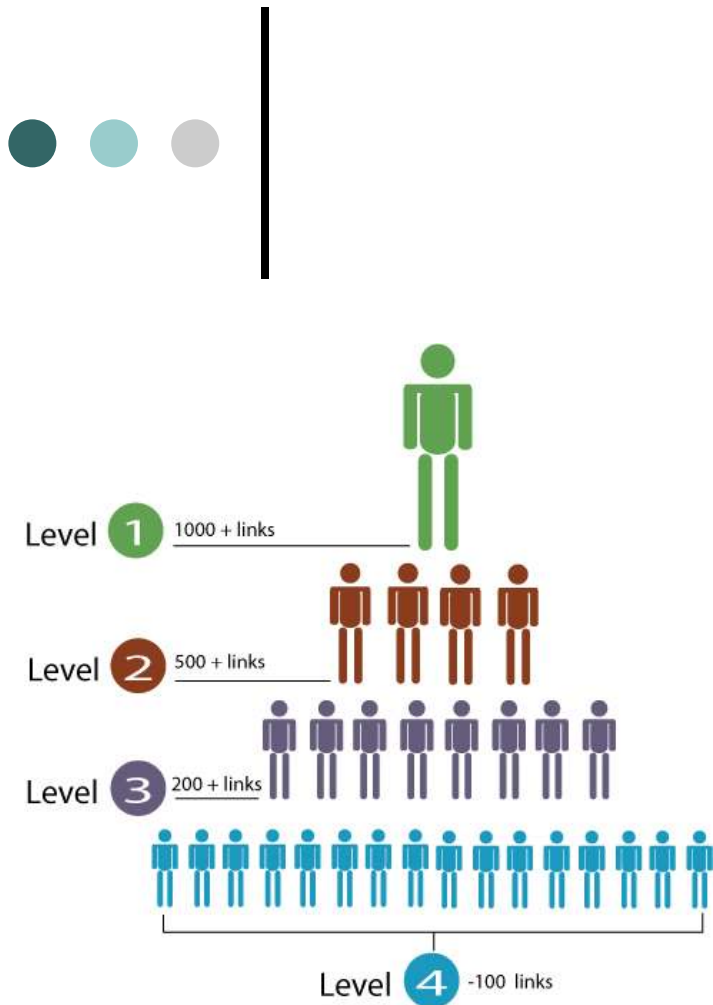
Initial idea is posted on a blog.



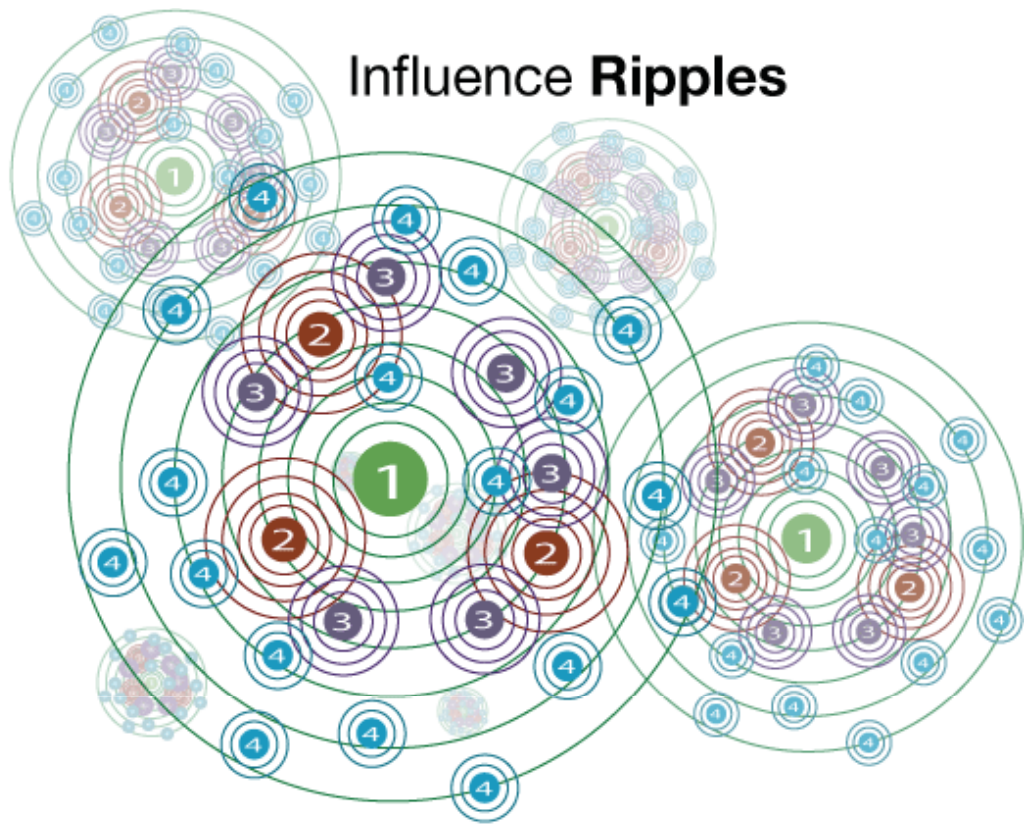
The idea is discussed, questioned, debated, and ideated upon by a **networked community** through comments, referrals and discussions happening in other areas of network.



Initial idea is **influenced, evolved and iterated upon** based off surrounding discussions and extended ideation.  
The process can be repeated as needed.



# Influence Ripples

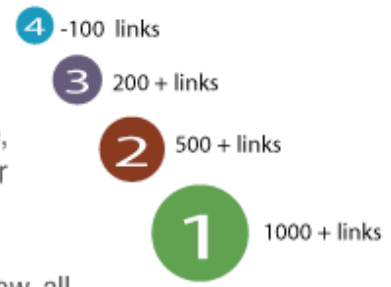


Bloggers who exert a larger “sphere of influence” have a broad ripple effect.

Bloggers at the lower ranking levels also influence, but their ripples are **smaller**. Bloggers with smaller “influence ripples” tend to be higher in volume.

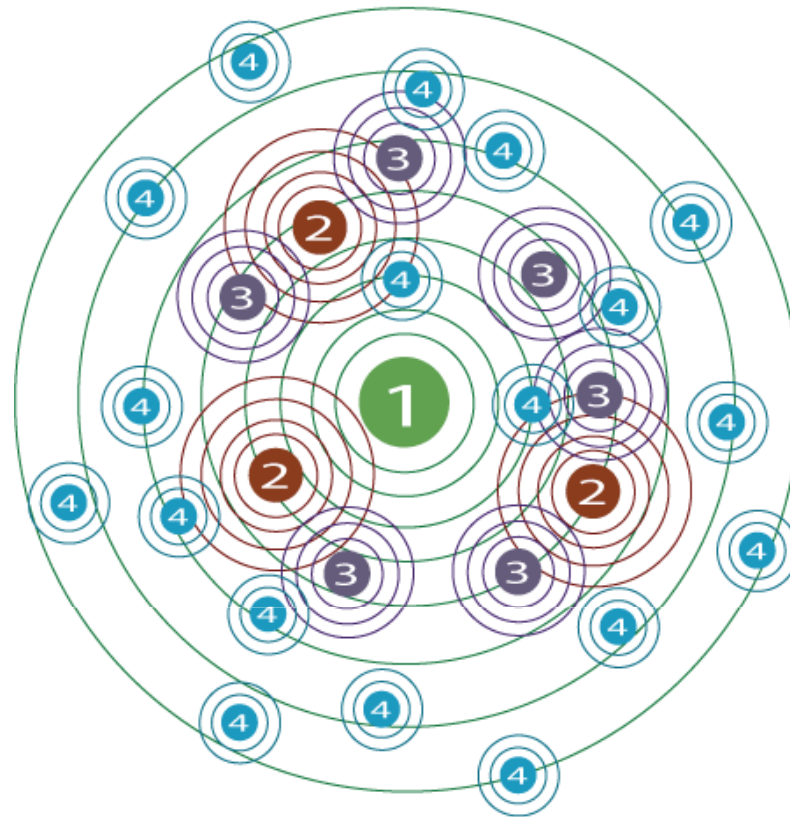
Multiple “Influence Ripples” are happening right now, all across the Social Network. They overlap, interact, and span across time and digital space. If the ripple is big enough, eventually it spills over into areas outside of the Network.

Note: links represent # of other blogs/sites referring to recipient.





## Influence Ripples



- 1** 1000 + links Bloggers who exert a larger "sphere of influence" have a broad ripple effect.
- 2** 500 + links Bloggers at the lower ranking levels also influence, but their ripples are **smaller**. Bloggers with smaller "influence ripples" tend to be higher in volume.
- 3** 200 + links
- 4** -100 links

Note: links represent # of other blogs/sites referring to recipient.

Source: Logic + Emotion: <http://darmano.typepad.com>



# Homework #1

- Learn and Use RSS
  - Real Simple Syndication

<http://www.youtube.com/watch?v=0klgLvSxGsU>



# Social Networking

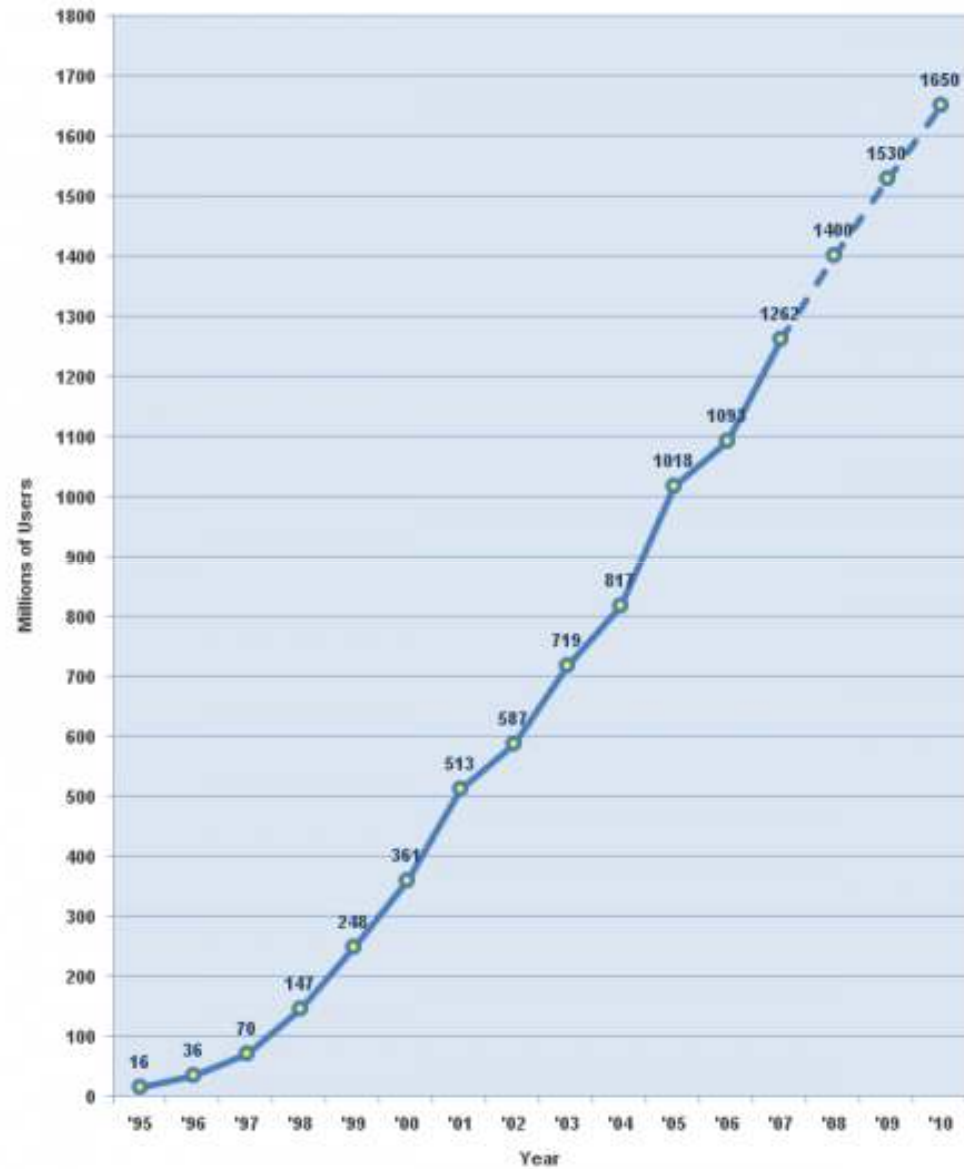
“A social network service focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services. “

- Wikipedia

[http://www.youtube.com/watch?v=6a\\_KF7TYKVc](http://www.youtube.com/watch?v=6a_KF7TYKVc)



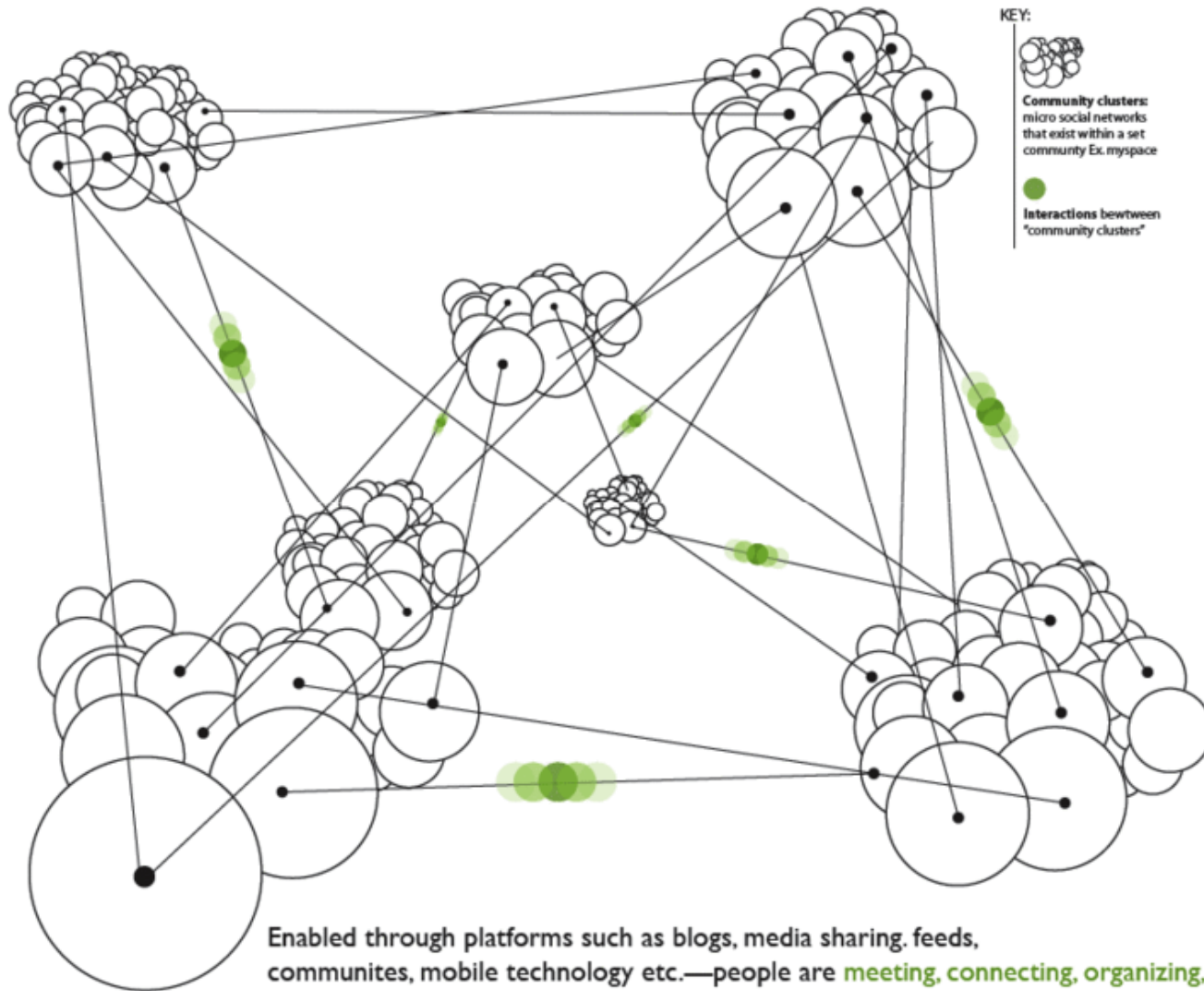
## Internet Users in the World Growth 1995 - 2010



Source: [www.internetworldstats.com](http://www.internetworldstats.com) - January, 2008  
Copyright © 2008, Miniwatts Marketing Group



# Visualizing the social network



Enabled through platforms such as blogs, media sharing, feeds, communities, mobile technology etc.—people are **meeting, connecting, organizing, sharing, and collaborating** in unprecedented fashion.



# Consumer Touch Points

## Blog Sites



Reads his friend's postings

## Music Sites



Reads up on new cd releases

Downloads Songs

## Movie Sites



Buys tickets online

## Sports Sites



Gets the latest updates on favorite teams

## Gaming Sites



Looks for information about Nascar games

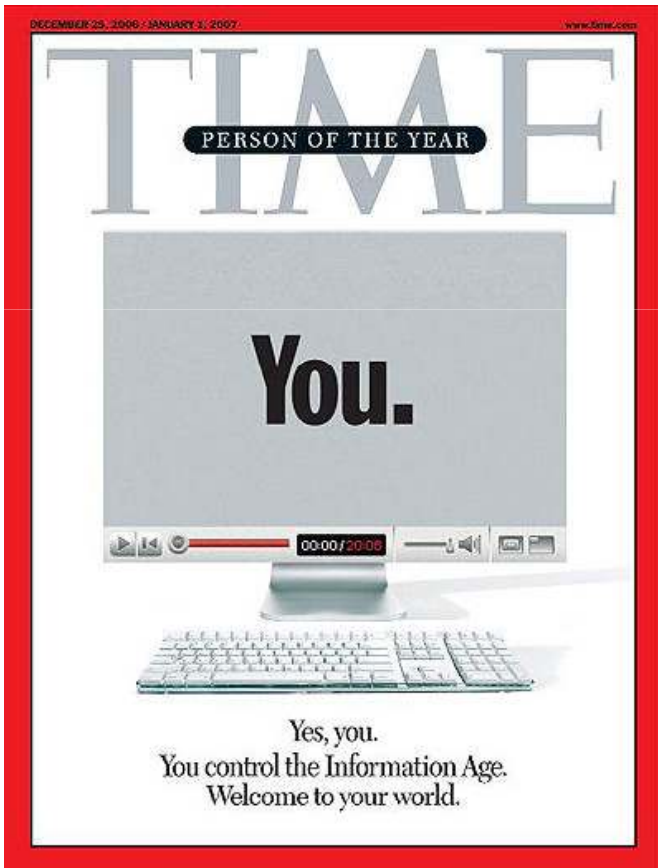
## Google.com



Searches for "what's cool"

Checks scores

● ● ● | Connecting





# In the Center





# The Impact

- Millions of user everyday
  - Touch Points
- Revolutionizing Communication
- Marketing redefined
  - Branding is tougher



## What it means

- Low cost connection
- Establish your identity through trust
- Referral System

***Still in infancy***



# The Nutshell

- Its networking, just online
- Establishing Communities
- Linking people through:
  - Interests
  - Affiliations
- Low Cost
- Its not something you set and forget



# Sites

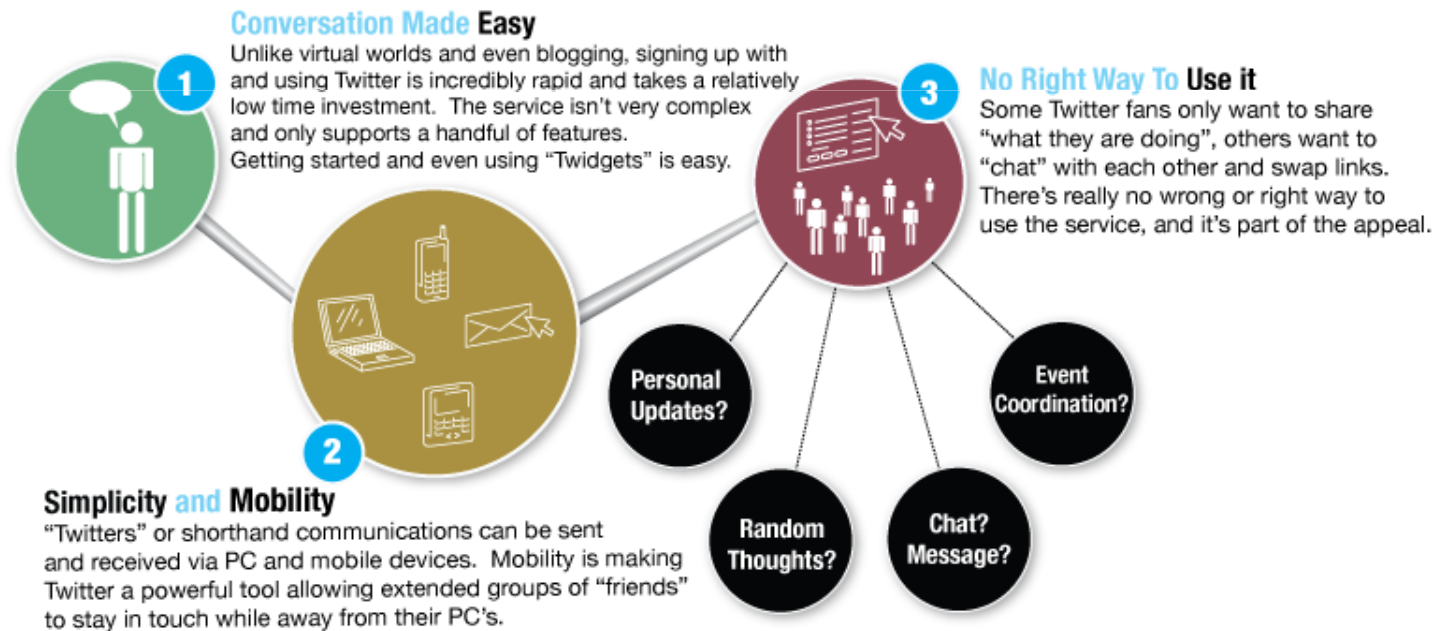
- Twitter
- Facebook
- MySpace
- Active Rain

# Twitter

<http://www.youtube.com/watch?v=ddO9idmax0o&NR=1>

## Why We Love Twitter

Twitter Mania has swept across the newly dubbed “Twitterati” with events like SXSW, evolving the service into a “real time” communication platform fueled by “bursts” of digital shorthand. Fad or fact, Twitter has changed how some people connect, communicate and inform.



Source: Logic + Emotion: <http://darmano.typepad.com>



# Steps for Success

- Know your target market
- Find the groups that are directly related to you or your service
  - Get Involved!!!
- Make friends, not leads
  - Promote yourself – then your service



# Market Like Mad

- Link your profiles to websites, business cards, ads
- Create a network between all the outlets
- Don't be timid
  - Don't just pay to play!!!



## Homework #2

Think about how you can move your offline social skills online.

- A. Setup a FaceBook Page
  - i. Find and Add your Friends
- B. Play with Twitter



# Privacy Concerns

- Profiling
- Identity Theft
  - Use good judgment
- Viruses
- Data Control
  - Old data retained
  - Third Party access



"Every morning in Africa a gazelle wakes up and knows that it must run faster than the fastest lion, or it will be caught. Every morning a lion wakes up and knows that it must outrun the slowest gazelle, or it will starve. It matters not whether you are a lion or a gazelle, When the sun comes up, you had better be running."

**- African parable**