what is social media and why does it matter to me?

February 3, 2010
Guest Speakers from Red Door Interactive
Tony Felice, Senior Strategist
Scott Esmond, Director of Business Development
what is social media and why does it matter to me?

Agenda

- What is social media?
  - The impact of social media
  - Communication is changing
- Why does it matter to me?
  - Why bother?
  - High expectations
  - Low awareness
  - What can social media do for us?
- Examples
- Conclusion
WHAT IS SOCIAL MEDIA?
what is social media and why does it matter to me?

Social Media

- All media is inherently social
  - Communication vector
  - Ubiquitous
  - Social media is a solidarity good
- User Generated Content
  - Blogs
  - Wikis
  - Lifestreaming
  - Review sites
- NOT a broadcast (or push) medium

1 Billion
Videos viewed per day on YouTube.\(^1\) YouTube outperforms Yahoo! as the second largest search engine.\(^2\)
Source: YouTube, ComScore

4.1 Billion
SMS text messages that are currently sent each day, nearly doubling the number from last year.\(^3\)
Source: CITA
The Impact of Social Media

Consumer Trust in Advertising*5

- Recommendations from people known
- Consumer opinions posted online
- Brand websites
- Editorial content (e.g. newspaper article)
- Brand sponsorships
- TV
- Newspaper
- Magazines
- Radio
- Billboards / Outdoor advertising
- Email signed up for
- Ads before movies
- Search engine results ads
- Online video ads
- Online banner ads
- Text ads on phones

The explosion in Consumer Generated Media over the last couple of years means consumers’ reliance on word of mouth in the decision-making process, either from people they know or online consumers they don’t, has increased significantly.”4

- Jonathan Carson
President of Online, International, The Nielsen Company

Source: The Nielsen Company

*Respondents reported some degree of trust in the respective advertising medium e.g. 90% of respondents trusted “completely” or “somewhat” recommendations from people they know5
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The Impact of Social Media

- What’s the buzz about?
  - Consumer Behavior
  - Measurability
  - Availability and ubiquity

- Challenges
  - Point of message origination
  - Lack of (direct) control
  - Shift in power

- Solution
  - Be honest, transparent
  - Trusted helmsman
  - Plant seeds

2 Billion
pieces of content shared weekly on Facebook
Source: Facebook

350 Million
Population of Facebook
Source: Facebook

309 Million
Population of US
Source: US Census Bureau
What is social media?

- Social media is a trend in which people use technologies to get the things they need from each other, rather than from traditional institutions.

- Today technology enables anybody to become an author, journalist, photographer or film maker.

"Social media is a social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions."

- From *Groundswell* by Charlene Li and Josh Bernoff.

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COMMUNICATION IS CHANGING
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Communication is Changing

- If Facebook were a country, it would be the third largest at 350 million
- Social media now 4th most popular online activity, ahead of email (Nielsen, Mar 09)
- 184 million people worldwide have started a blog
- 346 million people worldwide read blogs, 77% of the internet population
- 25% of search results for the world’s top 20 largest brands are links to user-generated content
Communication is Changing

- Barriers to entry to using technology are reduced
- Trust in marketing has waned
- Newspapers are going away
- Command and control communication tactics are becoming less effective

“...a credible idea makes people believe.
An emotional idea makes people care.
...the right stories can make people act.”

- From Made to Stick by Chip & Dan Heath

2/3/2010 ©2009 Red Door Interactive
So what?

WHY DOES IT MATTER TO ME?

RED DOOR®
:interactive:
why bother?

- Foundations are different
- It’s not about us
- Our communication structures work
- We can’t control the message

"This concept that we have ‘control’ of our message is ultimately False. At least with interactive Web 2.0 tools we are able to participate in the conversation."

- Corrie Rasier, senior web product manager for the Bill and Melinda Gates Foundation
High Expectations

- Approximately 5 in 10 engaged Americans believe foundations have enough money to fix problems government can’t afford to\(^{13}\)

- 2010 does not look rosy enough

2.7 Trillion
2007 Federal Government Expenditures\(^{12}\)
Source: PAI Digest

42.9 Billion
2007 Foundation Expenditures\(^{12}\)
Source: PAI Digest
what is social media and why does it matter to me?

Low Awareness

- Relevancy and role may be in question
- Foundations are not connecting with their audiences
  - Grantees
  - Politicians / public figures
  - Media
  - General public

56%
Percentage of engaged Americans who can not name a foundation on their first try

15%
Percentage of engaged Americans who can cite examples of a foundations impact on their community

11%
Percentage of engaged Americans who name a foundation making an impact on an issue they care about

Source: PAI Digest
What can social media do for us?

- Awareness
- Evaluate grantees
- Fundraising
- Community building
- Influence policy / government
- Measure impact
- Listen / Ideas

"On virtually any issue—from animal rights and childhood obesity, to climate change and global development—there are Web communities, forums and virtual gathering places where lively discussions play out on a daily basis."

- David Brotherton, *Come On In. The Water’s Fine*¹²
A legendary lesson

A potential Cisco applicant tweeted:

Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

Tim Levad at Cisco saw the Tweet, and tweeted back:

Who is the hiring manager? I’m sure they would love to know that you will hate the work. We here at Cisco are versed in the web.¹⁴

Source: Cisconfatty.com
what is social media and why does it matter to me?

- Awareness
- Fundraising / friend raising
- Volunteers
- Relationships with recipients
- Innovation
- Measure impact

It may be more important to grantees

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<td>Projected 2010 Corporate Cause Sponsorship</td>
<td>2007 total US online giving</td>
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<td>Source: Cause Marketing Forum</td>
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| 37% | 52% |
| Growth in Corporate Cause Sponsorship dollars since 2005 | Percentage increase in US giving over 2006 |
| Source: Cause Marketing Forum | Source: Cause Marketing Forum |

| 24 Million |
| 7 day total pledges via text to Red Cross |
Enhancing the quality of life in Greater Cleveland...

Healthy Smiles
The Healthy Smiles Sealant Program has helped to improve the oral health of thousands of Cleveland schoolchildren.

Click here to read the complete story

Visit us on:

Apply for the Cleveland Foundation Summer Internship Program
The foundation’s popular Summer Internship Program is currently accepting applications for Summer 2010.

Project Access applications available
Faith- and community-based organizations may now apply for a 2010 slot in the foundation’s popular Project Access. To learn more about the program, listen to this podcast with the Cleveland Foundation’s Lisa Bottoms.

Haitian earthquake relief
If you are interested in donating to help victims of the recent devastating earthquake in Haiti, we urge you to direct your gift through the American Red Cross or through MedVish International, an organization that is sending medical supplies to Haiti.
Follow this list
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Congrats to the winners!
Thank you to everyone who participated in the Challenge and played a big role in its success.

Total Challenge Impact:

- 105,420 donations
- $2,101,914 raised
- 7,875 causes entered

See All Overall & Daily Challenge Winners - Read the Updated FAQs
In tough times, we need fewer nonprofits

Today there are 1,200 more nonprofits in Maryland than there were at the beginning of 2009. You might be thinking, “Great, in this tough economy, I’m glad that all these folks are starting charities to help people.” You may think it is super, but I think quite the opposite. There should be a moratorium on starting nonprofits. And we should get rid of a lot of the older organizations too. In tough times, we need to have fewer nonprofits not more. Let me explain.

When needs are high and available funds are reduced, the dollars going to nonprofits need to be used efficiently and effectively. We need to get the most bang for every philanthropic buck. Bigger, established nonprofits are better positioned to maximize the donated dollars going to direct service. Organizations that already have administrative systems in place can put all new money into programming. New, small nonprofits need to use dollars to create an organizational structure. This is not the most efficient use of funds.

It costs almost a $1,000 in filing fees to start a single nonprofit entity. Those 1,200 new organizations spent over $1 million just to incorporate and to have the IRS review their applications. Not a dime of this $1 million went toward programs. Was this $1 million well spent or should it have been given to an established nonprofit with a proven track record? I know a lot of nonprofits that could have put a $1 million grant to good use—fed some people, created some jobs, protected some children.
Robert Wood Johnson Foundation presents

Grantee Stories

Many of our programs significantly impact communities and individuals. Their lives and the lives of their neighbors are changed because of the work of our grantees. These stories are a way for our grantees to share lessons learned and show true im...

More Info

Empowering Community Health
rwjvideo - 1 views

Alliance for a Healthier Generation: Healthy
rwjvideo - 191 views

Health Care Without Harm
rwjvideo - 1,176 views

Games for Health: Get Fit
rwjvideo - 127 views

Games for Health: Get Well
rwjvideo - 47 views
Daniels Scholars

Name: Daniels Scholars
Category: Organizations - Philanthropic Organizations
Description: A group created specifically for Daniels Scholars -- students attending college who have received a scholarship from the Daniels Fund.

Please note that this is not an official means of communication of the Daniels Fund or for Daniels Scholars. Messages, Wall posts and Discussion threads are purely at the scholar's discretion amongst the scholars only, as staff does not hold any obligation to reply. The Daniels Fund Scholarship Team reserves the right to edit and monitor as necessary. Please... (read more)

Privacy Type: Closed: Limited public content. Members can see all content.

Contact Info
Email: pdroege@danielsfund.org
Website: http://www.danielsfund.org/
Office: The Daniels Fund
Location: 101 Monroe Street

Recent News

Daniels Fund launches application process for 2010 Daniels Scholarship

The Daniels Fund has launched the application process for Daniels Scholarships to be awarded in spring 2010. Students should ask their high school counselors for information or visit www.danielsfund.org.

In establishing the Daniels Fund, cable pioneer Bill Daniels directed the Daniels Scholarship program to seek out promising students with financial need whose academic performance may not necessarily reflect their potential, but who demonstrate strength of character, academic performance or promise, leadership potential, a well-rounded personality and potential to contribute to one's community.

To be eligible to apply a student must be a current high school student with an expected graduation during the 2009-2010 academic school year from any high school in Colorado, New Mexico, Utah or Wyoming. Students must be nominated by a designated Referral Agency – high schools and youth serving agencies that have been selected to participate in the Daniels Scholarship nomination process.

The Daniels Scholarship is not “full ride,” but is supplemental to all other awards and scholarships that may be earned. Any student is eligible to apply, but the Daniels Scholarship will be awarded to the student who, in the opinion of the Scholarship Committee, best demonstrates the kind of characteristics and qualities that Bill Daniels hoped to encourage in the next generation of leaders.
Women | Tools | Technology
BUILDING OPPORTUNITIES & ECONOMIC POWER
(Jan - Jun, 2010)

Join Ashoka's Changemakers, ExxonMobil, and The International Center for Research on Women (ICRW) in this global challenge! Share your innovations ... read more >

All Competitions »

Geotourism Finalists Meet
All the finalists of the Changemakers / National Geographic 2009 Geotourism Challenge will attend The Educational Travel Conference in February. read more >

Ending Violence Against Women
New: check out the Preventing Violence Against Women, the first of three global competitions to help achieve the Millennium Goals, in partnership with Campus of Excellence.

Stay Connected
Have questions or a comment about Changemakers? Send us an email.
In Haiti? Text 4636 (international: +44 762.480.2524) on Digicel or Comcel with your location and need. Report emergencies and missing persons.

Haitian Diaspora Community: We need your help! Help Us Help Haiti »

Announcement
Clickatell has donated free messaging through the remainder of January. Read More

Submit Incident

LODGER: All Categories

1. URGENCES | EMERGENCY
1A. STRUCTURE EFFONDRES | COLLAPSED STRUCTURE
1B. INCENDIE | FIRE
1C. PERSONNES PRISES AU PIEGE | PEOPLE TRAPPED
1D. EAU CONTAMINEE | CONTAMINATED WATER SUPPLY
1E. SEISME ET REPLIQUES | EARTHQUAKE AND AFTershocks
1F. URGENCE MEDICALE | MEDICAL EMERGENCY
2. MENACE | THREATS

Submit Incident
Share a virtual Coke and help Boys & Girls Clubs of America.

For each gift you send to your friends, Coca-Cola will donate $1 to Boys & Girls Clubs of America.*

Help us reach our goal by giving a gift and spreading the word

Step 1: Send a Gift
(Start typing a friend's name)

Start typing a friend's name

Send Gift

Step 2: Get a Sneak Peek
Be one of the first to see a preview of our new Big Game commercial

Our Commitment
For over 64 years, Coca-Cola has partnered with Boys & Girls Clubs of America. Help support kids by giving them a positive place to learn and grow. Every child has the potential to BE GREAT.

Help us reach our goal

$250,000
Conclusion

- Traditional communication is adapting or disappearing
- The voice of the individual is growing
- Your recipients are the building their communities
- If you are online, you are already using social media
- Your social media strategy should start with your mission and goals
- If you do nothing else, start listening
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Contact the Speakers

- Email: tfelice@reddoor.biz  sesmond@reddoor.biz
- LinkedIn: Tony Felice   Scott Esmond
- Twitter: @tonyfelice   @sesmond

More Info on Red Door Interactive

- Web: http://www.reddoor.biz
- Blog: http://reddoorbuzz.com
- Intern Program: http://groundfloorbuzz.com/
- Email: dobiz@reddoor.biz
- Twitter: @reddoor
## Citations and Reference

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Red Door Interactive

- Offices and Denver and San Diego
- Internet Presence Management agency
- 50 full-time employees
- Diverse client base

San Diego (Headquarters)
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dobiz@reddoor.biz
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Partial Client List

- cricket
- charles SCHWAB
- New Leaders (for New Schools)
- intuit
- HAND GROWN IN CALIFORNIA
- LAQUINTA INNS & SUITES
- SOE
- SONY ONLINE ENTERTAINMENT
- Souplantation & Sweet Tomatoes
- Milton’s
- CR
- Charlotte Russe
- Rubio’s
- Overstock.com
- QUALCOMM
- JIM COLLINS