



## SOCIAL MEDIA FOR SOCIAL CAUSES



## WHAT IS SOCIAL MEDIA?

- 96% of Gen Y joined a social network
- 3 out of 5 Canadians have a Facebook profile
- Fastest growing segment on FB is females 55-65
- If Facebook was a country it would be the 4<sup>th</sup> largest
- 80% of companies use LinkedIn to recruit employees
- YouTube currently has 100M videos and over a billion hits per day worldwide
- 80% of Twitter use is done via mobile device
- 25% of Americans watched a short video on their phone in the past month
- There are 200,000,000 blogs and 54% post new content daily
- 78% trust peer recommendations vs. 14% advertisements
- 25% of search results for the World's top 20 largest brands are links to user generated content.

## SOCIAL MEDIA IS GROWING

- In November 2006 YouTube was purchased by Google for \$1.65 billion
- MySpace was purchased by Rupert Murdoch's News Corporation for \$580 million
- On October 24, 2007 Microsoft purchased a 1.6% share of Facebook for \$240 million, giving Facebook a total implied value of around \$15 billion
- To compare based on 2009 brand value: Nike \$13.179 billion, Nintendo \$9.2 billion, Ford \$7 billion, MTV \$6.5 billion, Adidas \$5.4 billion, Burger King \$3.2 billion and Ralph Lauren \$3.1 billion (source: [http://www.interbrand.com/best\\_global\\_brands.aspx](http://www.interbrand.com/best_global_brands.aspx) )



## WHO USES SOCIAL MEDIA?

- Facebook currently has 300,000,000 users
- My Space currently has 263,292,102 users
- LinkedIn currently has 50,000,000 profiles
- Twitter currently has 44,500,000 accounts
- Flickr has 32,000,000 users
- MSN has 330,000,000 active instant messengers
- 68% of Facebook and MySpace users are from North America
- YouTube draws a billion hits worldwide each day
- 724,000 Americans report Ebay is their primary or secondary source for income. 88 million people trade on Ebay.
- Facebook allows for specific advertising targeted at key demographics, geographical locations and based on a users' specific interests.

## HOW LONG DID IT TAKE TO REACH 50 MILLION USERS?

- Radio – 38 years
- TV – 13 years
- Internet – 4 years
- Ipod – 3 years
- Facebook reached 100 million users in less than nine months.
- MySpace had 20 million visitors in its first 25 months of operation
- YouTube had 20 million visitors within 16 months

## HOW CAN SOCIAL MEDIA PROMOTE YOUR CAUSE?

- Social media is the next step after a website and email marketing campaign
- Use social media to promote awareness of your cause
- Use social media to drive traffic to your website
- Use social media to increase newsletter subscriptions and followers
- Use social media to raise money online
- Use social media to promote events
- Use social media to provide information
- Use social media to promote a consistent marketing message across all online mediums.
- Use social media to promote free word of mouth advertising
- Use social media to gain instant feedback from stakeholders and supporters



## SOCIAL MEDIA TOOLS

- **Facebook:** Create a profile, organize events, share photos, post news articles, join groups and “fan” pages, network and add friends, email, install applications and provide entertainment such as games. Most popular social media tool in Canada.
- **YouTube:** Upload and share video files. Subscribe to channels. Embed video on blogs and other social media. Comment and rate videos.
- **Flickr:** Upload and share photos, organize photos, embed professional photo galleries into external websites, blogs and social media. Search among the 4 billion photos hosted, demonstrate event success.
- **Twitter:** Answer the question “what are you doing?” in 140 characters or less. Like a mini blog. Follow others and others will follow your tweets. Link to articles and websites.

## OTHER SOCIAL MEDIA TOOLS

- LinkedIn – Primarily for business networking
- MySpace – Similar to Facebook but more popular in the United States. Popular with music industry.
- Blogger/WordPress – Free blog hosting websites.
- Windows Live Spaces – Microsoft version of Facebook/MySpace. Integrates with MSN Messenger.
- QZone – Chinese social media similar to Facebook with 200,000,000 active users
- Digg, del.icio.us, technorati – Share media content
- Other social media options are popular in various countries or geared towards a certain niche.

## TIPS FOR USING SOCIAL MEDIA TO PROMOTE YOUR CAUSE

- Keep branding consistent across mediums
- Keep content fresh to generate return visits
- Keep campaign as interactive as possible
- Use social media to drive back to news, donation, action, information, photo, video and event areas of your website
- Set objectives and measure time invested in social media against overall goals
- Social media is a compliment to traditional media and advertising and not a substitute.
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