



Some Quick Facts About Social Media

Some staggering statistics*

- **96% of Millennials** have joined a social network
- **Facebook tops Google** for weekly traffic
- Radio took **38 years** to reach 50 million users, TV took **13 years**, the internet took **four years**, the iPod took **three years**, Facebook added over **200 million users in less than one year**.
- If Facebook were a country, it'd be the **third largest in the world**, behind China and India.
- **80% of companies** use social media for recruitment
- The fastest growing segment on Facebook is **55-65 year-old females**.
- Ashton Kutcher and Brittany Spears **have more followers** than the entire population of Sweden, Israel, Switzerland, Ireland, Norway, and Panama.
- Generation Y and Z consider **email passé**.
- Every 4.5 minutes, **100+ hours** are uploaded to YouTube
- There are over **200,000,000 blogs**.

The point: Social media is a very good way to have your message heard. There are lots of people, the kind who want to hear your message, all in one place.

What Social Media do I use?

Use what you think is easiest for your members to use.

Here are a couple of options to explore:

Bebo, Big Tent, Blogster, Bolt.com, Facebook, Flickr, Folk Direct, Google Buzz, MEETin, Meetup.com, MySpace, myYearbook, Open Diary, Tumblr, Twitter, YouTube.

Still overwhelmed? Know that many people you want to reach are already on Facebook and Twitter—start there. You can even link the two accounts so when you update one, you'll automatically update the other.

General Tips

You really do have (most of) the control. Get very familiar with the privacy settings on the account you create with any social media and check them frequently for updates or changes. If something or someone is unfamiliar to you or doesn't look legit, don't accept their friend request, their follow etc. and remember that it's YOUR account/page/profile, you get to make the decisions. That said, don't be fooled, Facebook (for instance) now knows a lot about you, based on the account/page/profile you set up. Which brings me to my next tip.

Yes, people are really reading it (but you can control who). *Keep it professional.* The "mission" of your account should always be in the forefront of your mind when developing your account. If your mission of developing a page on Facebook is to get the word out about three yearly trail rides in your region, then stay on that topic with your updates, posts and pictures. Take a minute and think about your audience—**your whole audience.**

One way to start—a Facebook example

The *I Heart Arabians Club* from Someplace, Colorado needs a Facebook page where the officers of the club can post updated information about meetings, fundraisers, membership drives, trail rides and their annual show. Jane Doe, the club president, already has a Facebook page for personal use where she communicates with close friends and family.

The first thing Jane Doe should do is **go to Facebook.com and click on the “Create a Page for a celebrity, band or business” link** near the lower right hand corner under the “sign up” section. This is in lieu of creating a personal page for the club with some sort of fake first and last name like, Iheart (first name) Arabiansclub (last name). Jane Doe can then make an “official page” for a “brand, product or organization” and pick from the options provided (i.e. non-profit, sports/athletics) and fill out the relevant information about the club as prompted.

Jane Doe cannot complete the action of creating this page without a personal account, but decides she’d rather not have this page closely connected to her personal account, so she **makes a new account** with the name Janey Doe that has a different login and password than her personal account. As administrator of the Club’s “Fan” page she can then post relevant information about the club, make an “events” section for the meetings, trail rides and shows, answer questions posted to the wall, make photo albums and more, all using the intuitive icons on the homepage that appears after she logs in. She can also make it so the vice president of the club, or some internet whippersnapper member who she trusts, can be an administrator too.

With an “organization” or club page, Janey Doe realizes that having Facebook “friends” and having Facebook “fans” of the club page are two different things. She can certainly have Facebook friends, but they will be friends of her Janey Doe profile she set up as administrator and will have nothing to do with her Jane Doe personal page. Janey tells her club members (in person at the next meeting) to **search “I Heart Arabians Club” on Facebook, click the “like” button to become a fan** and then they can communicate with her, as Janey Doe, President of the club on the club’s page wall as much as they’d like.

In one month’s time, all members are “fans” of the “I Heart Arabians Club” on Facebook. When they are wondering where and what time their monthly meeting is, they can log on to Facebook and check the time. When the members have had a wonderful time on a trail ride, they can post pictures to the club’s page wall and tell their fellow members about the secret trail they found and loved. If they have a mobile device that links to Facebook, they can get road closure updates that other members have posted to the wall on their way to a show. *The possibilities are endless!*

I have created a social media account and I’m stuck. What do I do?

- Google your question.
- Ask someone for help.

* Qualman, Erik. *Socialnomics: How social media transforms the way we live and do business*. 2nd ed. Hoboken: John Wiley & Sons Inc., 2009. Print.

