

Social²

Using Social Media in Social Marketing Campaigns

June 7, 2012

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Senior Vice President



WASHINGTON

The way we form
opinions and
make decisions is
shifting in a
fundamental way.

We listen to our friends
and families and
'strangers with expertise'



The top trusted sources for
recommendations are
family and friends (90%)...

... and consumer opinions
online (70%)

Source: Nielsen Global Online Survey 2009/Base: All Respondents. e.g., 90% of respondents trusted "completely" or "somewhat" recommendations from people they know

We use search to find
what other people say
about products

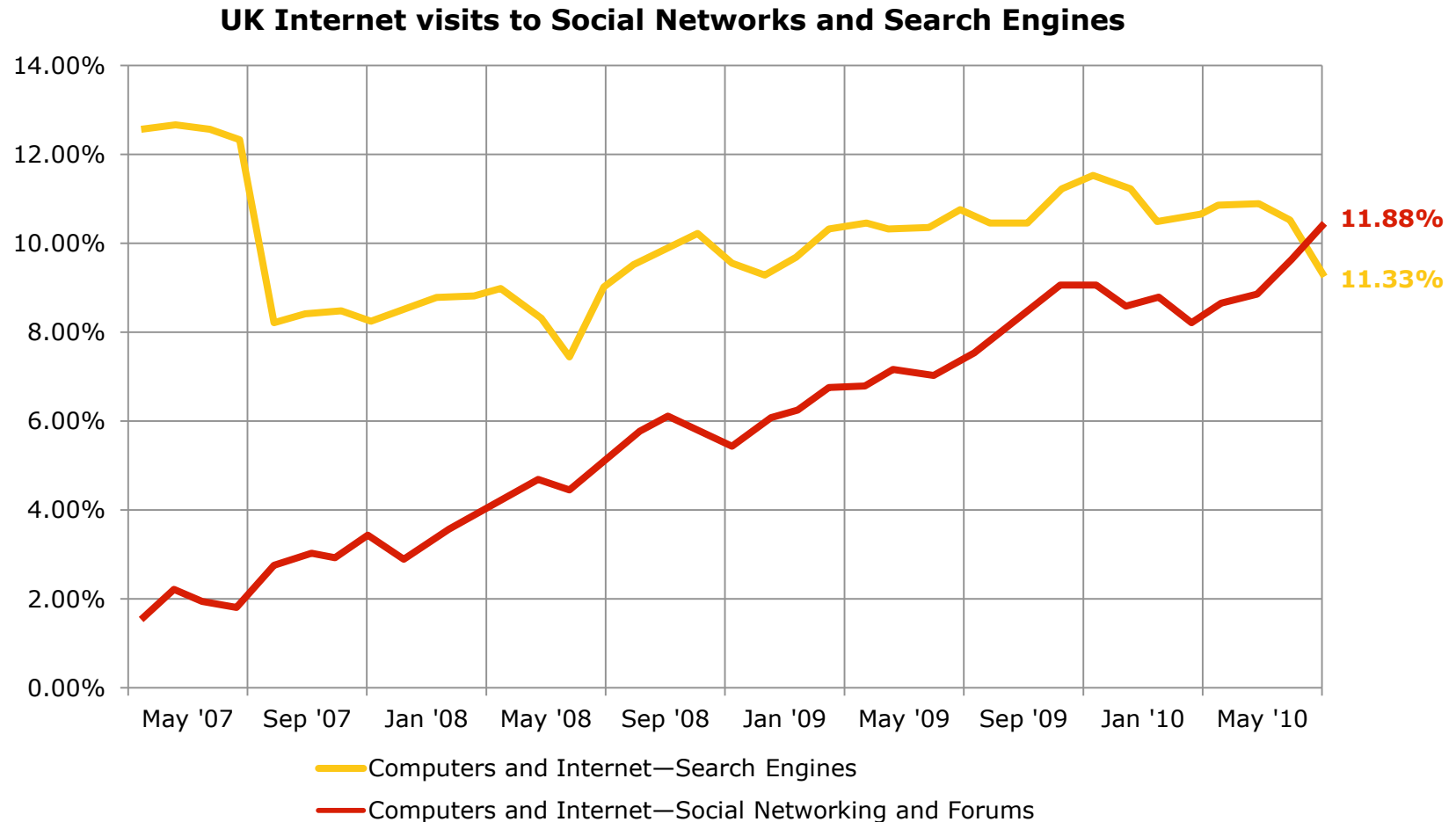


85% of internet users use
search to find products


51% used search last
month to find
recommendations from
other people

Source: PowerReviews and the e-tailing group, "2010 social shopping study"
Source: Global Web Index

We Spend More and More Time On Social Networks...Even Above Search



Monthly market share in 'All Categories', measured by visits, based on UK usage. Created © Copyright 2010 Hitwise Pty. Ltd.
Source: Experian Hitwise UK

A photograph of a person's hands using a tablet computer on a table. The person is wearing a light blue button-down shirt. In the background, another person is partially visible, and there is a green cup on the table.

We increasingly get news
and information via our
Social Networks

We spend more time on
Facebook than on Google

And the average Facebook
user generates 90 pieces
of content every month

Source: ComScore MediaMetrix, Citi Investment Research and Analysis
Source: Facebook Statistics

Social Media Grows Dramatically Around the World

U.S. socNet users grew 41%—

more than **250 million** users

European **Facebook** use grew **314%**.

1/3 of Czech Republic is on Facebook

China hit **1 billion** **QQ usernames** in 2010

Japan's **Mixi** users up **200%** since July 2007

86%

of Brazil's internet population
participates in social networks

1.3 million social media users
in South Africa—predict

345% growth by 2013

Ogilvy

We Get Our News Through the Filter of Our Friends

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Each week on Facebook, we share over 3.5 billion links, stories, pictures, videos and blog posts. (2012)



We take our social connections with us everywhere



By 2014, more people will access the internet via a mobile device than via a PC

Over 35% of Facebook use comes via a mobile device

55% of Twitter use comes from a mobile device

Source: InSite Consulting

Social Squared Logic Model

Inputs (Behavior Change Theories)

- Diffusion of Innovation
- Social Learning
- Theory of Reasoned Action
- Health Belief Model
- Influencer Network Model
- Dissonance Theory



Social Squared Capabilities

- Conversation Management
- Influencer Outreach
- Social User Experience
- Content Activation
- Organization Social Architecture

Outputs (What Social Media Does)

- Social Support
- Learning & Education
- Facilitating Norms
- Role Modeling
- Cues to Action
- Self-monitoring
- Commitments

Change Behavior

What is Content ?

Almost everything...

- Applications
- Graphics
- Images
- Articles
- Tweets
- Videos
- Text

Why Content?

- Content is social currency shared by the most trusted influencers (family and friends)
- Consumers are hungry for relevant content and shared 30 billion stories, links, videos, and pictures via Facebook last month
- Content is the only way to dominate search for your key terms
- Content doesn't require organizations to converse (but can spark conversation)
- Organizations are succeeding as content publishers...



Good Content Compels People to:

- Comment
- Like
- Retweet
- Watch
- Share
- Spread Word of Mouth



Agility

Social Platform #1: Blogs

Blogs

- Blogs are websites organized around short “entries” of text, photo or video, displayed in reverse chronological order
- Common blog types include:
 - Individual Blogs: Personal journals
 - Affinity Group Blogs: Blogs on a specific topic like Parenting, Food, Travel
 - Business: Corporate blogs authored by execs or employees
 - News Outlets: Blogs maintained by traditional media



« Virtual Book Tour: The Cazuela That the Farm Maiden Stirred {Giveaway}

4 Reasons Why Travel is a Must for Bilingual + Bicultural Children »

Latinas: Our Heart Truth

March 5, 2011, posted by Contributor



184 million

people worldwide have started
a blog

32%

post opinions on products and brands

SOURCE: Universal McCann's "Power to the People Social Media Tracker" 2008 and 2009

Social Platform #2: Microblogging

Microblogging

- Microblogging is a form of status updating that allows users to publish posts of 140 characters or less
- Users can update via text message, IM, E-mail, or the web
- Microblogging communities form around passions as members share updates, comment on others' status, and engage in two way dialogue



Home Connect Discover Search



U.S. FDA

@FDArecalls

Get notified about the U.S. Food and Drug Administration's recalls.
Privacy Policy - <http://www.fda.gov/privacy>
Washington, DC · <http://www.fda.gov/Safety/Recalls/default.htm>

Follow

1,813 TWEETS

14 FOLLOWING

269,333 FOLLOWERS

Tweet to U.S. FDA

@FDArecalls

Tweets

Following

Tweets



U.S. FDA @FDArecalls 22h

Hospira Announces A Nationwide Voluntary Recall Of One Lot Of Hydromorphone Hydrochloride Injection 1 MG/ML, (C-...
1.usa.gov/JtULQt

Expand

127 million

Active Twitter users each month

50 million

Tweets each day

SOURCE: Digital Buzz, "Social media usage" March 2012

Twitter—The Opportunity

- Join/Start the conversation around your issue
- Educate interested parties
- Raise Awareness
- Call to Action
- Instant Focus Group
- Increase Positive Share of Voice for your Organization
- TwitPics and Twibbons

President's Council on Fitness, Sports and Nutrition

- Helped PCFSN launch its own Twitter account, @Fitnessgov
- Facebook messages and tweets from Council members that discuss the importance of being active and eating healthy
- Held Twitter interview with Council member and Olympic athlete Allyson Felix, in partnership with Shape magazine
- Developed videos of Council members discussing the importance of healthy eating and physical activity for PCFSN's website, Fitness.gov



Council Members' Twitter Handles

 **Dominique Dawes**
@dominiquedawes


Following 


Kids are moving @letsmove eggativity @fitnessgov
yfrog.us/77d2kz

 Reply  Retweet  Favorite



0:00 / 0:00

 **Donna R. Joyner**
@DonnaRJoyner

Following 

We are in Washington, DC getting pumped up, & powered up for the President Council meeting this week at the White House; expecting the best!

 **Drew Brees**
@drewbrees

Following 

Just enjoyed a lunch with Billie Jean King in DC between PCFSN meetings. Quote of the Day from her: Failure is not failure, its feedback.

 Reply  Retweet  Favorite

50+ RETWEETS 42 FAVORITES



 **Cornell McClellan**
@naturallyfitinc

Following 

Help me beat my fellow Council Members by following @FitnessGov and retweeting this message! #Cornell

@FitnessGov Twitter Handle

 **President's Council**
@FitnessGov

@dominiquedawes and Michelle Kwan talking about the importance of being active with @alroker #EasterEggRoll pic.twitter.com/flkziGLh

← Reply 🗑 Delete ★ Favorite



powered by  Photobucket [Flag this media](#)

39 RETWEETS 8 FAVORITES



 **President's Council**
@FitnessGov

Challenge yourself to get healthy with PALA+ by tracking your physical activity & nutrition for six weeks: bit.ly/Iw2L56 #PALA

← Reply 🗑 Delete ★ Favorite

21 RETWEETS 2 FAVORITES



 **President's Council**
@FitnessGov

It's more fun to be active as a family! @LetsMove has great tips for how to get fit together: 1.usa.gov/fGK1Lo

← Reply 🗑 Delete ★ Favorite

22 RETWEETS 2 FAVORITES



Social Platform #3: Social Networks

Social Networks

- Social networks are online communities of people who share interests and/or activities
- Members create a profile and use features like message boards, profile posts, fan groups, and applications to interact
- Smaller Social Networks, hosted on social networking platforms like Ning.com, cater to smaller affinity groups
- Extremely dynamic: Pinterest has had 21 million unique visitors already!





66%

of online users globally have created
a social network profile (Source: Pew Research Center , 2012)

800 million

on Facebook alone

Facebook—The Opportunity

- Generate Awareness
 - Ads, leverage large user base
- Drive Preference
 - Recommendation from friends
- Increase Traffic
 - Send people to other properties once your fan base is built
- Build Loyalty
 - Personalize the agency to better create relationships
- Amplify WOM
 - Encourage sharing, refresh content
- Gain Insights

NKDEP

Make the Kidney Connection



facebook Search



Make the Kidney Connection
If you have diabetes or high blood pressure, get checked for kidney disease.

Make the Kidney Connection
3,242 likes · 19 talking about this

Like Message

Non-Profit Organization
Make the Kidney Connection. Get your kidneys checked if you have diabetes or high blood pressure and tell others about the importance of testing.

3,242

Dr. Griffin Rodger
Radio Interviews
Check your local listings and listen

Facebook Advertising to Build a Facebook Community—Make the Kidney Connection



Original Ads

Ad 1: **Make the Kidney Connection**



Talk with your family about how diabetes can cause kidney disease. "Like" us for tips to start the conversation.

Like · Ogilvy Washington likes this.

Ad 2: **Make the Kidney Connection**



Did you know it's a leading risk factor for kidney disease? Find out more information on our page.

Like · Ogilvy Washington likes this.

Revised Ads

Ad 3: **Make the Kidney Connection**



African Americans are at high risk for diabetes and kidney disease. Give your family the information they need by connecting with us.

Like · Ogilvy Washington likes this.

Ad 4: **Make the Kidney Connection**



Diabetes puts you at higher risk for kidney disease. "Like" us to get the information you need to protect yourself and your family.

Like · Ogilvy Washington likes this.

Ad 5: **Make the Kidney Connection**



Talk with your faith family about how diabetes can cause kidney disease. "Like" us for tips to start the conversation.

Like · Ogilvy Washington likes this.

Ad 6: **Make the Kidney Connection**

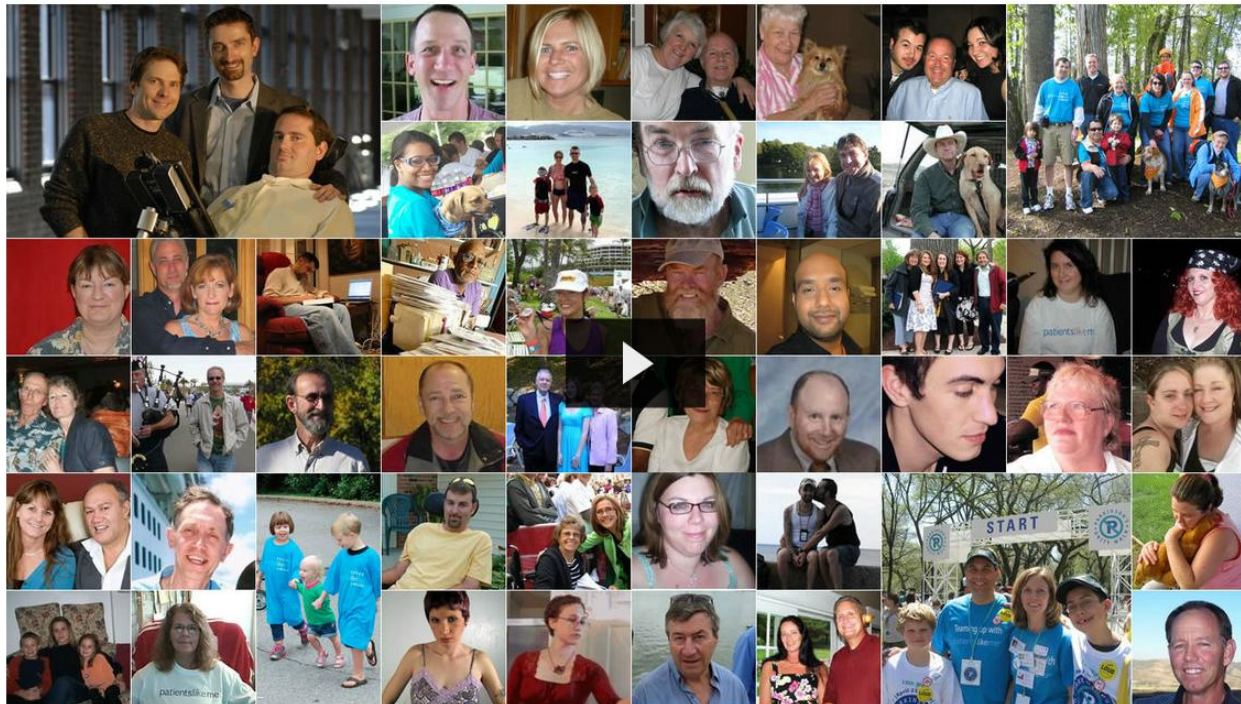


Did you know that high blood pressure is a leading risk factor for kidney disease? Find out more information on our page.

Like · Ogilvy Washington likes this.

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1,000+ conditions



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Platform #4: Multimedia Sharing

Multimedia Sharing

- Multimedia sites allow users to share their own audio, images, and video with each other
- YouTube is #2 search engine after Google
- You Tube has 490 Million unique visitors every month
- Every demographic views photos and videos



Marriott Hotels :30 International TV Ad

MarriottNews

138 videos

Subscribe



Suggestions



Inside the Islamabad Marriott Hotel

103,941 views
france24english

Featured Video



Marriott Hotels 1-min Intl TV AD

7,087 views
MarriottNews



Marriot Hotel Advertisement

10,562 views
QWen85



Hotel Advertisement

10,477 views
claryhong

13 Million

Hours of videos uploaded to YouTube in 2010

90%

Of US internet-users watch online video; almost every developed country counts at least 50%



By The U.S. Food and Drug Administration
No real name given + Add Contact

This photo was taken on October 12, 2010 using a Nikon D700.

989 views

This photo belongs to

▶ The U.S. Food and Drug Administration's... (2,427)

This photo also appears in

Nutrition for Kids (set: 5)



▶ i love food group (group)

last photo
←

6 billion

The number of photos uploaded to flickr by December 2011

47%

Of UK women internet-users surveyed by eMarketer have uploaded photos online

SOURCE: Socialnomics 2011

Social Platform #5: Location Based Applications

Location Based Applications

- Geotargeted social networks allow users to “check in” at a location to see who else is there, get reviews, and access special offers





Already a member? [Login](#)

Find places, people, tags

SEARCH

CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

JOIN NOW

RECENT ACTIVITY



Hakan G. in München, Bayern:
wrote a tip @ **Augustiner Biergarten**: Best beer in Munich -
ie probably the world - what more do I need to say??!!



GET IT NOW

iPhone



20 Million

users currently on FourSquare
Worldwide

2 Billion

location check ins since launch

SOURCE: Foursquare, April 2012



Check in at any location via your mobile device's GPS—your check in appears on your device, and can be syndicated to Twitter and Facebook.



Get tips from others who have been there before. Access special offers from proprietors.



See where others in your network are currently checked in.



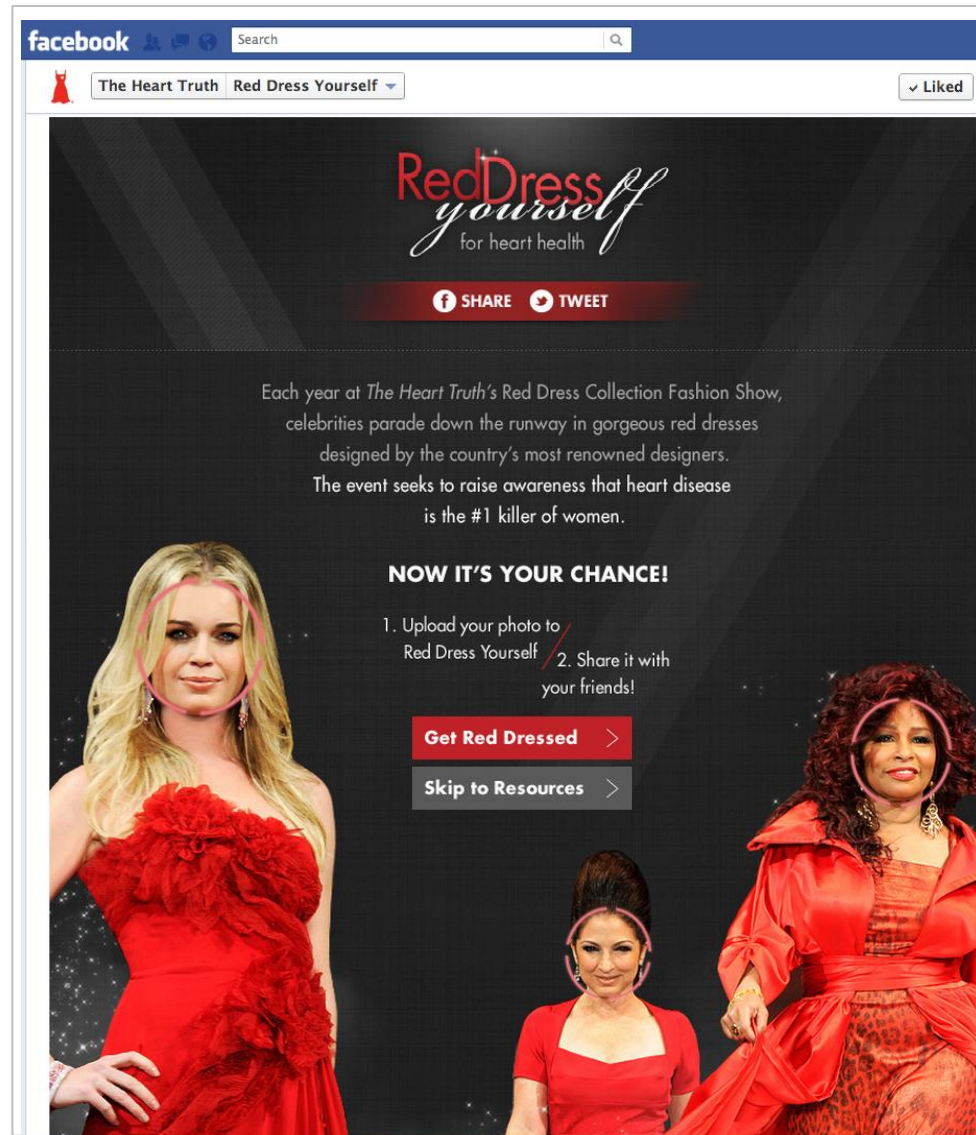
Unlock badges for checking in.

Social Platforms #6: The World of Apps

The World of Apps

- Facebook apps
- iTunes/Android apps
- Digital website-based applications
- Fully integrated apps
- Making your data Social

The National Heart, Lung, and Blood Institute
The Heart Truth® Facebook App





















Apple-iTunes Healthcare & Fitness iPhone Apps



Music Movies TV Shows **App Store** Books Podcasts iTunes U Ping


All Healthcare & Fitness iPhone Apps

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 Human Body Facts Released May 16, 2012 \$0.99 BUY ▾	 KEGEL AEROBICS Released May 16, 2012 \$2.99 BUY ▾	 21K Runner: Half marathon tra... Released May 16, 2012 \$9.99 BUY ▾
 My Wellness Wake Up Call Released May 16, 2012 \$0.99 BUY ▾	 фeртильность и Мeнстpу... Released May 16, 2012 \$0.99 BUY ▾	 幸运数字+ Released May 16, 2012 \$0.99 BUY ▾
 Allergy Talk by Fooducate Released May 15, 2012 \$2.99 BUY ▾	 Calorie & Macronutrient Ca... Released May 15, 2012 \$2.99 BUY ▾	 FlipHead Deep Breathing & Re... Released May 15, 2012 \$2.99 BUY ▾
 HIV+ & AIDS Friends Released May 15, 2012 \$0.99 BUY ▾	 iPregnancyCalendar Released May 15, 2012 \$2.99 BUY ▾	 Pedometer — Walking, Joggin... Released May 15, 2012 \$0.99 BUY ▾
 PR身心放松 Updated May 16, 2012	 Psychological Terms Released May 15, 2012	 Quantum iNfinity App Released May 15, 2012

Paid Apps


See All >



- Nike+ GPS**
Health & Fitness
- Sleep Cycle alarm clock**
Health & Fitness
- Fitness Buddy : 1700+ Exerc...**
Health & Fitness
- Calorie Tracker - LIVESTRO...**
Health & Fitness
- 5K Runner: couch to 5K wor...**
Health & Fitness
- Couch-to-5K**
Health & Fitness
- Ab Workouts Pro**
Health & Fitness
- MapMyRUN+**
Health & Fitness
- P90X**
Health & Fitness
- Calorie Counter PRO by My...**
Health & Fitness

Free Apps

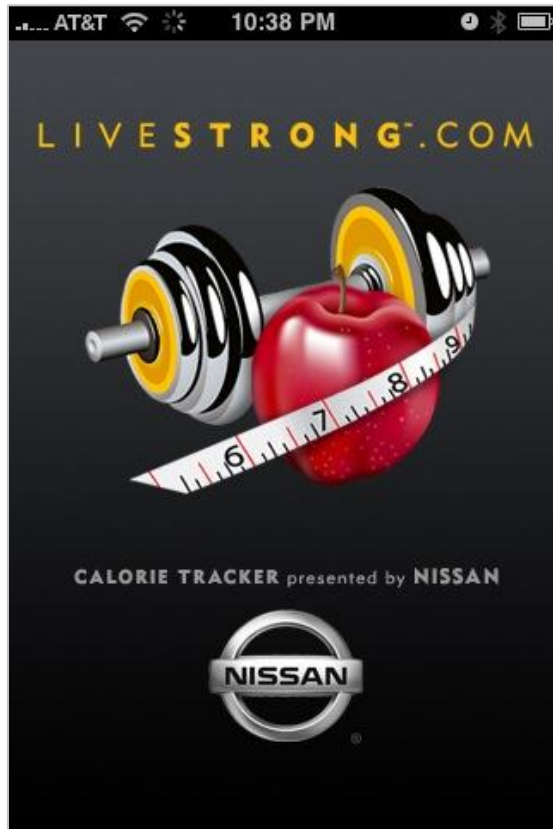
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- Calorie Counter & Diet Track...**
Health & Fitness
- MapMyRUN - Running, Run, ...**
Health & Fitness
- BodyRock.tv - The home wo...**
Health & Fitness
- Weight Watchers Barcode S...**
Health & Fitness
- iTriage**
Health & Fitness
- Lose It!**
Health & Fitness
- Weight Watchers Mobile**
Health & Fitness
- Pedometer FREE**
Health & Fitness
- Mountain Bike PRO Cycling ...**
Health & Fitness
- Nike Training Club**
Health & Fitness

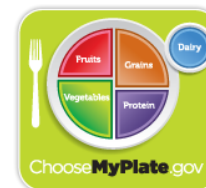
LIVESTRONG *Calorie Counter*

LIVESTRONG™
LANCE ARMSTRONG FOUNDATION



USDA

ChooseMyPlate.gov





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United States Department of Agriculture

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Healthy Eating on a Budget

Eating healthy doesn't have to be expensive. Learn how to eat better on a budget.

<< || >>

What's Cooking?

- **Tip of the Day** – Make sure that the foods offered at each meal and snack contribute toward your child's needs.
- **Communities on the Move Video Challenge** – First Lady Michelle Obama's Let's Move! Initiative invites faith-based, community, and other organizations to create inspiring videos about their efforts to

Newsroom

For Consumers

- > [Dieters](#)
- > [Pregnant & Breastfeeding Women](#)
- > [Children \(6-11 yrs\)](#)
- > [Preschoolers \(2-5 yrs\)](#)
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For Professionals

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Related Resources



USDA



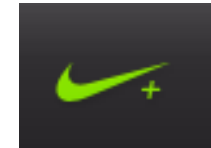
Let's Move! Initiative




Know Your Farmer

Full Integration


NIKE + FUEL BAND




NIKE.COM SPORTS ▾ SHOP ▾ NIKE+ NIKEiD GET HELP ?



NIKE+ FUEL BAND

 Follow @nikefuel 60K followers  Like 21k [BUY](#) Not in the US or UK? Find out more



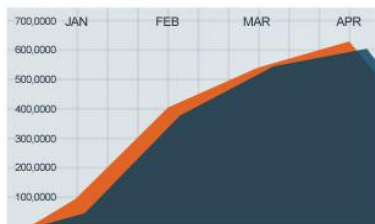
The advertisement features a central black iPhone displaying a circular progress bar with the number 6,453 and a target of 7,500. The phone is flanked by four Nike+ FuelBands in different colors: red, orange, green, and black. Each band has a digital display showing the number 6,453. The bands are arranged in a row, with the central phone slightly offset. Below the bands, there are four small white dots.

Imagine Rescuing Children While You're Reading This

Disaster Relief,
Made Possible by American Taxpayers

LEARN MORE ▶

IRS by Numbers



Sed neque nulla, eleifend eu laoreet sit amet, porta volutpat tellus. dolor eleifend eu laoreet Sed neque nulla, eleifend eu [VIEW ALL](#)

IRS Wizards

Find Your Answers Here

Lorem ipsum dolor sit amet, tempus eleife neque dolor elit ipsum massa sit amet dolor lorem luct.

GET STARTED ▶

Sed neque nulla, eleifend eu laoreet sit amet, porta volutpat tellus. dolor eleifend eu laoreet Sed neque nulla, eleifend eu [LEARN MORE](#)

FAQ

Trending Questions Now

What are the tax changes for this year? ▲

Sed neque nulla, eleifend eu laoreet sit amet, porta volutpat tellus. dolor eleifend eu laoreet Sed neque eleifend eu Sed nue nulla, eleifend eu laoreet sit aet, porta volutpat tellus. dolor eleifend eu laoreet Sed nulla, eleifend eu

Is there an age limit on claiming my child as a dependent? ▼

How much does an unmarried dependent student have to make before he or she has to file an income tax return? ▼

What is a split refund? ▼

READ MORE QUESTIONS ▲ ▼

Apps



Sed neque nulla, eleifend eu laoreet sit amet, porta volutpat tellus. dolor eleifend eu laoreet Sed neque nulla, eleifend eu [LEARN MORE](#)

I Filed



Sed neque nulla, eleifend eu laoreet sit amet, porta volutpat tellus. dolor eleifend eu laoreet Sed neque nulla, eleifend eu [LEARN MORE](#)

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IRS BY NUMBERS



Total Tax Returns & Refunds of 2012

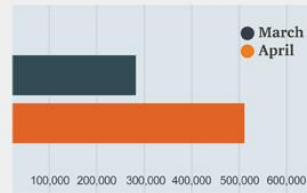
Like Tweet 316 4.6K

Refunds Processed by Month



Like Tweet 316 4.6K

Returns Processed by Month



Like Tweet 316 4.6K

Paper Check vs. Direct Deposit



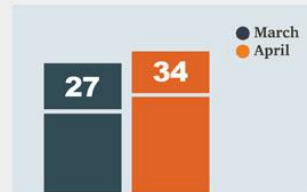
Like Tweet 316 4.6K

Percentage of Paper Checks & Direct Deposit Received



Like Tweet 316 4.6K

Avg. Days Until Return is Processed



Like Tweet 316 4.6K

Calls per Day of Week



Like Tweet 316 4.6K

Daily Tax Refund Process

* Estimated Numbers

Like Tweet 316 4.6K

Transmitted Applications



35,000*

Processed Applications



30,000*

Approved Applications



22,000*

Number of Refunds sent



15,000*

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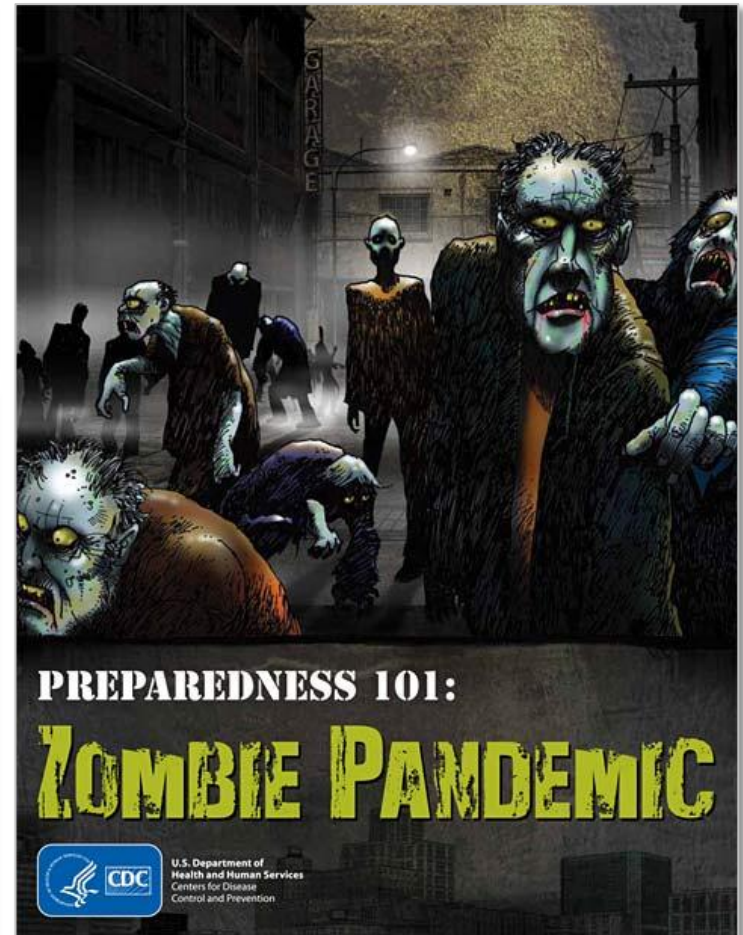
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CDC

Emergency.cdc.gov, "Zombies"



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