

A black and white, blurred photograph of a large crowd of people, likely at a public event or conference, serves as the background for the slide. The motion blur gives a sense of a busy, active environment.

Social Media. How Can Small Companies benefit?

ICT Loket
10 December 2009

jo@caudron.com

Dear Media,

About Dear Media

About Dear Media

- Digital Strategy & Innovation for:

artexis

var

usg people



BOEK
• BE
zet je zinnen op een boek

PRIMO
www.primo.be

Where sports meet fashion

TEST aankoop
Expert - Onafhankelijk - Dicht bij u

belgacom

4 vijfTV

BO
ZAR

Westtoer
West-Vlaams provinciebedrijf
voor Toerisme en Recreatie

together
with
proximus

About Dear Media

- Dear Media is a **consulting** company delivering a range of services for a world of new **digital media**:
 - strategy development
 - creation of creative (business) concepts
 - RFP/RFQ preparation and guidance
 - vendor selection
 - setting-up and management of (internal) teams for new (social) services
 - short or long-term program management
 - workshops, presentations, ...
- Our mission is to help you
 - **find a new balance** between the **certainties** of your traditional business
 - and the opportunities of **innovation** in media.

About me...

- Founding Partner of Dear Media
- Active in interactive since 1993 (Dear Media, ONE Agency, theOriginals, tvAgency, xCA, The Reference, ...)
- Not a Digital Native
Not a Digital Immigrant, but a Digital Architect
- <http://jocaudron.me>
(for the personal stuff)
- <http://www.linkedin.com/in/jocaudron>
(for the boring stuff)
- www.twitter.com/jcaudron
(to get in my stream)
- <http://www.facebook.com/jocaudron>
(we might even become friends ;-)
- **Become fan of Dear Media** on www.facebook.com/dearmedia
and get the daily social media news in your stream



picture: (c)
Pieter Baert

Introduction

To get this started...

- Who is using?
 - Twitter
 - Facebook, Netlog, ...
 - LinkedIn, Plaxo
 - Email
 - Google Wave
 - LBS
 - Augmented Reality

- Who has?

What's your primary news source?

- Radio
- Newspaper
- TV
- Online newspaper
- Magazines

- Mine is ...

The image shows a screenshot of the Twitter website's home page. At the top, the Twitter logo is on the left, and navigation links for Home, Profile, Find People, Settings, Help, and Sign out are on the right. Below the logo is a text input field with the placeholder "What are you doing?" and a character count of "140". Below the input field is a "Latest" tweet: "RT @stijnv: de standaard meldt dat van rompuy de eerste europese president wordt. bevestigd door diplomaten. half a minute ago" with an "update" button. Below this is a "Home" section with a yellow banner that says "3 new tweets." The main feed contains several tweets: a retweet by @jcaudron, a tweet by @derekb about the Belgian European president, a tweet by @stijnv about the European president, a tweet by @OnlyMobileNews about a Sprint update, and a retweet by @rrradiogirrrl about Van Rompuy. On the right side, there is a profile card for @jcaudron with 2,392 tweets, 236 following, 879 followers, and 11 listed. Below the profile card is a "List-or-ious" section, a "Home" navigation menu with links for @jcaudron, Direct Messages (131), Favorites, and Retweets, a search bar, and a "Saved Searches" section with a search for "twintz".

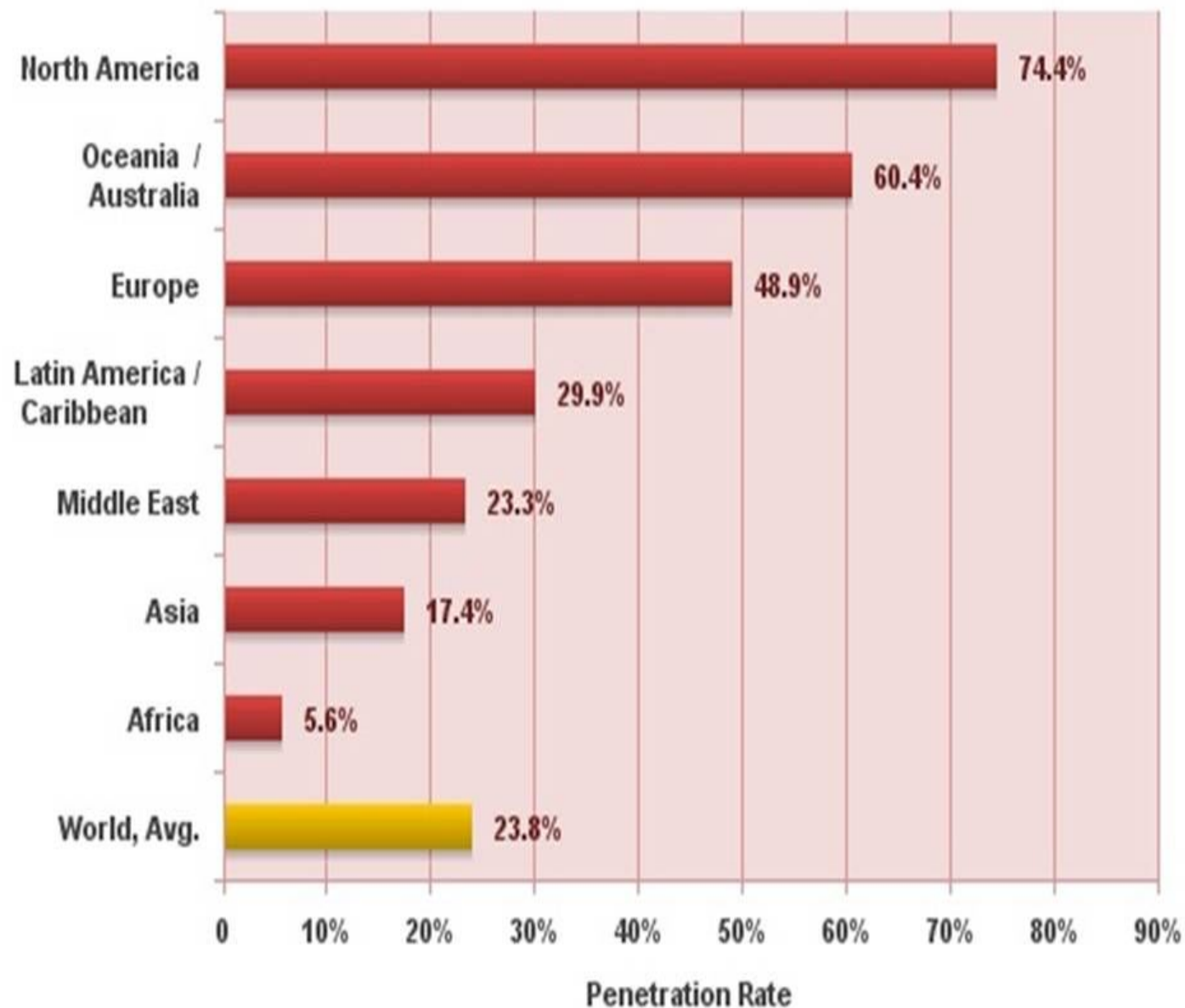
digital, social and

mobile world.



The Internet Today...

World Internet Penetration Rates by Geographic Regions




Worldwide:
6.7bio people
1.7bio are on the internet
that's like 25%


For Belgium:
10.4mio people
7mio are on the internet
that's 67,3%

Social is Huge

facebook takes over the world


As of July 15, 2009, Facebook has a total of 250 million users worldwide. If it were a country, that would make Facebook the 4th most populous country in the world.


1.  China: 1,332,060,000


2.  India: 1,166,900,000

3.  U.S.A.: 307,010,000

4.  Facebook: 250,000,000

5.  Indonesia: 230,781,846

6.  Brazil: 191,594,000

7.  Pakistan: 167,021,500

November 2009: Facebook has 350.000.000 members (and is making profit)

10.  Russia: 141,868,000

Social is Huge

About CheckFacebook.com

Total Users

% Online Population

Zoom Out



TODAY: 2.9Mio in Belgium
+300.000 users in Belgium from September '09
to November '09! -> 28% of the population.

55220 94748820

150.000 people on Twitter

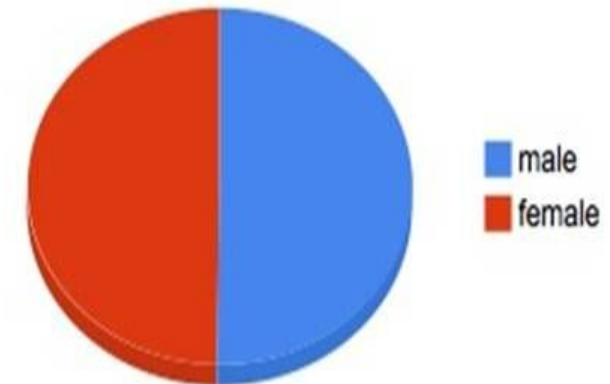
Belgium

Country Audience: 2,818,440

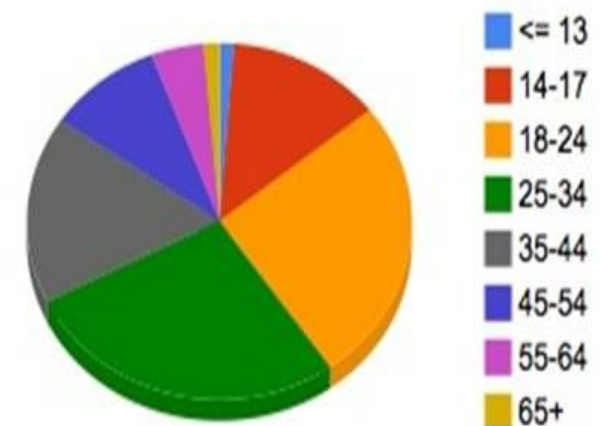
Percent of Global Audience: 0.89%

Share This Site 1144 retweet

Belgium Male / Female



Belgium Age Distribution



Mobile is even bigger

4.1 billion mobile phones.
Almost 1 billion were sold over the
last year alone!

HOME > TECHNOLOGY > TECHNOLOGY NEWS

Half of world's population owns a mobile phone, UN study reveals

The International Telecommunications Union, a UN agency, estimates that there are around 4.1 billion mobile phone subscribers across the globe, up from one billion in 2002, with developing nations one of the fastest-growing markets.

By Claudine Beaumont

Published: 4:34PM GMT 03 Mar 2009

Share | Facebook | Twitter | StumbleUpon

Digg submit

0 tweet

Email | Print

Text Size + -

Technology News

News

Technology

Mobile Phones

External Links

ITU report

Humanoid robots



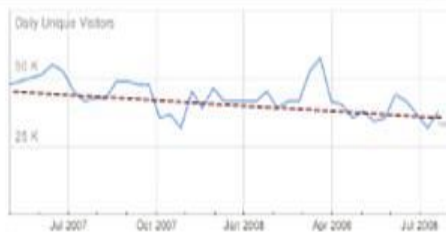
The future is social!

Google Ad Planner [Give us feedback!](#) [Help](#) [Sign out](#)

Site: Country:

Site traffic

	Country	Worldwide
Unique Visitors	470 K	570 K
Reach	6.9%	0.0%
Page views	7.4 M	7.4 M
Total visits	2.4 M	2.5 M
Avg visits per visitor	5.10	4.5
Avg time on site	390s	380s



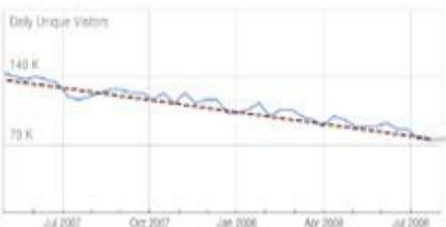
Daily audience decrease (-30% in one year)



Audience characteristics

Demographic data is only available for the United States.

	Country	Worldwide
Unique Visitors	990 K	2.6 M
Reach	14.6%	0.2%
Page views	31 M	34 M
Total visits	5.8 M	7.5 M
Avg visits per visitor	5.9	2.90
Avg time on site	480s	420s



Daily audience decrease (-50% in one year)



Audience characteristics

Demographic data is only available for the United States.

Site traffic

	Country	Worldwide
Unique Visitors	2.3 M	300 M
Reach	34.6%	23.9%
Page views	54 M	7 B
Total visits	22 M	2.5 B
Avg visits per visitor	9.70	8.5
Avg time on site	390s	430s



Daily audience decrease (-45% in one year)

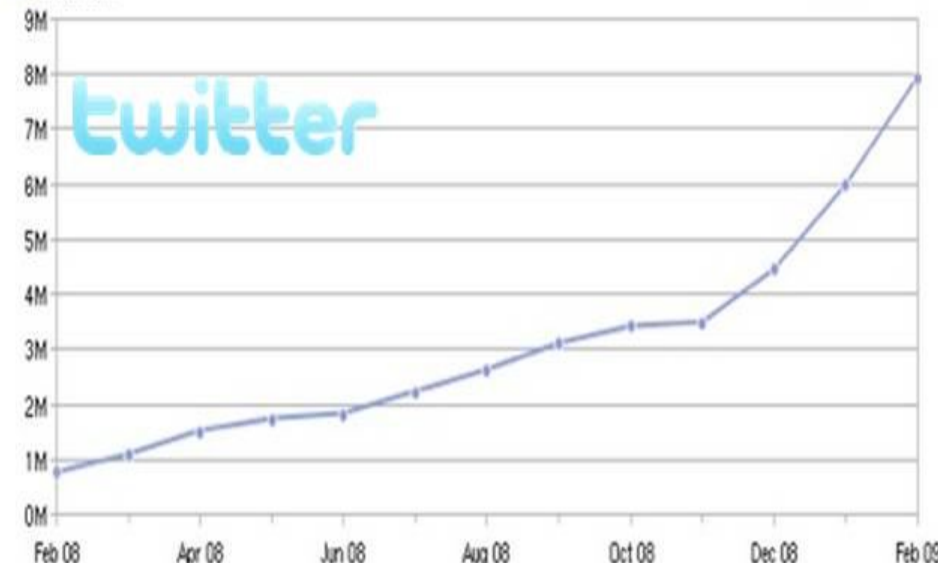


Audience characteristics

Demographic data is only available for the United States.

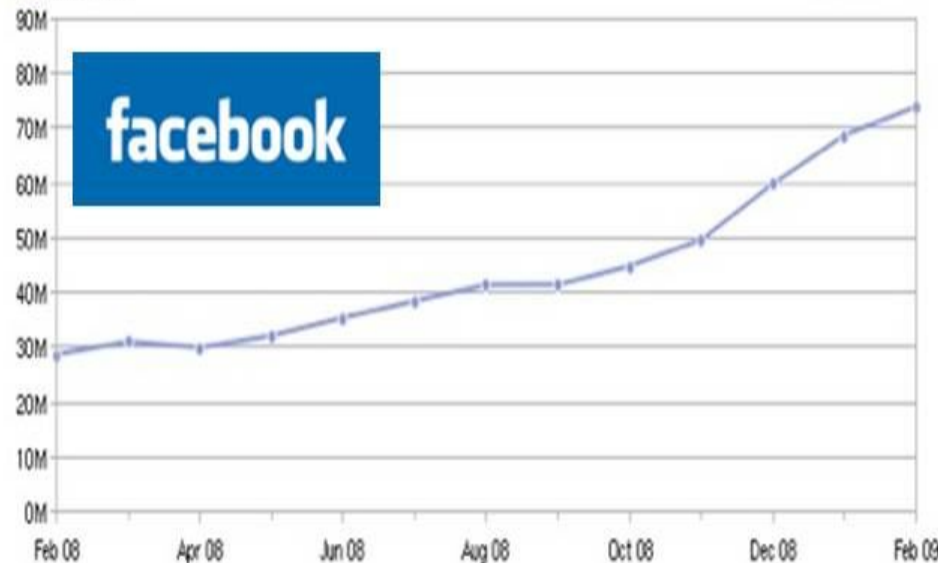
Unique Visitors

twitter.com



Unique Visitors

facebook.com



QuickTime™ en een
-decompressor
zijn vereist om deze afbeelding weer te geven.

Media 1.0

SOCIAL OBJECT



The Flower is the (potential)
social object

The *mainstream media* are the
smell of the flower

The bee is “spreading the word”
and has the real power

Level I: Sites, blogs, feeds, widgets

Level II: Closed networks (Facebook, Netlog, ...)

Level III: Through individuals (e-mail, Twitter, ...)

Media 2.0

Social Media?

FEAR



Why are companies NOT using SM?



More Than Half of Employers Now Block Twitter, Facebook, MySpace

October 6th, 2009 | by Adam Ostrow

79 Comments and 1133 Reactions

1437
tweets

retweet

52

f Share

Can't check Facebook or Twitter from the office? You're not alone. In fact, you might be in the majority.

According to a new survey of 1,400 CIOs of companies with 100 or more employees, 54% now completely block employees from accessing social networking sites at work.



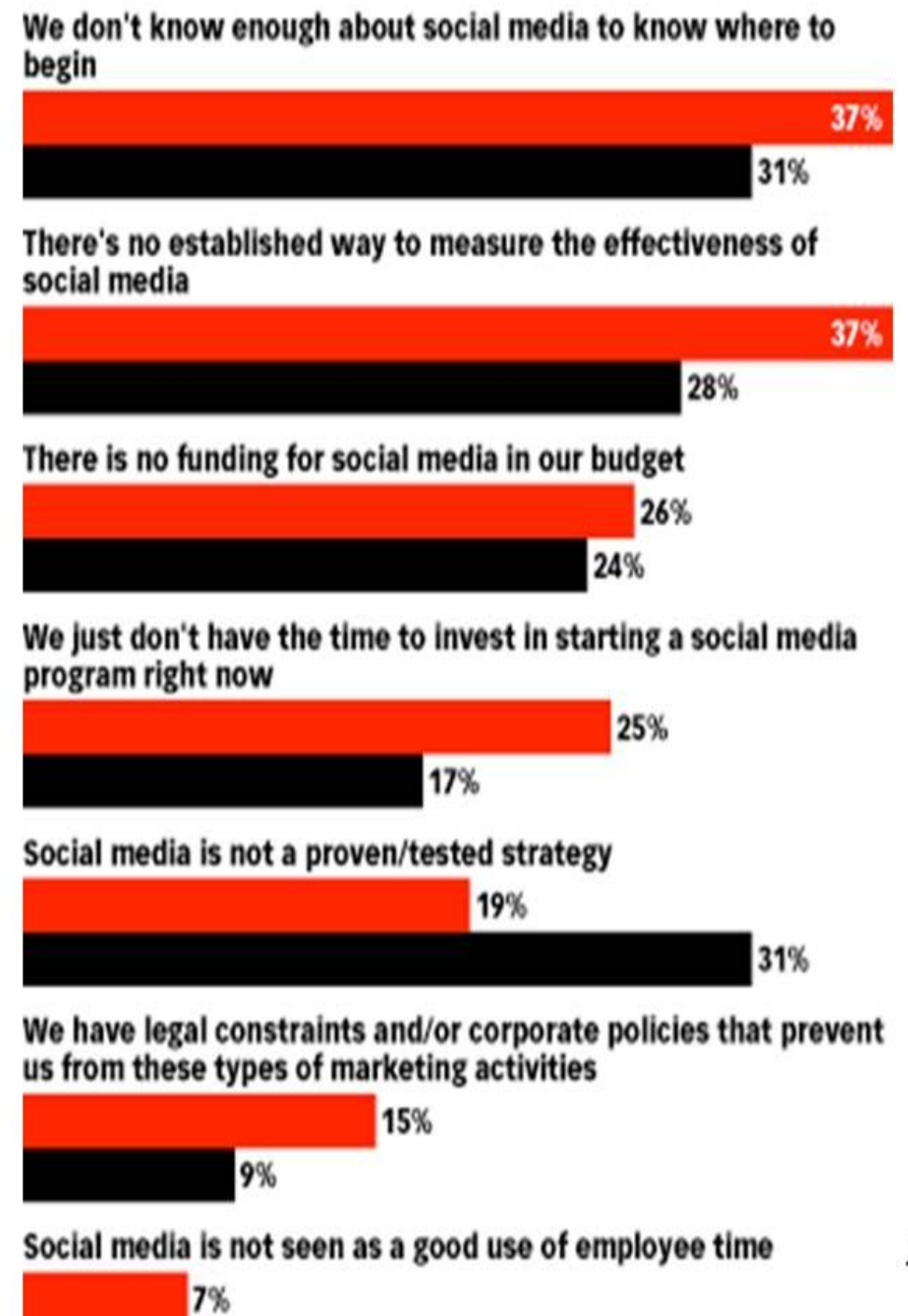
Only 10% of those surveyed let employees use social

Is this the right way to go?

Why are companies NOT using SM?

- Lack of information => ignorance
- Ignorance => fear
- No idea of the current size, growth, impact, potential, value, ...
- Decisionmakers are often too old themselves to understand the importance of this rapid change
- But they are locking-out reality and the future of online communication!

Barriers to Social Media Adoption According to US Brand Marketers and Ad Agencies, June-July 2009 (% of respondents)



Why Allow Social Media?

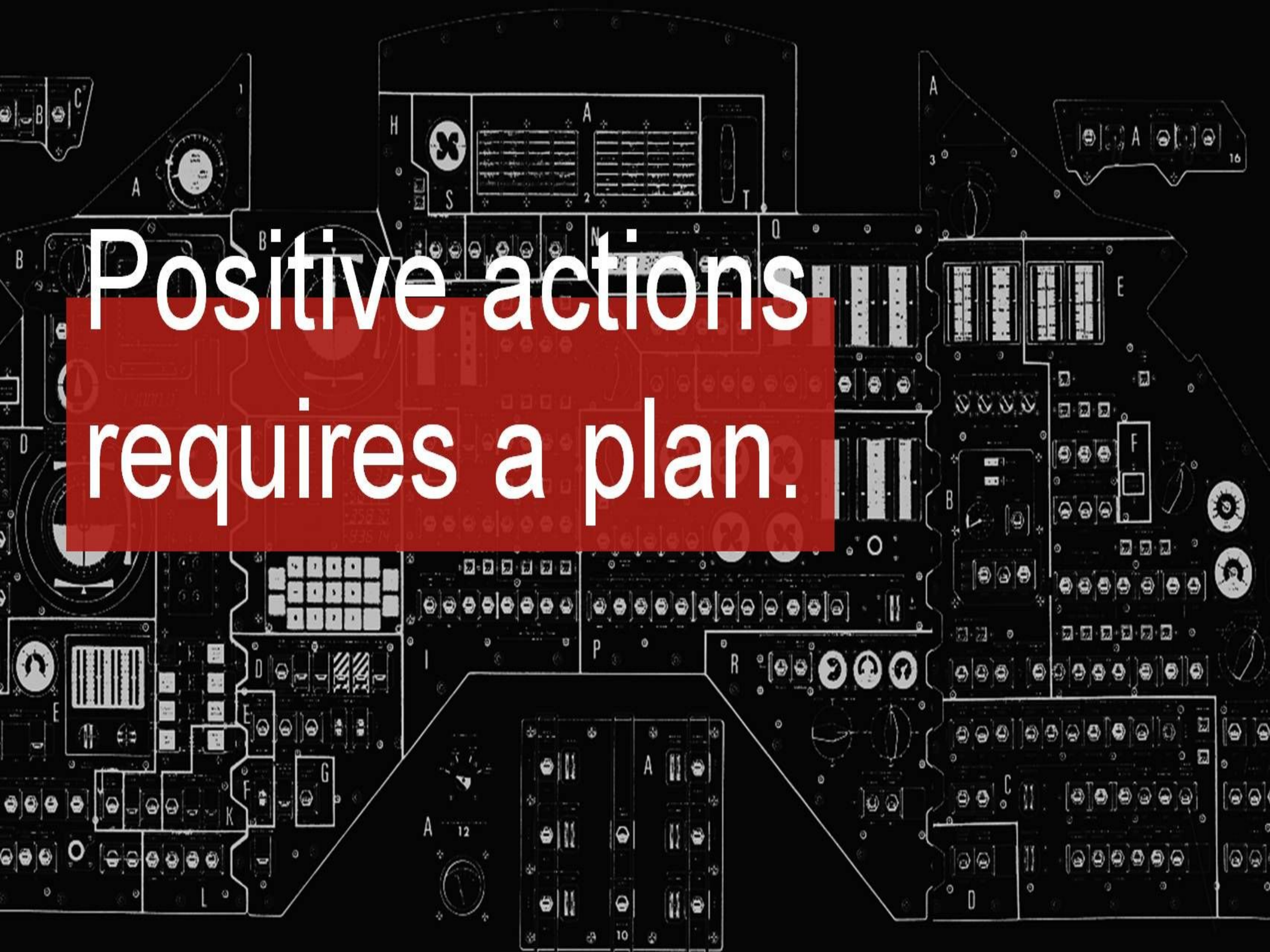
- Social Media are changing the way we
 - live
 - work
 - get informed
 - ...
- Do you want to deprive your staff access to phone, internet or mail?
- If not:
 - why limit access to a highly efficient and powerful source of communication and information?
 - why push your staff into “stealth mode”. They will do it anyway!



Why Allow Social Media?

- Because you simply can not switch it off!
 - Remember Iran?
 - Primary access to social sites in the very near future will be via mobile devices (often not part of your infrastructure)
 - It's part of people's lives





Positive actions
requires a plan.

Social Media For Small Companies

- Social Media can be used for anything
 - **Marketing** (create an audience and interact with it)
 - **Support** (track issues and help people, even if they are not your customers)
 - **Sales** (put your promo's in the social stream)
 - **HR** (looking for staff? Social Media are a very effective and inexpensive way to search)
 - **Research** (your social graph is a rich source of information, that you can not just search but also inquire)
- Both **B2C** and **B2B**

Social Media For Small Companies

- Research shows that big brands in social media are big brands in real life
- But small companies can benefit from social media too:
 - you really have to be **smart**, not rich
 - in social media, it's "**relevance**" that counts, not "decibels"
 - if you are willing to **engage**, you can create personal, working (and profitable) relationships

Social Media For Small Companies

- But beware:
 - you really have to be **transparent**. Once you engage in social media, you have to be open and honest as a company.
 - you have to be “**the real you**”. Don’t fake.
 - it takes **time to build** a network and you can not just buy it.
 - your staff is the best way to start **spreading** your messages
 - **don’t overdo**, don’t spam
- It’s ideal to create new, strong and viral relationships

13/07/09

 **jcaudron** 23h 
This week, I left ONE Agency. Today I'm starting Dear Media. Read more:
www.dearmedia.be



dS De
Standaard

Het Nieuwsblad

DeMorgen

DE TIJD



Traffic Summary

Page Views	2,341
Page Views / Hour (Avg)	109
Unique Visitors	519
Unique Visitors / Hour (Avg)	25
Robot Hits	54
Robot Hits / Hour (Avg)	2

After 24H, on the Dear Media site

13/07/09

jcaudron twitter statistics



Jo Caudron

Bio: Interactive entrepreneur. Digital strategy & innovation. Social, mobile & other funky stuff.

[tweet this]

Follow

922 Followers
twittercounter.com

Followers
922

Following
246

Tweets
2,544

Add Followers?

Last week Last month Last 3 months



-500 followers (13/07)



0 fans (01/10)



Dear Media,

The power of my network

Google Zoeken [Geavanceerd zoeken](#) [Voorkeuren](#)
Doorzoek: het internet pagina's in het Nederlands pagina's uit België

Het internet Resultaten 1 - 10 van circa 1.870.000 voor facebook statistics belgium (0,19 seconden)

Facebook in Belgium - February 2009 - 28 aug - [[Vertaal deze pagina](#)]
5 Feb 2009 ... For the fifth birthday of the social networking site Facebook, I created some new charts with updated statistics for Belgium. ...
blog.luon.com/.../Facebook-in-Belgium-February-2009.aspx - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

The Killer Attitude: Facebook statistics - an update - [[Vertaal deze pagina](#)]
26 Feb 2008 ... If you have missed my earlier posts please have a look here for all posts on Facebook stats (including this post). ...
thekillerattitude.com/.../facebook-statistics-update.html - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

B.V.L.G.: Facebook in België
18 dec 2008 ... Facebook in België. In enkele berichten heb ik reeds het aantal gebruikers ... Via de site Facebook Demographic Statistics kan je zelf zeer ...
bvlg.blogspot.com/.../facebook-in-belgi.html - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

Facebook has over 1 million users in Belgium | Bligg
Facebook has over 1 million users in Belgium ... 1 million Facebook users in small country like ours that only has a population of 10 million, ...
www.bligg.be/story.php?...facebook...belgium - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

Facebook Statistics Application: What I'd like to see | cre8d ... - [[Vertaal deze pagina](#)]
3 Jul 2009 ... I'd love to see a Facebook Statistics Application - a dashboard showing handy information such as ... Nice blog btw. Greetings from Belgium, ...
www.cre8d-design.com/.../facebook-statistics-application-what-id-like-to-see/ - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

CheckFacebook: Facebook Statistics, Demographics, Reports and News ... - [[Vertaal deze pagina](#)]
Facebook Statistics, Demographics, Reports and News Each day, CheckFacebook tracks data reported from Facebook's advertising tool to help marketers and ...
www.feedmyapp.com/.../checkfacebook-facebook-statistics.../10253 - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

How many times Have you attended Graspop so far ? | Facebook
Let's see some Stats.. HuS. Post #2. Sebastien wrote on September 18, 2008 at 3:23pm. 4 times ... i always move 25 km to reach graspop so belgium ...
www.facebook.com/topic.php?uid...topic... - [In cache](#) - [Vergelijkbaar](#) - [Feedback](#)

versus

Looking for recent Facebook & Twitter stats: how many people using it TODAY worldwide & Belgium? I will drop your name twice next week! #FB ☆
🗑

10:19 AM Aug 28th from TweetDeck

 **fons_be** @jcaudron <http://checkfacebook.com/>
11:35 AM Aug 28th from web

 **TheReference** @jcaudron en Twitter is als site in België al populairder dan seniorennet en Flickr ☆
↻
11:08 AM Aug 28th from whirl in reply to jcaudron

 **TheReference** @jcaudron Volgens B.V.L.G. voor de maand augustus Facebook : 2.358.080 people who live in Belgium, een stijging van 1%
11:08 AM Aug 28th from whirl in reply to jcaudron

 **geertdesager** @jcaudron misschien helpt dit <http://bit.ly/E61qX>
10:33 AM Aug 28th from Seismic in reply to jcaudron

 **batikk** @jcaudron <http://www.facebook.com/ads...> , continue and then you see real--time stats
10:27 AM Aug 28th from web

 **batikk** @jcaudron 2.483.380 Belgians on Facebook, "more than 250 million" worldwide (source: Facebook ads / Facebook stats page)
10:24 AM Aug 28th from web

A “social” Social Media case

- The Big Ask Again / Dance For The Climate
- August 2009: +10.000 people on the beach
- 3 weeks beforehand: just a dozen people started to invite friends on Facebook to join
- After 3 weeks: 25.000 people were **personally and hand-picked** invited by their peers to attend the shooting. Thousands confirmed,
- The 2 Fb pages have aprox. 4.000 fans (and growing)
- Cost of the social media : 0€
- Already 7.000 people joined the online dance www.dancefortheclimate.org in their own dance.

QuickTime™ en een
MPEG-4 Video-decompressor
zijn vereist om deze afbeelding weer te geven.

Some more local data

- Test-Aankoop launched their information campaign about “expensive internet” in Belgium
- They started “seeding” from within their local staff: 20 people started sharing the message on Fb and Twitter
- After 2-3 weeks:
 - 13.500 people did the test to check their internet subscription (online driven by Fb traffic)
 - 850 people became fan on Fb, providing them a new, strong opt-in group of online contacts via social media. Every next campaign will increase this number.

The screenshot shows a Facebook page for 'Test-Aankoop/Test-Achats'. The page features a large survey graphic with the following text:

9 tweets
retweet

de dure vergelijking e veel voor i de prijzen en ze maar

jaan er hier ver!

om na te g. Is dit het der om een een andere

icebook en dule te gebruiken. Samen gaan we voor lagere

13677 personen voerden onze internettest uit.
94,41% betaalde te veel.
Samen konden zij € 3.195.174,48 per jaar besparen.

Betaalt u ook te veel ?
Doe dan nu de test !
Kies uw profiel

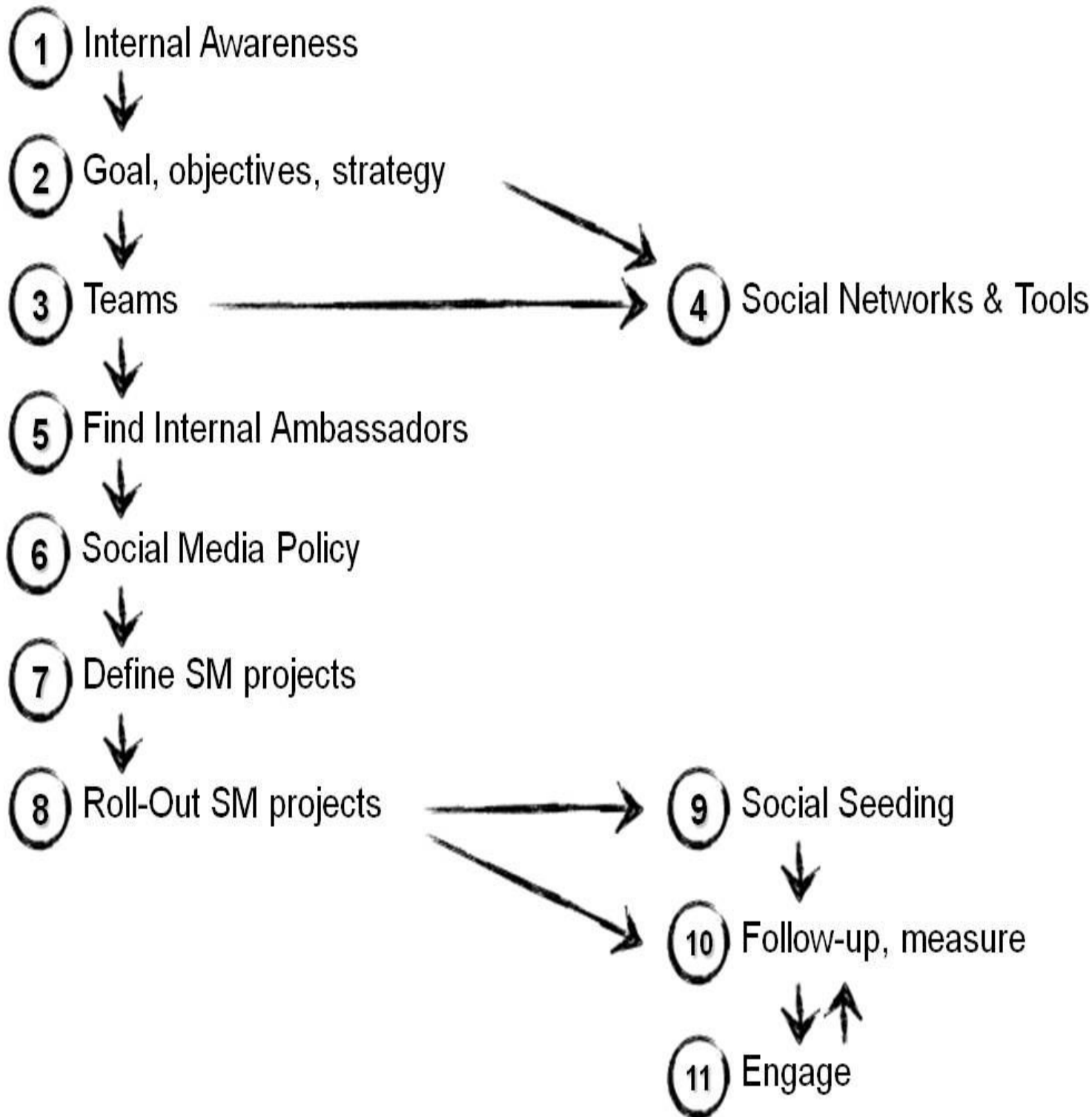
light surfer
 normale surfer
 stevige surfer

NAAR DE TEST

SHARE THIS facebook > fancy us twitter > follow

The Facebook interface includes the user's name 'Test-Aankoop/Test-Achats', a navigation menu (Wall, Info, Photos, Discussions, Video), a status update box, and a list of recent posts. One post from 'Gisele Kei Sen Couvreur' mentions an article about the test.

Creating a “Social Media Plan”





Social Media. How Can Small Companies benefit?

ICT Loket
10 December 2009

jo@caudron.com

Dear Media,