



Using Social Software to Get ~~the~~ your Word Out

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*Fast Changes - Fierce Challenges
Corporations Sharing Expertise to Help
Non-Profits Survive and Thrive*

March 2009

(slides available at: <http://www.slideshare.net/ganis>)

- What do we mean by “Social Software”
- What can I do with it ?
- Does it work ?



What is Social Networking?

Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivisions

This computer-mediated communication has become very popular with *social sites* like MySpace and Facebook, *media sites* like Flickr and YouTube, and *commercial sites* like Amazon.com and eBay.



What do we want to do ?

- Get our word out
- Build a network of friends and supporters
- Save some money (Working cheaper)

Where did it start ?

Conversations

Matter



google talk

Y yahoo!

What are some of the Social Options?

Information dissemination	<ul style="list-style-type: none">■ Twitter■ Wiki's and blogs
Social (connect or reconnect)	<ul style="list-style-type: none">■ Facebook■ LinkedIn■ Plaxo
Information Sharing	<ul style="list-style-type: none">■ Flickr■ YouTube
Collaboration	<ul style="list-style-type: none">■ Ning

“Pushing” Information



Web 2.0 tools like Twitter, Facebook can foster growth in hard times

But analysts warn that companies should be prepared for potential online user attacks.

By Sharon Gaudin

Comments 0 Recommended 6 Share

March 13, 2009 (Computerworld) Zappos.com Inc. credits its novel [Web 2.0](#)-based sales philosophy for much of its [significant sales growth](#) -- and continuing profitability -- during the current hard times.

The online shoe and clothing store [doesn't spend massive sums](#) creating and implementing online or offline marketing and advertising campaigns, yet it still generates significant buzz among its current and potential customers.

How? Mostly through its heavy use of [Twitter Inc.](#)'s eponymous social network and, to a lesser extent, its use of tools from Web 2.0 providers like [Facebook Inc.](#)



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What is Twitter ?

Twitter is a social networking or microblogging service that allows users to send small updates (messages) about what they are currently doing.

Twitter does this by sending short text messages (140 characters in length) called "tweets", to your friends, or "followers."



What are you doing?

140

Text input field for a tweet

Latest: is taking Taylor to Orchestra practice, then off to IBM Somers 6 days ago

update



Mike Moran I have several strong bloggers that regularly contribute to my Biznology blog. If you are interested in a getting some exposure, let me know

14 minutes ago from web



astronomy2009 RT @astronomy2009uk GLOBE at Night 2009 starts today. Get your Orion maps and head outside! <http://www.globe.gov/GaN/>

16 minutes ago from web



astronomy2009 #IYA2009 logo has been blasted off into space! <http://www.astronomy2009.org/>

17 minutes ago from web



ibmevents RT @iod2009: 4 days of education and networking 2-5 June at the Estrel, Berlin. Check IOD EMEA Conference <http://tinyurl.com/78s6ia> #IBM

17 minutes ago from tuhirl



jenschac on hold with rogers about moving my internet to the new place. wonder how difficult they'll make it.

26 minutes ago from web



epc Looking for recs for a quiet dinner for two in/near downtown Austin, any cuisine. @epc suggestions #sxsw #dining

about 1 hour ago from txt



stephwise is looking for an Optical Test Engineer in the Bay area with waveguide or switch experience. stephanie@engconn.com

about 1 hour ago from web



mattganis

49

following

80

followers

366

updates

Number of people following me

Home

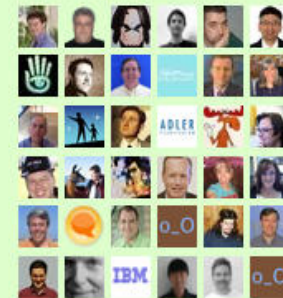
@Replies

Direct Messages 32

Favorites

Everyone

Following add



View All...

Device Updates

phone off

RSS feed

Number of people I'm following



How can you use this?

Sign up for Twitter (it's free)

Announce it on your website

Start Tweeting:

- *“Planning the Memory Walk for Sept 1st”*
- *“Memory walk is this week, check out <http://....>”*
- *“car wash at Fishkill firehouse to benefit Alz Assoc”*

Blogs

A "Blog" is an abbreviated version of "weblog," which is a term used to describe web sites that maintain an ongoing chronicle of information.

A blog is a frequently updated, personal website featuring diary-type commentary and links to articles on other Web sites. They can range from the personal to the political, and can focus on one narrow subject or a whole range of subjects.

Are people doing this?

- 70 million weblogs
- About 120,000 new weblogs each day, or...
 - 1.4 new blogs every second
- 1.5 million posts per day, or...
 - 17 posts per second
- Growing from 35 to 75 million blogs in just under one year

Is anybody reading?

groundswell

winning in a world transformed by social technologies

[Home](#) [The Book](#) [Authors](#) [Calendar](#) [Blog](#) [Profile Tool](#) [Discussion](#) [Awards](#) [Contact Us](#)

[« Meet up in Seoul | Main | Mixi -- Japan's top social network -- goes IPO »](#)
SEPTEMBER 11, 2006


Listen up marketers: 24% of Gen Yers read blogs

We recently published a short piece, "[Marketers: Keep A Keen Eye On Gen Yers](#)" that looks at how these young adults (aged 18-26) use the Internet differently from their older brethren.

Here's the short executive summary:

Gen Yers — 18- to 26-year-olds who came of age with broadband, cell phones, and iPods, among other things — stand apart from older generations because of their hands-on approach to the Web. Marketers trying to anticipate future consumer trends should tune in to Gen Yers. As these do-it-yourselfers become a primary consuming audience, they will carry with them their cross-channel shopping enthusiasm, active blog usage, and reliance on the information-scouring powers of Google.

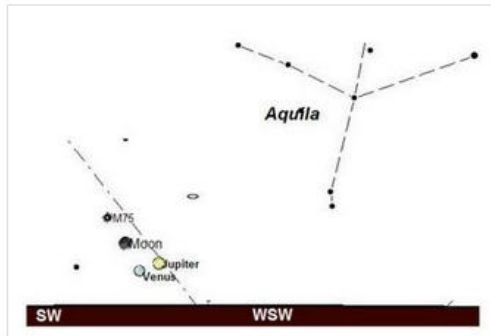
One key data point that stood out for me: 24% of Gen Yers read blogs, which is twice as often as the 12% of Gen Xers (ages 27-40) and three times the 7% of Young Boomers (ages 41-50) that read blogs. So skeptics of blogs should suspend their disbelief and look to at least one bellweather demographic to get an idea of how widespread blog readership can potentially grow in the future.

- 
- 50 Million Americans (30% of Internet users) read blogs
 - The average blog reader, views 77 more pages than the average Internet User
 - Blog readers spend 23 hours online (versus 13)
 - Blog readers are 11% more likely to have household incomes of \$75,000 or more

Matt Ganis' BLOG and other ramblings

Monday, December 1, 2008

See Jupiter, Venus and the moon close together



At the start of the month, the always bright Jupiter can found near the western horizon, making its exit from our skies – falling below our horizon by December

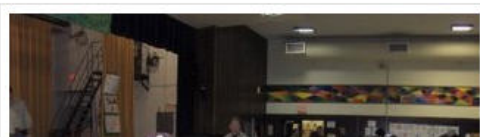
10th. If you get a chance, have a look on December 1st where Jupiter, Venus and the Moon form an interesting conjunction low in the western skies. A conjunction of celestial bodies occurs in the sky if those bodies are (temporarily) close together in the sky (within a few degrees)

Posted by Matt at 9:58 AM 0 comments

Labels: [astronomy](#), [conjunction](#), [jupiter](#), [moon](#), [planets](#), [venus](#)

Saturday, November 22, 2008

Popsicle Stick Bridges



Matt



Matt Ganis

Blog Archive

Blog Archive

About Me

Matt Ganis

Carmel, NY, United States

I work for IBM (in Web Technologies and Secondlife)during the day and I'm a Professor of Astronomy and Computer Science at Pace University at night. I'll be posting about: astronomy science web topics secondlife ..and who knows what else

[View my complete profile](#)

Free blogs:

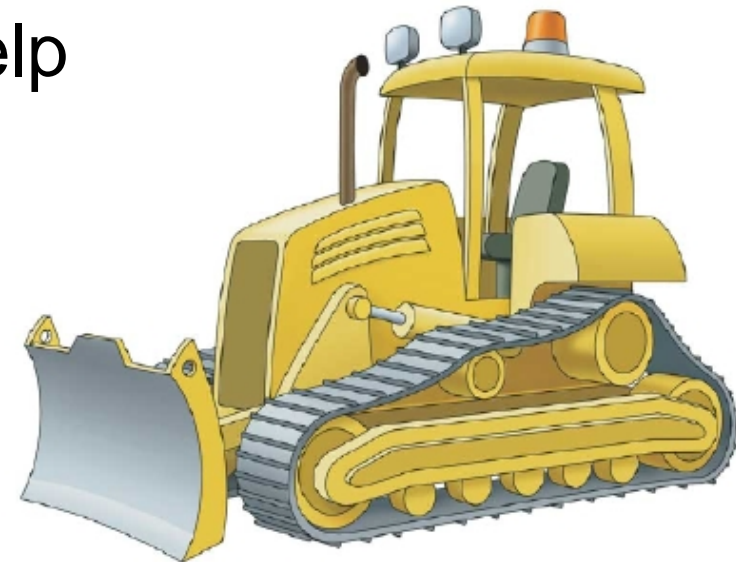
- Thoughts.com
- Blogspot.com
- livejournal.com
- Many others...


How do I use this?

- Have your director write his/her thoughts on a given subject
 - Invite commentary (start that two-way dialogue)
- Supplement your newsletter, don't necessarily replace it

Building Networks (linkedin, plaxo)

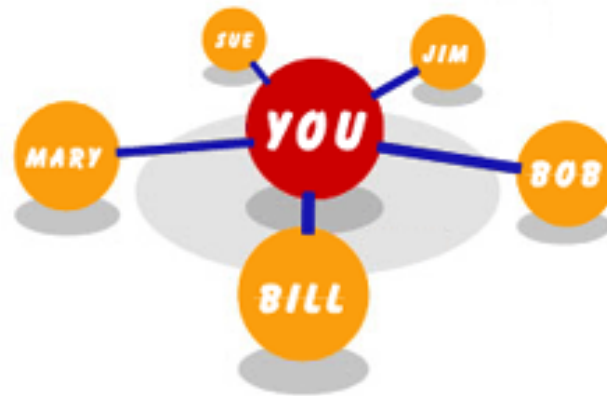
Allows you to stay informed about what's happening with your contacts or within your industry. It also helps you find the right, knowledgeable people, which help you achieve your goals



- 
- LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries.
 - You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

OR.....

- Simply use LinkedIn to build a network of your supporters, volunteers or interested parties



New on LinkedIn! Navigate your messages quicker with our redesigned Inbox

Changes to your Inbox

To save space on your homepage, your Inbox will display only if you have unread messages - but your full Inbox is always available from the left navigation bar. Go »

Network Updates

What are you working on now?

Matt... [text input] [Update button]

Today

STATUS UPDATES (3)

Tony Cusato is preparing to train 8,000 users, in 7 days on Lotus Notes 8.0.2 (yes, that was not a typo - 8K) Reply privately - Add comment

Katie Playfair, CSP kplayfair@danube.com is helping with a webinar on Product Owners and is also battling a cold... Reply privately - Add comment

Cynthia Fishel will be volunteering and attending this year's Search Engine Strategies Expo & Conference at the Hilton Reply privately - Add comment

RECOMMENDATIONS (2)

Katie Playfair, CSP kplayfair@danube.com recommends Patrick Elwer, "Prior to Pat's work developing agile and Scrum best practices at Intel, I don't believe the industry..." Read more »

Katie Playfair, CSP kplayfair@danube.com recommends Timothy Callahan, "Since 2006, Tim has progressively included me in his

People you may know

- Stephen Zakur Director, Teleweb Business Transformation at IBM Invite x
Joe Lopatka Manager, Corporate Webmasters at IBM Invite x
Lanny Trager RHCT Invite x
See more »

Ads by LinkedIn Members

LinkedIn Jobs We have thousands of postings for jobs in your field. Search now! www.linkedin.com/jobs

From: Richard Chen What's this?

Featured Applications on LinkedIn



WordPress Promote your blog and latest posts. Add this application Browse applications

- Home Groups Profile Contacts Inbox Applications Add Connections

Profile card for Matt Ganis, STSM at IBM, showing profile completion status and connection counts.



How should I use it ?

- Sign up
- Connect to your supporters
- Find out who **THEY** are connected
- ...build your network



Share, Share – that's Fair !



Sharing your information

Flickr is a popular photo-sharing and hosting service with advanced and powerful features. It supports an active and engaged community where people share and explore each other's photos. You can share and host hundreds of your own pictures on Flickr ***without paying a dime***

(there's also a pro service that gets you unlimited storage and sharing for about \$2 a month)

YouTube

- Lee Gomes from "The Wall Street Journal" estimated there are more than 6 million videos on YouTube and the amount of time people have spent the site since it launched adds up to 9,305 years. Which means not only do you have a huge audience, it's also a highly engaged one.





Brand Channels

Brand Channels include all standard community functionality, helping brands become an organic part of the YouTube's fabric. Key aspects include:

- YouTube allows "Subscriptions." When a brand adds new videos to its channel, subscribers are notified, helping build audience.
- Ability to host contests and encourage users to submit their own content.

Channels

- All
- Comedians
- Directors
- Gurus
- Musicians
- Non-Profit**
- Partners
- Politicians
- Reporters
- Sponsors
- YouChoose 08
- YT Screening Room

Non-Profit

Most Viewed

Today This Week This Month All Time

funkanometrystf
100 Videos
2,222,961 Views

checkyourselfout
5 Videos
2,021,409 Views

FarisiDaniel
46 Videos
2,001,081 Views

BaldEagleInfo
15 Videos
1,978,779 Views

CTFORUM
43 Videos
1,918,971 Views

MBARvideo
4 Videos
1,899,818 Views

MySpaceMDA
27 Videos
1,853,918 Views

TRyanNOVAC
33 Videos
1,836,016 Views

linktv
1,683 Videos
1,773,282 Views

folkstreamer
110 Videos
1,766,262 Views

asiasociety
82 Videos
1,762,268 Views

MoMAvideos
155 Videos
1,724,569 Views

EFForg
10 Videos
1,555,283 Views

seeprogess
544 Videos
1,498,024 Views

digitalreporter
744 Videos
1,488,591 Views

RocktheVote2008
189 Videos
1,409,300 Views

MarchofDimes
975 Videos
1,403,913 Views

NRDCflx
85 Videos
1,403,233 Views



Advertisement

DeclareYourself
96 Videos
1,614,730 Views

hsus
149 Videos
1,603,746 Views

SaveTheInternet
90 Videos
1,470,414 Views

WhyTuesday
101 Videos
1,425,504 Views

WeCanSolveIt
29 Videos
1,366,981 Views

EDin08
73 Videos
1,363,275 Views

Get Creative

Stephen Colbert of Comedy Central's "The Colbert Report" issued a challenge to his audience. He shot a video of himself on a green screen for fans to download and edit in any way they wanted. He asked people to submit the videos to his fan site. Many of the videos have also shown up on YouTube. The result has been phenomenal. One video alone on YouTube has been viewed almost **700,000** times

There's a lot out there....

- Twitter
- Facebook
- LinkedIn
- Plaxo
- Ning
- Wiki's and blogs
- Flickr
- YouTube
- PBWiki



Thank you!

ganis@us.ibm.com

(slides available at: <http://www.slideshare.net/ganis>)

