

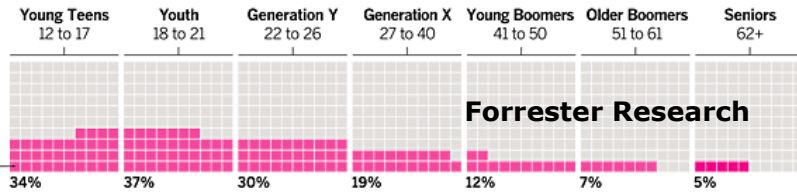
PEOPLE

What people are doing

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



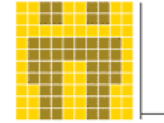
Who participates (U.S. online users)



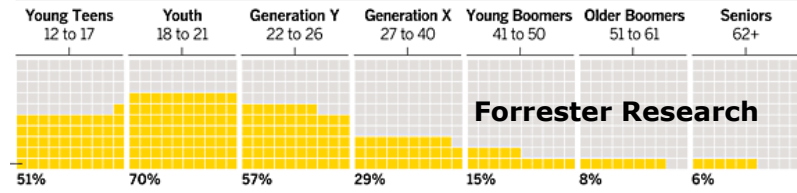
PEOPLE

What people are doing

Joiners use social networking sites.



Who participates (U.S. online users)



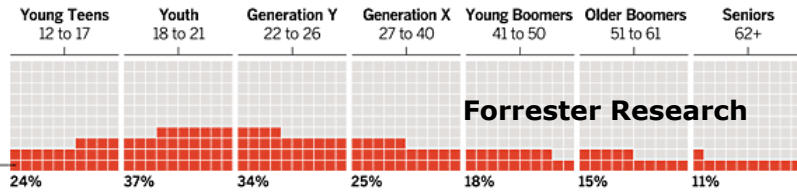
PEOPLE

What people are doing

Critics comment on blogs and post ratings and reviews.



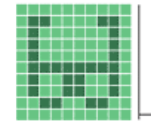
Who participates (U.S. online users)



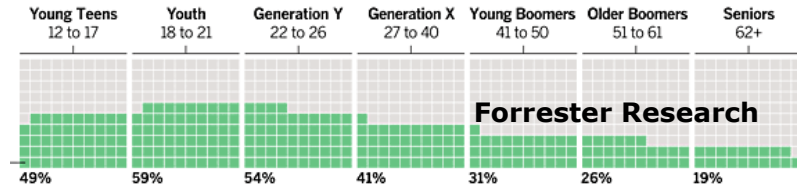
PEOPLE

What people are doing

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



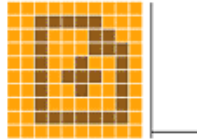
Who participates (U.S. online users)



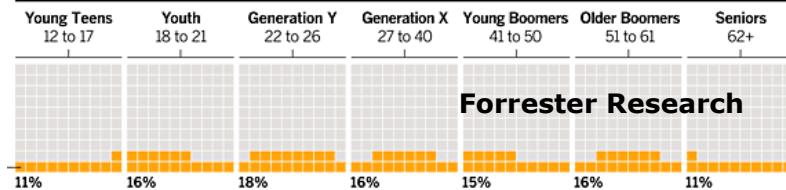
PEOPLE

What people are doing

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



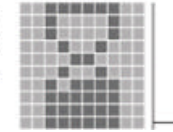
Who participates (U.S. online users)



PEOPLE

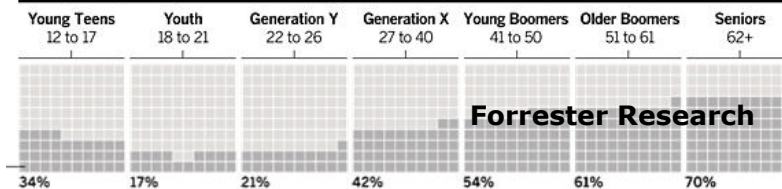
What people are doing

Inactives are online but don't yet participate in any form of social media.



Data: Forrester Research

Who participates (U.S. online users)



PEOPLE

- Who must you reach with your social media efforts to meet your objective?
- Why this target group?
- Is this a target group identified in your organization's communications plan?
- Where do they hang out on the social web?
- What do they know or believe about your organization or issue?
What will resonate with them?
- What key points do you want to make with your audience?

PEOPLE

Remember, don't get too hung up on research. **An important part of building your strategy will be doing some listening on social spaces.**

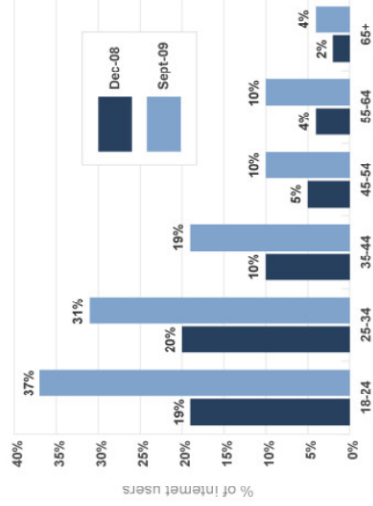
More Research Sources:

http://beth.typepad.com/beths_blog/2008/09/nptech-summary.html

PEOPLE

Young people flock to Twitter

Internet users age 18-44 are more likely than older users to use Twitter



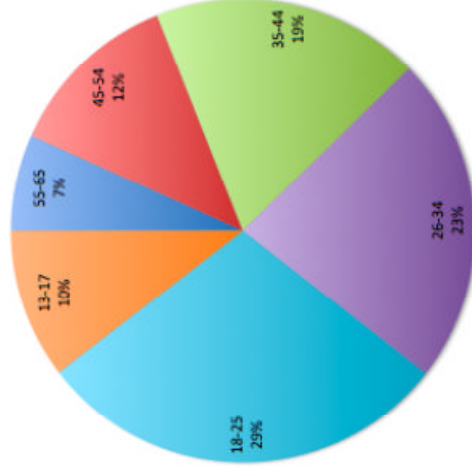
Source: Pew Internet & American Life Project surveys conducted from November 16-December 20, 2008, and August 18-September 14, 2009.



PEOPLE

US Facebook Users by Age

InsideFacebook.com, 10/1/09



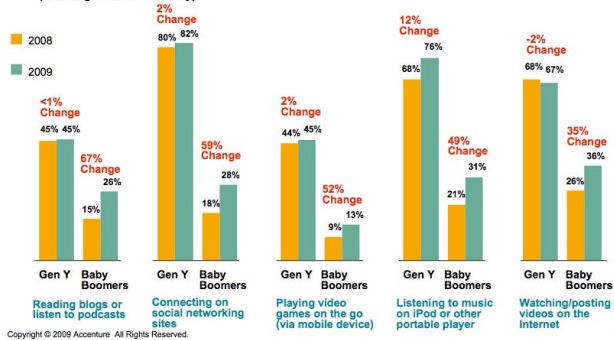
PEOPLE

Baby Boomers are embracing popular consumer technology applications nearly 20 times faster than younger generation



Adoption of New Services by Generation

(% change from 2008 study)



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PEOPLE

Chicks Rule!

Gender balance on social networking sites

