



Connecting with Social Media

Presented by Cedar Rapids West Rotarian
Chris Lindell



February 26, 2014

Social Media



- What is it?
- Why use it?
- Who uses it?
- How to start using “social media”?
- Examples of social media
- Social media challenges

Rotary & So



What is Social Media?

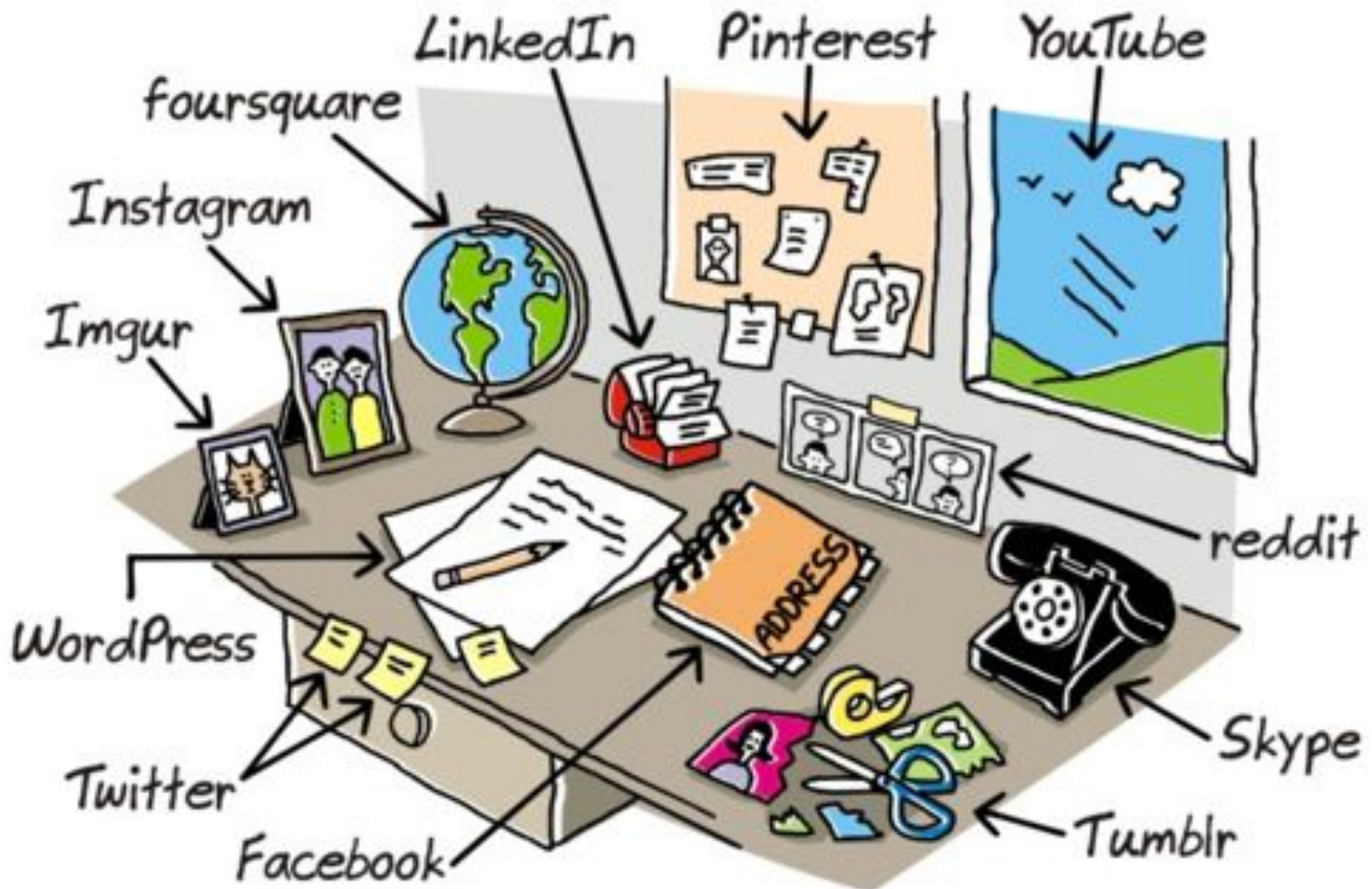


Interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks

*Waste of time or great way to connect with others...
Social media has overtaken porn as the no. 1 activity on the web*



vintage social networking



SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Contributed by
Marcia Hughes
CR West Rotarian



facebook



1.15
Billion+
total users

751 Million users access Facebook from mobile with 7,000 different devices

There are over 10 Million Facebook apps so far

23% of Facebook user's check their account more than 5 times a day

74% of marketers believe Facebook is important for their lead generation strategy

350 Million photos are uploaded every day

75% of possible engagement a post gets in its first 5 hours

facebook



There are over 288 million monthly active users

28% of Retweets are due to inclusion of "please RT!"

Twitter's fastest growing age demographic is 55 to 64 year olds, registering an increase in active users of 79%

60% of Twitter users access it from mobile

Approx 20 million user accounts are fake

On an average, over 400 million tweets being sent per day

208 is average number of tweets per account

**500
Million+**
total users



LinkedIn



Total number of LinkedIn groups are 1.5 million

27% users access LinkedIn through their mobile

50% of LinkedIn users have their Bachelor's or Graduate degree

81% of users at least belong to one group

42% update their profile information regularly

Over 3 Million LinkedIn Company Pages

Over 1 Billion LinkedIn endorsements

238
Million+
total users

LinkedIn



**1.0
Billion**
Unique
Visitors each
month



Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth

100 hours of video are uploaded to YouTube every minute

80% of YouTube traffic comes from outside the US

According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network

Millions of subscriptions happen each day. The number of people subscribing daily is up more than 3x since last year, and the number of daily subscriptions is up more than 4x since last year

Social Media is Powerful



Who uses Social Media?



Media	Cedar Rapids West Rotarians	Pew Research
Facebook	79%	67%
Linkedin	56%	20%
Pinterest	23%	15%
Twitter	23%	18%
Instagram	16%	13%
Tumblr	2%	6%

CR West, January 2014 Survey, representative of the 43 respondents
Pew Research Center, percentage of online adults

What's the best way to use Social Media?



- It depends on your purpose.....
 - Interact with family and friends
 - Interact with a “community”
 - Advocate for or support a social cause
 - Market a company
 - Learn or research something
 - Interact with members of a service club
 - Connect with people with similar interests
 - Interact with people from around the world
 - Entertainment
- There is no “best way”



Search for people, places and things



Chris Lindell

Next Wednesday I'm speaking to a group of local Rotarians about connecting with social media. 79% use Facebook and 59% use LinkedIn. What advice about social media would you have for service-minded people in Cedar Rapids West Rotary?

Like · Comment · Share · 6 hours ago ·

Christopher Burke, Karl Ambullai Cassell and Judy Floy like this.

5 shares



Karl Ambullai Cassell That it can connect you to people all over the world and allow for idea sharing.

6 hours ago · Unlike · 1



John Schneider I need a lesson on LinkedIn.

5 hours ago · Unlike · 1



Chris Lindell Check out LinkedIn's info graphic on the Mindset Divide. I'm going to contrast the difference between personal and professional use. http://cdn2.hubspot.net/.../Mindset_Divide_Infographic.png

5 hours ago · Like · 1



Christoph Trappe Hi Chris. Here's a PowerPoint that I previously used for presentations like this. Feel free to use as much or as little of it as you see fit:

<http://authenticstorytelling.net/social-media-branding.../>



Social Media Branding 2013: It's About the Story! - The Authentic Storytelling Project
authenticstorytelling.net

This specific presentation was first created for 15-minute presentations at the ... [See More](#)

5 hours ago · Unlike · 1 · [Remove Preview](#)



David Cagigal Proceed with caution, unfortunately, not everyone you meet on the street can be trusted and the same is true for the Internet, use your best judgment regardless of the venue...

3 hours ago · Unlike · 2



Dan M LeGrand I would suggest they refrain from any political or religious discussions on Facebook.

about an hour ago · Unlike · 1



OLDER POSTS



Chris Lindell shared his status.

Words of advice for Cedar Rapids West Rotarians on the use of social media?

Like · Comment · February 22 at 11:31am



Gary Dancer It seems to me that Facebook is the most prolific so I think that is the one you need

February 22 at 11:34am · Unlike · 2



Mel Powell Use Facebook as what it is--a gigantic free billboard for Rotary Clubs to use a Facebook Page to educate their community about what your Club does, and entice them through fun photos and upbeat stories to want to be a part of it. For individual Rotarians, make friends with fellow Rotarians around the world, you will end up with great ideas for service and fellowship, too.

February 22 at 11:58am · Unlike · 2



Kero O'Shea The best thing Rotarians could do for Rotary on Facebook? Share their own enjoyment of Rotary - the good things they get out of it- on their own timelines. That would make Rotary into a enjoyable personal experience that friends could relate to. Even ... See More

22 hours ago · Unlike · 2



Kate McKenzie Use LinkedIn to search for and reach out to Rotary program alumni in your area. (Rotaractors, Rotary youth exchange, RYLA etc). If there are several clubs in your area, offer to introduce them to the club that is most convenient to them- a new member for Rotary is a new member for us all. Eg 'Hi I noticed that you participated in RYLA in the past. Are you in touch with Rotary now and can I help introduce you?

15 hours ago · Unlike · 3



Write a comment...



Seen by 11



Bethany Freeman From what I've noticed about using Facebook to connect with the Interact group...it's not necessarily the best way to communicate with people. I think the use of Facebook has died off for my generation & I don't know anyone who uses LinkedIn. So it all... See More

9 minutes ago · Unlike · 1



Bethany Freeman As you can see, when we post to this group only about 10 or so people out of roughly 90 look at it...which is a bummer.

I thought that Twitter was popular amongst people my age but I have also realized that it's difficult to encourage people to follow the account you're promoting. I am in charge of my school's Student Senate Twitter & we have less than 100 followers when 1,000+ go to our school.

3 minutes ago · Like



Chris Lindell Thank you for your perspective. As the CR Rotary West web guy I've found positing pictures/videos and buying boosts as the best ways to attract followers.

a few seconds ago · Like



Write a comment...



Rotary Club of Fort Collins Be social 😊 Share the Facebook Rotary stories you like and find interesting with your own personal network, comment, like, interact, not just with your own club but with other clubs, the district and RI. Use LinkedIn to build the greater network. Social Media users are the next generation of Rotarians and we need everyone's help to reach them.

20 hours ago · Unlike · 1



THE MINDSET DIVIDE

People use different social networks for different reasons.
Take a closer look at how personal and professional networks compare.

PERSONAL NETWORKS

VS.

PROFESSIONAL NETWORKS

EMOTIONS DIFFER DRAMATICALLY IN BOTH

Nostalgia • Having fun • Distraction

Achievement • Success • Aspiration

"Personal networking is for old school buddies. For good old memories...parties."

"Professionally when I network, it's for information I can use to do my job better."

WHY DO PEOPLE USE SOCIAL NETWORKS?

SPEND TIME

Users are in a **casual mindset**, often just passing the time.

Socialize



1

Stay in Touch



2

Be Entertained



3

Kill Time



4

INVEST TIME

In this **purposeful mindset**, users invest time to improve themselves and their future.

Maintain Professional Identity



Make Useful Contacts



Search for Opportunities



Stay in Touch



WHAT CONTENT DO PEOPLE EXPECT?

Info on friends and family

1

Career info

Info on personal interests

2

Updates on brands

Entertainment updates

3

Current affairs

TOP 5 TIPS TO OPTIMIZE YOUR MARKETING WITH MINDSET



Recognize the separation between personal and professional networks.



Align your brand with the right emotion by matching your message to the mindset.



Engage information-hungry influencers with exclusive information.



Frame how your brand helps users gain knowledge and success on professional networks.



Build meaningful relationships by participating, sharing, and listening.



Find us on Facebook

WWW.FACEBOOK.COM/CRWESTROTARY - 114 LIKES

Cedar Rapids West Rotary

You are posting, commenting, and liking as Chris Lindell — Change to Cedar Rapids West Rotary

Cedar Rapids West Rotary Timeline Recent

Cedar Rapids West Rotary December 11, 2013

Salvation Army origins (6 photos)
The Salvation Army dates back to 1917 and WW I when the Doughnut Girls would serve doughnuts to the men at war.

The history of the Salvation Army was at Cedar Rapids West Rotary thanks to Darby Winger. Darby dressed as a 1917 WW I. As well, all of the tables were decorated with Salvation Army memorabilia. Thanks to the Salvation Army for continuing its need in our community. — with Lisa Lafler.

Cedar Rapids West Rotary shared a link.
December 7, 2013

It's a special treat for this coming Wednesday's program, the Washington High School Madrigal Singers. Read more in President Rochelle's weekly eNewsletter. <http://www.crwrotary.org/NewsletterArchive.cfm?cn=267>
We're back at the Scottish Rite Temple. Here's a peek at last year's performance. http://youtu.be/_eAUQvK8njQ

Cedar Rapids West Rotary - Newsletter - Archive (Dec 6, 2013) www.crwrotary.org
News and information about the Rotary Club of Cedar Rapids West, IA USA.

Cedar Rapids West Rotary was with Rochelle Rawson Naylor.
December 4, 2013

Cedar Rapids West Rotary

You are posting, commenting, and liking as Cedar Rapids West Rotary — Change to Chris Lindell

Flapjacks for Backpacks

Unlike · Comment · Share · 14 · 1 · 2 · 250 people saw this post

Cedar Rapids West Rotary shared Cedar Rapids West Rotary's album.
December 4, 2013

Library Tour 2013 (5 photos)

Cedar Rapids West · Update Page Info · Liked · Following

2 talking about this · 2 were

Flapjacks for Backpacks · 114 Likes · Marion · Cedar Rapids

Photos · Likes · Map · Events

Cedar Rapids West Rotary shared Cedar Rapids West Rotary's album.
December 4, 2013

Library Tour 2013 (5 photos)

My Personal Facebook



A screenshot of Chris Lindell's Facebook profile page. The profile picture shows a man on a bicycle. The cover photo is a large wooden bridge structure. The page includes a search bar, navigation tabs (Home, Chris), and a 'Recent' list with years from 2010 to 2013. The main content area shows a post from yesterday by Chris Lindell about speaking to a group of local Rotarians. The post text reads: "Next Wednesday I'm speaking to a group of local Rotarians about connecting with social media. 79% use Facebook and 59% use LinkedIn. What advice about social media would you have for service-minded people in Cedar Rapids West Rotary?". The post has 1 like and 1 comment from Christopher Burke, Karl Ambullat Cassell, and Judy Floy. Below the post are two more posts: one by Christopher Trappe about a PowerPoint presentation and one by Social Media Branding 2013 about an infographic.

A screenshot of the 'Photos' section of Chris Lindell's Facebook profile. The section is titled 'Photos' and includes options to '+ Create Album' and 'Add Video'. Below the title are tabs for 'Photos of You', 'Your Photos', 'Albums', and 'Not Tagged'. The main area displays a grid of photos, including a portrait of Chris Lindell, a group photo of people, a photo of a large group of people at a table, a photo of a man in a suit, a photo of a man in a white shirt, a photo of a man in a white shirt, a photo of a group of people, and a photo of a group of people.

Rotary's Presence

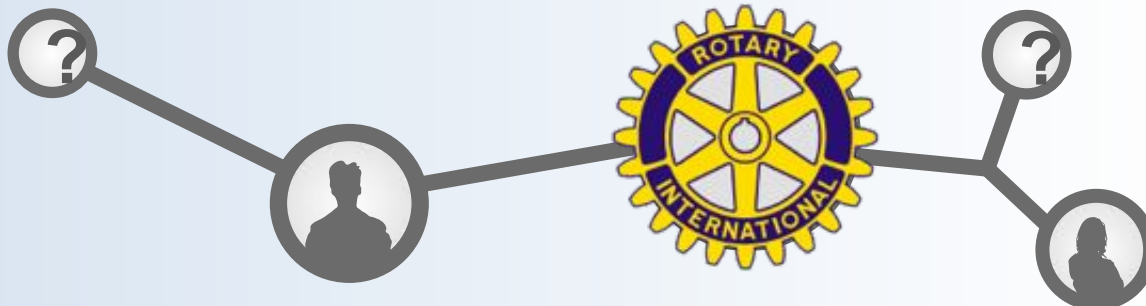


WWW.FACEBOOK.COM/ROTARY -- 173,000 LIKES



- Strengthen Rotary brand
- Connect
- Collaborate and co-create
- This can help us develop more meaningful and engaging resources
- Create the Rotary message to spread it around the world.

Rotary West Use of Facebook



Years in Rotary vs Age	35 to 44	45 to 54	55 to 64	65 to 74	75 or older	(blank)	Grand Total
less than 1 year	0%	5%	5%	0%	0%	0%	9%
3 to 4 years	2%	9%	5%	0%	0%	0%	16%
5 to 10 years	0%	2%	5%	5%	2%	0%	14%
11 to 15 years	2%	5%	7%	2%	0%	0%	16%
16 to 24 years	0%	5%	5%	0%	0%	0%	9%
25 or more years	0%	0%	12%	14%	2%	0%	28%
(blank)	0%	0%	0%	0%	0%	7%	7%
Grand Total	5%	26%	37%	21%	5%	7%	100%

Facebook Users vs Rotary West Friend

	Maybe	No	Yes	(blank)	Grand Total
1. Daily	0%	14%	35%	0%	49%
2. Weekly	2%	14%	2%	0%	19%
3. Monthly	0%	9%	0%	2%	12%
4. Couple times a year	0%	0%	2%	0%	2%
5. Never	0%	12%	0%	0%	12%
(blank)	0%	7%	0%	0%	7%
Grand Total	2%	56%	40%	2%	100%



Rotary West's YouTube Presence



The screenshot shows a YouTube search for 'rotarywest'. The search results include the RotaryWest channel and several videos:

- RotaryWest** channel: Active 1 month ago · 21 videos. Channel icon: a blue square with a white star.
- President Rochelle**: by RotaryWest · 6 months ago · 49 views. The Rotary Club of Cedar Rapids West President Rochelle Naylor. Video length: 2:12.
- Pancake 2013**: by RotaryWest · 10 months ago · 98 views. The Rotary Club of Cedar Rapids West Pancake Breakfast Kirkwood Community College. Visit and Like Us on FaceBook ... Video length: 1:00.
- 2012 Rotary Mash**: by RotaryWest · 1 year ago · 83 views. 2012 Rotary Halloween Rotary Mash. Video length: 3:02.

Other YouTube Sites



A screenshot of the YouTube homepage for user kwivolt@gmail.com. The page features a search bar, an "Upload" button, and a navigation menu on the left with options like "What to Watch", "My Subscriptions", "Social", "History", and "Watch Later". The main banner is for TED Talks, with the text "TED Ideas worth spreading" and a background image of a stage with blue lighting.

A screenshot of the YouTube channel page for TED. The channel name "TED" is visible at the top. The page shows a navigation menu on the left with options like "Videos", "What to watch next", "Subscriptions", "Social", "History", and "Watch Later". The main content area shows a video thumbnail with a crowd of people.

A screenshot of the YouTube channel page for Barely Political. The channel name "Barely Political" is visible at the top. The page shows a navigation menu on the left with options like "Videos", "About", "Social", "History", and "Watch Later". The main content area shows a video thumbnail with the text "BP BARELY POLITICAL" and a background image of two men.

A screenshot of a video on the Barely Political channel. The video title is "The 11 Best Celebrity Resolutions of 2014" with 300,119 views and posted 3 weeks ago. The video description reads: "Ring in the New Year with resolutions from, Peyton Manning, Gwyneth Paltrow, Daniel Radcliffe, Johnny Depp, and more!". The video thumbnail shows a man with glasses and a red party hat in front of a red and blue tinsel background.



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All Updates ▾

Pulse recommends this news for you

Private Equity: Where MBA Pay is Highest
John A. Byrne on LinkedIn · Year after year, the highest compensation packages dangled in front of the best MBA graduates come from either private...
9h

12 Things I Want To Teach My Toddler About Work
By Dharmesh Shah · 7h

Why a Rejection Letter From Harvard or Other Top Colleges Can Be Surprisingly Helpful
By Jeff Solinger · 7h

Do You Work For A Top 100 Global CEO?
By Steve Tappin · 9h

See your news ▾

Say congrats on the new job!

The Internet of Everything is changing everything. Is your network ready?

Learn more ▶

Dell 375,671 followers Follow

Captains from Dell's elite top and solutions team are now ready to help you with the power to do more.

RECENT UPDATES Flag page

Dell has a new Solutions Specialist
Logan Strickie is now Solutions Specialist
Like · Careers at Dell · 2 hours ago

Dell Reminder: Our Hargest On Air Show "How Mobile Workstations are Improving Productivity" starts in just over an hour at 12 PM CST today on the Dell Google Plus page: google.com/+Dell. We hope you can tune in to the live broadcast! During the Hargest, feel free to submit your...
Like (7) · Comment · 3 hours ago

M. Shant Jangra, Krishna Sharma, and 5 others like this

All a comment...

Dell: A segunda edição do Dell Fluid Data Forum será no dia 19 de setembro, em São Paulo. Durante o evento serão apresentadas soluções, tendências e depoimentos de clientes sobre armazenamento. Fique por dentro, participe do grupo Dell Brazil Fluid Data Forum aqui no LinkedIn! ...
About Dell
Since 1984, Dell has played a critical role in enabling more affordable and accessible technology around the world. As an end-to-end computing solutions company, Dell continues to transform computing and provide high...

HOW YOU'RE CONNECTED

573 Second degree connections
0 Employees on LinkedIn
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PRODUCTS AND SERVICES

Dell Latitude E5420 Laptop with Windows 7 Professional
The redesigned, 14" Latitude E5420 laptop, with Windows 7 Professional, is built for the new mobile business class with the durability...

Dell EqualLogic Solutions
Every business has a need for real-time data access, advanced mobility and generous utilization, so it's no surprise that storage growth is...

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Find out more about working at Dell.

PEOPLE ALSO VIEWED

hp

Rotary West's Twitter Presence



@ROTARYWEST - 1,331 FOLLOWERS

The screenshot shows the Twitter profile for @RotaryWest. The profile picture is a group photo of five people in front of a blue banner that reads "CEDAR RAPIDS WEST ROTARY". The bio states: "Cedar Rapids Rotary West. Service Supporting Learning. Cedar Rapids, IA - crwestrotary.org". The statistics show 158 tweets, 13 following, and 1,331 followers. The "Tweets" section displays three tweets from @RotaryWest, including one mentioning @BillGates and another mentioning @cpetersia.

Tweets

- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow

- Doug Larsen @douglarsen1
- Universal Audio @UAudio
- UW East Central Iowa @U...

Tweets

- Rotary West** @RotaryWest · 2h
@BillGates How has social media helped you in the quest to eliminate polio? @RotaryWest is considering social media and service.
- Rotary West** @RotaryWest · 2h
@cpetersia @CTrappe Thanks for the advice Chuck. I'll give Zite a try. Chris Lindell
- Rotary West** @RotaryWest · 4h
@cpetersia What words of advice do you have for @RotaryWest about social media? I'm talking about service and social media this week

Other Tweets to follow



Profile summary



Dennis W. Green
@dgreencr FOLLOWS YOU

Author of the Sci-Fi thriller *Traveler*. GM, Jazz 88.3 KCCK, Triathlon race announcer for the Heart of America. Occasional actor. Masters swimmer.

denniswgreen.com

1,229 TWEETS 564 FOLLOWING 644 FOLLOWERS

Following

Followed by Jazz 88.3, R... others.

Dennis W. Green @dgreencr
This can't be real. youtube.com/watch?v...
Details

Dennis W. Green @dgreencr
@scsdmedia The audiobook, read by @v...
Details

Dennis W. Green @dgreencr
One of my recent favorite reads. RT @sc...
One, by Ernest Cline iasl-la.org/2014/01/
Details

Go to full profile →

Home @ Connect # Discover Me Search

Goddess of Love @ladygaga Follow

Friends are like diamonds. Fake ones look ok but they're cheap. The real ones last forever. instagram.com/p/jYEmhXCJlz/

Reply Retweet Favorites More

8,462 RETWEETS 8,045 FAVORITES

9:25 PM - 20 Jan 2014

Large pink watermark 'G!' is overlaid on the image.

Getting Started



- Facebook is a good place to start
- Start basic, don't "over" share
- Watch and learn from others, remain kind
- Find what interests you

The screenshot shows the Facebook homepage. At the top left is the Facebook logo. To the right are login options: a "Remember Me" checkbox, a "Forgot your password?" link, and input fields for "Email" and "Password" with a "Login" button. Below the login area, on the left, is the text "Facebook helps you connect and share with the people in your life." followed by a world map with several person icons connected by lines. On the right is the "Sign Up" section with the text "It's free and anyone can join". The sign-up form includes fields for "First Name", "Last Name", "Your Email", and "New Password". Below these are dropdown menus for "I am:" (with "Select Sex" as the current selection), "Birthday:" (with "Month", "Day", and "Year" dropdowns), and a "Sign Up" button. At the bottom of the sign-up form, there is a link that says "Create a Page for a celebrity, band or business."

Social Media Advice



The screenshot shows a Facebook post thread. The main post is by Chris Lindell, asking for advice on social media use. Several comments follow, including one from John Osako and another from Jen Neumann. A left sidebar shows a list of recent activity.

Search [Q]

Dennis, Marcia, Jen, 14 ... 2:38pm
Dennis: I have always loved that ...

Sarah Lindell 2:06pm
That's cool. Thanks for sharing. 1 new

Lisa Hinzman Howard ... 11:41am
✓ What words of advice do yo...

Scott, Sydney, Taylor, 3 oth... Thu
Scott shared a link.

Scott, Taylor Feb 14
Scott: I don't think so...

Scott, Sarah, Jane, 4 others Feb 13
Scott shared a link.

Chris Lindell 11:37am
What words of advice do you have for Cedar Rapids West Rotarians on the use of social media?

Chris Lindell
Next Wednesday I'm speaking to a group of local Rotarians about connecting with social media. 79% use Facebook and 59% use LinkedIn. What advice about social media would you have for service-minded people in Cedar Rapids West Rotary?

John Osako 11:38am
Think before you speak since as it can live on forever.

Chris Lindell 11:39am
Very good point. Thanks

Jen Neumann 11:45am
Understand what you want from social media first: entertainment, networking, reconnecting with others, etc. Think about what you want people to get from the glimpse of your life they see thru the social media lens. Many people do not even realize how much they grouse on social media and how it paints a picture of their personality for those who only know them virtually.

Social Media Challenges



- Understand security and don't believe everything
- Can be overwhelming
- No “right way” to use
- Can be a wonderful “network” for personal, business and social causes
- Constantly changing
- Mobile only use is on the rise

Thank You & Questions



- “Like” CRWestRotary
- YouTube at RotaryWest
- Tweet @RotaryWest
- Email: kiwirotary@mac.com

