Social Networking

Power & Potential

John Hannafin, Ireland

Social Networking

Communities of people who share interests and activities
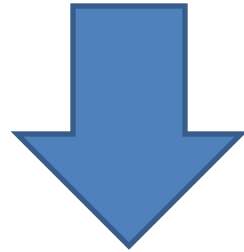
Connecting people

Building relationships

Social Networking

It's about the millions of conversations people are having online 24/7, across the globe

Communication TODAY

one-to-one

many-to-many

Improved broadband
[both fixed and mobile]

The technology has come of age

[social networking tools]

Potential ...

Some numbers ...

It is estimated that as many as 93% of Gen Y [10 – 29] have joined a social network

Some numbers ...

2 thirds of the global internet population visit social networks

Some numbers ...

Visiting social sites is now the 4th most popular online activity

1 out of 8 couples married in the U.S. last year met via a social network

Some numbers ...

Time spent on Social Networks
is growing at 3X the overall internet
rate.

Some numbers ...

13 hrs of video uploaded to YouTube every MINUTE

Some numbers ...

100, 000, 000 YouTube videos viewed every DAY

Some numbers ...

13, 000, 000 articles on Wikipedia

Some numbers ...

3, 600, 000, 000 photos achived on Flickr as of June '09

Some numbers ...

1382% the monthly growth rate of twitter
from January to February '09

Some numbers ...

Years to reach 50 million users:

- Radio: 38 yrs

- TV: 13 yrs

- Internet: 4 yrs

- iPod: 3 yrs

- Facebook: 100 million in less than 9 months

Some numbers ...

In the US 80% of companies are using LinkedIn as their primary tool to source employees
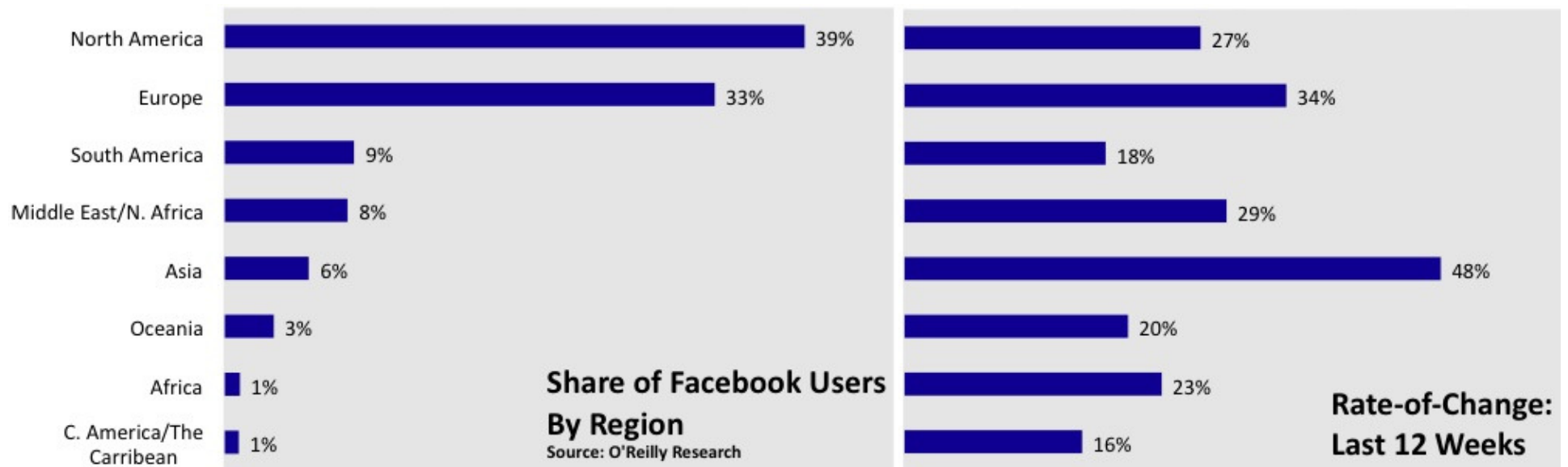
Some numbers ...

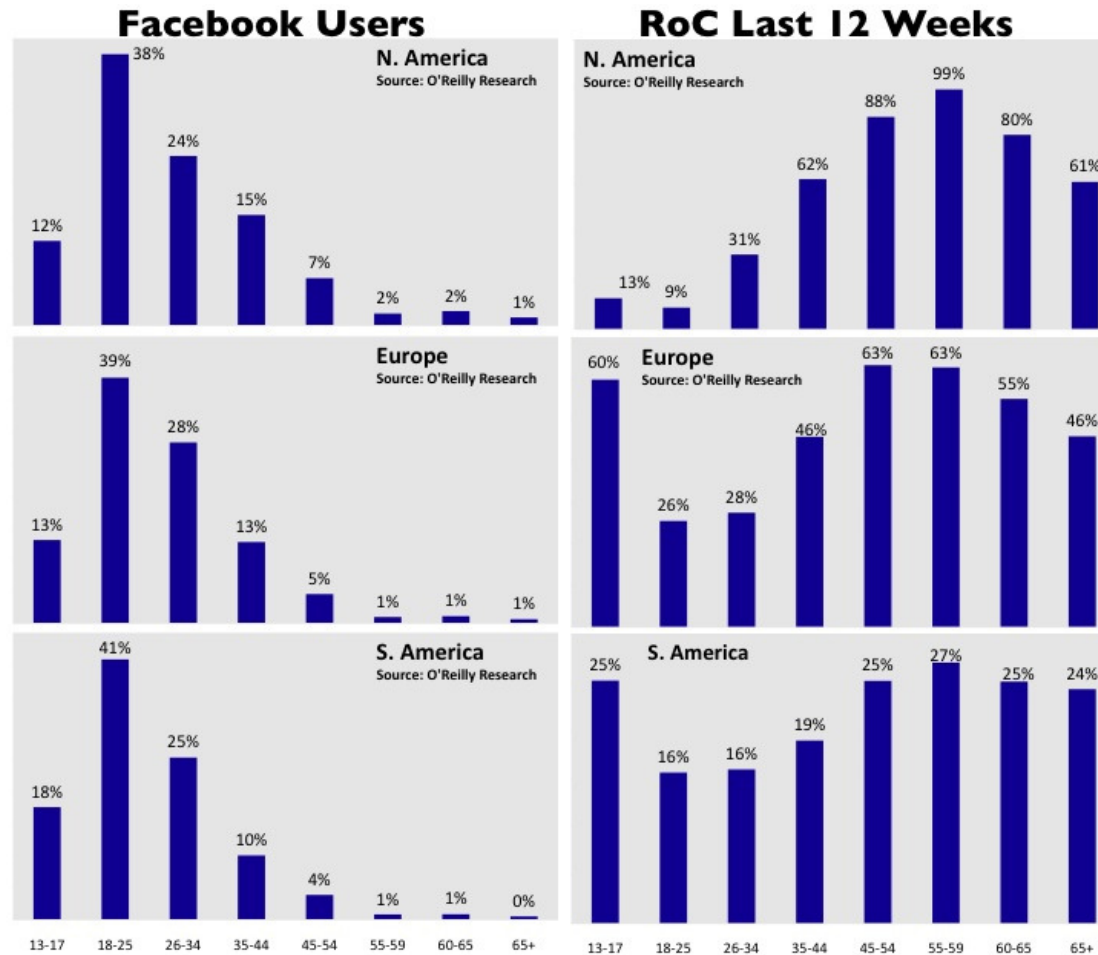80% of Twitter usage in on mobile devices

Some numbers ...

If Facebook were a country it would be the 4th largest

Some numbers ...

Share of Facebook Users By Region
Source: O'Reilly Research

Rate-of-Change: Last 12 Weeks

Region	Share	Rate-of-Change
North America	39%	27%
Europe	33%	34%
South America	9%	18%
Middle East/N. Africa	8%	29%
Asia	6%	48%
Oceania	3%	20%
Africa	1%	23%
C. America/The Carribean	1%	16%

As of March 2009

Some numbers ...

Why participate?

No one knows everything,
Everyone knows something,
Knowledge resides in networks.

Open Innovation [Henry Chesborough]

Make friends ...

... build relationships

Communicate your message,
discuss your message.

It's about dialogue NOT monologue.

Embrace feedback,
incorporate feedback.

Go to the discussion

[and bring it to you.]

Promote your members

Challenges ...

Multiple communication channels * time

Don't neglect those outside of the social networks

Network brand VS individual brand

Communication is open
[and visible to all]

Multiple audiences:

- Your members

- National stakeholders

- International stakeholders

- Everyone else

The Irish experience

- Blog with comments
- Private forums (within Learning Management System)
- Twitter
- Facebook
- Delicious
- YouTube

We seek to communicate with ...

- Network members
- Wider national rural community
- Wider international rural community

We seek to promote:

- Network members
- Wider national rural community
- Wider international rural community

Thank You