{Why} Does Social Media Have to Change Everything?

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Evolution
Human History Information Transfer Clock

Satellite

Email

MySpace

Internet

TV

Radio

Telephone

Telegraph

Printing Press

Writing

3

Printed Press

Telephone

Radio

TV

Satellite

Email

MySpace

Internet

10

11

12

9

8

4

6

http://www.michaelwesch.com/  Concept via Michael Wesch
Struggle

• How do I keep up?
• How do I keep my work/business up?
Why does social media have an impact information discovery?
Web 1.0 - static
Web 2.0 – user generated
Web 3.0 - simulate
Web 4.0 - ?
IT'S ABOUT HOW SOCIAL NETWORKING IMPACTS INFORMATION SHARING
Demographics of internet users

Below is the percentage of each group who use the internet, according to our May 2011 survey. As an example, 78% of adult women use the internet.

<table>
<thead>
<tr>
<th>% who use the internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total adults</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>Race/ethnicity</td>
</tr>
<tr>
<td>White, Non-Hispanic</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
</tr>
<tr>
<td>Hispanic (English- and Spanish-speaking)</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>18-29</td>
</tr>
<tr>
<td>30-49</td>
</tr>
<tr>
<td>50-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
<tr>
<td>Household income</td>
</tr>
<tr>
<td>Less than $30,000/yr</td>
</tr>
<tr>
<td>$30,000-$49,999</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
</tr>
<tr>
<td>$75,000+</td>
</tr>
<tr>
<td>Educational attainment</td>
</tr>
<tr>
<td>Less than High School</td>
</tr>
<tr>
<td>High School</td>
</tr>
<tr>
<td>Some College</td>
</tr>
<tr>
<td>College +</td>
</tr>
<tr>
<td>Community type</td>
</tr>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

Source: The Pew Research Center's Internet & American Life Project's Spring Tracking Survey conducted April 26-May 22, 2011. N=2,277 adults age 18 and older. 1,522 interviews were conducted by landline phone, and 755 interviews were conducted by cell phone. Interviews were conducted in both English and Spanish.

pewinternet.org
Go [there] to find everything about [THIS] Traditional
Come [HERE] information needs to find me
Evidence

- More email subscribers?
- More people at meetings?
- Budgets increasing for publications?
- Magazine adds/articles cheaper?
Top Search Engines

• Google - 4,717,000,000/day
• YouTube - 26,666,666/day
• Facebook - 1,000,000,000/day
MAJOR SHIFT - 2011
Search Engine Optimization
THE PERIODIC TABLE OF SEO RANKING FACTORS

Search engine optimization — SEO — seems like an art to the uninformed. But there's a science to it. Search engines reward pages with the right combination of ranking factors. Below, some major factors or "signals" you should seek to have.

ON THE PAGE SEO RANKING FACTORS
These elements are in the direct control of the publisher.

CONTENT
- Cq: Quality — Are pages well written & have substantial quality content?
- Cr: Research — Have you researched the keywords people may use to find your content?
- Cw: Words — Do pages use words & phrases you hope they'll be found for?
- Ce: Engage — Do visitors spend time reading or "bounce" away quickly?
- Cf: Fresh — Are pages fresh & about "hot" topics?

HTML
- Ht: Titles — Do HTML title tags contain keywords relevant to page topics?
- Hd: Description — Do meta description tags describe what pages are about?
- Hh: Headers — Do headlines and subheads use header tags with relevant keywords?

ARCHITECTURE
- Ac: Crawl — Can search engines easily "crawl" pages on site?
- As: Speed — Does site load quickly?
- Au: URLs — Are URLs short & contain meaningful keywords to page topics?

FACTORS WORK TOGETHER
Some factors influence more than others, which we’ve weighted 1 (weakest) to 3 (strongest). No single factor guarantees top rankings. Several favorable factors increase odds of success. Negative "Violations" and "Blocking" factors have your chances.

VIOLATIONS
- Vt: Thin — Is content "thin" or "shallow" & lacking substance?
- Vs: Stuffing — Do you excessively use words you want pages to be found for?

BLOCKING
- Vc: Cloaking — Do you show search engines different pages than humans?
- Vp: Paid Links — Have you purchased links in hopes of better rankings?
- Vh: Hidden — Do colors or design "hide" words you want pages to be found for?
- VI: Link Spam — Have you created many links by spamming blogs, forums or other places?

OFF THE PAGE SEO RANKING FACTORS
Elements influenced by readers, visitors & other publishers.

LINKS
- Lq: Quality — Are links from trusted, quality or respected web sites?
- Lt: Text — Do links pointing at pages use words you hope they'll be found for?
- Ln: Number — Do many links point at your web pages?

SOCIAL
- Sr: Reputation — Do these respected on social networks share your content?
- Ss: Shares — Do many share your content on social networks?

TRUST
- Ta: Authority — Do links, shares & other factors make site a trusted authority?
- Th: History — Has site or its domain been around a long time, operating in same way?

PERSONAL
- Pc: Country — What country is someone located in?
- Pl: Locality — What city or local area is someone located in?
- Ph: History — Does someone regularly visit the site? Or "liked" it?
- Ps: Social — What do your friends think of the site?

BLOCKING
If searchers "block" site, hurts both trust & personalization.
- Bt: Blocking — Have many people blocked your site from search results?
- Bp: Blocking — Has someone blocked your site from their search results?

Written By: search engine land | Design By: COLUMN FIVE | Learn More: HTTP://SELNO.COM/SEGTABLE | Copyright Third Door Media
How Information Will Find People in the Future

- How many people access that information (statistics on page views, site visits, etc…)
- Was this site socially shared???
- Was the page recommended, or rated by a user?
- How timely is the information?
- Did any of my friends visit this site?
Organizational Challenge

Are TV, email, newsletters, radio, magazines searchable?
“That’s Marketing’s Job”
Why I’m online

• Want to make connections to friends and family

• Want to find new friends

• Share experiences and get feedback

• Keep up with news and information
• Want to be an influencer

• Seek support and opinion

• Share experiences and get feedback

• Keep up with news and information
Biggest challenges facing Watershed [coordinators/educators]

- Nobody really understands what a watershed is?
- How do you keep a watershed healthy?
- Difficult to bring parties with a stake in watersheds together
- Future sustainability of watersheds is critical to almost all facets of business, human health, and natural resource sustainability
data - factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation

information - the communication or reception of knowledge or intelligence
Biggest challenges facing Watershed Entities/Organizations

- Tightly controlled information
- Few information outlets
- Management does not grant “permission” for free sharing of information by non-management
- Reliance on existing relationships
- Discounting outreach to non-traditional clients
STRATEGIES TO DO NOW
Tip #1 – You don’t have to be involved in a social network to reap the benefits of social media
Website Check-up

• Is your website social media ready?
Website Best Practices

• Do you have pictures with your articles?
  • When people share your news, information, articles social networks like Facebook, Pinterest, Google+ pull the text AND attempt to pull a picture.
  • Humans are 82% dominantly visual

• Do you practice good web writing skills?
  • Writing for the web is NOT like writing for print.
  • Learn characteristics of good web writing
  • PDF’s are NOT searchable through search engines, make sure to have GOOD summary paragraphs that go with PDF listings.
Tip #2 – Think Mobile
How Are Smartphones Being Used?

- Text Messaging: 92%
- Taking Photos: 92%
- Internet Browsing: 84%
- Emailing: 76%
- Downloading Apps: 69%
- Gaming: 64%
- Social Networking: 59%
- Navigating: 55%
- Watching Video: 54%
- Tweeting: 15%
- Checking: 12%

Source:
Pew Research Center's Internet & American Life Project.
Commercial and location-based services on smartphones - Sept.
Mobile Now – Mobile First?

• There are now more than 1 billion smartphones in use worldwide: 1.038 billion in total.
• It took us 16 years to pass 1 billion but it's estimated to take only three years for the next billion smartphone users to come on board.
• 3.2 billion people, or 46% of the world's total population of 7 billion, have at least one active mobile (cellular, not just smartphone) device.
• The global "addressable" population is 4.7 billion.
• Of the remaining 2.3 billion, 1.5 billion live in pockets with poor or no network coverage, though this should fall to 1.1 billion by 2017. The other 800m include some elderly, disabled and cash-strapped unemployed, as well as the very young or incarcerated. (source)

Tip #3 – Pick a strategy first, not a tool
SOCIAL MEDIA EXPLAINED (DONUT EDITION)

- twitter: « I’m eating a donut »
- facebook: « I like donuts »
- foursquare: « This is where I eat donuts »
- YouTube: « Here’s a video of me eating a donut »
- Instagram: « Here’s a vintage photo of my donut »
- Pinterest: « Here’s a pretty donut recipe »
- imgur: « Here’s a viral picture of my donut »
- LinkedIn: « My skills include donut eating »
- Spotify: « Now listening to “Donuts” »
- Google+: « I’m a Google employee who eats donuts »
Be Specific in Goals

- Do you want more people to sign up for meetings, events, newsletters?
- Want more people at events?
- Want to drive people to your website?
- Have more fans/followers?
- Enhance your website with feeds?
1. What are we trying to accomplish?
2. Why social media?
3. What kind of social media will help us best achieve our goals?
4. Are we prepared to let go of control of our brand, at least a little?
5. What will we do to encourage participation?
6. Who will maintain our social media presence?
7. Do we have the resources to keep this up, or will this be a short campaign?
8. How does engaging users via social media integrate into our overall marketing/communications strategy?
9. How do we measure success? What constitutes failure?
10. What will we do less of if we're spending resources on social media?
Tip #4 – DUNBAR
How Do You Make the Top 150?

• A relationship means two way conversation
  • Ask questions
  • Provide leads to new resources
  • Highlight friends/partners information

• Provide context to links, comments
  • Don’t just show a link, give dialog as to WHY your clients would be interested
  • Show a little personality

• Engage, engage, engage – all relationships must be cultivated
Tip #5 – Listen/Follow other good examples FIRST.
Two Excellent Examples:

- Texas Land Conservancy
- Trinity Waters – trinitywaters.org
Trinity Waters – Facebook, Twitter, Scoop.it

- Post information about conservation, watershed management, wildlife, conservation, etc...
  - Publications
  - News releases
  - Popular articles
  - Partners
- Consistent
- Post photo’s they take
- Advertise events (theirs and others)
- Ask questions, quizzes
Texas Land Conservancy
Community Page about Land Conservation

We are a statewide, Accredited, land trust protecting almost 85,000 acres of the land you love in Texas. Become a member today: http://www.texlandconservancy.org/get-involved/become-a-member.html
Texas Land Conservancy—Facebook, Twitter, Pinterest

- Highlight properties
  - Beautiful photos
  - News releases
  - Popular articles
  - Partners
- Conversational
- High advocacy
- Advertise events (theirs and others)
- Utilize Pinterest for educational outreach, advocacy
Tip #6 – Let others help
Avoid “one man” mentality

- Teach employee’s how to use social tools to “spread” the news
  - Hold **trainings** on how your employee’s can be part of the process
  - Don’t fall into a “marketing only” mentality
- Set reasonable guidelines on your expectations of social channels and employee’s interactions
  - Set tone and examples
- Encourage volunteers/advocates to help you in your social media endeavor
  - Don’t make it a “secret” project
Tip #7 – Set measures of evaluation. If it’s not working, kill it.
CHALLENGE FOR THE FUTURE

THINK ABOUT THE WAY PEOPLE CONNECT WITH YOU
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