



Tapio's Social Media 101 presentation to NSCF



The landscape is changing...



Every second...

100,000

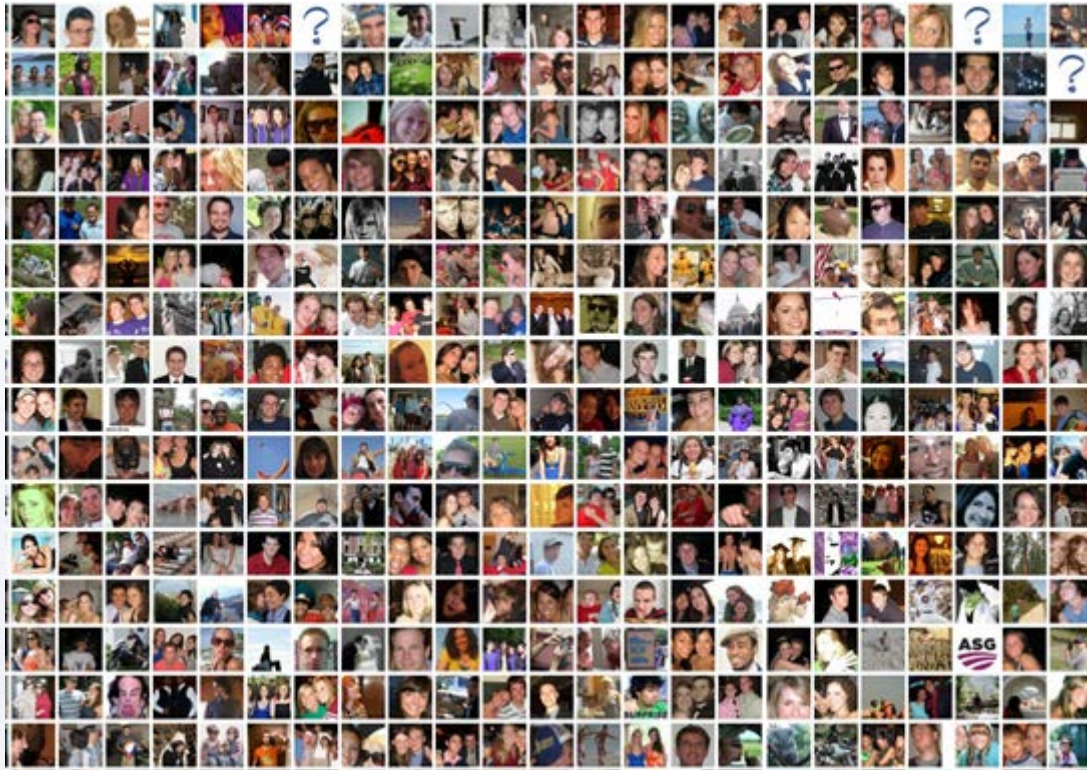
Tweets

are

sent



Every second...



On Facebook...

684,478

Items are shared!



Every second...

Google™



On Google...

2,000,000
Google Search
Queries
happen



Every second...



Available on the iPhone

App Store



47,000 Apps are downloaded



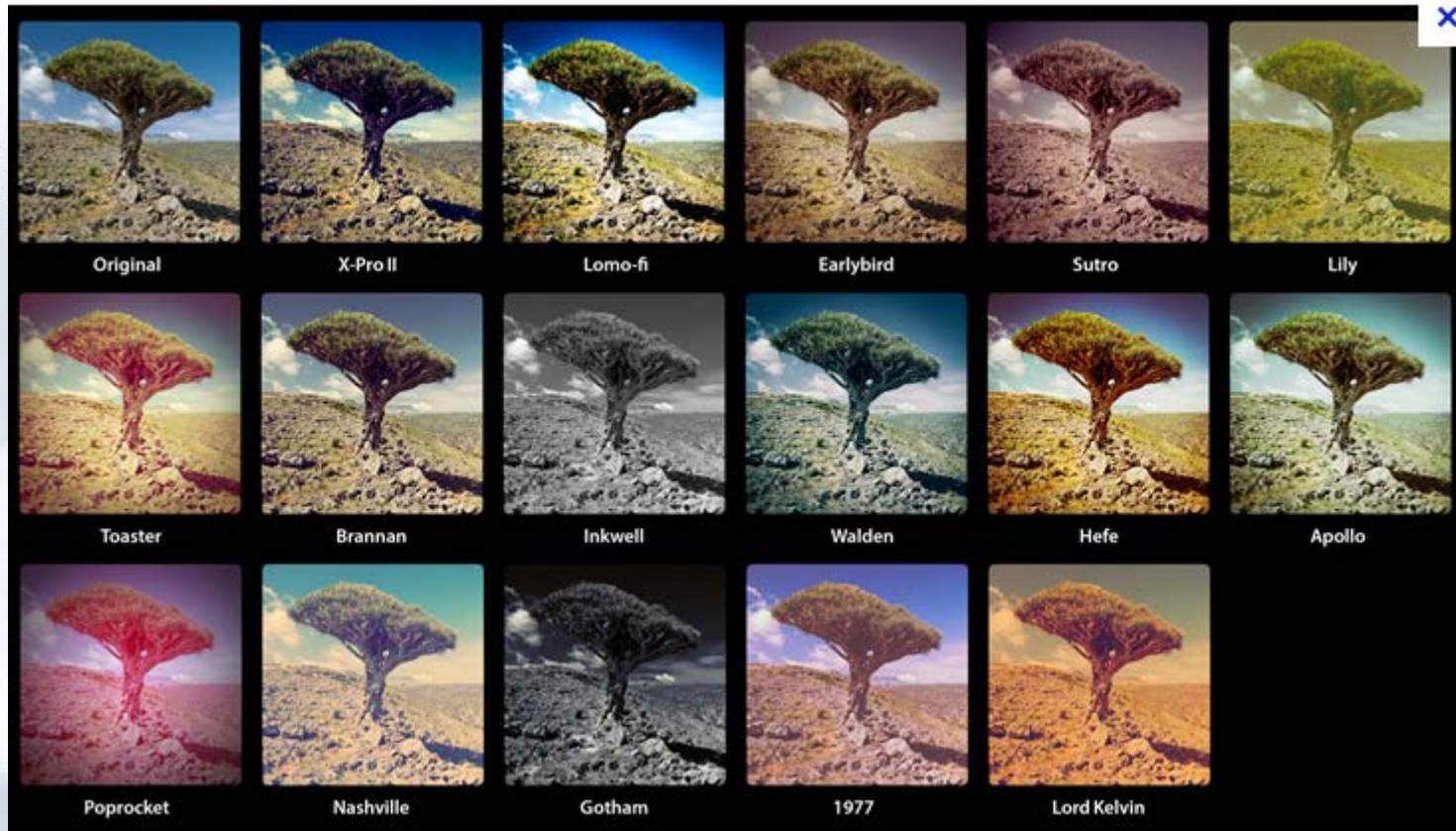
Every second...



Instagram



4,600 Instagram Photos are shared



What's driving all of this change?

- 55% of all consumers share their purchases socially on Facebook, Twitter, Instagram, Pinterest and other social sites.
- “It’s hard to find something that won’t sell online” Jeff Bezos



What's driving all of this change?

- 340,000 Years of online video is watched per day...
- 4 Billion videos watched per day online...
- 68% of viewers share their video's



What's driving all of this change?

- Average internet user spends 88% more time on a website with video than without.
- Customers who watch video of a product or service are 85% more likely to purchase...



How do you engage this new audience?



**What
are you
doing?**



Twitter 101

It's one of the first questions we ask friends and family.

It makes us feel connected.



Twitter 101

Unfortunately, most of our everyday lives are hidden from people that care.

Of course, we have email, blogs, and phones to keep us connected...



Twitter 101

But...what about the people that want to know about the little things in your life...

Now there's a way to share!



Twitter 101

It's called TWITTER!

Each page is personal and only shows updates from your circle of friends.



Twitter 101

You learn what your friends like

-Skiing

-Snowboarding

-Food

-Wine

-Humor



Twitter 101

In
140 Characters
or
Less!



Social Media explained



Instagram



Thank you for your time today!

The patterns are simple, but followed together, they make for a whole that is wiser than the sum of its parts.

Go for a walk; cultivate hunches; write everything down, but keep your folders messy; embrace serendipity; make generative mistakes; take on multiple hobbies; frequent coffeehouses and other liquid networks; follow the links; let others build on your ideas; borrow, recycle; reinvent.

Build a tangled bank.

Steven Johnson – Author of *Where Good Ideas Come From*

