



*Strategic Semantics That Build Brands™*

## GABA Women in Business: Make Social Media Work For You and Your Business



**WELCOME** - I'm Nicole Kidd and your moderator for this evening's exciting GABA program: **GABA Women in Business: Make Social Media Work for You and Your Business.** **Thank you, MindJet, for hosting us here tonight!**

- Before we dive into Social Media growth statistics and instructive first-hand accounts from our entrepreneurs, I'd like to take a **quick audience poll.**
  - How many of you are currently on Facebook? LinkedIn?
  - Who has YELP-ed? How many follow Twitter accounts?
  - How many of you have their personal and/or business Twitter accounts?
  - Who spends more than 30-40 min a day on YouTube/Twitter/LinkedIn?

Great. This helps us tailor our presentations.

### **QUICK OVERVIEW WHAT WE'LL COVER TONIGHT**

- **Definition of Social Media** (which will be "personalized" by our presenters I'm sure)
  - **What is Social Media/Social Networking?**
    - **Analyst Definitions**
  - **Growth Stats**
    - Social Media(SM) Scene in numbers US (world) and Germany
- **Social Media Adoption by Women:**
  - It is second nature to us (stats)-what's the future in SM?
- **Time Mgmt Challenge of Social Media**
  - Your virtual persona vs. your "real" network/family/associates
  - Female trait: Being responsive all of the time
  - Challenges: Time sink & analysis paralysis of Tweets
    - 10 Billion Tweets -White Noise...tricks utilized by panelists
- **Quick intro of panelists & moderator**
  - (NK based on intros provided by panelists)
- **Panelist presentations:** Their experiences with Twitter/Facebook/YouTube
  - Personal branding Or SM profile on behalf of client/employer
  - How did you get started (which would contain tips for audience)
  - Do's and Don'ts
  - Lessons learnt
  - Measurable successes (monetary?/increased network?/improved revenues?/job performance?/PR/branding?)
  - Parting words: 3 things they can walk away with plus resources
  
- **Q & A**

**Moderator notes: Keep discussions focused on these topics below!**

**Ladies: What Social Media have you embraced and why?**

- **Business persona versus personal personas -- who are you online?** E.g. Twitter types by Guy Kawasaki
  - The Newbie, The Brand, The Smore, The Bitch, The Maven, The Mensch
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- **Women excel at networking -- making connections is our second nature -- but will *link, post, friend* and *recommend* take the place of meetings?**
  - **Replace or streamline** whom you meet and (real & virtual) events you attend? Betsy's viewpoint....it has fine-tuned whom I meet
  - E.g. NK "attended" Tina Brown's Women's Conference in NY by IM-ing to live stream. Net sum: Three new local Facebook contacts.
  - **Time mgmt of SM**
  - Tweet paralysis (Chaszey: I'd love to hear your tips on this point having 10,000 followers...what's your Tweet focus and how do you manage/keep track of people/tweets)
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- **How can you tell if social media will have a **positive net effect on your bottom line**, and how much time should you spend on it?**
  - E.g. Has a customer given you a positive YELP that led to more biz? Is a former colleague's recommendation having an impact on lead-gen/prospecting?
  -
- **Other lessons learnt**
  - Betsy: Negative feedback to cartoons. NK: Thank goodness, there is no Jihad Jane after you.
  -
- **3 Takeaways**

## **Net sum: You need a SM strategy**

**Know the reasons why you want to engage! Then ask yourself –What's my social voice (equates to you as a person)**

- "In this era of social media when we are reaching out and engaging more and more people, **the question is not just "Should I communicate with someone?" but "How should I communicate with someone? How can I build engagement one step at a time?"** 5 Levels of Effective Communication in the Social Media Age
- **Your social voice will be informed/nurtured by YOUR:**
  - **Passion                      Intention                      Authenticity**
- **Resources**

## Audience Poll

### Definition Social Media/Social Networking

Think Bee Hive –[A Shared Social Experience!](#)

**Social Media:** LinkedIn, Facebook, Twitter, YouTube, Xing, YELP, and many more...

**Others:** [Facebook](#), [LinkedIn](#), [MySpace](#), [Twitter](#), [Slashdot](#), [Reddit](#), [Digg](#), [Delicious](#), [StumbleUpon](#), [FriendFeed](#), [Last.fm](#), [Friendster](#), [LiveJournal](#), [Hi5](#), [Tagged](#), [Ning](#), [Xanga](#), [Classmates.com](#), [Bebo](#).

**Analyst definitions:** Managing VP, **GARTNER** ([Anthony Bradley](#)) :

At its foundation, **social media is a set of technologies and channels targeted at forming and enabling a potentially massive community of participants to productively collaborate**. IT tools to support collaboration have existed for decades. But **social-media technologies, such as social networking, wikis and blogs, enable collaboration on a much grander scale and support tapping the power of the collective in ways previously unachievable**.

**“USER-FRIENDLY DEFINITION”:** It’s a bee hive!

"From our perspective, **social media is the supreme hive marketing instrument...**"  
"Imagine a hive with bees buzzing all around it. Although it might not be apparent at first, the bees are all involved in a common effort... In the hive, there is organization and purpose in what first appears to be chaos." The **bee hive is an easy metaphor for social media—it may seem to be scattered all over the place, but it allows people to come together to buzz passions and ideas, and then fly away ready to share what they've learned**.

Source: [Mark Shelley](#), director of marketing and advertising at Lexington Medical Center (LMC) and [Dan Dunlop](#), president of agency Jennings Co., in a recent issue of *Healthcare Marketing Advisor*.

...and who is in charge of the bee hive? Yuup, the **queen bee!**  
(Thanks, [Linda](#);-)

## Social Media Growth Trends

Social media is no longer a trend for marketers; it is a reality for all of us.

**Globally:** Active unique audience to social networks grew nearly 30%, from 244.2 million in February 2009 to **314.5 million in February 2010**. (Hmm, check out Facebook No.?!)

- **U.S. accounts for almost 50% of SocNet traffic - 149 mio in Feb 2010.** (Nielsen Mar 22, 2010)
- About **64% of US Internet users will interact with user-generated content this year.**
- Social networking accounts for 11% of all time spent online in the US, making it one of the most popular online activities. (ComScore)

## Dominating Age Groups

**AGE:** 25% of the users on these sites are aged 35 to 44. Only 3% are aged 65 or older.

- **26 million U.S. adults will use Twitter at least monthly (average 5.5 hours monthly, Feb 2010 up from 2 hrs. Feb 2009).** (Nielsen Mar 22, 2010)
- **The average social network user is 37 years old.**
- **LinkedIn, with its business focus,** has a predictably high average user age; **44.**
- **The average Twitter user is 39 years old.**
- **The average Facebook user is 38 years old.**
- **The average MySpace user is 31 years (44% is 24 and younger).**
- **Bebo** has by far the youngest users, as witnessed earlier, with an average age of 28.

**Facebook worldwide:** 400 mio. members (favored by adults) -The most visited site in the US, beating Google (Mar 1/13).

- **Facebook USA: 133.6 mio. unique U.S. visitors (Jan 2010)**
- **Facebook Germany: 10 mio.**
- **Facebook & Twitter: Triple-digit growth in 2009 (ComScore)**

**Twitter:** Nearly 20 mio. visitors, up 900% from just 2 million visitors in 2008

- **But: ....only 21% of Twitter users are active users** (Barracuda Labs)

(Have at least 10 followers, follow 10 and have tweeted at least 10x). **March 3: We passed the 10 billion Tweets milestone! Talk about noise!**

**YouTube: Streams top 1Bio. A day!**

## Business networks

**LinkedIn:** Social Network for professionals: 60 mio. members in 200 countries

- **LinkedIn, with its business focus**, has a predictably high average user age; **44**.

**XING.com (Europe):** 2009 8,75 Millionen Mitglieder (2008: 7,00 Millionen) weltweit -25% growth in one year. 3.5 million of the 7.5 million Xing members are based out of Germany, Austria and German-speaking Switzerland (June 2009). Interestingly, Lars Hinrichs, an old friend and founder of XING, is now investing in real-time video provider Impossible Video...

## Social Media Adoption by Women

- It's second nature to us AND **“social media is less about technology and more about being social.”**
- BlogHer: ...of the 79 million women online, **42 million (~53%) use social networks**.
- **84%** (16 out of 19 SocMedia) of the sites have more female than male users.
- **More women on Twitter (53%) than men (47%)**
- **The most female-dominated site?** Bebo (66% female users), closely followed by MySpace and Classmates.com (64%).
- **The average ratio** of all 19 sites was 47% male, 53% female.
- **Female trait:** Being responsive all of the time.

## ○ Social Media Adoption by Small Businesses

○

### Women-owned businesses:

- Between **1997 and 2006**, businesses fully women-owned, or majority-owned by women, **grew at nearly twice the rate of all U.S. firms (42.3% vs. 23.3%)**.
- 10.4 million privately-held firms; **2 in 5 (40.2%) of all businesses in the country**; These firms generated \$1.9 trillion in annual sales and employed 12.8 million people nationwide.
  - **Caveat:** Does not include impact on numbers of last recession.

## SM adoption by small businesses: Doubled from 12% to 24% in the last year.

- Reflecting the rapid explosion in the popularity of social media sites among consumers, a combined **80% of marketers currently use social media or plan to in the future**, according to a new study from marketing technology provider Unica.
  - **60% of B2B marketers plan to increase social media marketing spending** this year (blogs, Facebook and LinkedIn profiles. (eMarketer & Small Business Success Index, Feb 2010)
    - **Eight in 10 marketers is or will use SocNets** and
    - eMarketer forecasts that **social network ad spending will reach \$2.5 billion worldwide in 2010 and \$1.3 billion in the US.**
    - **CIO's Top 7 Priorities:** Trend 1: Using Social Networks to sell/market products
    - **Social Fans More Likely to Buy** -More than 50% of Facebook fans and Twitter followers say following brands has **increased their willingness to purchase** and recommend them to friends.
    - **Comparing U.S. and Canadian marketers with their European counterparts**, the study reveals that a **much higher percentage of marketers in North America (58%) currently use social media than marketers in Europe (34%).**
- **Time Mgmt Challenge of Social Media/Productivity Loss**
  - Your virtual persona vs. your “real” network/family/associates
  - **Challenges: Time sink & analysis paralysis of tweets**
    - 10 Billion Tweets –Noise in conflict with female trait: To honor and respond.
    - **5.5 hrs. monthly –is that true for you?! Or are you spending more?**
- **Loss of productivity**
  - Companies that allow their workers to access to Facebook during business hours lose an average of 1.5% in total employee productivity. (Nucleus Research)
  - Doesn't sound like much, but: 77% report having a Facebook account and **61% of them access Facebook during work hours.** 1 in every 33 employees: **built their entire Facebook profile during work time**, and roughly the same number of respondents **use Facebook only when they are at work!**
    - **Costly:** The fractured attention **in US: more than \$650 billion a year in productivity is lost because of unnecessary interruptions**, predominately mundane matters (Basex).

## Future of Social Media

Reflecting the rapid explosion in the popularity of social media sites among consumers, a **combined 80% of marketers currently use social media or plan to in the future**, according to a new study from marketing technology provider Unica. (Note: In Europe, it will be less prevalent for now –remember 58% US vs. 34% in Europe).

- About **64% of US Internet users will interact with user-generated content this year.**
- eMarketer forecasts that **social network ad spending will reach \$2.5 billion worldwide in 2010 and \$1.3 billion in the US.**
- **Location-based services: @anywhere by Twitter: Location-Based Services Revenue To Top \$12.7bn By 2012, Gaining Momentum From Devices, Positioning.**
- **Mobile social networks** will reach 223 million people around the world.
  - 30.8% of smartphone users accessed social networking sites via their mobile browser in January 2010, up 8.3 points from 22.5% one year ago (ComScore). **Think Search.** Searching with other user tips in-hand?
  - **Video: YouTube: Streams top 1Bio. A day!**
  - **VLOGs:** perhaps Catherine Grison can share her experience with us later...
    - **JetStream: Real-time video technologies that led individual users change video...real-time.**
  - **Disruptive technologies in the lab....**

## Introduction of panelists

Ok, we've heard/seen the numbers. Let's "personalize" SM by listening to our exciting enterprising speakers.

**Moderator: Nicole Kidd:** My undergraduate degree and passion was and remains (mass) communications (and [jewelry making](#)). Currently, I'm the U.S. Trend Scout for a German health care analyst firm [Rebmann Research](#) for whom I've also created the [Twitter](#) and [Facebook](#) accounts.

Your moderator considers herself a Mensch and Maven (using Guy Kawasaki's definitions of the 6 Twitter types) when it comes to SM, continuously honing my skills in the Twitter and Facebook departments. I must confess: I was a bit disheartened to see that the Rebmann Twitter account has close to 0.1 influence, ;-( but my focus is also very focused on health economics (esp. the Twitter acct); hence, not along the daily top Twitter trends fault lines. And I know who is in my following....very selective affiliation as I'm doing this on behalf of my client Rebmann Research.

**Panelists:** Let me quickly sketch the achievements of our presenters and how their personal and professional experiences relate to this evening's topic.

**Bettina Jetter:** Co-founder of a successful mind-mapping software company, published author of *The Cancer Code*, and winner of the Ernst & Young's Entrepreneur of the Year Award. In her latest venture -[Coaching Sanctuary](#)- Bettina is passionately and productively utilizing Social Media tools (among others) to guide women to fulfill their life's goals "in a close circle of friends" -NK: Bettina, if we revisit that point later..as it's on the opposite end of the "Following numbers spectrum" as our next panelist...

**Chaszey Sandhriel-Dejay:** (pronounced Cha~zay) **Published author of ([The Key To Abundance - A Self-Help Guide to Weight Loss and Ultimate Happiness](#)) now working on her second book and the Executive Director of the non-profit [Pay It Forward Academy](#)** (one of my favorite movies btw). Wait till you hear her business model and why she started to Tweet. She confesses: After fits and starts and a little help from her teenage daughter, she **grew her own Twitter account to over 10,000 followers in less than 6 months (and her Facebook account has close to 900 friends despite private profile settings.** Chaszey teaches Twitter workshops and other classes to her academy's clients. NK: Do you still find time to ride your first passion?

**Betsy Streeter: Cartoonist, Illustrator, Animator, Teaching Artist, and User-Experience Designer.** On that note, Betsy (I'd love for you to later share your thoughts on how Web 2.0 technologies has "so much more humanity in it"). Betsy is an equally industrious user and consumer of social media as it informs her work as an artist and contributor to the public discourse. She has been publishing her work all over the world for over 15 years - she got her start back when you made submissions using a manila envelope and then waited weeks for a response.

**Also in the audience are these SM-savvy entrepreneurs:**

**Catherine Grison, Founder & "Chief Creative Officer," Interior Decoration & Holistic Feng Shui Services:** <http://yourfrenchaccent.com/> (check out **STORIES – beautiful pictures of tranquil rooms, a VLOG** <http://www.frenchshuicafe.com/> with an impressive 19,600 tweets;-)

**Nadja Specht (GABA Corporate Member), Principal Marketer, NUVOTA**  
Navigating social media, marketing and entrepreneurship - in the US and abroad.  
[www.nuvota.com](http://www.nuvota.com) blog: <http://nuvota.com/> Twitter: <http://twitter.com/nuvota> (close to 4,000 followers)

**Very informative posting on doing business with**

**Twitter:** <http://nuvota.com/2010/01/29/case-study-is-it-possible-to-create-a-business-using-only-twitter-part-ii/>

## Moderator notes: Turning it over to our panelists

Without further ado, help me welcome these interesting and most enterprising women who will now share lessons learnt, Do's and Don'ts, and tips for you in Social Media.

- Let's start with: **Why** and **how** did you get started with SM?
- **Business persona vis-a-vis personal personas** -- who are you online?
- **Will it replace?** Women excel at networking -- making connections is our second nature -- but will *link, post, friend* and *recommend* take the place of meetings? (see Betsy's and Nicole's viewpoints on pg. 2)
- **Time mgmt and productivity loss**
- How can you tell if social media will have a **positive net effect on your bottom line**, and how much time should you spend on it?
- **3 Takeaways** from our panelists

### Conclusion

**Net sum: You need your personal SM strategy**

**Know the reasons why you want to engage! Then ask yourself – What's my “social voice”?**

- In this era of social media when we are reaching out and engaging more and more people, **the question is not just “Should I communicate with someone?” but “How should I communicate with someone? How can I build engagement one step at a time?”** 5 Levels of Effective Communication in the Social Media Age
- **Your social voice will be informed/nurtured by YOUR:**
  - **Passion**
  - **Intention**
  - **Authenticity**

## RESOURCES

### Definitions

What is Social Networking? What are the tools?

<http://blogs.zdnet.com/BTL/?p=8555>

### Getting Started

How to change the world: The Six Twitter Types by Guy Kawasaki

<http://blog.guykawasaki.com/2009/12/the-six-twitter-types.html>

Free Twitter eBook

[www.twitter4everyone.com/freetwitterbook](http://www.twitter4everyone.com/freetwitterbook)

5 Levels of Effective Communications in the Social Media Age

<http://mashable.com/2010/02/08/communication-social-media/>

10 Essential Social Media Tips for B2B Marketers

[http://mashable.com/2010/03/18/b2b-social-media-tips/?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+Mashable+%28Mashable%29](http://mashable.com/2010/03/18/b2b-social-media-tips/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+Mashable+%28Mashable%29)

Twitter, as we knew it, is dead: The 7 new dependable ways to use Twitter

<http://howtogetfocused.com/chapters/twitter-is-dead/>

The Eight Types of People to Unfollow on Twitter or Defriend on Facebook

<http://gawker.com/5500413/the-eight-types-of-people-to-unfollow-on-twitter-or-defriend-on-facebook>

### Measuring

[www.twitalyzer.com](http://www.twitalyzer.com)

[www.twitteranalyzer.com](http://www.twitteranalyzer.com)

THANK YOU FOR COMING AND SHARING YOUR UNIQUE STORIES!

A heartfelt THANK YOU also to GABA's Linda Cleary and Stefanie Bastian!  
GOOD NIGHT everybody and feel free to stay and network. Nicole