How Social Media or Technology Can be Used to Build Communities

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What is a "Community"?

Strong Sense of Community

Advocates

Advocates are the loud, positive voices that not only keep people in the community excited and engaged, but they are also the ones that are expanding that community beyond its current members.

- Dedicated
- Passionate
- Invested
- Keep your community members engaged & excited
- Invites new community members to join you

Growing Communities
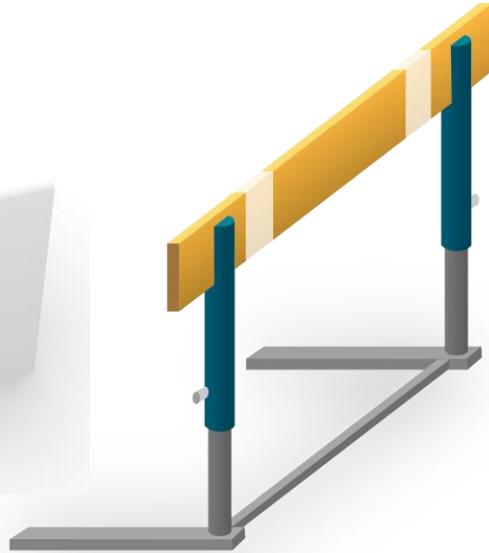
Your Ideal Advocate

Start by listing what your ideal advocates would look like to your organization.

Demographics
- Age Range
- Gender
- Location

Psychographics
- Personality
- Values
- Opinions
- Attitudes
- Interests
- Lifestyles

Platforms
- Facebook
- Twitter
- Linkedin
- Blog
- Mainstream Media
- Private Messaging

Affiliations
- Groups
- Professional Associations

Public VS Private Community

Public Community

- Allow Access for Anyone
- Typically No Cost for Use
- Content Can Be Seen By Everyone

Private Community

- Access is Limited
- Can be No Cost, But Premium Version May Have Fees
- Content Privacy Can Be Controlled

You may have multiple types of communities that fall in either category or you may have just one private or public community.

Private Community

Private Community

Use Cases

- Internal Communications for Employees
- Direct Email Communications With Your Members
- Help Forums for Customers
- Discussion Forums for Members

Pros

- Control who has access
- Control who sees what information

Cons

- You must invite or encourage others to join
- Sometimes have associated costs

Private Community - Examples

Public
Community

Public Community

Use Cases

- Public Communications Through a Social Media Account
- Marketing, Customer Service, Brand Awareness, Competitive Intel, Industry Analysis, etc.

Pros

- Public mass communication
- Free to use

Cons

- Fully public and everything you post online will stay online, very hard to remove
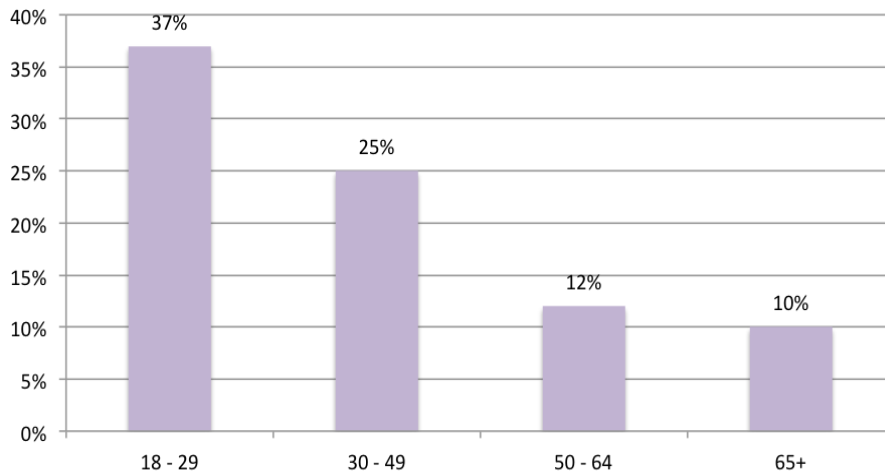- Limited control on how people interact with your posts

Public Community - Twitter
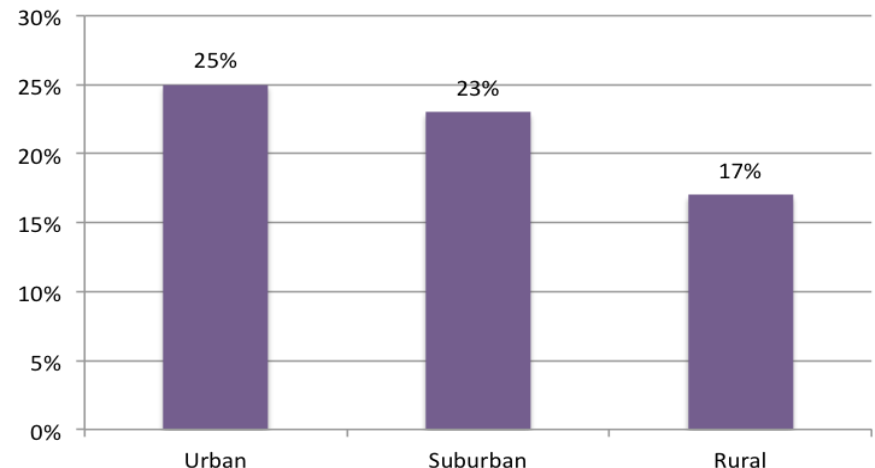
- Incorporated April 13, 2007
- 302 million monthly active users
- 500 million Tweets are sent per day
- 80% of Twitter active users are on mobile
- 77% of accounts are outside the U.S.

- 23% of all online adults use Twitter
- 24% of all male online adults use Twitter
- 21% of all female online adults user Twitter

Age Demographics*

Age	Percentage
18 - 29	37%
30 - 49	25%
50 - 64	12%
65+	10%

Region*

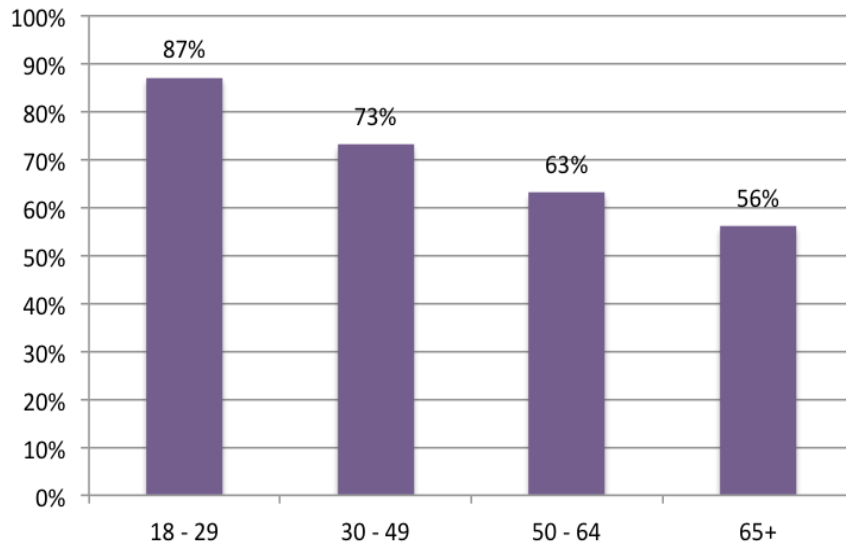| Region	Percentage
Urban	25%
Suburban	23%
Rural	17%

*% of online adults
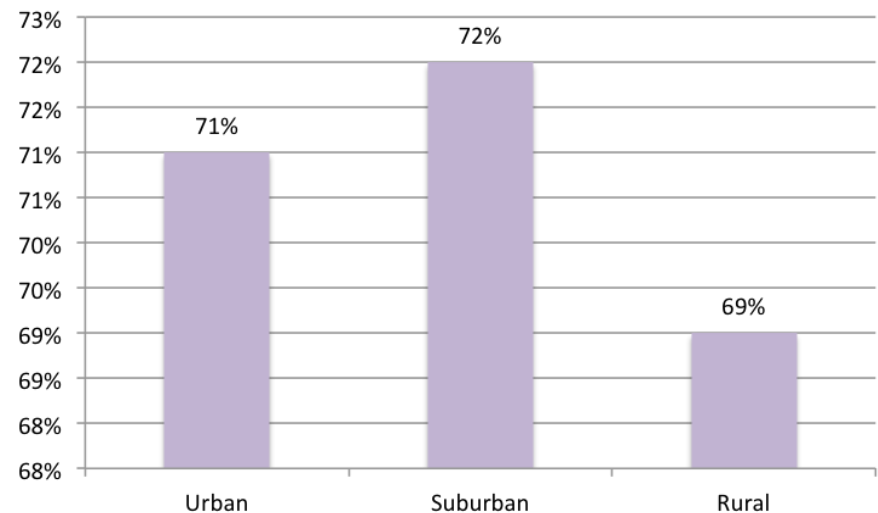
Public Community - Facebook

- Founded February 4, 2004
- 1.44 billion monthly active users
- 85% of Facebook active users are on mobile
- 82.8% of accounts are outside the U.S. & Canada

- 71% of all online adults use Facebook
- 66% of all male online adults use Facebook
- 77% of all female online adults user Facebook

Age Demographics*

Age	Percentage
18 - 29	87%
30 - 49	73%
50 - 64	63%
65+	56%

Region*

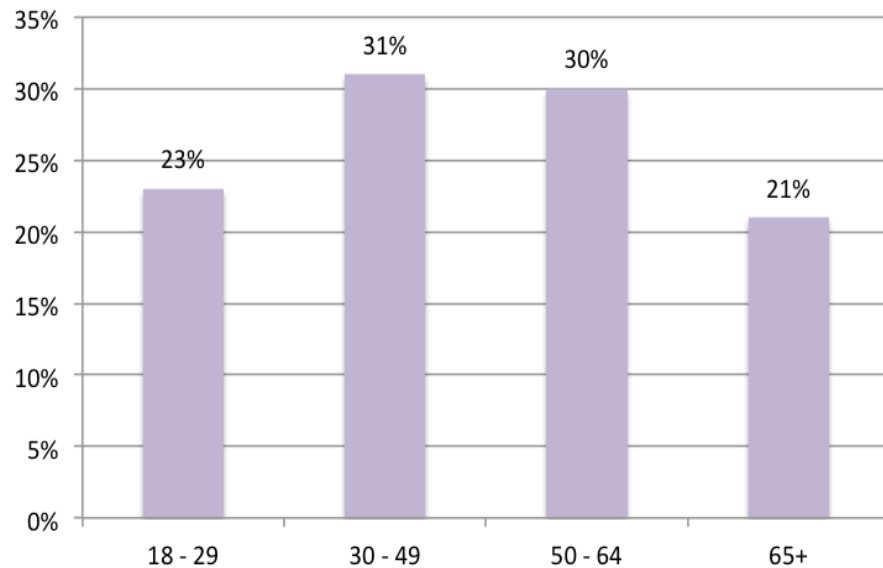| Region	Percentage
Urban	71%
Suburban	72%
Rural	69%

*% of online adults
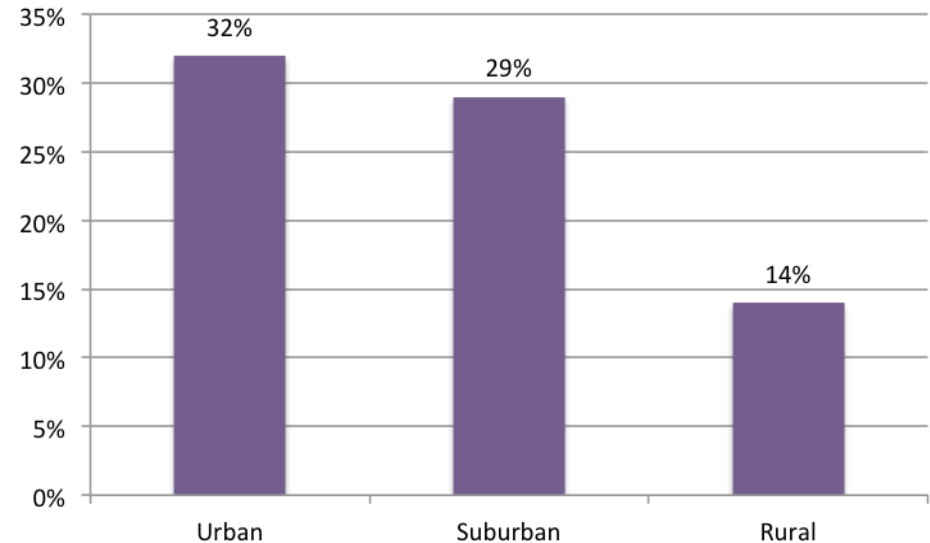
Public Community - Linkedin

- Launched May 5, 2003
- 300 million members
- Members are in over 200 countries and territories around the globe.

- 28% of all online adults use Linkedin
- 28% of all male online adults use Linkedin
- 27% of all female online adults user Linkedin

Age Demographics*

Age	Percentage
18 - 29	23%
30 - 49	31%
50 - 64	30%
65+	21%

Region*

Region	Percentage
Urban	32%
Suburban	29%
Rural	14%

*% of online adults

Tips For Engaging With Your Community

Be Transparent

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Keep In Mind
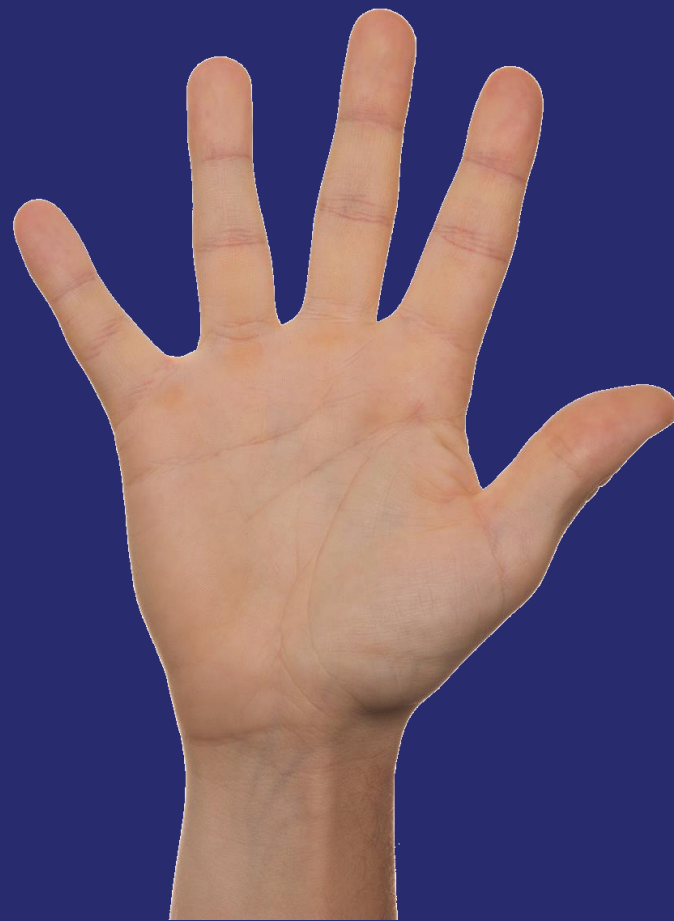# Confidentiality

Internet Lines Are Blurry

Correct Mistakes

Talk About What You Know

Give Credit Where Credit is Due

When In Doubt, Ask

Be Respectful

Thank You!

Take the High Road

Share Enthusiasm and Have Fun

Community First

QUESTIONS ??

THANK YOU!

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