Social Revolution

50% of Worlds Population is Under 30
96% of Millennials (16-30) have joined a Social Network
80% of companies use Social Media for Recruitment

Years to 50 million Users:
Radio: 38
TV: 13
Internet: 4
Facebook: 200 Million Users in under ONE

If Facebook were a country, it would be 3rd Largest

Source: www.socialnomics.com
Social Media & Social Networks
Overlap and Differences

Social Media
A way to transmit, or share information with a broad audience.

YouTube

Social Networks
A tool and a utility for connecting with groups of people with common interests.

LinkedIn

Twitter and Facebook
Straddle the Social Media and Social Networking divide.
Is it Just Common Sense?

1) Only Post what you would say publicly or to someone directly
2) You represent your company
3) Disclosure and Transparency are CRITICAL
4) Confidentiality is CRITICAL
5) Everyone Now and Forever Has Access -- Forever

3 Basic Strategies

Types

Distributed
organic
authentic
experimental
not coordinated

Coordinated
sets rules/best practices
spreads widely around the organization
takes time to rollout

Centralized
one department
consistent
not authentic
Emerging Tech Explosion

The Social Media Tools Evolution

Telegraph to Telephone to Twitter
73% of online users are using social media

87% of your clients trust their colleagues & friends recommendations

Social Media = Trust?

Debatable...but Transparency Does
Communication Culture Shift

GenY + Sharing + Content Consumption
Leading The Way

Relevant Information + Reliable Source

NY Times + BestBuy + Zappos + CSAC
Compliance

Ethic Standards + FINRA/SEC