

Utilizing Social Media:

Learning from Private Companies to Improve Public Information Communication

Pedro Sostre, CEO WebLift

75%

Nielson study May 2010
Internet & Social Media Consumer Insights

Use by Age

US Social Network Users, by Age

% of internet users in each group

	2008	2009	2010	2011	2012
0-11	9.0%	11.8%	14.0%	15.3%	16.1%
12-17	73.0%	74.9%	78.2%	81.2%	83.8%
18-24	80.1%	83.2%	86.7%	88.0%	89.2%
25-34	57.9%	70.4%	76.7%	81.6%	83.0%
35-44	35.0%	49.7%	60.3%	65.9%	69.7%
45-54	28.1%	42.5%	51.3%	56.2%	59.6%
55-64	14.9%	34.3%	42.3%	49.1%	53.1%
65+	4.7%	14.1%	20.4%	25.9%	31.9%

Note: use at least monthly via any device

Source: eMarketer, April 2010

Top 5 Social Media Platforms

50% Facebook

40% Twitter

35% Blogs

28% LinkedIn

24% YouTube

SmartBrief, State of Social Media for Business 2010

Facebook

71%

Top States

Top US States on Facebook

#	US State	Total users	Petration to population
1.	California	19 041 160	51,52%
2.	Texas	11 042 400	44,56%
3.	New York	10 131 660	51,85%
4.	Florida	8 818 680	47,57%
5.	Illinois	6 209 040	48,09%
6.	Pennsylvania	5 811 600	46,11%
7.	Ohio	5 457 740	47,28%
8.	Michigan	5 035 100	50,50%
9.	Georgia	4 792 700	48,76%
10.	North Carolina	4 393 500	46,83%
11.	New Jersey	3 935 600	45,20%
12.	Massachusetts	3 539 160	53,68%
13.	Missouri	3 358 600	56,09%
14.	Washington	3 326 800	49,92%

Why Consumers 'Like' Facebook Pages

"For Education About Company Topics"

13%

Why 'Like'

40% Discounts or promotions

facebook

Search

1-800-Flowers.com Like

Product/Service

1-800 flowers.com

LIKE our Page to Enjoy our Exclusive Offer for Fans Only!

- Wall
- Info
- Shop
- Sweepstakes
- Events
- Notes
- Links
- Disclosure
- Photos (133)
- StoreCast
- Exclusive Offer

Why 'Like'

33% Stay informed about the activities of a company

facebook

Search



- Wall
- Info
- All-new X3
- YouTube
- Photos (2,492)
- Video
- Welcome**
- Unscripted
- More ▾

About

BMW USA Like

Cars



Join the official Facebook Page of BMW USA

CLICK ON THE BUTTON ABOVE TO LIKE BMW.



Get the **LATEST NEWS**, meet **OTHER ENTHUSIASTS**, **SHARE YOUR PHOTOS** and **STORIES**, learn about **NEW BMW MODELS** and **CONCEPT VEHICLES** and get invited to our **BMW EVENTS**.



Experience. Technology. Results.

Why 'Like'

33% Updates on future products or (30%) future sales

The image is a screenshot of the Mercedes-Benz Facebook page. At the top, the Facebook logo and search bar are visible. The page header shows the Mercedes-Benz profile name with a 'Like' button and the category 'Cars'. The main content area features a post titled 'The Concept A-CLASS' with a video player showing a silver concept car. Below the video, there is a call to action to 'Watch the video' and a text description: 'Get the very first glimpse of the Concept A-CLASS that will be unveiled at the Shanghai Auto Show very soon and share it with your friends!'. There are buttons for 'Share this video' and 'Watch the video'. On the left sidebar, the Mercedes-Benz logo is at the top, followed by navigation links: Wall, Info, Welcome, Products, Infotainment, My Country, Photos (10,289), Video, and Notes. Below these is an 'About' section stating 'Official Facebook page of Mercedes-Benz' and a large number '2,719,655' with the text 'people like this' underneath.

Fan Page Basics

Set your wall to show All Posts

Encourage conversation without 'spamming'

Create a unique page image (and thumbnail)

Fan Page 2.0

Consider a custom welcome or landing page

Control your navigation / adding apps

Is Fan-gating right for you?



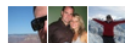
- Wall
- Info
- Home**
- Photos (12,690)
- Gifts
- Discussions
- Events
- House Rules
- More ▾

About
Read the House Rules:

Coca-Cola

Like

Food/Beverages

**Like Coke? There's a button for that!****Fan Highlights****You and Coca-Cola**

5 friends like this

Friends' Photo Albums**Summer 2009**

by Kristi Jarrard Sen

**Work Photo Shoot**

by Kristi Jarrard Sen

**WebLift.com Photo**

by Kristi Jarrard Sen





Wall

Info

Curve ID

Water<Less

Levi's Girl

Photos (1,606)

FreeForum

Live & Direct

More ▾

About

Welcome New American Pioneer.
Strike up for a new world. A
mightier world...

More

3,920,792

people like this

Likes

See All



Levi's TR

Levi's



Clothing

Share

WATERTANK

The innovation behind WaterLess™ jeans saves millions of liters of water. With your help, we want to take that excess water and turn it into water access for those in need in partnership with Water.org.

UNLOCKED WATER

120,176,500

LITERS

TWEET. CHECK IN. PLEDGE.

COMPLETE SIMPLE CHALLENGES AND
UNLOCK WATER TO COMMUNITIES IN NEED

PLAY WATERTANK

You and Levi's

Nick Sheth likes

Friends' Events

Benefit for Vo

Saturday, April



RSVP: Yes · No

Lauris Vidal a

Do...

Friday, April 15



RSVP: Yes · No

Friends' Popular

Gold's Gym Dr. Ph.

1,181 check-ins · Or



Golds gym in Dr.

82 check-ins



Stonewood Grill a

188 check-ins · Orla





- Wall
- Info
- Shop**
- About Us
- Notes

Black Helmet Apparel ▶ Shop

Clothing [Edit Info](#)

5 NEW DESIGNS: 9/11

TRIBUTE

AVAILABLE FOR PRE-ORDER

[SHOP NOW](#)



Get exclusive discounts and new product updates when you subscribe to our newsletter!

Go

HOT STYLES

UNDER \$25

[SHOP NOW](#)



Admins (3) [?]



Use Facebook a

Promote with an

View Insights

Suggest to Friend

You and Black He



70 friends like th

System Protocol

Quick Tips

Get more people to
Ads today!

[Get More Conne](#)

Sample Ad: Black





echo
smartpen



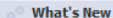
Tap it.
Get it.



Wall



Info



What's New



Shop!



Apps

Livescribe



Electronics



What is a smartpen?
A quick introduction to Livescribe smartpens.



How does it work?
Watch smartpen demo videos.



Who uses it?
See testimonials from smartpen users.



Need help?
Have a smartpen question or problem? We're here to help.

What's Your Workday Persona?

Select a Character

Friends' Events

Benefit for Vo
Saturday, April



RSVP: Yes · No

Lauris Vidal a
Do...

Friday, April 15



RSVP: Yes · No

Friends' Popular

Gold's Gym Dr.Ph

1,181 check-ins · Or



Find More Friends

Pedro, More Frier



These 10 friends fo
friend finder. Have y
friends? Give it a try

Find Friends



Wall

Info

Athletes

Web TV

Games

Red Bull

Photos (2,893)

Links

More ▾

About

Red Bull Gives You Wiings. So does www.redbull.tv

16,856,565

people like this

Likes

See All



HANGAR-7

Red Bull

Like

Food/Beverages

EXPL
OF R
RED

THE LATES

LIKE OUR PAGE. HINT, HINT.

Ride of Passage: Episode 5

We Want Your
Mama

Red Bull Manny

Watch Video

Watch Video

You and Red Bull



7 friends like this

People You May Know



Jennifer

1 mutual friend

Add Friend



Freya

1 mutual friend

Add Friend



Keight

1 mutual friend

Add Friend



Janine

2 mutual friends


Add Friend



Lindsey

2 mutual friends








Add Friend



twitter
twitter.com/NHL

YouTube
youtube.com/NHL

foursquare
foursquare.com/NHL


-  Wall
-  Info
-  **Home**
-  Events
-  Photos (3,145)
-  Discussions
-  Video

NHL 

Sports League

FEATURE

REGISTER FOR A CHANCE TO
WIN A TRIP TO




**WELCOME TO
THE OFFICIAL NHL
FAN PAGE**

Like us for **CONTESTS**, content
EXCLUSIVE to Facebook and the
chance to mingle with the
GREATEST hockey fans in the world! ONLY

JOIN THE PARTY IN LAS VEGAS
Enter for the chance to win a trip to the NHL awards in Las Vegas 2011! [DETAILS](#)

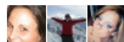
EVENTS



2011 NHL STANLEY CUP PLAYOFFS
The greatest hockey tournament in the world.
Four rounds later only one can be named
champion. Begins: April 13th. [DETAILS](#)

History will be made.

You and NHL



 3 friends like this


Sponsored

PPC Management
sitewit.com



Carnival Cruise Li



 Like · Crystal Ro

AdGooroo Search
adgooroo.com



Firefighter T. Cliv

SMIRNOFF

FAN OF THE WEEK

KEISHA R

Upload your picture on the I Choose tab for a chance to be our Fan of the Week.

Posting your pic gives us permission to use it.

PLEASE DRINK RESPONSIBLY

©2011 The Smirnoff Co., Norwalk, CT

Wall

Info

Win It, Get It, Share It

I Choose

Special Offer

Photos (151)

YouTube

Smirnoff US

Like

Wine/Spirits

THE MOST AWARDED NAME IN VODKA

LIKE US UP HERE & GET INTO SOME COOL SMIRNOFF STUFF BACK THERE

WIN IT!

Each week we're offering our fans on Facebook a chance to win a new, limited-edition tee. Check back often — they go fast!

ENTER TO WIN »

People You May Know



Jackie

6 mutual friends

Add



Logan

5 mutual friends

Add

Find More Friends

Pedro, More Friends



These 10 friends found you through our friend finder. Have you met any of these friends? Give it a try!

Find Friends

Twitter

140,000,000
5.4^s
140,000,000



Clinique ✓

@Clinique_US New York, NY

Clinique U.S. official Twitter page. Get Expert insider tips + breaking news about new products & special events. Clinique. Allergy Tested. 100% Fragrance Free.
<http://www.clinique.com>

Follow



Timeline

Favorites

Following ▾

Followers ▾

Lists ▾



Clinique_US Clinique

We need your help! What should we call our newest lipstick shade? Tell us which name you like best. <http://on.fb.me/ijUK9U>

9 hours ago



Clinique_US Clinique

@_BrickLee— Yes. Superfit Makeup is discontinued. We'd like to provide a reco. Email us: CliniqueCares@clinique.com

11 hours ago



Clinique_US Clinique

What do you do to get a healthy-looking glow? Tell us your makeup tips & tricks.

11 hours ago



Clinique_US Clinique

@adriennesender So sorry to hear this. We're here to help! Please email your contact info to CliniqueCares@clinique.com. We'll be in touch.

11 hours ago

About @

1,113 5,4
Tweets Fol

Connections

Followed by @



You both follow more.



Following 5



Similar to @



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Advertisers • Bu

WebLift

Experience. Technology. Results.

For more than 80 years, Caterpillar has been building the world's infrastructure.

We are a global company, with hundreds of locations worldwide to serve and support our customer base, and respond quickly to their needs.

www.cat.com



Caterpillar Inc.

@CaterpillarInc Peoria IL

<http://www.cat.com>

+ Follow



Timeline

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Followers

Lists



CaterpillarInc Caterpillar Inc.

@Barloworldequip - Thank you for the followup!

14 hours ago



CaterpillarInc Caterpillar Inc.

The auction is today! Can't make it to Houston? Join @CatAuctions by bidding online! Download inspection reports. #BetterAuctions

14 hours ago



CaterpillarInc Caterpillar Inc.

@GolfAtBadplaas - We just spoke with @Barloworldequip. They will be contacting you shortly. Let us know if you need anything further.

15 hours ago



CaterpillarInc Caterpillar Inc.

@GolfAtBadplaas - Yes. Please send a description of the situation and pictures to "socialmedia@cat.com". Will review with @Barloworldequip .

11 Apr



CaterpillarInc Caterpillar Inc.

@GolfAtBadplaas - Is there something we can do to help? We assume your local Dealer is @Barloworldequip . Have you talked to

CAT About

1,058

Tweets

Connections

Followed by



Following



Similar to



SiteP

Site Pr



Colliers

About · Help ·

Advertisers · B



Experience. Technology. Results.

Every day,
we strive to
create richer,
more satisfying
lives through
knowledge &
entertainment.



Follow a regional
Twitter account:
Borders.com/twitter



Find us on Facebook:
facebook.com/Borders

Find a store near you
at Borders.com



Borders ✓

@Borders

*Tweets that speak volumes from Matt at the Borders
home office in Ann Arbor, Mich.*

<http://www.borders.com>

+ Follow



Timeline

Favorites

Following ▾

Followers ▾

Lists ▾



Borders Borders

@ckurbanski I'd love to help, Christin. Was this a Borders.com order? If so, can you DM me the order number? Thanks!

5 hours ago



Borders Borders

It's the final day to enter on Facebook to win a trip for four to Walt Disney World! ><http://brd.rs/fwGPI4>

5 hours ago



Borders Borders

@t0shi_kun Love to hear that -- thanks for sharing!

7 hours ago



Borders Borders

@erinmorrell11 Nice -- great to hear!

7 hours ago



Borders Borders

@gingerfierce I hear you -- we hate to close stores. We hope we can continue to serve you at Borders.com ><http://brd.rs/9pWuDC>



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Luxor Hotel & Casino

@LuxorLV Las Vegas

Follow the official Twitter stream for the Luxor Hotel & Casino for the best deals in Vegas, updates and chances to win cool prizes!

<http://www.luxor.com>

 Follow



Timeline

Favorites

Following 

Followers 

Lists 



LuxorLV Luxor Hotel & Casino

& a FREE gift. Go 2 luxor.com RT @fantasyluxor: If u purchase xit online in advance u get 20% off tickets! Sexy girls & a good deal @LuxorLV

7 hours ago



LuxorLV Luxor Hotel & Casino

Our best rates for this wknd & thru Feb 2012 are here: <http://bit.ly/dE0o41> RT @manda_rich: @LuxorLV any room deals for this weekend?

8 hours ago



LuxorLV Luxor Hotel & Casino

RT @vegascitypage: Plans 4 dinner? We recommend @tacosandtequila @LuxorLV try combo tacos or barbacoa beef enchiladas & a shot of tequila

8 hours ago

About 

7,807 9,300
Tweets Followers

Connections

Followed by   

You both follow  



Following   

Similar to 



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What's Next?

Location Based Services
SMS & Mobile

The Future?

Holiday Inn Capitol Plaza

+ ADD TO MY TO-DO LIST

300 J Street
Sacramento, CA 95814



Like

Categories: Hotel,
Tags: *untagged*

edit

Do you manage this venue? [Claim here](#)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	159	403

Mayor

Last 60 Days



Lisa V.
42 checkins



Photos

No photos here yet!

Tips

POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

[Add link]

SHARE



Jennifer M.

You stay and go play .. no drinking and driving !

✓ 2 | May 6, 2010



Heidi R.

I-5 traffic noise from my room is not awesome.

 **AT&T Park**

+ ADD TO MY TO-DO LIST

24 Willie Mays Plaza
at 3rd St
San Francisco, CA 94107
(415) 972-2255

@SFGiants

 Like 26


Categories: Baseball Stadium,

Tags: transit, splash hit, mib, at&t ballpark, bugs, wifi, ballpark, sports, garlic fries, att, dancers, major league baseball, trendy, musicians, at&t park, tequila ocho, tequila, world cup, bars, bacon-wrapped hot dogs, concerts, sfgiants, singers, giants, stadium, coke bottle slide, baseball, san francisco giants, national league, free wifi, beat la, nlds, historychannel, history channel, world series, pac bell, 2010, world series, 2010 world series champions, water, photo, photo booth, girls, photobooth,



Tips

POPULAR RECENT

Example: Order the burger and ask for the secret sauce!

[Add link]

SHARE

**HISTORY Channel**

This ballpark has been home to the San Francisco Giants since it opened in 2000. Barry Bonds passed Babe Ruth on the all-time list when he hit his 715th home run.

YOUR CHECK-INS TOTAL PEOPLE TOTAL CHECK-INS

0 16513 36237

Mayor

Last 60 Days

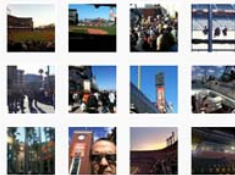


Mark F.
60 checkins



Photos

Showing 12 of 61



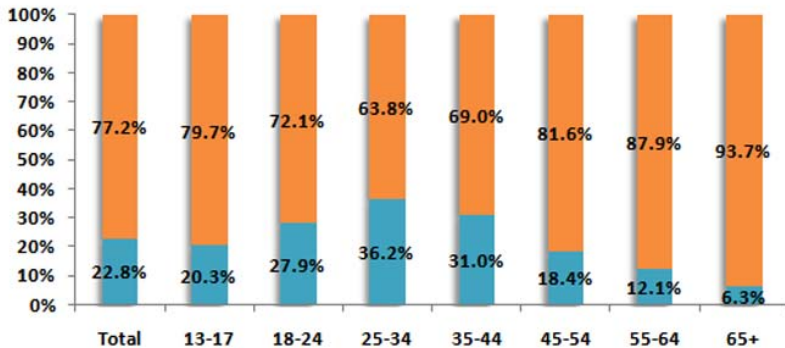
Staff



The Future?

By Age

U.S. Smartphone vs. Non-Smartphone Penetration by Age
comScore MobilenS: 3 Months Ending July 2010



Smartphone Non-Smartphone

comScore, July 2010

Q&A

Connect

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twitter.com/psostre

WebLift

facebook.com/weblift

twitter.com/weblift



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