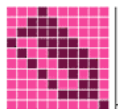


PEOPLE

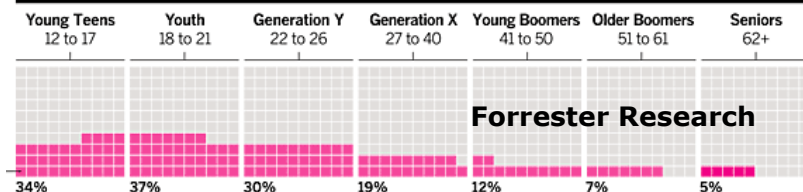
What people are doing

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

Who participates (U.S. online users)



PEOPLE

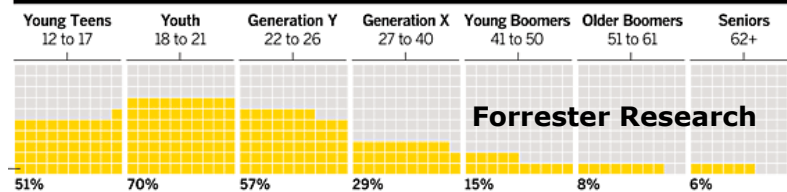
What people are doing

Joiners use social networking sites.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

Who participates (U.S. online users)



PEOPLE

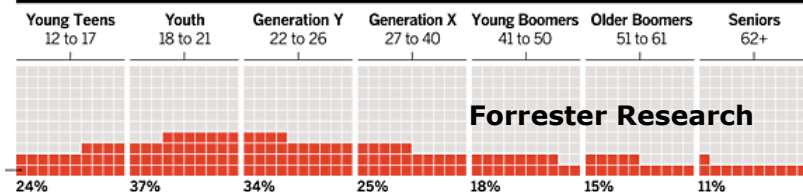
What people are doing

Critics comment on blogs and post ratings and reviews.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

Who participates (U.S. online users)



PEOPLE

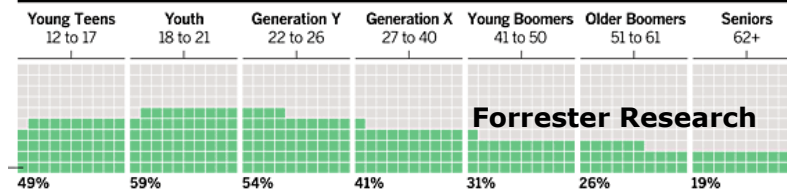
What people are doing

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

Who participates (U.S. online users)



PEOPLE

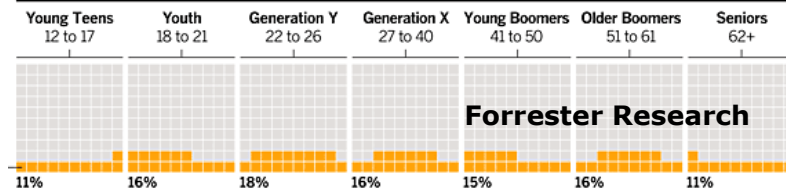
What people are doing

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

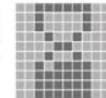
Who participates (U.S. online users)



PEOPLE

What people are doing

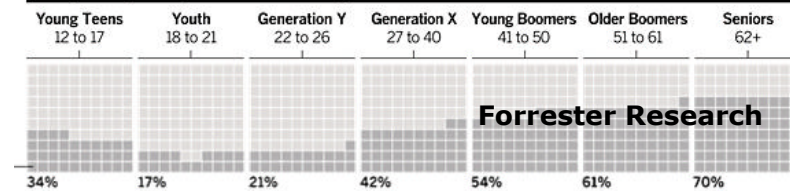
Inactives are online but don't yet participate in any form of social media.



What are they talking about?
How does this inform your listening goals?
What additional information do you need?

Data: Forrester Research

Who participates (U.S. online users)



PEOPLE

Unique Visitors to Twitter.com

Age Group	Unique Audience	Composition %
2-17	250,000	3.6
18 - 24	**	**
25 - 34	1,379,000	19.6
35 - 49	2,935,000	41.7
55+	1,165,000	16.6
65+	477,000	6.8

source: Nielsen NetView, 2/09, U.S., Home and Work
**These demographics have insufficient sample sizes

What are they talking about?

How does this inform your listening goals?

What additional information do you need?

PEOPLE

Remember, don't get too hung up on doing research. An important part of building your strategy will be doing some listening.

Some additional free resources below.

Don't forget about surveys too ...

More Research Sources:

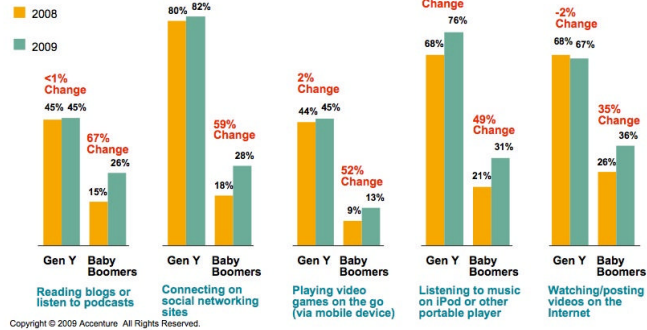
http://beth.typepad.com/beths_blog/2008/09/nptech-summary.html

PEOPLE

Baby Boomers are embracing popular consumer technology applications nearly 20 times faster than younger generation



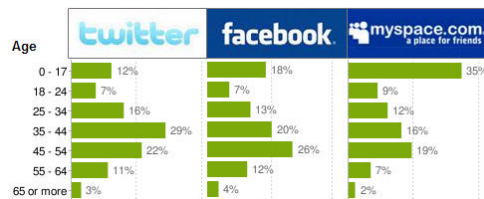
Adoption of New Services by Generation
(% change from 2008 study)



PEOPLE

- Who must you reach with your social media efforts to meet your objective?
- Why this target group?
- Is this a target group identified in your organization's communications plan?
- What do they know or believe about your organization or issue?
What will resonate with them?
- What key points do you want to make with your audience?
- Where do they hang out on the social web?

PEOPLE



How does comparing demographics across different social networks help you decide where to go?

What additional information do you need?

PEOPLE

Remember, don't get too hung up on doing research. An important part of building your strategy will be doing some listening.

Some additional free resources below.

Don't forget about surveys, focus groups,

More Research Sources:

http://beth.typepad.com/beths_blog/2008/09/nptech-summary.html