

The Social Media



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Teramo

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Social Media can...

- **Brand Building**

1. Awareness

2. Reputation

3. Fidelization



RELATIONSHIP



Social Media are...

SHARING

TRUST

CONVERSATIONS

INTERACTION

RELATIONSHIPS

LOYALTY



Social Media are not...

Advertising bill board



1.01 billion mobile monthly active users as of March 31, 2014

72% of online adults visit Facebook at least once a month

Number of Facebook users in India alone is over 100 Million

There are more than 50 Million Facebook pages

Most common reason to unlike a Facebook page is uninteresting posts

75% of the engagement on a post happens in first 5 hours

1.28 Billion
monthly active users





Average time spent on Google+ is 7 minutes per month

22% of online adults visit Google+ once in a month

Google+ is the most misunderstood platform so far. Just kidding!

53% of interaction between a Google+ user and Brand is positive

2,027,515,131
Google+ accounts





500 million Tweets are sent per day

78% of Twitter's active users are on mobile

44% of users have never sent a Tweet, consider them inactive

391 Million Twitter accounts have no followers

46% of Twitter users tweet at least once in a day

1 Billion+
total users





More than 2 users sign-up for LinkedIn every second

There are over 39 million students & recent college graduates on LinkedIn

LinkedIn reaches a total of 200 countries and territories geographically

41% of LinkedIn visits are via Mobile

44K is the average number of daily LinkedIn mobile Job applications

300 Million+
total users





6 Billion hours of video is watched on YouTube per month

100 hours of video is uploaded on YouTube per minute

40% of YouTube traffic comes from Mobile

1 Billion is the average YouTube mobile videos views per day

1 Billion+
total users





12 Million+ people blog via Social Networks

23% of internet time is spent on blogs and social networks

Companies with a blog have 97% more inbound links than others

B2B marketers using blogs generate 67% more leads

6.7 Million+
people blog via blogging sites

77% of internet users read blogs

Blogs



Panoramica Italiana

61.482.297

POPOLAZIONE TOTALE

35.531.527

UTENTI INTERNET

58%

PENETRAZIONE INTERNET

26.000.000

UTENTI FACEBOOK ATTIVI

42%

PENETRAZIONE FACEBOOK

97.226.000

ABBONAMENTI MOBILE ATTIVI

158%

PENETRAZIONE MOBILE



Panoramica Italiana

52%

PENETRAZIONE
SOCIAL MEDIA
RISPETTO ALLA
POPOLAZIONE

TEMPO MEDIAMENTE
TRASCORSO DAGLI
UTENTI SUI SOCIAL MEDIA
OGNI GIORNO

2H

46%

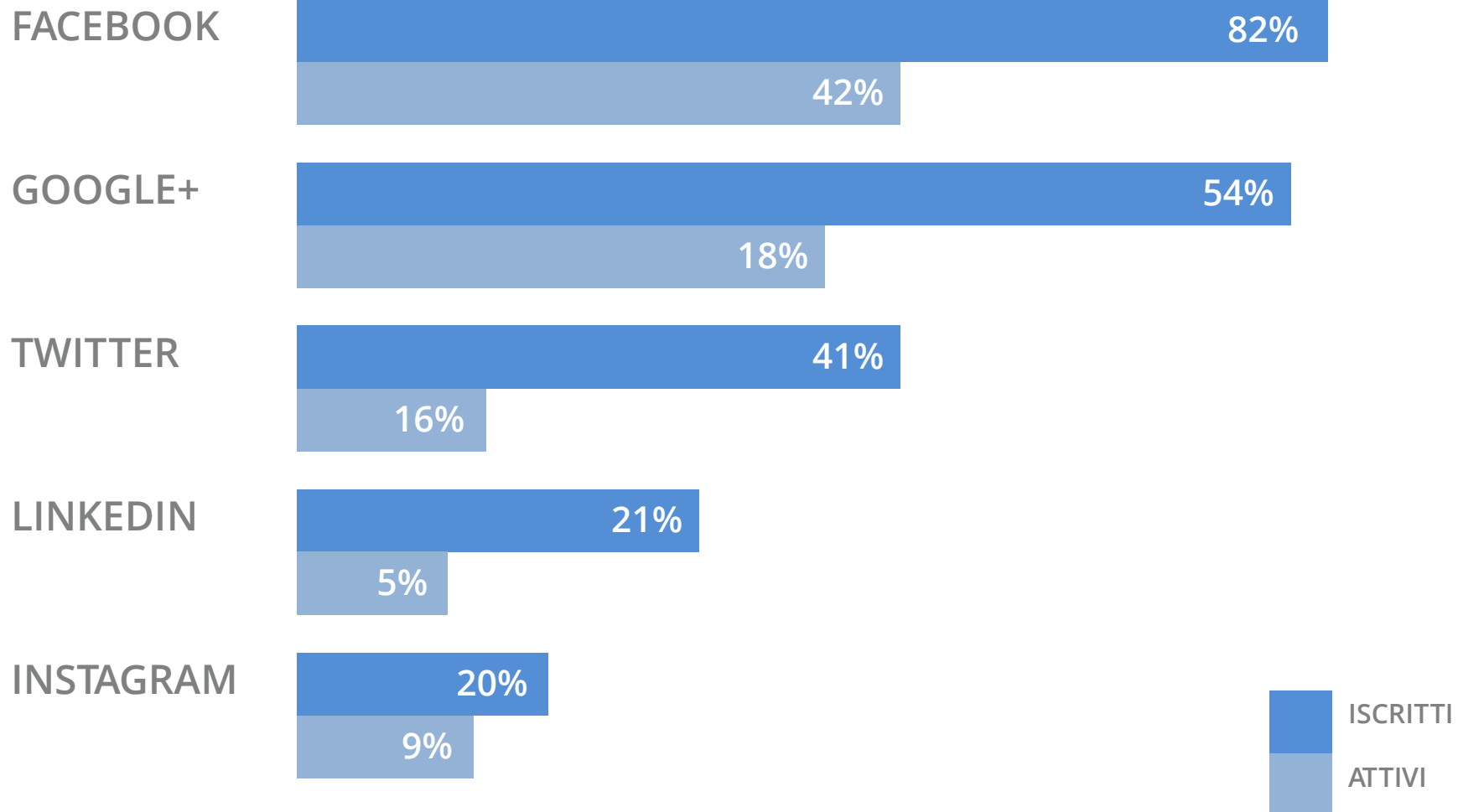
PERCENTUALE DEGLI
UTENTI MOBILE CHE
UTILIZZANO SERVIZI
LOCATION-BASED

UTENTI CHE
UTILIZZANO APP
SOCIAL SUL PROPRIO
DISPOSITIVO MOBILE

17%



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Social Media are different



**TAKE THE BEST FROM
EACH PLATFORM**



Attività di comunicazione: social network

Pro:

- **Mantenere un rapporto costante con i propri contatti**
- **Possibilità di creare nuovi contatti**
- **Possibilità di creare nuove sinergie**
- **Possibilità di condividere link, foto o commenti**
- **Pubblicizzare un contenuto o un evento in maniera virale**
- **Personal Branding**
- **Strategie di buzz marketing a basso costo**

Contro:

- **Non avere controllo sull'informazione**
- **Fake People**
- **Relazioni non rispondenti**
- **Non essere proprietario dei contenuti**





>>> Facebook

- Brand >>> Page (no personal profile)
- Overcrowded, Limited control on stream
- Targeted advertising (page and/or posts) >>>
 Good results with limited investment >>>
 Great analytics
- Mobile users steadily increasing
 but mobile/tablet app still not great



>>> Google+

- Good for SEO, although killing authorship reduced potential and traffic
- More sophisticated audience >>> Share your best content
- Great search engine, some very active communities
- Perfect to showcase photography and to share knowledge



Ricapitolando



Alto numero di
utenti registrati

Tools

Popolarità

Tool intelligenti
per creare
campagne
pubbлицitarie
mirate

Possibilità di fare
buzz marketing
con
0 €



>>> Twitter

- Search engine
- Easy categorization and tracking
- Great for real-time conversations
- Chats are a good way to boost followers
- Images getting more and more important



Ricapitolando



Alto
numero di
utenti
registrati

tools

Popolarità

Possibilità di
avere
giornalismo
partecipativo

Numerose
applicazioni
parti terze

Comunicazi
one real-
time



Ricapitolando

in

Alto numero
di persone
registrate

Tools

Popolarità

Social
Network
tematico

Possibilità di
entrare in
contatto con
professionisti
del settore

For Scientists.

Access scientific knowledge, and make your research visible.

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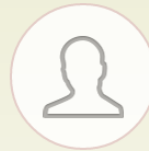
Connect with Facebook

“ResearchGate allows researchers around the world to collaborate more easily.”



Research visibility

Add your publications, access millions more, and make your research visible.



Connect and collaborate

Connect with colleagues, peers, co-authors, and specialists in your field.



Stats and metrics

Get stats about views, downloads, and citations of your research.



Tips

- The formal communication is doomed
- Jargon must be destroyed
- The social media is changing the communication
- Talking lika humans
- Reading is hard... be short
- If your writing is to complex remember:
 - 5 words for sentence
 - 5 lines in a paragraph
- Use a short link. Es. <http://goo.gl>
- Active participation in the groups and pages linked your activities
- Use hashtag and other tag where possible