

ARES® and Social Media



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Agenda

- What is Social Media?
- Facebook
- Twitter
- YouTube
- Text Messaging
- Applications to Amateur Radio
- Websites

What is Social Media?

- Media for social interaction using highly accessible and scalable publishing techniques.
- Social media utilization is believed to be a driving force in defining the current time period as the Attention Age.

From Wikipedia

Social Media Facts

- 3 out of 4 Americans use Social Technology
- 2/3 of the global internet population visit social networks
- 4th Most popular online activity ahead of personal email
- Word of mouth on steroids

Social Media Facts

- Social networking now accounts for 22% of all time spent online in the US.
- Over 25% of US internet page view occurred at one of the top social networking sites in December 2009, up from 13.8% a year before.
- 93% of businesses use it for marketing.
- 234 million people over age 13 in USA used mobile devices in 2009

What's it for?

- Public Relations
- Collaboration
- Networking
- Recruiting
- Retention

Three Basic Rules

- Listen
- Engage
- Measure



Facebook



- Founded in 2004
- #1 Social Networking Site
- 750 Million Users
- 250 Million access thru mobile device
- People spend over 700 billion minutes per month
- More than 2.5 million websites have integrated with Facebook.
- One trillion hits per month (6/11/11)

Twitter




- Created March 2006 by Jack Dorsey
- Real-time information network powered by people all around the world that lets you share and discover what's happening now.
- 225 million users
- 450,000 new accounts every day
- Processed more than one billion tweets in 12/09
- Averages 40 million tweets per day.

YouTube.com



- **YouTube** is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005.
- In October 2006, YouTube, LLC was bought by Google Inc. for \$1.65 billion, and now operates as a subsidiary of Google.



- February 2011 – 490 million users
- 92 billion pages views per month
- Over 3 billion views per day
- More than 24 hours of video are uploaded every minute.

Text Messaging



- Cell phone alerts
- For training and emergencies
- Text message email address
- 4403360295@messaging.sprintpcs.com

Applications to Amateur Radio

- Alert Messages (Training, Emergencies)
- Recruiting (Field Day, Tech Classes)
- Retention (Fun Activities, Drills, Exercises)
- Use it wisely.
- How else does it apply?

Websites

- www.ohioares10.org
- www.facebook.com/aresdistrict10
- www.twitter.com/aresdistrict10
