

Social Networks & Technology

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NEW MAIL!

"a social network for two"

OK.

animation by shaun moriarty music by ze frank

The End of Advertising As We Know It



"forecasting greater disruption for the advertising industry in the next five years than occurred in the previous 50"

Who is Online?

Pew Internet & American Life Project

- 70% of American adults
- 93% of American teens ages 12 to 17
- 87% of all parents
- 68% of online Americans have broadband
- 7% of teens do not use the internet

Getting Your Message Out

- Facebook > email
- 24 hour news cycle
- Don't need the media anymore
- Companies learning to let go control & let users in

Katie Paine's session at Executing Social Media in Atlanta 11/14/07

Getting Your Message Out

- Google has replaced dictionaries, the thesaurus, encyclopedias and yellow pages
- Measurement is easy - analytics rule
- Size no longer matters - it's who you reach

Katie Paine's session at Executing Social Media in Atlanta 11/14/07



Social Network Sites

allow individuals to:

1. construct a public or semi-public profile within a bounded system,
2. articulate a list of other users with whom they share a connection, and
3. view and traverse their list of connections and those made by others within the system.

boyd, d. m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), article 11.



vs.

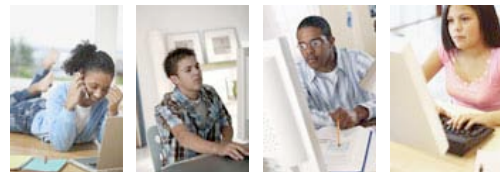


MySpace most visited domain amongst U.S. Internet users, accounting for 4.92% of all Internet visits

Facebook on the rise 9th most popular domain in the U.S., accounting for 1% of all Internet visits.

Hitwise October 2007

What does social networking sites give teens?



CrowdVine Social Networks

CrowdVine for Conferences

- Create a community around your conference.
- Help attendees build their professional relationships and networks.
- Easy and quick for attendees to join.
- Packages range from free to professionally managed setup and community support.

[Learn more](#)

CrowdVine for Groups

- Create a simple social network for your organization, alumni group, or friends.
- Fast three-step setup.
- Customizable design.
- Free to setup and free to use.

[Create a social network](#)

Our Favorite Networks

Web 2.0 Expo Berlin

Web 2.0 Expo Berlin is a combination of huge expo of Web 2.0 companies and great conference tracks for everyone interested in Web 2.0.

Future of Web Apps, London

CrowdVine pulls in several conferences, each with great content and a strong commitment to professional networking. They've chosen CrowdVine for their FORA Miami conference as well.

BarCampBrock

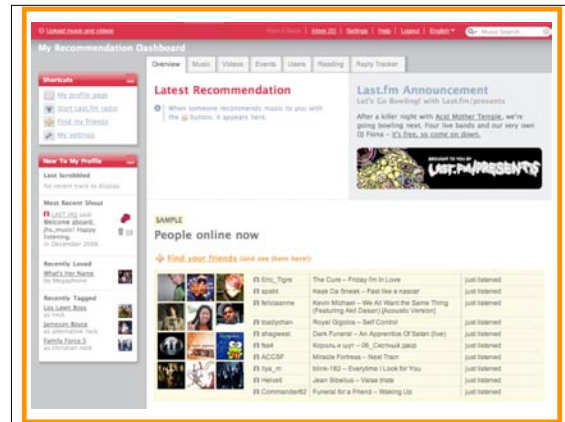
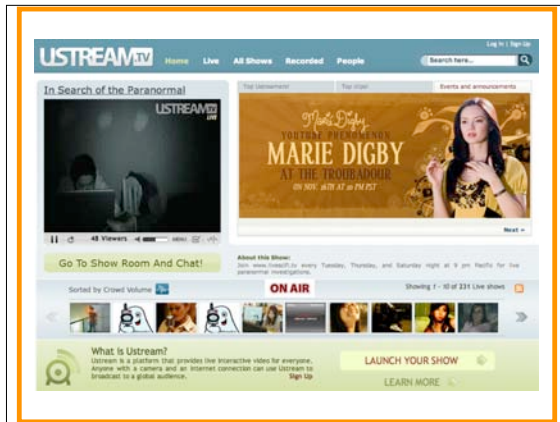
BarCamp organizer Tara Hunt is a master networker. She created the network for BarCampBrock using our free conference option.

BusinessWeek "Reader's Choice"

TechCrunch "Setting up your own network is dead simple"


FOWA "We'll definitely use CrowdVine again"

profy "Appealing to even the most non-tech savvy"




Frustrated Mom, lists 19yr. old son in Facebook Marketplace.
 Andrew Hansen | October 26th, 2007 | Uncategorized | Share This

Perusing the Facebook Marketplace, I found this little gem. Can anyone help out this frustrated Mom? Click the picture for the full description of this winner.



The screenshot shows a Facebook Marketplace listing titled 'FREE - 19 Year Old Son'. The listing is from a user named 'Loretta Lee Marshall' and is dated October 26th, 2007. The description reads: 'Free to any kind of home. Lazy, dull, uneducated, comes with no future plans, does not do chores, can't get along with anyone, can't get along with his step-mom, eats constantly, does not clean up after himself, never responsible, usually, always a mess, needs someone to take care of him - even car, full-time girlfriend (and) very large black dog. Let me know if interested, willing to deliver.' The listing is located in 'Barnes, Ohio' and has 3 likes. A photo of a young man is shown next to the text.

facebook Business Solutions: pages



The screenshot shows a Facebook page for a business named '(RED)'. The page has a red header with the business name in white. Below the header, there are several posts and photos. The page is set to 'Public' and has a 'Like' button. The business name is '(RED)' and the location is 'Barnes, Ohio'.

facebook Business Solutions: social ads

Meagan Marks gave a 4-star rating to the movie Top Gun.
 Sponsored



The screenshot shows a Facebook social ad. It features a profile picture of Meagan Marks and a 4-star rating. The ad is for 'Blockbuster Total Access Online' and includes the text: 'Do you feel the need? The need for speed. Rent online, exchange in-store today!'. There is a small image of a car and a 'Like' button.

facebook Business Solutions: bacon




The screenshot shows a Facebook page for a business named 'bacon'. The page has a blue header with the business name in white. Below the header, there are several posts and photos. The page is set to 'Public' and has a 'Like' button. The business name is 'bacon' and the location is 'Barnes, Ohio'.

facebook Business Solutions: insight



The screenshot shows a Facebook Business Insights dashboard. It includes a line graph showing 'Page Likes' over time, a table of 'Top Referring Sources', and a table of 'Top Referring Pages'. The dashboard is for a page named 'bacon' and shows data for the last 30 days.

facebook Business Solutions: polls



The screenshot shows a Facebook poll interface. It includes a poll question, a progress bar, and a list of poll options. The poll is for a page named 'bacon' and shows data for the last 30 days.



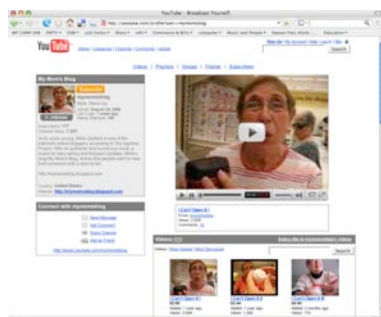
Case Study: Millie



Video Blogging



YouTube



Twitter



Facebook

