

HOW PEOPLE USE SOCIAL MEDIA + as part of real life...

Real Life



Google+

“I’m exploring & wondering... if this is the ‘next Facebook?’ and how it will really work for people? As technology-communications-marketing- is my field, I will ‘master’ this place too.”

Here I...talk with people, exercise, eat dinner, touch, listen, cry , laugh, smile, run, climb a mountain, swim in the ocean, parachute (not), pet my cat, throw a Frisbee, comfort a child, sneeze, read a good book & feel the pages as I turn them, get a hair cut, get wild, get coffee, get well.

Here is where I live.

twitter



You Tube

“I’m discovering... people, ideas, things & happenings that interest me - from outside my corner of the world & sometimes from within it.

I’m supported, inspired & learning ... all at the same time & I reciprocate as best I can.

For the brands, I’ve **followed** : I’m part of the ***79% on Twitter that are more likely to recommend them & the *67% that are more likely now to buy from them.**”

facebook

“I’m being entertained & connecting... to friends, family, acquaintances & a few ‘brands’ I actually enjoy hearing from.

Sharing pictures & getting ‘Deals’ are big here - as are new changes to Facebook itself.

For the brands, I’ve **Like’d** : I’m part of the ***60% on Facebook that are more likely to recommend them & the *51% that are more likely now to buy from them.**”

LinkedIn
Quora FOCUS

“I’m working... and I know you personally or by reputation. I value you as a colleague, customer, vendor, industry leader -employer.

I share what I think & what I’ve done to showcase my professional competence & further my career. **Like **79% of employers, I seek talent here. Also, I connect with people to collaborate with, learn from and /or sell to (B2B).**”

Blogs & Websites

“I’m shopping... for something – knowledge, stuff, a solution to something in my personal or professional life.

Show me what you really got & be responsive to me. **Websites that blog get ***55% MORE traffic than those that don’t.** Also, on your blog- don’t sell me too hard. It’s a turn-off.

If I like you here too – I may visit you in-person or ‘buy’ now.”

“I’m being entertained... amazed and delighted. Laughing happens a lot here.

Or I’m learning... ‘exactly’ how to do something.

Or I’m researching ... something for work or personally. I may even ‘buy’ soon.”

*Data Source: CMB: Consumer Pulse, Feb. 2010. **Select Minds: ROI of Social Media in the Enterprise Oct. 2011.

***Hubspot 2010. (acknowledgement: The Content Grid V2 2011 by Eloqua & JESS3.) (HM-2.com 10/2011)