

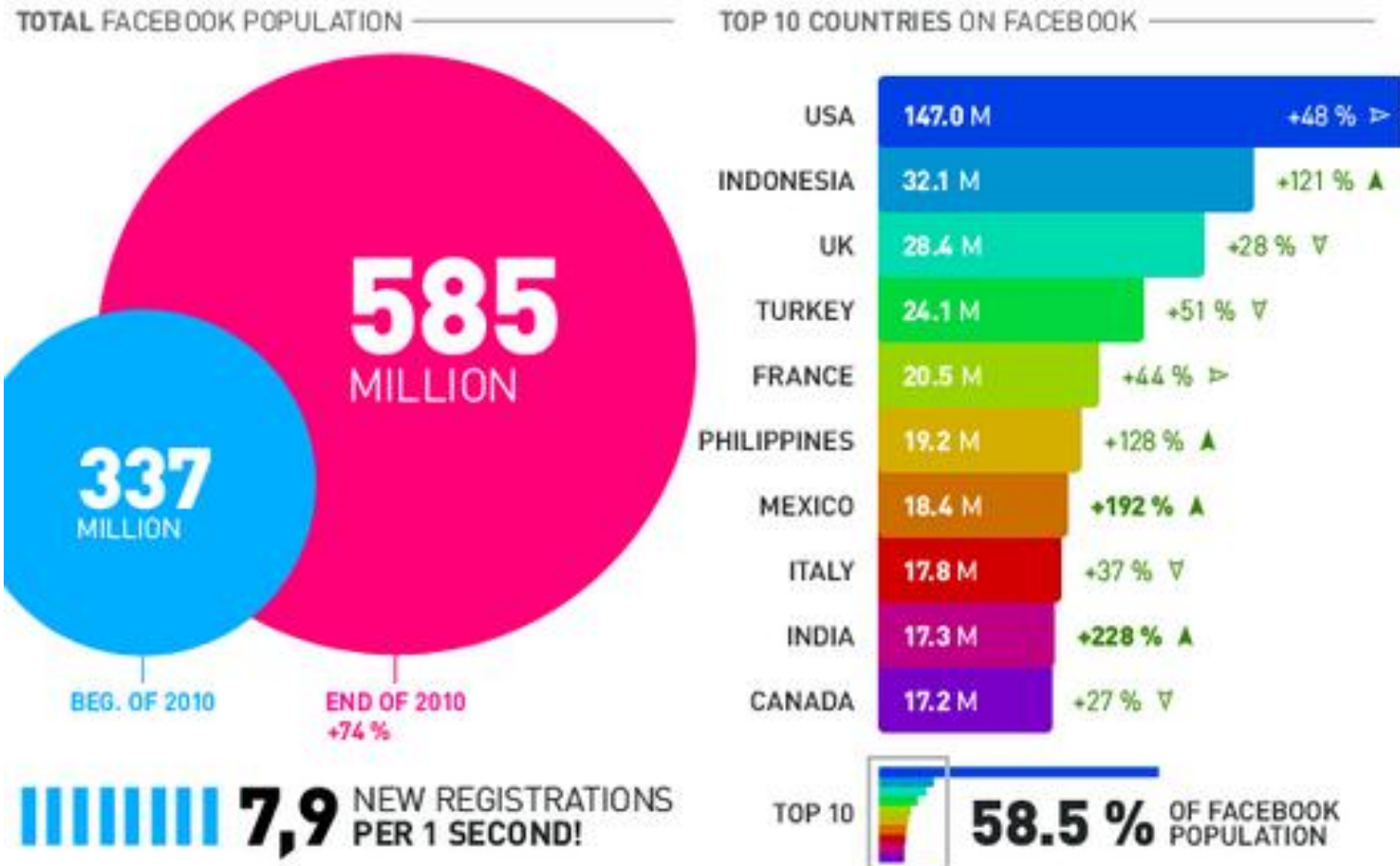


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Social media by the (really big) numbers

FACEBOOK **2010** YEARBOOK BY SOCIALBAKERS





Social media by the (really big) numbers

750 million Number of Facebook users worldwide

100 million Number of Twitter users worldwide

230 million Number of tweets sent per day

80% Increase in Tweets since 1 January 2011

82% Members of the U.S. House of Reps
who have Twitter accounts



What is social media?

Social media are the websites and applications that enable people to interact and share information online:

- Social networking
- Social news
- Geo-social
- Video and photo sharing
- Online forums
- Social bookmarking sites
- User reviews
- Crowdsourcing
- Content aggregators



What is social media?

home. hi. i'm drew. now you say hi. tiny little rockets. the mixtapes. 

rocketshoes

(I have a black belt in feelings.)

July 12, 2011 · 148 comments

A Day in the Life of the Modern
San Franciscan

**miniature
rockets.**

biotas. holmic. hajes. epizoic.
#ThisIsHowIKnowYoureCheatingAtWWF
<http://t.co/48IftpFF> 44 minutes ago



What is social media?

hi, i'm drew.





What is social media?

now, you say hi.

Honestly. I like when people say hi. I talk too much, and I'm basically just on a mission to meet other people with no filter who want to talk too much. Say hi.

Email me [here](#).

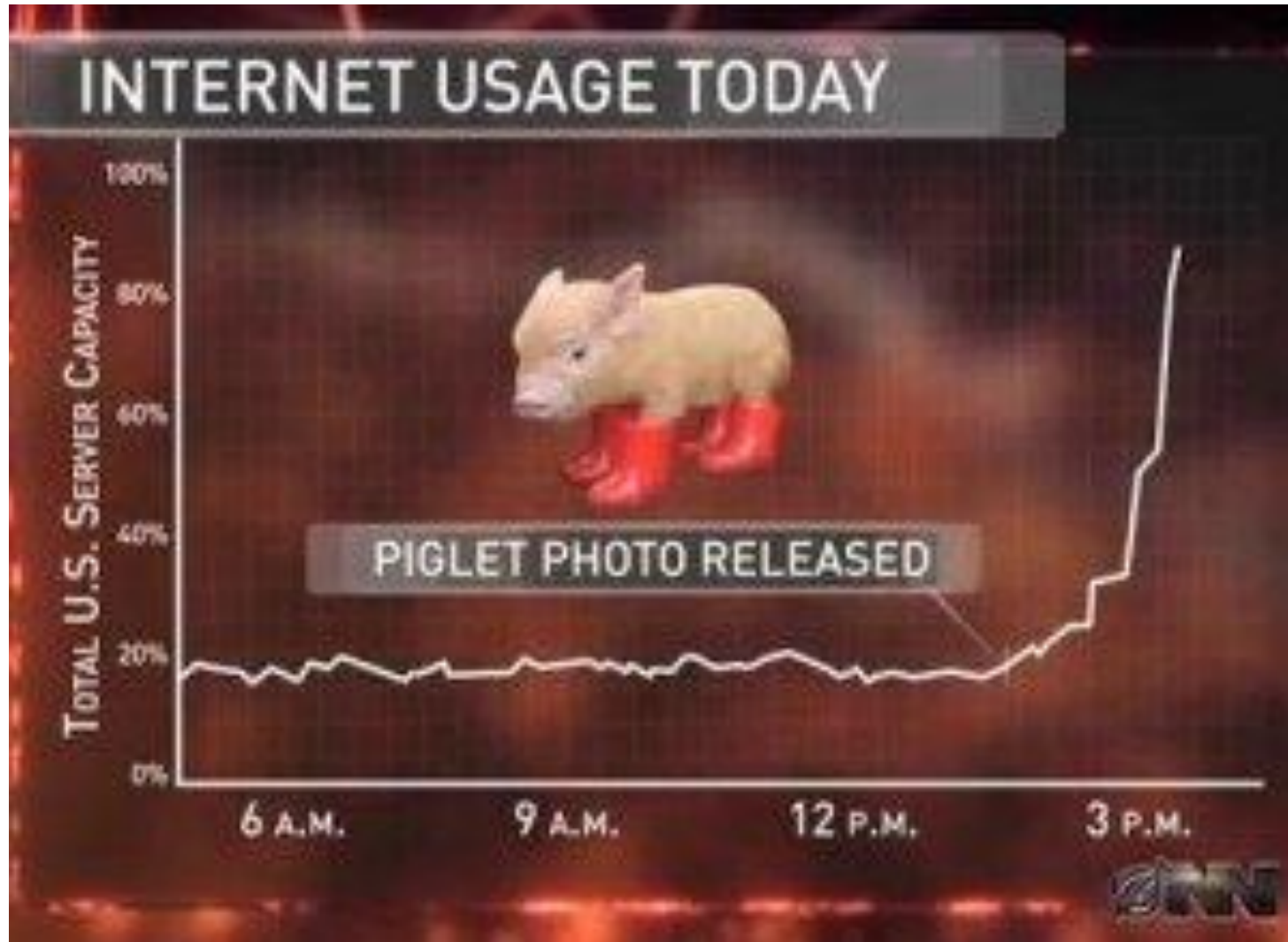
I'm on the twitter [here](#).

Facebook stalk the shit out of me [here](#).

I also [blog here](#) for my company in a more professional tone. Kind of.

And [this is why it's called Rocket Shoes](#)

Onion News Network: Al Qaeda Attacks Internet With Adorable Piglet Photo

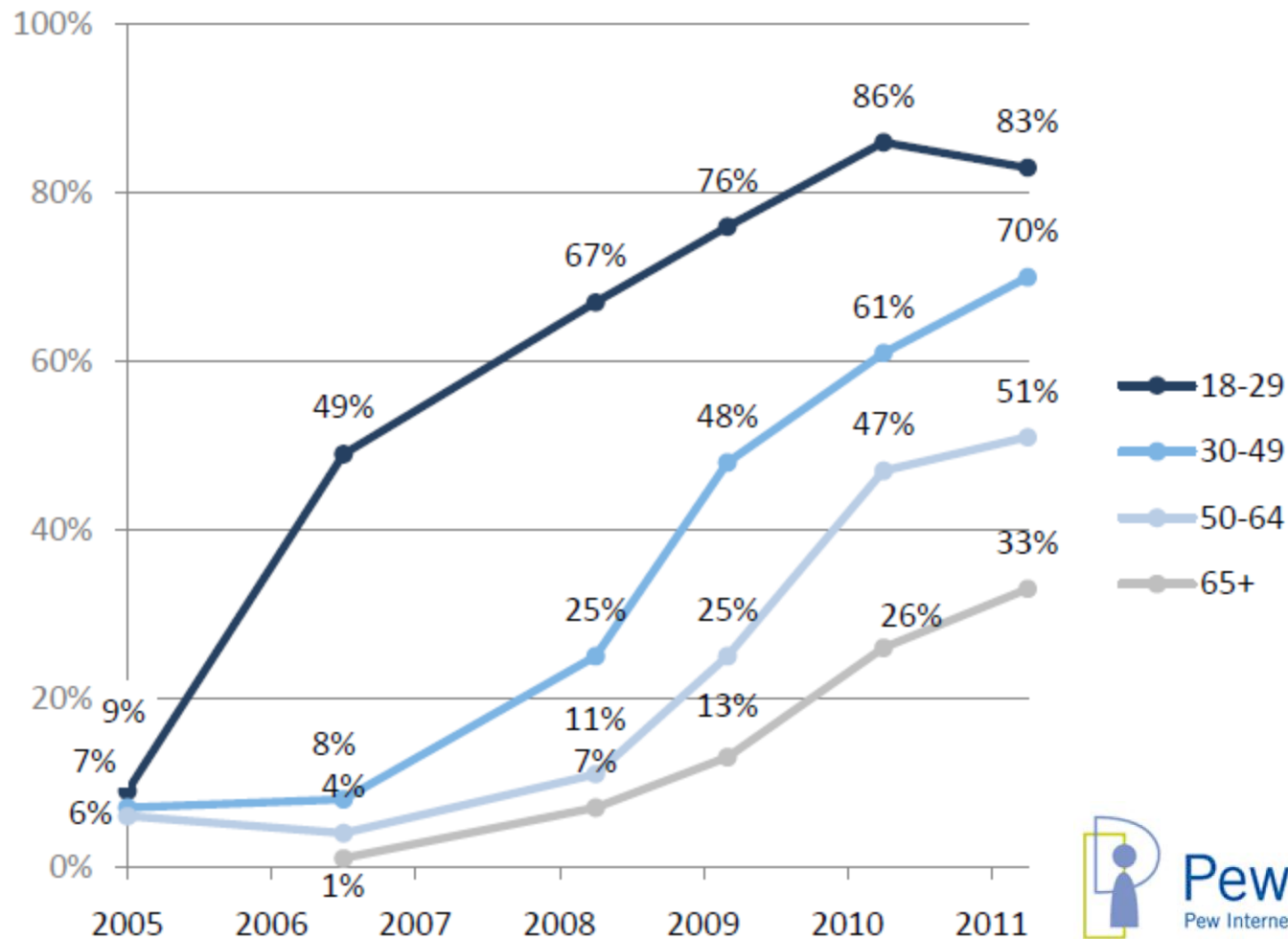




Social Networking by Age

Social networking site use by age group, 2005-2011

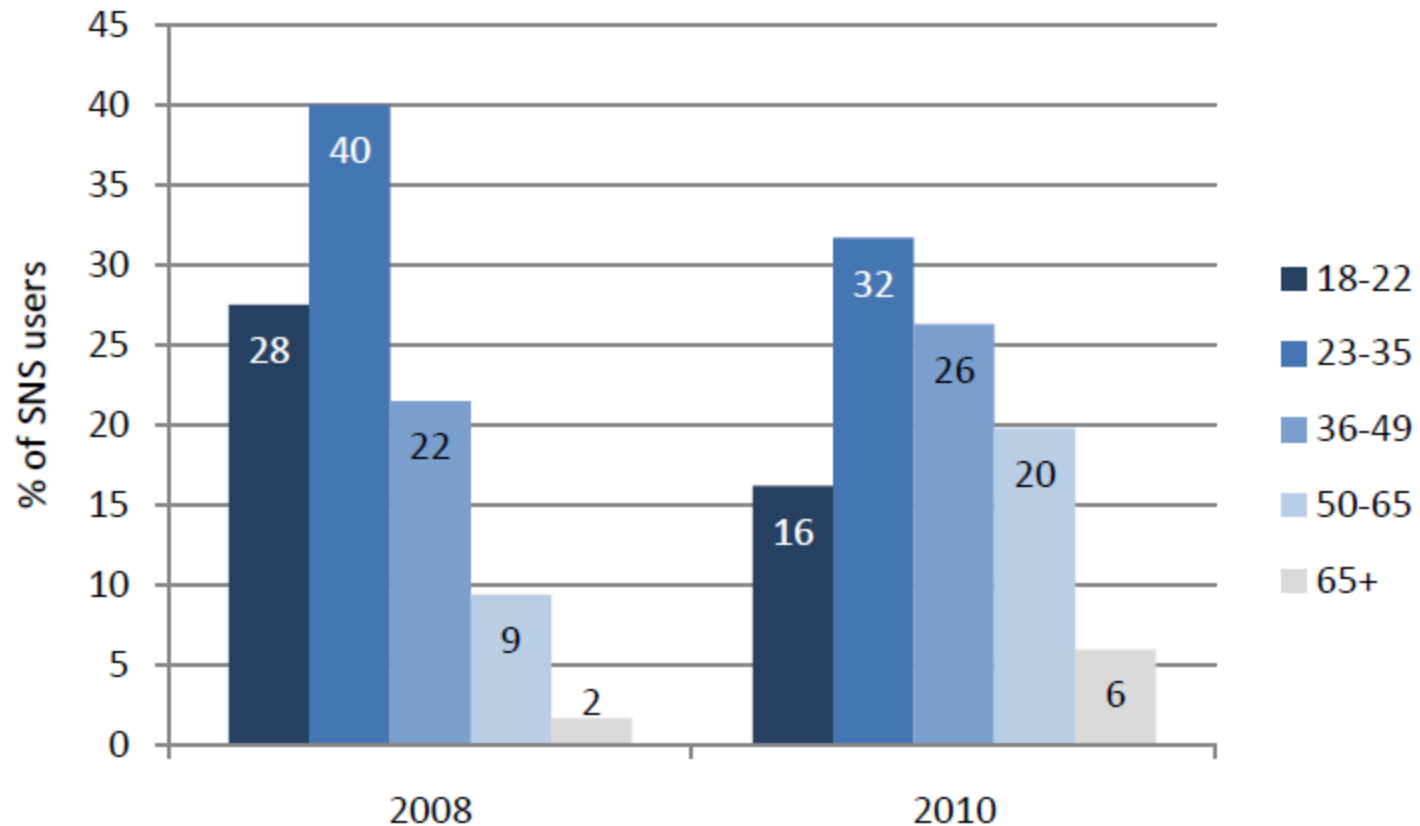
The percentage of adult internet users in each age group who use social networking sites



Pew Internet
Pew Internet & American Life Project



Social Networking by Age





Social Networking by Age

Who uses social networking sites?

% of internet users within each group who use social networking sites

All internet users	65%
Gender	
Men	60
Women	69*
Age	
18-29	83***
30-49	70**
50-64	51*
65+	33
Race/Ethnicity	
White, non-Hispanic	63
Black, non-Hispanic	69
Hispanic (English- and Spanish-speaking)	66
Household Income	
Less than \$30,000	68
\$30,000-\$49,999	70
\$50,000-\$74,999	63
\$75,000+	68
Education level	
Less than high school	68
High school grad	61
Some college	65
College+	67
Geographic location	
Urban	67
Suburban	65
Rural	61

Note: * indicates statistically significant difference between rows.



“While seniors are testing the waters, many Baby Boomers are beginning to make a trip to the social media pool part of their daily routine.”

Mary Madden, Senior Research Specialist



Social Media & Groups

46% of internet users who are active in groups say that the internet has helped them be **active in more groups** than would otherwise be the case.

24% of those active in groups say that the **discovered** at least some of their groups on the internet.

23% of internet users say the technology allows them to spend **more time** with their groups.



Social Media & Groups

Impact of the internet on “my” groups participation:

Find groups:	33% major	28% minor
Volunteer time:	24% major	40% minor
Contribute money:	24% major	34% minor



Up & downsides of Social Media

Upsides:









- “Shareable”
- Transparent
- Time
- Cost
- Engagement
- Humanizing

Downsides:

- “Shareable”
- Transparent
- Time
- Cost
- Engagement
- Humanizing



Social PreservationNation

Platform/Channel	Network
 Facebook	21,163 fans
 Twitter @PresNation	4,251 followers
 YouTube Channel	306 subscribers; 28,602 channel views
 Flickr Stream	559,440 views
 Foursquare Brand	3,316 followers
 Gowalla	205 friends
 LinkedIn Group	2,950 members
 Blog	775 RSS subscribers



Blogs: PreservationNation

NATIONAL TRUST FOR HISTORIC PRESERVATION
PreservationNation
Helping people protect, enhance and enjoy the places that matter to them.

» Preservation Round-Up: Play Ball Edition

House Divided Project Provides 21st Century Tools for Teaching 19th Century History

By National Trust for Historic Preservation on April 18, 2011
Written by Leah Sutcliffe

As a history major at Dickinson College in Carlisle, Pennsylvania, I was required to take a Civil War history. Located just north of the Mason-Dixon Line, Dickinson College was a hotbed of activity in the years leading up to and during the Civil War. The college was one of the few institutions of higher education in the country with a student body that was half-northern and half-southern. Two of its graduates also were two of the most powerful men in the country—President James Buchanan, class of 1835, and Chief Justice Roger B. Taney, class of 1795.

To commemorate the 150th anniversary of the Civil War, Dickinson College will host a series of events on April 18th and 19th to formally launch the *House Divided Project*, an innovative effort to provide 21st century tools for teaching 19th-century topics in America's K-12 classrooms.

I worked on the *House Divided Project* for multiple summers during my college career, staying in Carlisle and immersing myself in the history of the Civil War both inside and outside of the classroom. From lectures to teacher workshops to archival research in the archives, a huge part of my college experience involved the Civil War. The *House Divided Project* is an amazing resource for students, teachers, and history buffs alike. It offers a great example of virtual collaboration with our archives and the creative ways in which historians can make the most of the web.

The project uses Dickinson College as a window and a starting point for a unique focus on the Civil War era. Faculty, staff and undergraduate students at Dickinson have been building and testing the *House Divided Project* for the last few years, creating nearly two dozen websites offering public domain historical content and free digital tools on a variety of subjects from the period 1840 to 1865. The project hopes to find in the stories of thousands of individuals a way to help distill how the Civil War came, why it was fought so bitterly, and ultimately how the nation survived.

At the center of the *House Divided Project* is a powerful database dubbed the "research engine," which includes more than 18,000 historic images and hundreds of thousands of individual records connected together in an easy-to-use interface. The project aims to offer historical resources and documents for each of the periods from 1840 to 1865. You can find events from 17, 1840 to an example of the project's content.

There are a number of events surrounding the launch of the *House Divided Project* from April 15-16, many of which are free and open to the public. Events include a documentary film festival, a teacher workshop led by Project Director Matthew Proctor (registration required), an "augmented reality" tour of Underground Railroad and Civil War sites using the smartphone as a small personal computer, and a search by Yale University historians and author David Blight. You can learn more about these events on the launch page of the project.

I hope that you'll check out the *House Divided Project* and let the staff know what you think! And if you're free the weekend of April 15 and 16, then please come to see us at Carlisle in person in the spring.

Leah Sutcliffe is the grants and awards coordinator for the *Preservation Division* of the National Trust for Historic Preservation.

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This entry was posted on Friday, April 18, 2011 at 11:02 am and is filed under Civil War, Northeast, South. You can follow any responses to this entry through the RSS 2.0 feed. You can leave a response, or trackback from your own site. Skip this entry.

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Logged in as Sarah Hoffman. (Log out)

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The Few Post

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The White House



Children & Nature Network



The National Parks: America's Best Idea (PBS)



U.S. Fish and Wildlife Service



America's Great Outdoors

National Park Service



Government Organization



Wall



National Park Service



Park Smarts Trivia: What are Olympic National Park's three distinct ecosystems?

www.nps.gov

Roads provide access to its outer edges, but the heart of Olympic National Park's almost 1 million acres is wilderness; a primeval sanctuary for humans and wild creatures alike.

6 hours ago · Share

87 people like this.

View all 27 comments



Robyn Risner-Schaetzel Rain Forest, Tundra, Taiga???

3 hours ago



Kari Junker Hanke Freshwater, Terrestrial, and Ocean

3 minutes ago



National Park Service

National Park Getaways - North Country National Scenic Trail - New York to North Dakota

www.nps.gov

The word "hike" is probably not an accurate descriptor of how I travel through the outdoors. Although I can travel at hiking speed, I find too much that invites further inspection.

Wednesday at 9:13am · Share

97 people like this.

View all 14 comments



Adam Sackowitz I'm glad I found this page I'm a park guide at

Sagamore Hill NHS

14 hours ago

News Broadcasting

- Easy to automate with any RSS feed
- No interaction with followers
- Only NPS can post to the Wall



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About

We are a member-based nonprofit that works to save historic buildings and e...

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5,777

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Likes

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Hidden Los Angeles



Who remembers in East L.A.

Los Angeles Conservancy ▸ Welcome!

Non-Profit Organization

Welcome!



Welcome to the Los Angeles Conservancy's Facebook page. Here you can get the latest news on preservation issues, submit your own questions and comments, interact with other Conservancy supporters, and more! (Thanks to [Zeetz Jones](#) for the great photo above of the Los Angeles Central Library.)



Learn More



Get Connected



Join on FB

Check out our wall to see what we and our fans are talking about.

Sign up for our bi-monthly e-newsletter for regular updates on issues and events.

Join the Conservancy right here on Facebook. It's fast, safe, and secure!



Cause Marketing and Customer Service

- Custom welcome screen
- Join form
- Newsletter signup form



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Preservation
Conference

20



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Info



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American Express



The National Trust Main Street Center



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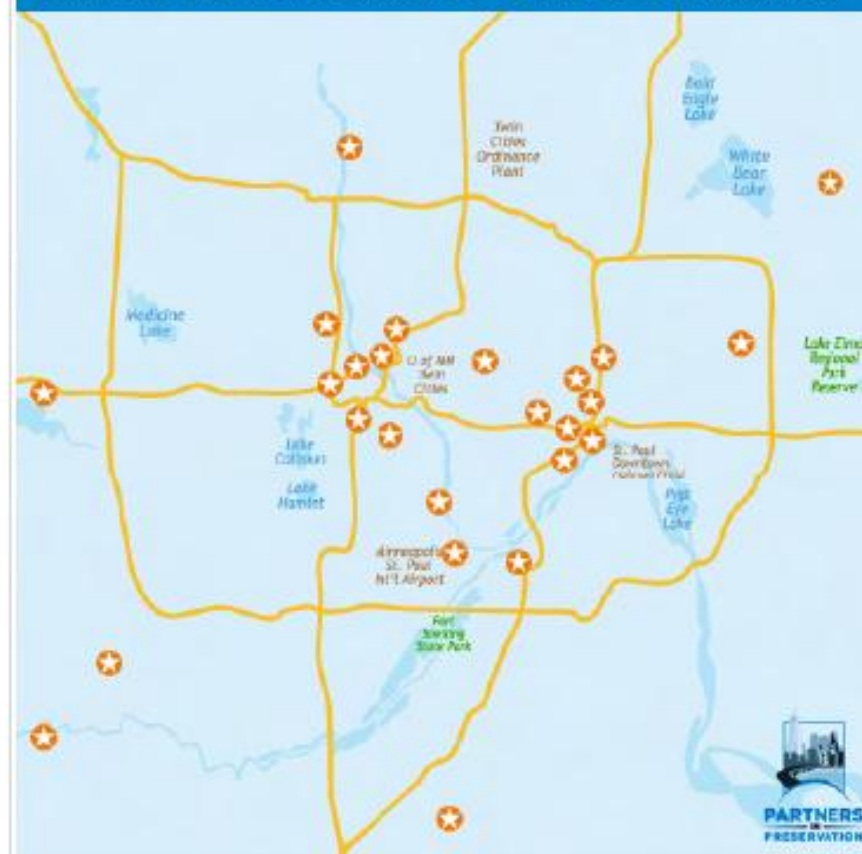


Product/Service

VOTE FOR YOUR FAVORITE PLACE

IN THE TWIN CITIES

Learn more about the 25 eligible historic places and to vote early and often (once daily) from September 20 – October 12, 2011. [Learn more >](#)



LIST VIEW

American Swedish Institute

Banfill Locke Center for the Arts

James J. Hill House

Landmark Center

You and Partners in Preservation

Jayne Thomas Kennel likes this.

Birthdays

See All



Yahraziel Colbert

It's her birthday.

Say Happy Birthday

Find Friends from Howard University



92 of your friends went to Howard University. Find more people you know from Howard University.

Find Friends

Sponsored

See All

Want To Get Paid Faster?

freshbooks.com



As a graphic designer billing your clients & getting paid on time can be a real pain. You need online invoicing! Try us for free

Best Wedding Photography

theedgephotography.com



Experience The Edge Wedding Photography with Don Harper voted Best Value! Voted best two PJ wedding photographers in the world BPPA

Votigo Social Media Solutions



Grow your fan base ... Get more Likes ... Engage your fans with contests and promotions on your FB Page.



Facebook



Resonates with Local Preservationists

77% are highly interested in voting for which historic site will receive funding.

62% are highly likely to promote a historic place they love on Facebook

48% are highly likely to download a smart phone app that will provide local historic site information

30% want to find out about historic preservation issues on Facebook.

14,274 new “likes” to the PIP Facebook page in the first week of voting.

Geosocial





Elements of Social Media Plan

Audience:

- Who do you want to reach?
- Where can you find them?

Goals + Metrics:

- What are you trying to achieve
- How will you know if you are successful?

Content:

- Who will create or identify your content?
- How often will you post?

Resources:

- Do your resources match your ambitions?



Social Media Policy

guardian.co.uk

1. Participate in conversations about our content, and take responsibility for the conversations you start.
2. Focus on the constructive by recognising and rewarding intelligent contributions.
3. Don't reward disruptive behaviour with attention, but report it when you find it.
4. Link to sources for facts or statements you reference, and encourage others to do likewise.
5. Declare personal interest when applicable. Be transparent about your affiliations, perspectives or previous coverage of a particular topic or individual.
6. Be careful about blurring fact and opinion and consider carefully how your words could be (mis)interpreted or (mis)represented.
7. Encourage readers to contribute perspective, additional knowledge and expertise. Acknowledge their additions.
8. Exemplify our community standards in your contributions above and below the line.

Merci, gracias, thank you.

Anthony Veerkamp
National Trust for Historic Preservation
anthony_veerkamp@nthp.org