



Social Media

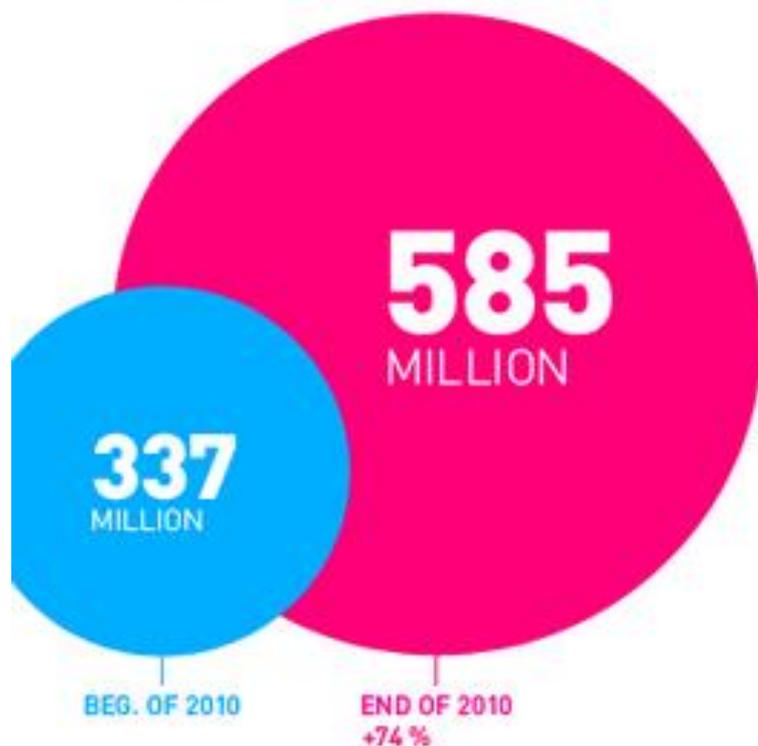
Anthony Veerkamp
International Conference of National Trusts Conference
13 October 2011



Social media by the (really big) numbers

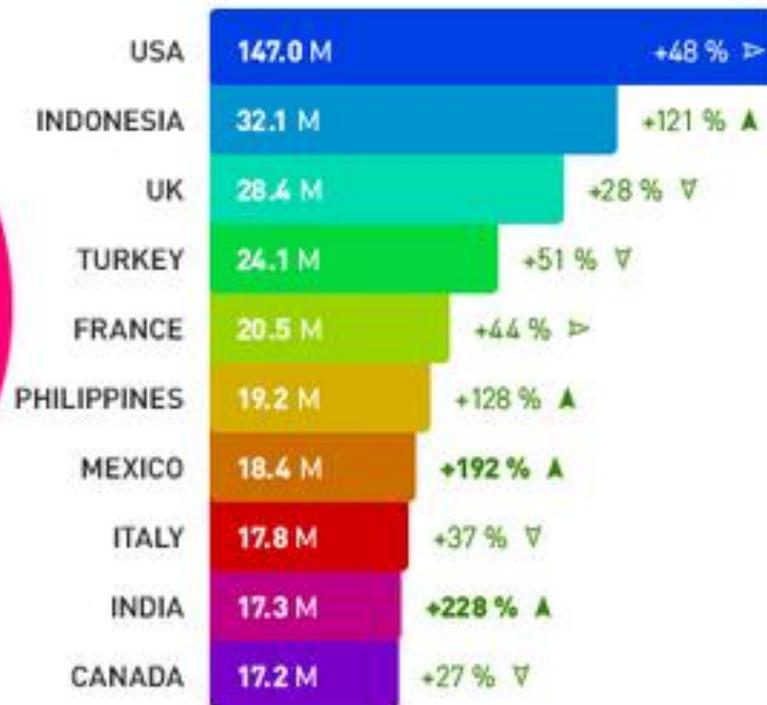
FACEBOOK 2010 YEARBOOK BY SOCIALBAKERS

TOTAL FACEBOOK POPULATION



7,9 NEW REGISTRATIONS
PER 1 SECOND!

TOP 10 COUNTRIES ON FACEBOOK



TOP 10 **58.5 %** OF FACEBOOK
POPULATION



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](#).

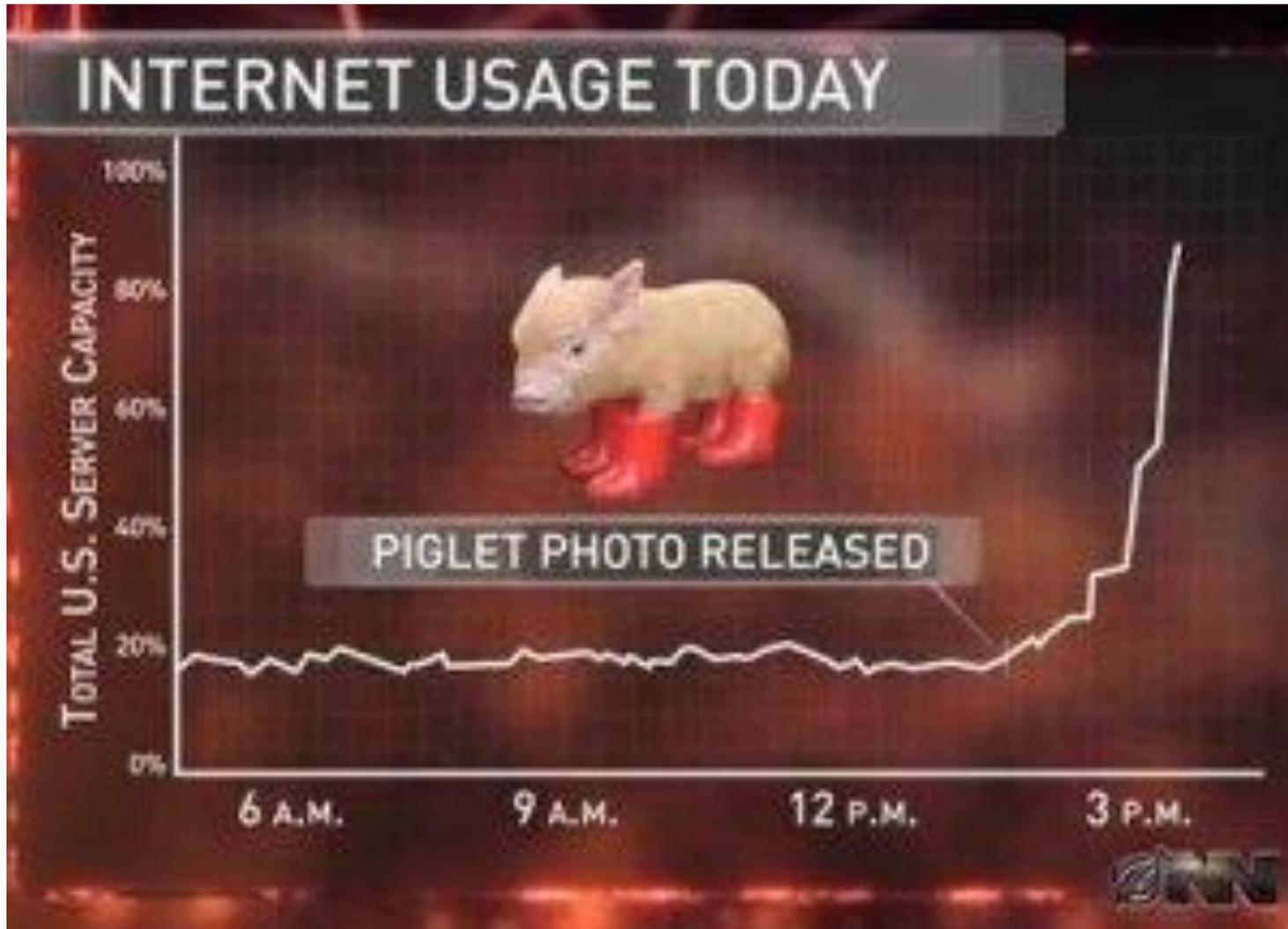
I'm on the twitter [here](#).

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

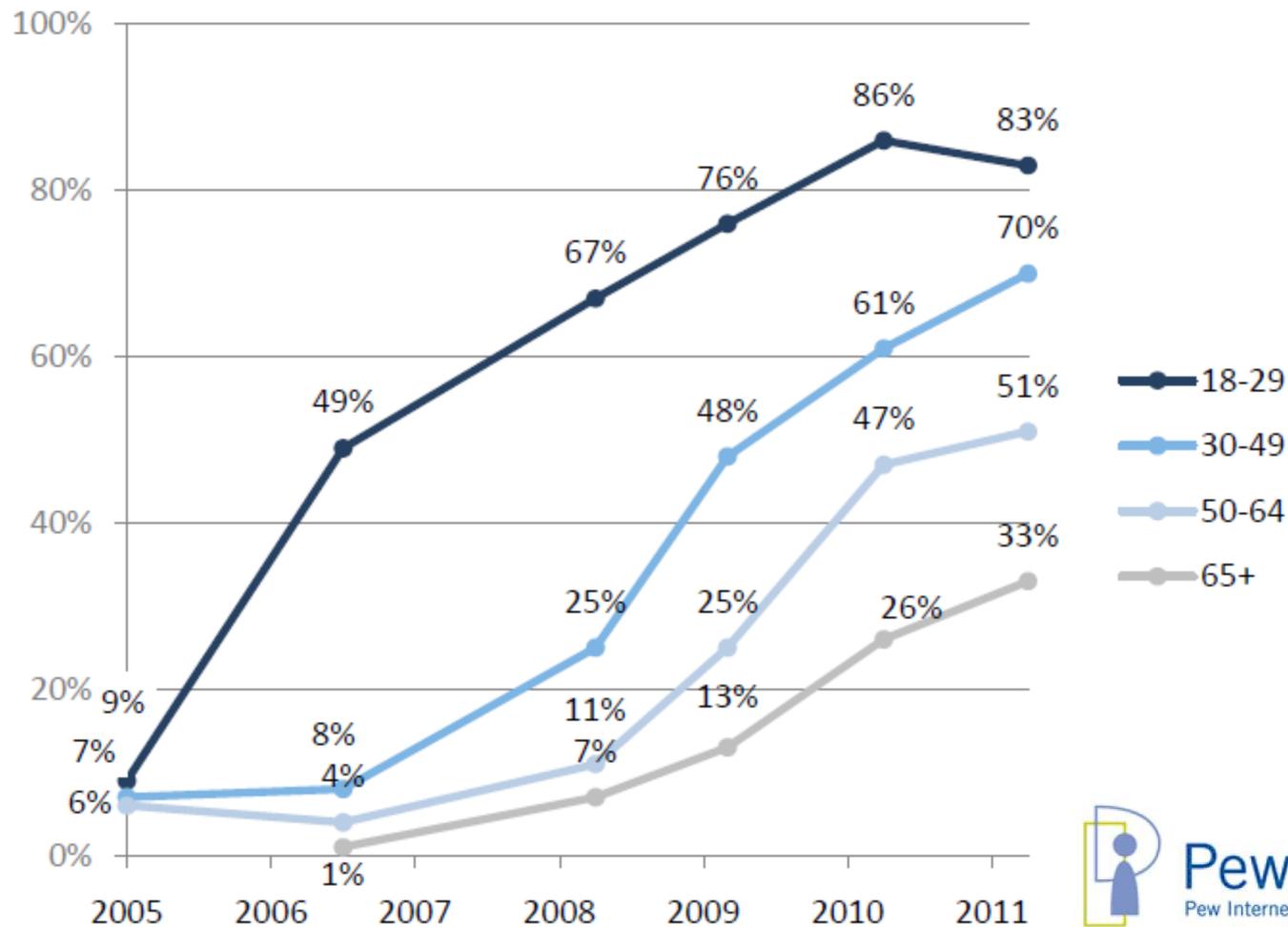




Social Networking by Age

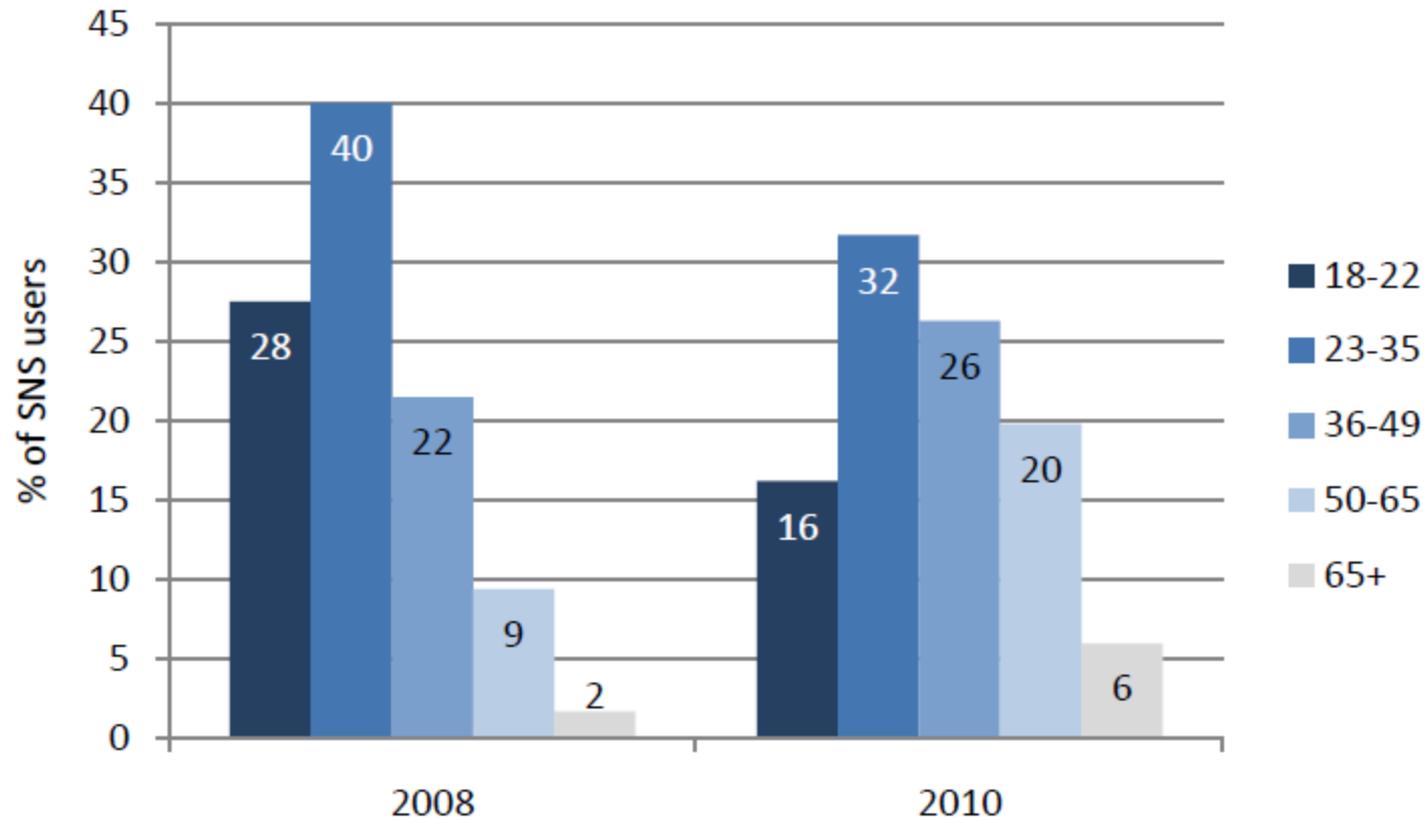
Social networking site use by age group, 2005-2011

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





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 prominent men in the country—President James Buchanan, class of 1835, and Chief Justice Roger B. Taney, class of 1795.



Old West, the original building on the campus of Dickinson College, c. 1860.

To commemorate the 150th anniversary of the Civil War, Dickinson College will host a series of events on April 15th and 16th 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, starting in Carlisle and eventually moving to the history of the Civil War both inside and outside of the classroom. From facilities to teacher workshops to endless hours 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 what collaborative work can achieve 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 look on the Civil War era. Faculty, staff and undergraduate students at Dickinson have been building and testing the House Divided Project for the last five years, creating many new open webtools offering public domain historical content and free digital tools on a variety of subjects from the period 1840 to 1860. The project hopes to find in the stories of thousands of individuals a way to help illustrate 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 13,000 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 1860. You can read more about it here.

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 search tools, an email presentation on the latest technology, 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.

Those that don't check out the House Divided Project send all the staff how you find it! And if you're free the weekend of April 15 and 16, the always wants to remind you that Carlisle is always beautiful 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 11:30 am and is filed under Carlisle, National Trust. You can follow any responses to this entry through the RSS 2.0 feed. You may leave a response, or trackback from your own site. Subscribe to:

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- The National Parks: America's Best Idea (PBS)
- U.S. Fish and Wildlife Service
- America's Great Outdoors

National Park Service Like

Government Organization



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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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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



Facebook: National Trust

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NATIONAL TRUST FOR HISTORIC PRESERVATION

National Trust for Historic Preservation

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National Trust for Historic Preservation

Did you know that some Habitat for Humanity affiliates are rebuilding and restoring homes to provide affordable housing? Often what's best for the community is fixing what's already there before going out and building new.

<http://blog.preservationnation.org/2011/06/03/rehab-to-revitalize-how-preservation-can-support-habitat-for-humanity/>



Rehab to Revitalize: How Preservation Can Support Habitat for Humanity

blog.preservationnation.org
By now, you're probably familiar with scenes of energetic volunteers learning how to hammer, new one-story homes rising up in mere weeks, and first-time homeowners receiving keys. It's all due to the work of Habitat for Humanity, the international nonprofit organization dedicated to building simple,

18,001 Impressions · 0.47% Feedback

Friday at 4:04pm · Like · Comment · Share

77 people like this.

View all 7 comments

Elizabeth Dudzinski LOVE when old is restored!!
Friday at 7:47pm · Like · 1 person

Colleen Shanley Loveless The national nonprofit, Rebuilding Together rehabilitates and performs critical repairs to tens of thousands of homes across the country every year! There are over 200 affiliates in the U.S. Work includes: handicap ramps, repair leaking roofs, install energy efficient windows, doors, lead paint and mold removal, painting, plantings, insulation, CO2 detectors, deadbolt locks, etc. www.rebuildingtogether.org
Friday at 8:03pm · Like · 1 person

Write a comment...

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Hidden Posts

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About Edit

The National Trust for Historic Preservation helps people protect, enhance...
More

21,351

people like this

Likes See All

The National Trust Main Street Center

Preservation Magazine

International National Trusts Organisation

National Preservation Conference

Cause Marketing and Customer Service

- Builds brand value and loyalty
- Community
- Interactive
- Human posting to optimize for Facebook



Partners in Preservation

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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

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- Photos
- Events

About

American Express and the National Trust for Historic Preservation will give...

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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

votigo
Apps, Pages, Tabs, Promos

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



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



**CHECK-IN
HERE**

ON

foursquare

Check in to unlock specials, meet up with friends and explore what's nearby.

foursquare.com

@foursquare



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?



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
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