
SOCIAL MEDIA & YOU

Communicating In A Digital World

Lon Safko

Viewer's Guide



For KAET AZPBS from Arizona State University

On Facebook March 6 at 10:00pm EST, 8:00pm MST. On air at 10:30MST

Social Media and You: Communicating in a Digital World



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When and How to Watch

This ground-breaking special airs on KAET AZPBS on March 6 at 10:30 MST, but this event is “special” in more ways than one.

An online pre-cast is being made available that can be viewed on Facebook. Visit <http://conversci.com/LonSafko> to watch.

The online pre-cast airs at 10:00 EST, 8:00 MST.

Title: Social Media and You: Communicating in a Digital World

When: March 6, 2014

Social Media Presentation: [On Facebook](#) 10:00 EST

On-air Presentation in Arizona: 10:30 MST, 12:30am EST (March 7)

Please watch and Donate.

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About Lon Safko



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Lon Safko

- Spent most of my career as an entrepreneur, innovator, president and CEO.
- An innovator for more three decades founding 14 start-up companies.
- Invented the "First Computer To Save A Human Life".
- 18 Inventions & 30,000 personal records in the Smithsonian Institution, Washington, D.C.
- Invented the first voice recognition and the first home automation for the disabled.
- Invented the first three-dimensional virtual environment.
- Invented the first integrated computer system for the physically disabled.
- Invented the archetype for Apple Newton and Microsoft's Bob operating systems.
- Invented "Tool-Tips", and first software user's guides.
- Has 14 Inventions in the Computer History Museum, Mountainview, CA
- Awarded 3 patents on three-dimensional Internet advertising and "Virtual-Electronic-Retailing"
- Awarded 125 software copyrights, trademarks, a dozen signature marks.
- Recipient of The Westinghouse Entrepreneur of the Year Award.
- Recipient of The the Arizona Software Association's Entrepreneur of the Year Award.
- Recipient of The the Arizona Innovation Network's Innovator of the Year Award.
- Recipient of The Public Relations Society of America's "Mark of Excellence" Award.
- Recipient of The A.A.P.A.'s Award of Excellence for the Western Hemisphere.
- Twice nominated Entrepreneur of the Year by Ernst & Young / Inc. Magazine.
- Recognized by the Department of Veteran's Affairs and the Phoenix Mayor's Council.
- Featured in Entrepreneur Magazine, Inc. Magazine, PC Novice, Popular Science, & New York Times.
- Nine time published author and author of the Best Selling "The Social Media Bible".
- Now in its Third Edition and hit #1 on Amazon in both their Marketing & Business categories.
- Appointed USA Today CEO Advisory Board, the first SCORE Ambassador.
- "Professional Blogger" for Fast Company.
- Author of The Fusion Marketing Bible, hit #3 on Amazon & Patent Pending!



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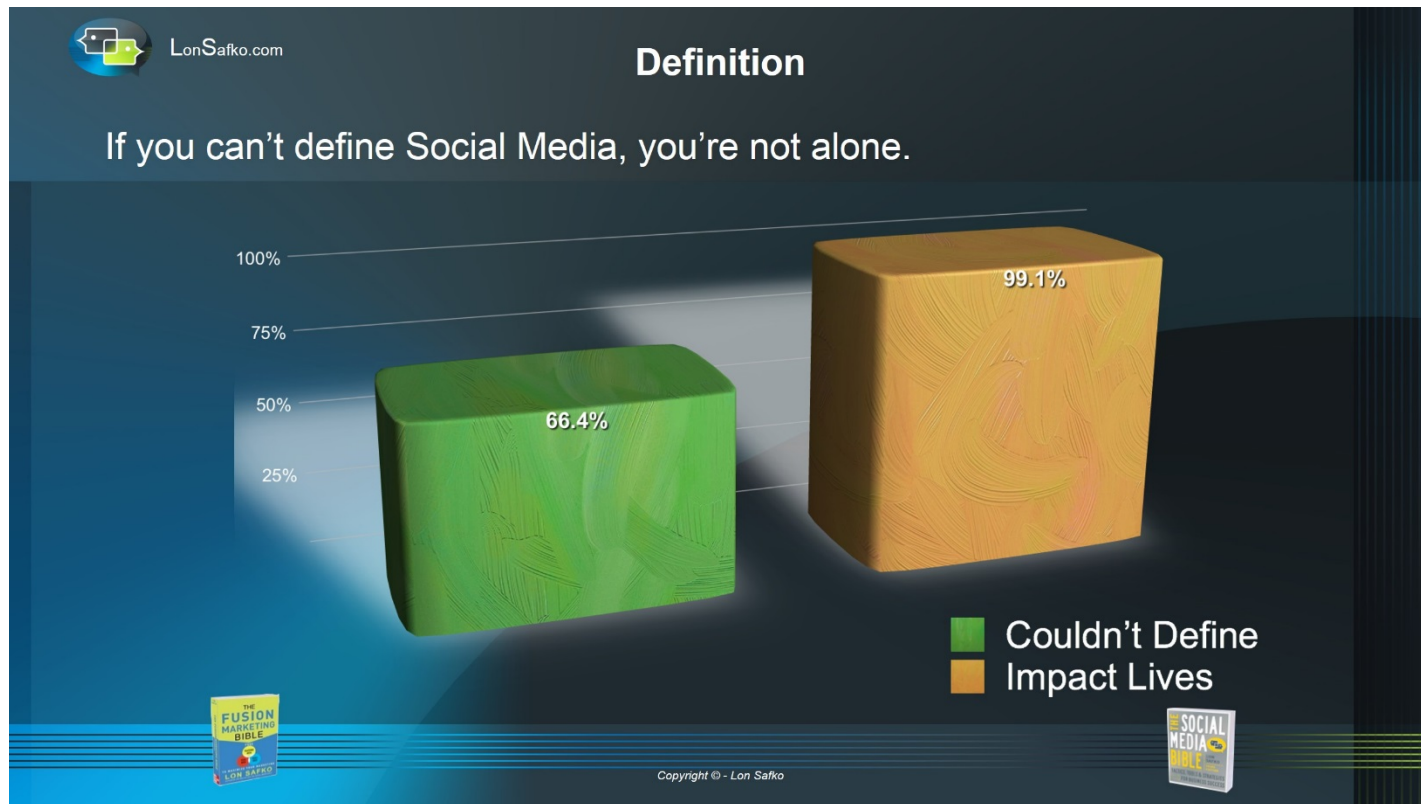


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Why Social Media is Important

As we all know, social media changed the way we do pretty much everything; the way we communicate with our family, the way we communicate with our colleagues, the way we do business, the way we sell, the way we market. We're going to touch pretty much on all of that tonight. We're going to talk about social media from the perspective-- maybe you're a grandmother and you want to stay in closer touch with your kids or your grandkids. Or maybe you're out of work and you'd like to find a job and you want to get your resume out there and connect with people. You're going to have to do it, communicating digitally. Or maybe you have a small business that you'd like to grow. Maybe you work for a Fortune 500 company and your responsibility is either sales, public relations or marketing. So, as you can see, pretty much - even if you're a non-profit or government entity- you still have to understand what social media is and how to use it.

Defining Social Media



Who here is willing to stand up in front of millions of people and define social media for me? Yeah, that's what I thought. We did a recent survey and we found a 66.4% of the people said that they knew what social media was, but they weren't comfortable in defining what it is, because it's like the

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story of the two blind men, one's got the trunk and one's got the tail, and they're all trying to define what this elephant is in the middle, and that's what social media is, it's a huge thing. What we also realized is that 99.1% of the people that we surveyed, they admitted that social media has affected their life; it has changed their lives. So, you probably should be able to define what social media is.

Now, social media- here it comes, maybe you want to write this down, because this is like earth shattering. Social media is the media that we use to be social. Yeah, and I know that sounds like a

SOCIAL MEDIA IS THE MEDIA THAT WE
USE TO BE SOCIAL. YEAH, AND I KNOW
THAT SOUNDS LIKE A WISE GUY
ANSWER.

wise guy answer, but if you think about it just for a second, really, that's what we're talking about. It's the media that we use to be social. We use smartphones, we use Facebook, we use Twitter, we use all these different media just to connect with other people. To share ideas, to share our feelings, to share our photographs, moments in time, moments in our

lives and to benefit by connecting with other people. So really social media is the technology that we use to be social.

From a marketing perspective, traditional media is what we all grew up with and that always was analog. Analog meaning no numbers involved. When you called somebody, it was your voice that rattled the little speaker and then those impulses went over the wire, but now everything's converted to ones and zeroes. Our newspaper has gone from newspaper to digital.

Our music- anybody remember 45 RPMs? I had a ton of them, man. I loved those! Now they're all MP3s, they're all digital. So, even though you didn't realize it, every single thing that we did as children now, we're now doing digitally- was analog and we're doing it digitally. In marketing,

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traditional marketing has always been push. They call it push marketing, pushing a message out, information going one way. Because when somebody took an ad out in the newspaper, nobody expected to listen to the newspaper for comments coming back from the customers. It just didn't make any sense. So it's always been a monologue. We would push it out, see if it worked, if it didn't we would change it up and try it again. That changed when social media and digital marketing came on the scene.

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Some Social Media Players

The grid displays a wide array of social media tools and services, including:

- Social Marketing Management:** shoutlet, SYNCPSE, vitrue, Social Publishing Platforms, Flowtown, Socialware, Spredfast, awareness, tweetie, tapifi, hear say, MUTUALMIND, SPROUT SOCIAL, offerpop, Seismic, Strutta, votigo, Fanzila, Zuberance, extole, CaunSea.
- URL Shorteners:** bity, TinyURL.com, Tiny Arrows.
- Stream Platforms:** UberMedia, TweetDeck, twitpic, StockTwits, wefollow, Listorious, twitvid.
- Twitter Apps:** twitpic, StockTwits, wefollow, Listorious, twitvid.
- Facebook Apps:** LIKESTER, BranchOut, snapeu, badoo, smile, causes, booshoko.
- Facebook Gaming:** zynga, Metro Games, Playdom, socialpoint, WildNeedleGame.
- Social Commerce Platforms:** Moontoast, SHOP TAB, live games, dotbox, MEXX, shop ighner, VendorShop, FLUID, shop ighner, milyon.
- Social Advertising Platforms:** TBG, Lexity, spruce, Acaply, BLNQ, epic, nanigans, Ybrant, KENSHOO, SAM, Ybrant, EfficientFrontier.
- Social Brand Engagement:** socialvibe, mylikes, adly, appsaving, sharethrough.
- Social Ad Networks:** OneRiot, rockyou, LIFESTREET, radium, AGRAPH, GNP, DATA SIFT, RapLeaf.
- Social Data:** DATA SIFT, RapLeaf.
- Social Search & Browsing:** Topix, Zillow, StumbleUpon, greplin, spokeo.
- Social Intelligence:** Trendr, ATTENTIV, VISIBLE, KLOUT, Synthesis, colligent, brandconnect, trackur, ALTERN, NETBASE, PeerIndex.
- Social TV:** Dailymotion, Vimeo, YouTube, Hulu, Netflix, Amazon Prime, HBO, Showtime, Comedy Central, MTV, Nickelodeon, Cartoon Network, Disney Channel, Disney Junior, Disney XD, Disney YL.
- Social Mobile Apps & Games:** Swipely, Zazzy, Zapli, Swipely, Zazzy, Zapli, Swipely, Zazzy, Zapli.
- Social Shopping:** Giantherd, Swipely, Zazzy, Zapli, Swipely, Zazzy, Zapli.
- Social Referral:** SocialReferral, SocialReferral, SocialReferral.
- Photo Sharing:** SimugMug, Bixable, Kip, Flickr, ZangZing, ZangZing, ZangZing.
- Plug-ins/Widgets:** bync, sharethis, spinbox, jordan, conduct, clearspring, echo, PowerReviews, widgetbox, 55555, 55555.
- Traditional Publishers:** BU ANDY, CNN, The Wall Street Journal, Hearst Corporation, AOL, Condé Nast.

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Digital Marketing is Different from Social Media

Now, digital marketing's a little bit different. Digital doesn't imply communication at all. Digital marketing is things like SEO, search engine optimization. How do you get your web page recognized if you have a business? Doesn't apply two-way communication or one-way communication. But it's digital and it's still part of marketing.

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SEO Implications Of Blogging

Google

Search Engine Ranking

Google Blogs Alert for: "lon safko" - 30 Minutes...
Social Media: Subway verses Quizno's

Google
Search Engine Results Page
(SERP's)

"quizno"	=	1,360,000
"subway"	=	42,300,000
"social media"	=	3,390,000,000

• "quizno subway social media"

• I Am Position #1, #2 & #4...
From December 03, 2007!

WordPress

- Number Of Blogs: 181 Million
- Number Of Pages: 2.5 Billion

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RSS, really simple syndication, for the people to have the ability to automatically sign up for your email blasts, and they just get notified- or your blog- notified automatically. So, those are tools that we still have to use. We have to optimize our pages, and we have to do all this digital stuff. But there's no communication.

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The Social Media Landscape

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Social Networks

Facebook Statistics

- Facebook hit 1,190,000,000 members!
- 50% of their active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- If Facebook were a country
 - 1. China, 2. India, 3. Facebook, 4. USA, 5. Indonesia, ahead of Japan & Russia


MySpace

- Users: 36 million
- Demographics: 18-55+ = 88.1%, 35 to 54 = 32%.
- Average Age: 26

LinkedIn

- Users: 259 million members from over 200 countries
- A New Member Joins Approximately every second
- All Fortune 500 Companies Are In LinkedIn
- Average Household Income: \$110,000
- Demographics: 57% Male / 43% Female, Age 25-54 = 68%
- 38% of all visits are from mobile
- 94% of all Recruiters use LinkedIn

New York Times Circulation = 1,150,589












Google+ 2#

- 540,000 members

YouTube

- Second Largest Search Engine On Earth
- Views Each Day: 3 Billion Hours
- 72 Hours of Video Uploaded Each Minute



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Micro-Blogging

Micro-blogging: Twitter

Text Message Instant Updates To Your Followers



The New York Times

Be It Twittering or Blogging,
It's All About Marketing

Gary Vaynerchuk (V) - Wine Library offered free shipping
and promoted it three ways;

- Direct marketing mailing at a cost of \$15,000
- Brought in 200 new customers;
- A billboard ad which cost \$7,500
- Brought in 300 new customers; and
- He tweeted the promotion on Twitter
- Brought 1,800 new customers!

- Twitter has more than 500 million members...
- With more than 232 Active Users



Yammer is the leading real-time communication platform for
companies, groups and organizations for improving workplace
communication and collaboration.



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Photo Sharing

Instagram
150 million users

Pinterest
70 million users

Flickr
87 million users

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Virtual Worlds

Second Life



Lon Sands, CNN Reporter

Lon's Retreat & 3D Internet Advertising Store



- 16,785,531 registered residents, who spent more than \$700 million USD on virtual goods and services, and participated in more than 397,000,000 hours in world.



<http://slurl.com/secondlife/Pinastri/215/8/21>



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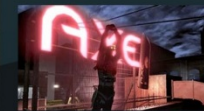
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Gaming

MMORPG: Massively Multiplayer Online Role-Playing Game

World Of Warcraft
• 17,000,000 Subscribers

Halo3
• 16,500,000 Subscribers
• Players Online: 68,064



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Blogging



One of the most prominent bloggers is J. W. Marriott Jr., chairman and chief executive of Marriott International, who began a blog, "Marriott on the Move", several years ago. It includes four or five posts a month and podcasts.

"I love it. I read an awful lot of responses we're getting," he said. "It gives us a chance to communicate with the world and a chance for people to communicate back."

Mr. Marriott's blog has already attracted more than 600,000 visitors; as a result of this success, Marriott has added the blog to some of its foreign web sites and has now has a second blog, by its corporate chef.

** As CEO Bill Marriott doesn't use a computer, he dictates his blog and has it transcribed.*



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Bog & Web Pages

Blog Site - Indexes In Minutes Instead Of Days! - 181 Million Blogs!





The screenshot shows the Lon Safko website with a dark blue header and a white content area. The header includes the site name, a navigation menu, and a list of media outlets where he has been featured. The main content area is divided into sections: 'CURRENTLY READING' with book covers, 'TRAINING vs CONSULTING' with a graduation cap icon, 'NEWS ROLL' with a headline about a PBS television special, and 'ACCESS FREE CONTENT' with a login prompt. A sidebar on the right features a '11 DAYS REMAINING UNTIL' countdown for a PBS event.

Comments • Excerpts • Links • Search • Subscribe • Quotes • Header • Header • Blog • Bookmarks • Flickr • RSS • Hot Images • Navigation • Twitter • Widgets • Photos • Hot Titles • Social Connections • Forms




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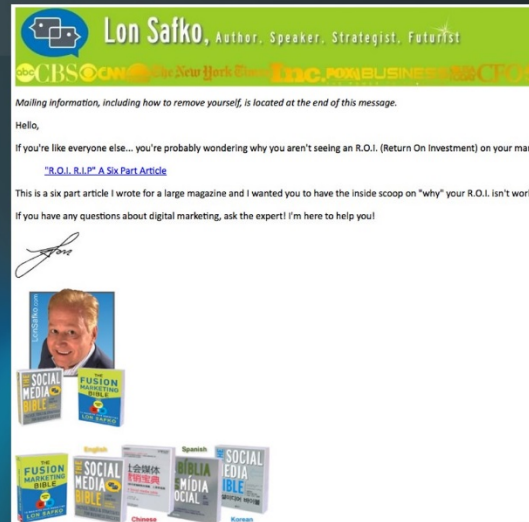
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Email - The Original Social Media

- All Social Media Leads Back To Email...
- Actual ROI Tracking
- Tracking Reports
- SPAM
- Bounces
 - Hard
 - Soft
- Opens
- Forwards
- Conversions
 - Call To Action
 - Sense Of Urgency
 - 17% National Average
 - 35% My High
- Integrated
- Subject Line
- The 1.54 Second Rule©
- The 5 second Rule©
- Segmenting
- Day-Parting
- Psychological Hot Buttons



**I Get Up To 35%
Conversion Rate!**

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U.S. Averages

- 91% of people between 18 and 64 use email.
- 225 million people in the U.S. use email.
- The ROI on email is \$44.04 for every \$1 spent.
- Repeat customer spend 67% more (Harvard Business Review)
- After 10 purchases, a customer has already referred up to 7 people (Bain and Company).



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Social Media-From Monolog to Dialogue

And now the most important thing, and why you're here, is social media. And that's where we moved from a monologue- a one way conversation- to a dialogue. And that really freaked out a lot of people in marketing, because they weren't used to listening to their customers and now the customers actually have a stronger voice than we have as a corporation.

We no longer control our corporate messages. Our customers control our corporate messages. Because, in the old days, there really was a report that said that a happy customer will tell between five and seven people about a good experience and an unhappy customer will tell between nine and fifteen people about their bad experience. That's absolutely not true. Nowadays, they'll not going to tell 15 people, they'll going to tell 15,000 people or a 150,000 people. So we had better listen to what our customers are saying about us and we'll going to talk about that too in one of the segments - Cyber Surveillance.

Privacy and the Internet

As I've said earlier, I've been on the internet since 1994 and I have 181,000 web pages that refer to me. I know, that's insane. You won't find my wife's name. No, you won't. You won't find my kids names, you won't find my dogs names - or even if I have dogs - you won't find my cell phone and you won't find my home address. You know why? Because it's the internet! It's the World Wide Web. It's public.

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Cyber-Surveillance (Reputation Management)

Google Alerts
Instant Alerts On Any Text Found Anywhere On The Internet!

Google

salesforce radian6

Hootsuite
On your desktop, laptop, tablet, or smartphone!
Instant Twitter Alerts On Any Tweets Found Anywhere In The World!
It's like a instant Internet clipping service for free!

Google Alerts (BETA)
Welcome to Google Alerts
Create a Google Alert
Enter the topic you wish to monitor:
Search terms: The Social Media Bible
Type: Comprehensive
How often: once a day
Your email: lon@safko.com
Create Alert

THE FUSION MARKETING BIBLE
Lon Safko

THE SOCIAL MEDIA BIBLE
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Never put anything on the internet that you wouldn't put on a piece of paper and hand out to strangers on a downtown street corner. It's just that simple. You want to protect your identity - don't put anything out that you wouldn't give to a stranger. You don't have to fill out your date of birth if you don't want to on Facebook. You don't have to. So simply don't do it.

I want you to consider this, if you have any concerns whatsoever about online privacy, go back and

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look at your profiles and start pulling out information that just isn't relevant. I put my month and day but I don't put my year. It's nobody's business. It's just nobody's business because it is public. But too often, we forget that and we think that because we're only connecting with friends and family- people that we trust- that's not the case. We've seen that several times with Facebook where the information got out without their control, without us even knowing about it. Don't put it out there and you never have to worry about privacy. Really what we are talking about is common sense more than anything.

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Using Credit Cards

Now, also, a lot of people, believe it or not, are still scared about using credit cards online. Don't worry about that either. The Fair Credit Billing Act says that if your credit card is stolen online and they go insane; they buy a new house, they buy a Mercedes Benz, and they buy a Lear. First of all, I want you call me - I want to know how you got that credit limit. But the second thing is, you're not liable for any more than 50 bucks.

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On-Line Privacy

Under the Fair Credit Billing Act, your maximum liability for unauthorized use of your credit card is...

\$50

Common Sense!

If you notify your bank before it's used, then your maximum liability is...

\$0

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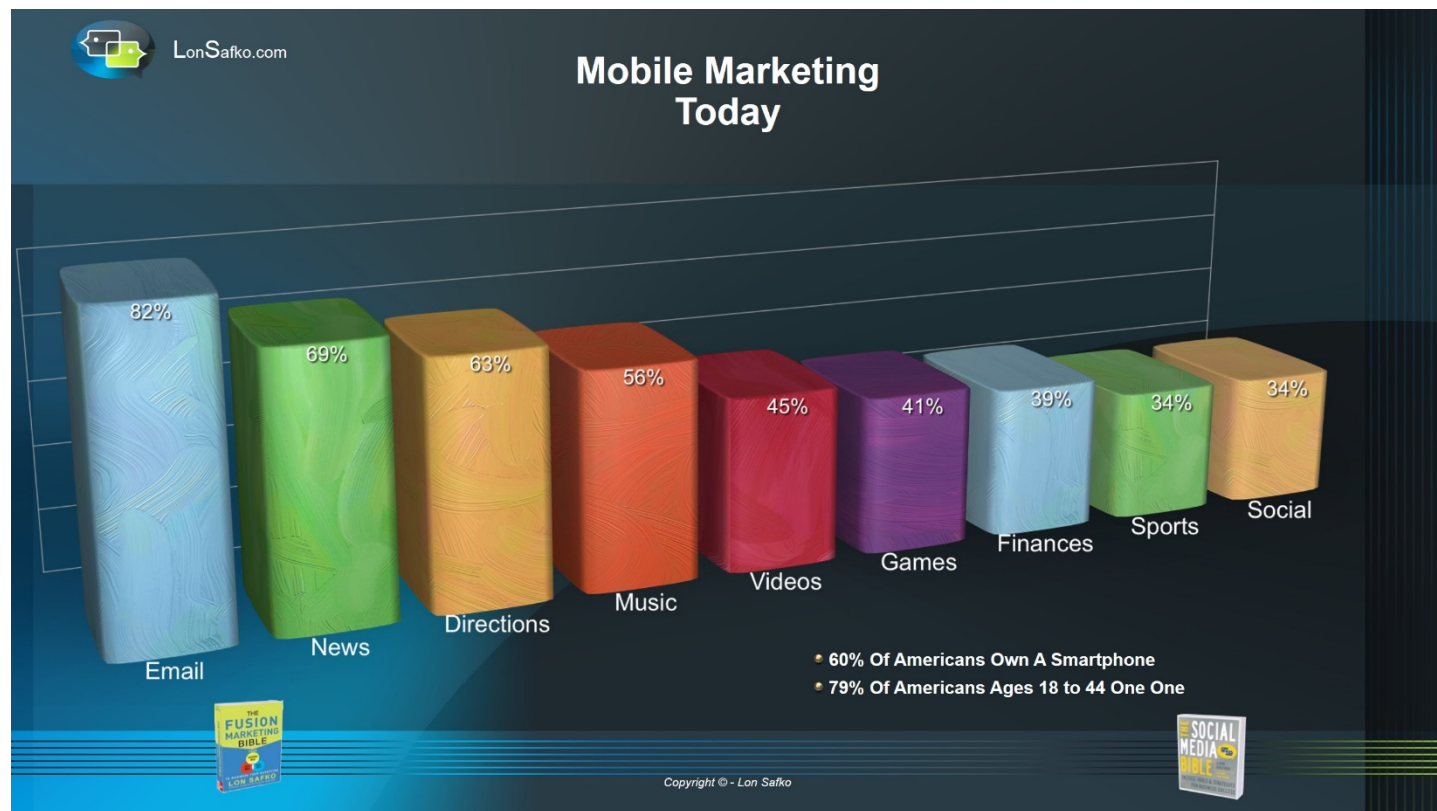
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The bank eats it. So don't be afraid of putting your credit card out there. Now, don't be crazy with it. And by the way, if you report it to the bank before that credit card gets abused, you're liable for nothing, no matter what they do with that credit card. Don't abuse that but don't be afraid.

Mobile Marketing

Okay, now I also promised that I was going to talk about mobile marketing. Fastest-growing single segment of marketing on earth, throughout the earth and everybody is getting on the bandwagon.



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Now if you look at that bar chart, that's how we're using it right now. Pretty much all of us have smart phones. We're getting close to it-- actually the numbers are 60% of all Americans have smart phones and almost 80% of people between the ages of 18 and 44. That's 80% 18 to 44 years old, that's your demographic. That's who is going to hire you, that's who is going to buy your product-- they got smart phones. And this is how we're using them, for email, for news, for directions, because you know men will never stop, so we get our phones. Music, video, games, that's how we're using it now. But that's not how we're going to use it here in the near future. You're going to see the biggest breakthrough in technology.

QR Codes

We're all familiar with this? Does everybody know this? They recognize it as a QR Barcode. I love QR Barcodes because it's the first time in history that we have the opportunity to actually connect something printed with the internet - with something digital.



It changes us from traditional printed hard copy and pushes us into this digital communication that we've been talking about. Because, by simply pointing your smartphone at that QR Barcode, you can connect to anything; a video, a jpeg, a website, anything that's on the internet, you can sign up for an

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e-mail list, and you've all seen them.

I love them in the magazines. Because if I'm really enjoying the article and there's one of those QR Barcodes, I'll grab my cellphone because I know that there's either more article, there's a white paper, there's a video that I can watch, there's more content that's associated with it that's just isn't simply in there.

The screenshot displays a mobile-optimized website for LonSafko.com. At the top left is the site's logo and name. Below it, the text "QR Barcodes" is visible. The main content area is divided into three sections. On the left is a sidebar with a "Home" heading, a date "May 25th, 2011 by admin", a short paragraph, a video player showing a man holding a QR code, and a "Subscribe to Friends Of Lon Safko" form with fields for email, first name, and last name. The center section is titled "Mobile Marketing Example" and contains a large QR code. Below the QR code is the URL "bit.ly/1blRQmN". The right section contains two thumbnails: "Fusion Marketing Webinar" and "Fusion Marketing - The Safko Wheel". At the bottom, there are two small book covers: "THE FUSION MARKETING BIBLE" and "SOCIAL MEDIA MARKETING". A copyright notice "Copyright © - Lon Safko" is at the bottom center.

Conclusion

My intention was just to expose you to the broad - the very broad - landscape of social media, and how much fun it can be, and how useful it can be, and how it could really be used in every day in your life communicating with family, with colleagues.

I just connected with a friend of mine from high school. I swear, I had not seen this guy in 41 years and we had lunch in LA the other day. It almost makes me go to tears, I never thought I'd see him again. Can you imagine? It's because of digital communication, it's because of social networking.

So I want you to feel the same passion that I feel about it. And the way you do it is, is just do it, don't be afraid of it. It's not that bad, it's not that hard, it's actually fun. When you start to see how it pays back, and the enjoyment and the profit that you could make by using it, you will just want to kind of use it more and more.

Q&A Guests

Phyllis Khare

Co-author of the bestselling book "Facebook Marketing All-In-One for Dummies"

- Author of Social Media Marketing for Dummies -- eLearning Kit
- Co-Author of Facebook Marketing All-In-One for Dummies 1st and 2nd Editions
- Co-Founder of Social Media Manager School
- Senior Content Expert, Social Media Strategy Path for MyPath101
- In-demand Social Media Marketing consultant to New York Times Bestselling authors, international product companies, and many other online businesses

Andrea Vahl

Co-author of the bestselling book "Facebook Marketing All-In-One for Dummies"

- Co-author of Facebook Marketing All-in-One for Dummies
- Community Manager of Social Media Examiner for over 2 years, one of the most influential social media news sites
- Co-founder of Social Media Manager School
- International speaker on Facebook and social media marketing
- Uses improv comedy background to blog as Grandma Mary - Social Media Edutainer

Gary Thuerk

The Father of SPAM

- Listed As “40 People Who Changed The Internet”
- 30+ years in the computer industry
- Marketing & Business Development Manager For Multiple Corporations
- May 3, 1978, He Sent The First Email Spam Over The APRAnet-Internet
- Listed in the Guinness World Records Book

Pat Sullivan

Inventor of ACT - The Very First CRM Software

- Two Time National Entrepreneur of the Year
- Two Successful Companies - ACT! & SalesLogix
- One of the "80 Most Influential People in Sales and Marketing History", among Henry Ford, Walt Disney, Jack Welch and Bill Gates
- Back For A Third Repeat With Contatta
- Contatta Collaborative Email About To Change The Way We Work

Martin Zwilling

Author/Entrepreneur, Twitter Expert with 700,000+ Followers

- Passionate About Helping Entrepreneurs & Startups
- Says Social Media Is The Key Ingredient To Reach His Audience
- Writes For Forbes, Business Insider, Huffington Post, Entrepreneur & Inc. Magazines
- Is A Twice Published Author

Brian Massey

Conversion Scientist

- Founder Of Conversion Sciences, Sales Optimization Company
- Author of An Amazon Best Seller "Your Customer Creation Equation"
- International Speaker And Writer
- 15 Years Of Online Marketing Experience
- Lab Coat Fashion Model