

### **What are social networking sites?**

People join and start adding friends. People can reconnect with current and past friends. Share videos, pictures, information. (Facebook, MySpace, Ning, etc.)

Of all Americans who are online, [more than 80%](#) are active in social media - either creating, participating in or reading some form of social content at least once a month.

Matter of fact, the city of Portland, Oregon recently posted a job for someone to manage their Twitter and Facebook accounts... for \$70k per year (Twitter & Facebook are only two of the MANY avenues of social media.

Google - "jobs in social media" - 257 million items are found in results

### **How many people use these social media sites?**

Facebook - 300 million users

Twitter - 18 million users

Text Messages 350 billion sent globally

Ning - 60 million users ([www.ning.com](http://www.ning.com)) create your own social networking site

YouTube - 100 million videos watched daily

Linkedin - 50 million professionals ([www.linkedin.com](http://www.linkedin.com)) connect with other business professionals

Just to name a few...

### **Facebook Reach...**

Time to reach 50 million people... Radio 38 years, TV 13 years, Internet 4 years, iPod 3 years

Facebook added 100 million users in less than 9 months...Facebook now has 300 million users

Over one billion photos uploaded each month on Facebook. Average age of Facebook user... 36 Fastest growing age demographic... 55-65 year old females

More than 1.5 million pieces of content ( links, news stories, blogs, photos, etc) are posted on Facebook every day

### **What is Twitter?**

Microblogging where users post messages but limited to 140 characters. People join and start following others while posting their own "tweets."

Twitter has seen a +2,000% increase in users versus last year

Twitter will have 18 million users by the end of 2009

### **What about email?**

What about email? +90% of all email is spam

### **What is an RSS feed?**

RSS (most commonly translated as "Really Simple Syndication") is a family of web feed formats used to publish frequently updated works

### **What is an SMS?**

Short Message Service (SMS) is a communication service standardized in the GSM mobile communication system, using standardized communications (A Text Message campaign can be known as an SMS campaign)

### **You know what YouTube is, but... did you know that...**

...more than 100 million videos are watched each day on YouTube?

### **Connecting the Dots of Who You Are... with One Stroke:**

#### **POSTEROUS - [www.posterous.com](http://www.posterous.com)**

What is Posterous? Posterous is a simple way to put anything online using email.

Posterous is a great tool to sync your message while utilizing all that social media has to offer.

Do you have a Facebook page? Do you have a Twitter account? Do you have a Wordpress blog? Great, use Posterous to broadcast your message to all of these sites at the same time. And, along with that, you also will keep a running scroll of posts on your very own Posterous page.

In fact, many people are beginning to use their Posterous page as their primary blog.

