

Social Media

People having conversations on line

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Senior Partner- Experience on Demand

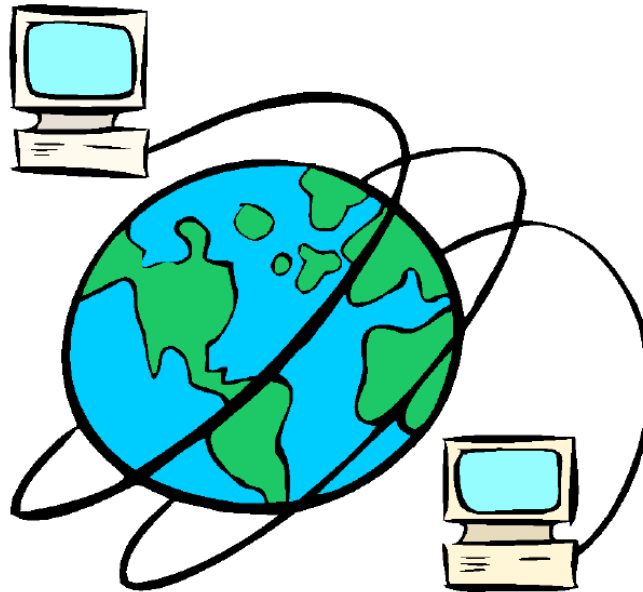
Blogs

Video Sharing Sites

On-Line Chat

Social Networking

RSS



Widgets

Micro Blogs

Wikis

Photo Sharing Sites

Pod Casts

Message Boards

A few social media statistics....

- ❑ By 2010 Gen Y will outnumber Baby Boomers....
96% of them have joined a social network
- ❑ 1 out of 8 couples married in the U.S. last year met via social media
- ❑ Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...
iPhone applications downloaded hit 1 billion in 9 months.
- ❑ If Facebook were a country it would be the world's 4th largest between the United States and Indonesia (Facebook – recently announced 300 million users)

A few social media statistics....

- ▶ % of companies using LinkedIn as a primary tool to find employees....80%
- ▶ What happens in Vegas stays on YouTube, Flickr, Twitter, Facebook...
- ▶ 78% of consumers trust peer recommendations
- ▶ 24 of the 25 largest newspapers are experiencing record declines in circulation because we no longer search for the news, the news finds us



>100,000,000
videos

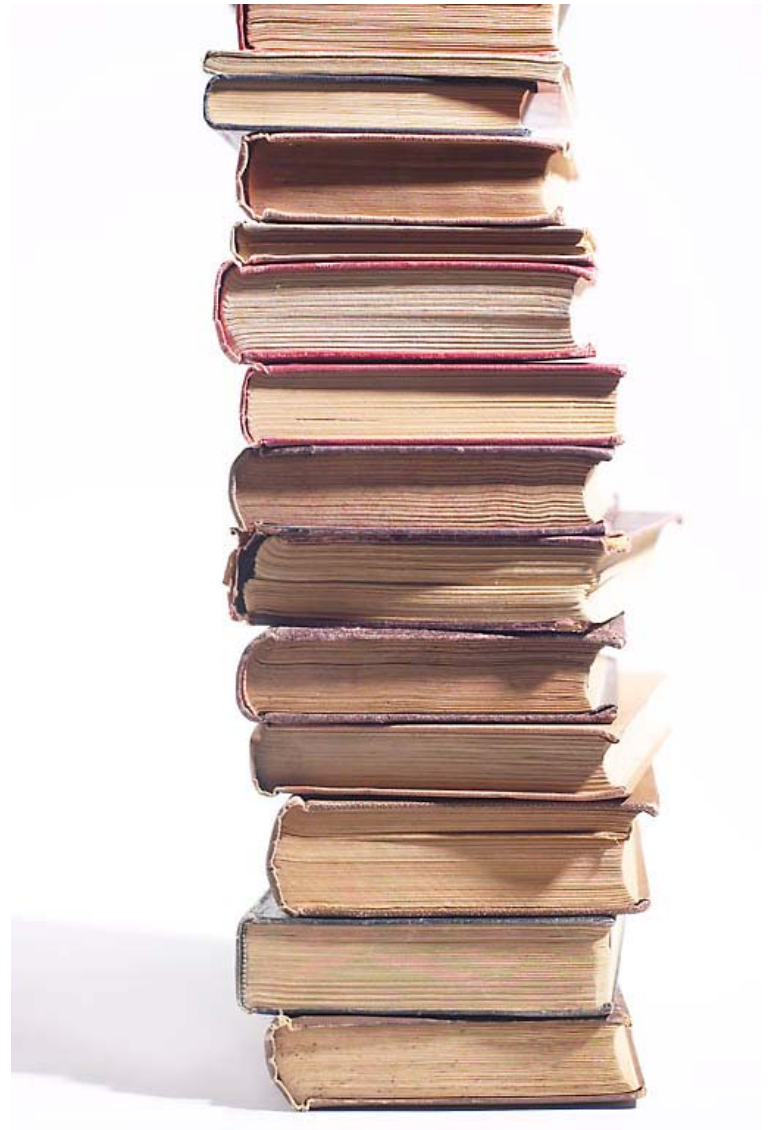
65,000 new videos posted each day

.....and is the 2nd largest search engine in the world



200,000,000
Blogs

Wikipedia has over 13 million articles



Windows Internet Explorer
 http://twitter.com/ Yahoo! Search

Favorites Tools Help

Phishing Protection on Identity Safe Log-ins

ter / Home


twitter Home Profile Find People Settings Help Sign out


What are you doing? 27


Ashton Kutcher and Ellen Degeneres have more followers than the entire population of Ireland, Norway and Panama. |

Latest: its the weekend! bekub...tried to send you a direct tweet; it appears I need training6 months ago update


Home

 **zen_habits** Consider what you give your attention to each day. It's a precious resource, & determines the shape of your life.
 about 2 hours ago from web

 **copyblogger** The Lateral Action Guide to Becoming a Creative Entrepreneur - <http://bit.ly/LTULF>
 about 3 hours ago from web
 Retweeted by [zen_habits](#) and 6 others

 **zen_habits** <http://twitpic.com/q1wsb> - As requested, the view from the coffee shop deck as I write.
 about 3 hours ago from TwitPic

PhotoFiltre

 **Walter_Bilgram**
 1 tweet

10 following 16 followers 0 listed

Trend-is-tic
n. an app to dive into trends on Twitter.

Home

[@Walter_Bilgram](#)

Direct Messages 1

Favorites

Retweets

What do you think of the retweet feature? [Send feedback!](#)

Search

Lists +

Lists are timelines you build yourself, consisting of friends, family, or anyone you want to see.



facebook

there are now over 45 million status updates
per day from 30 million unique visitors.



Its not a fad

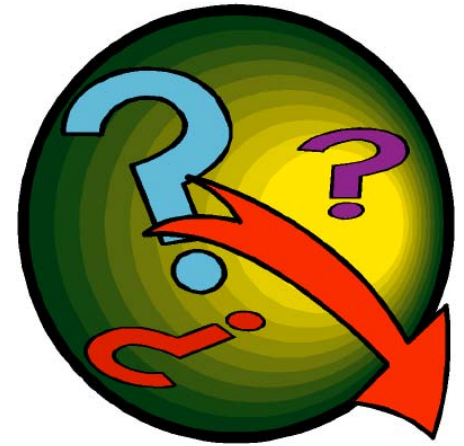
It's a fundamental shift in the way we communicate



- ▶ Only 14% of people trust advertisements
- ▶ 78% of people trust recommendations of other consumers

In other words....people don't care about your ads; they care what their friends think.

What does it all mean?



It's a **dialogue**, not a monologue

It's big business....**really**
big business.

Global Participation - WEB 2.0

Melitta is having a design contest





my STARBUCKS IDEA

GOT AN IDEA? VIEW IDEAS IDEAS IN ACTION

follow us on [twitter](#)



SHARE. VOTE. DISCUSS. SEE.

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

Our ideas so far

Product Ideas

- Coffee & Espresso Drinks 19139
- Tea & Other Drinks 5820
- Food 8566
- Merchandise & Music 3680
- Starbucks Card 4661
- Other Product Ideas 5756

Experience Ideas

- Ordering, Payment, & Pick-Up 4736
- Atmosphere & Locations 8084
- Other Experience Ideas 6...



SHARE

Post your Starbucks Idea - from ways we could improve to things we've never even thought of.



VOTE

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



DISCUSS

Talk about ideas with other customers and our Starbucks Idea Patners and help make them even better.



SEE

This is the proof. See which of your ideas were the most popular and watch as we take action.

100%

Ideas we're looking at...

All the ideas below came from you, our customers. Click on each one to find out more.

Question of the Day

Which sugar-free flavor would you like at Starbucks?

The web never sleeps...people are talking about brands, products and service 24/7

What are they saying?



In a world of social media, **honesty** is the
only policy.

YMCA of Greater St. Louis

Last edited by Vice President

Since 1853, the YMCA of Greater St. Louis has been an integral part of the Greater St. Louis community, serving kids, families, and adults through quality, values-based programs and membership. Through a variety of programs and services offered at our 20 metropolitan locations and in the community, we help people grow strong in spirit, mind and body. The YMCA builds... [see more](#)



Specialties

Social Service

Current Employees (85 total, 14 in your network)

- 2nd **Kelly Grillo, Director of Marketing and Membership**
through Erin Carpenter
- 2nd **Joe Dressler, Personal Trainer**
through Denise Glass
- 2nd **Julianne Smutz, Director of Sales, YMCA Trout Lodge & Camp Lakewood**
through Erin Carpenter
- 2nd **Mike Larson, Sports Director**
through Erin Carpenter
- 2nd **Laurie McTearden, Vice President**
through Denise Glass

[See more »](#)

Related Companies

Career path for YMCA of Greater St. Louis employees after:

- [YMCA](#)

[See more »](#)

Key Statistics

Top Locations

- [Greater St. Louis Area](#) (79)



Headquarters Address

HQ Region	Greater St. Louis Area
Industry	Non-Profit Organization Management
Type	Non-Profit
Company Size	5,000 employees
Founded	1853
Website	http://www.ymcastlouis.or...

Common Job Titles	Director	10%
	Executive	10%
	Director	

Find people

Social Media will continue to
become more and more
pervasive...

*Its not that times are a
changin'....they have changed!*

So, are you **in** or **out**?



Are you ready?

Start where you are comfortable and begin sharing...pictures, ideas, comments.



For a copy of the presentation

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