



Virginia is for Lovers 

Virginia Tourism Corporation

SOCIAL MEDIA IN 2012

DAVE NEUDECK – ELECTRONIC MARKETING DIRECTOR
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IN 60 SECONDS



Virginia is for Lovers



State of the Media: The Social Media Report Q3 2011 Nielsen



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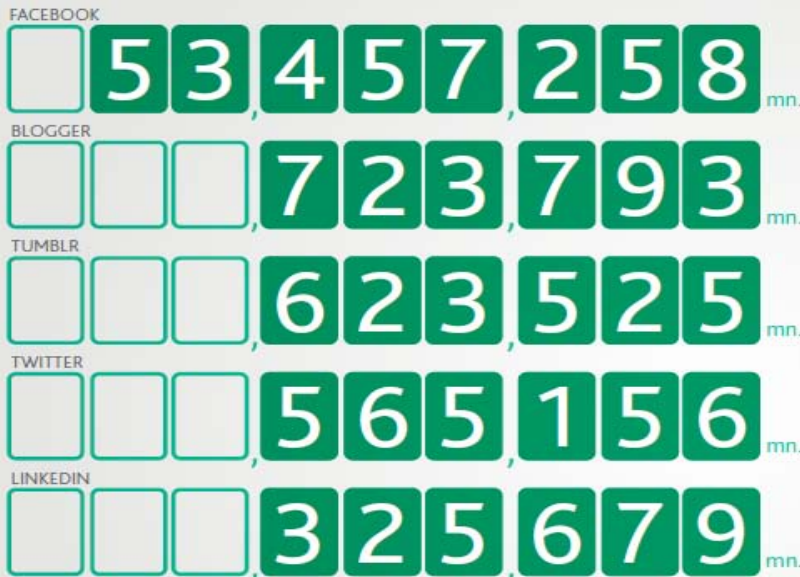


Time Spent



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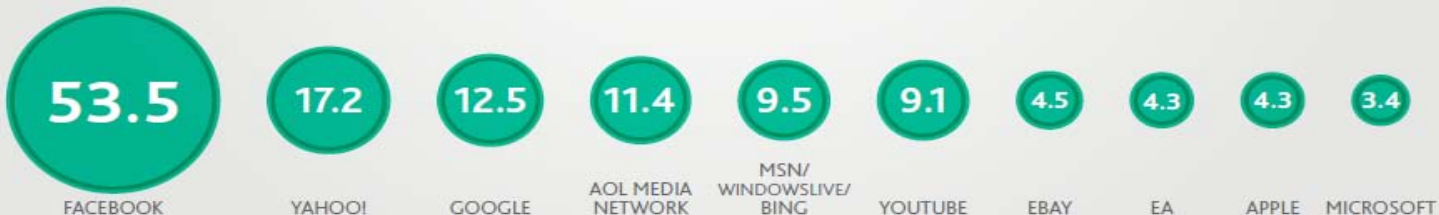
Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)



U.S. Internet Users Spend More Time on Facebook than Any Other Web Brand

Facebook has become synonymous not only with social media, but with Web use more generally, as Americans spend more time on Facebook than on any other site.

Top 10 U.S. Web Brands by Total Minutes, in Billions, Home and Work (May 2011)



Nielsen Report Findings



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- SN & blogs dominate
- Rapid Growth – 80 % active Internet users visit SN and blogs
- Spend more time on Facebook
- Close to 40 percent visit SN from their mobile phone
- SN apps are the third most-used among U.S. smartphone owners

Nielsen Report Findings - more



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- 70 percent of active online adult social networkers shop online
- 53 percent of active adult social networkers follow a brand
- SN & blogs reach over three-quarters of active Internet users
- Tumblr is an emerging player

Tumblr



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Tumblr Unique U.S. Audience (000) Trend, Home and Work >>

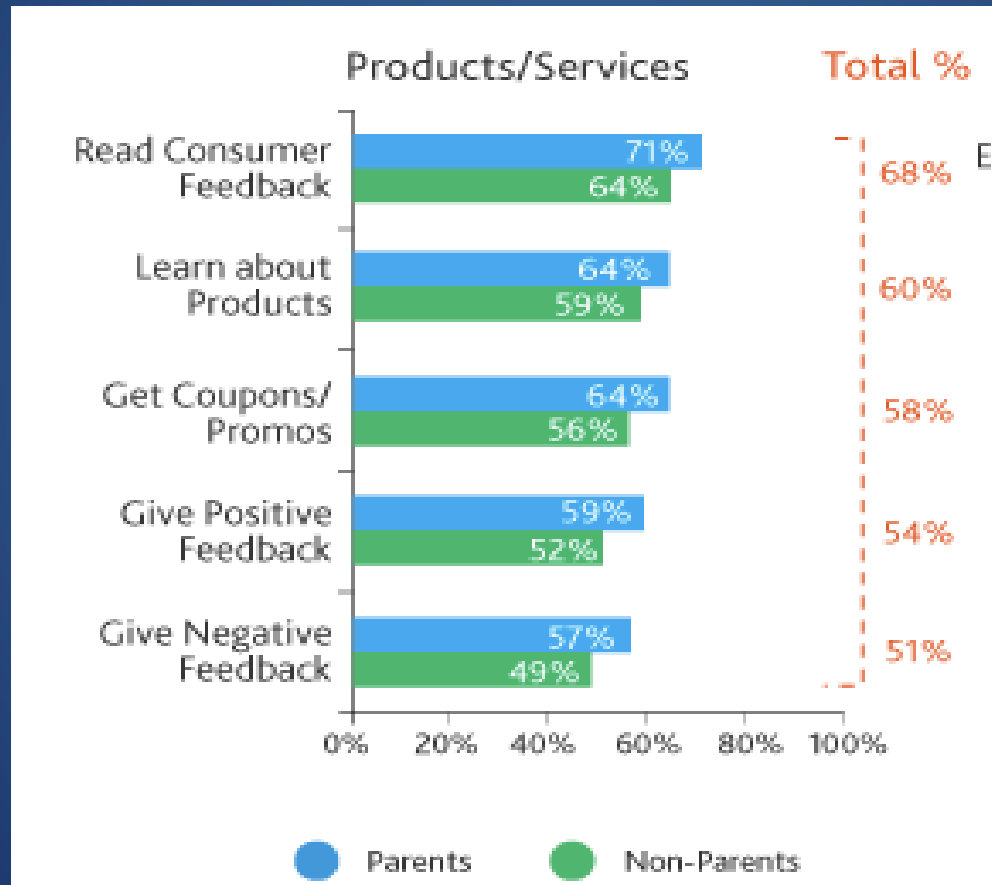
Read as: During May 2011, Internet users aged 18-34 were 75 percent more likely than average to visit Tumblr



What is Social Media used for?



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Who uses SN sites?



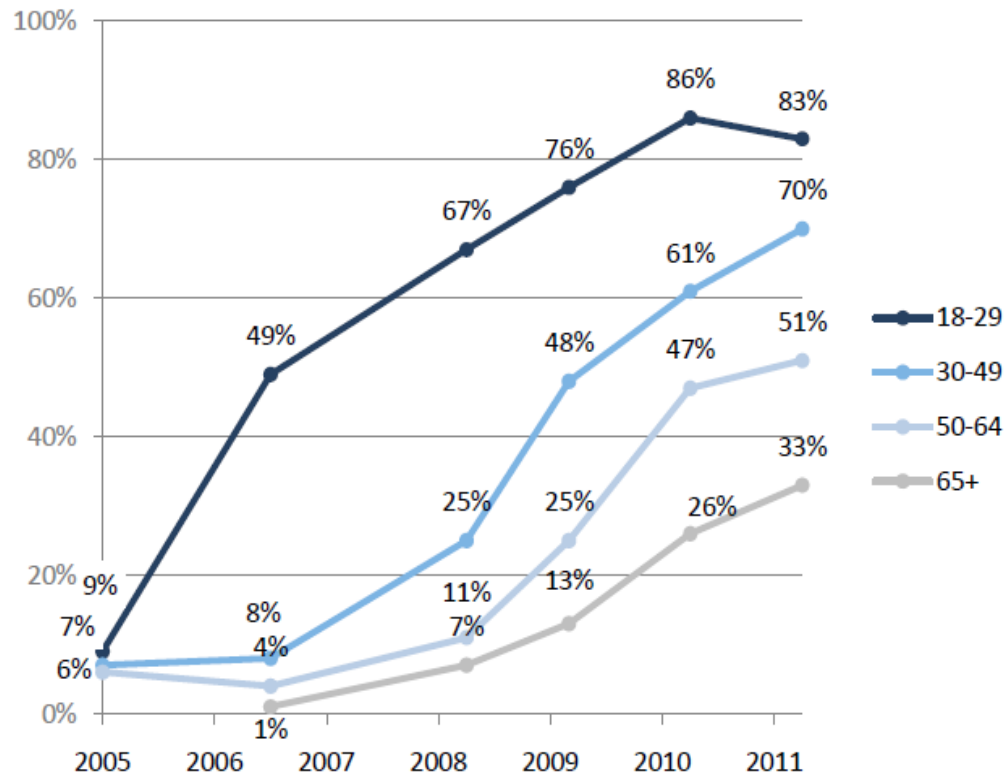
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- All Internet Users – 65%
- Gender – Male 60%; Female 69%
- Age – 18-29 83%; 30-49 70%; 50-64 51%
- Race – 63-69%
- Household Income – > \$75k – 68%
- Education Level – College+ 67%

<http://www.pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>

Social networking site use by age group, 2005-2011

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



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Near Term Trends for 2012

Trend	What It Is, What It Means
Mass Socialization	Social “earned” media & paid media become more intertwined
Platform Proliferation	New devices and multi-tasking abound
Mobile Comes of Age	Extends mass socialization & extends media to point of sale
Apps Everywhere	Disruptive growth in apps, fueled by games and service utilities
Dominance of Facebook	A juggernaut, rewriting rules + shifting attention from websites
Rise of Social Commerce	Redefining consumer retailer interactions, powered by GPS, etc
Relevance & Privacy	Cautious advance to addressability; heightened scrutiny
Infrastructure Growth	Increased access and speed expand digital opportunities
“Heads Down” Generation	Dramatic consumer habit change; all eyes to wireless devices
Digital Downsizing	More filtering/control of apps, friends, followers, choices

Longer Term Trends & Disrupters

Market Trends	Description
Digital & Social	From separate roles to unified and integrated (now one & the same)
Mobile Disruption	Re-setting the entire landscape
Activism & Social Media	Smarter, Creative, More Empowered/Linked & More Sophisticated
Payments and Fees	Friction-free and seamless (already in play with iTunes)
Organizational Trends	Description
Media Blending	Increasingly sophisticated: Paid, Owned, Earned
Brand Managers	Moving to “Community Manager” Roles & Responsibilities
Enterprise SM	Dramatic expansion beyond marketing innovations
Marketing + Service	New synergy between marketing & operations
Agency Integration	Social prompting greater integration from agencies & suppliers
Speedbacking	Practice of immediately responding to key issues, crises