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Social Media Statistics

52% of Americans have a social media presence; projected 60% of voters

55% of Facebook users spend an hour per day on site

8% of Americans have a Twitter profile, but these are the most active social media users



Main Reasons You Should Be Doing Proper Social Media Communication:

Grassroots organizing

Media contact

Advocacy; letters to editor

Public events



Why Do I Need a Social Media Plan?

Meet your audience where they are

Real-time messaging option

Cost-effective and efficient

Subscription service

Interactive



How Do I Build My Community?

Facebook: Leverage Profile Pages; Advertising; Conversations; Interests

Twitter: Reciprocity; Interests; Conversations

Best Practices: Consistent Content; Integration; QR Codes





What's Coming in Social Media?

Geo-location check-in services

Video

3D phones

Instant payment capability

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