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