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| Chapter One | Word of Mouth Goes World of Mouth | 1 |
| | Why is there a need for social media? Why has it become the most popular activity on the Web in a span shorter than three years? Despite fragmentation caused by the Web, people still desire an understanding of what the majority of other people are doing. Social media is that mechanism. In the future, we will no longer look for the news; rather, the news will find us, or we will create it. That future is now. | |
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| | What Happens in Vegas Stays on YouTube Two distinct forms of behavior have emerged in the social media age. The first one is preventative; for example, you may hide alcoholic drinks during photos, or you may avoid that "harmless" photo with the two attractive lifeguards on your next business trip. | |

Similar constructs apply to corporations. Companies are thinking hard about actions that could cause a negative reaction within the blogosphere or social graph. While preventative behavior is somewhat of a drag compared to the socially unaccountable freedom our parents enjoyed in the 1960s, it's a good thing on the whole. It's making us adhere to the old adage "live your life as if your mother is watching."

Chapter Three Social Media = Braggadocian Behavior 48

"It's All about Me, Me, Me."

The second, more exciting change is braggadocian behavior. As people continue to Tweet and update their status on social networks, it soon becomes a competition of who's doing the coolest thing. What once took place only occasionally around the watercooler is now happening in real time. As a society, this is a good thing. It allows people to take stock of their collective lives and what they're doing throughout the day, rather than letting years go by and looking back on a wasted youth, saying "what did I do with my life?" Is it any wonder that the television viewing audience is shrinking by the minute? People are actually living their own lives rather than watching others. As a company, it's imperative that you produce products and services so that people not only want to be associated with your brand, but also take ownership of it.

Chapter Four Obama's Success Driven by Social Media 64

For an indication of how powerful social media is, we need look no further than Barack Obama's meteoric rise to power.

Chapter Five I Care More about What My Neighbor Thinks than What Google Thinks 91

Social Commerce: Billions of dollars will be made in and around social media; a majority

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derived from search queries around products and services. Consumers will have the ability to see what their friends and colleagues found relevant, researched, purchased, and commented on. We've always valued Word of Mouth; social media puts it on digital steroids by allowing you to search for it. Social media eliminates multiple individual redundancies in society. This is a tremendous benefit in saving people's time, energy, and frustration. It is mission critical for companies to understand that the impact of social media shifts traditional business practices across marketing, recruiting, manufacturing, etc. Products and services will find us in the near future.

Chapter Six Death of Social Schizophrenia 120

People play various roles in their lives and take on different personalities depending on where they are or with whom they are interacting. People have their work personas that are much different from their nightlife personas, which in turn are different from their family personas, and so on. The same holds true for corporations; on one hand, a company donates millions to save-the-planet-type funds, but on the other hand, they dump millions of gallons of toxic waste into the clean water supply. The transparency and speed of information flow caused by social media mitigates this type of social schizophrenic behavior. What does this mean for companies and individuals?

Chapter Seven Winners and Losers in a 140-Character World 136

Celebrities are twittering with followers because they need followers more than the followers need them. More and more people are getting rid of cable TV altogether and watching their favorite shows, debates, and movies online. Conversations with

prospects/consumers occur within the platforms (Facebook, Vkontakte, Delicious, YouTube, Twitter, etc.). Consumers will not allow you to force them into your database and communicate through traditional marketing channels (phone, e-mail, direct mail). What do these recent and violent shifts mean, and how can individuals and corporations capitalize on them? How does it integrate with your search engine optimization strategy? A few case studies are highlighted in this chapter. These range from “Can behavioral search data predict presidents?” to “Why NBC’s record online Olympic viewing was fool’s gold.”

Chapter Eight Next Steps for Companies and The “Glass House Generation” 189

What capabilities and characteristics are needed for people, politicians, companies, and so on to be successful in a transparent and sound-bite crazed world—a world in which social media is a driving force? How will job recruiters find these successful people? Conversely, how will good people find the right job? Referrals are the most effective form of marketing. Social media allows referral marketing to go to unforeseen heights. Smart companies are moving dollars from traditional advertising to incentives for users/buyers to discuss their products within a social media context. This often occurs at the point of purchase.

Chapter Nine Social Media Rolodex and Resources 239

This chapter highlights thought leaders and resources that will help you to continue your digital education well into the future.

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