



The Business Side of Social Media: Untangling the Web

WWW.CCRRC.ORG
@CCRRC
@MICHAELSANSOLO



MARK IRBY, PUBLIX

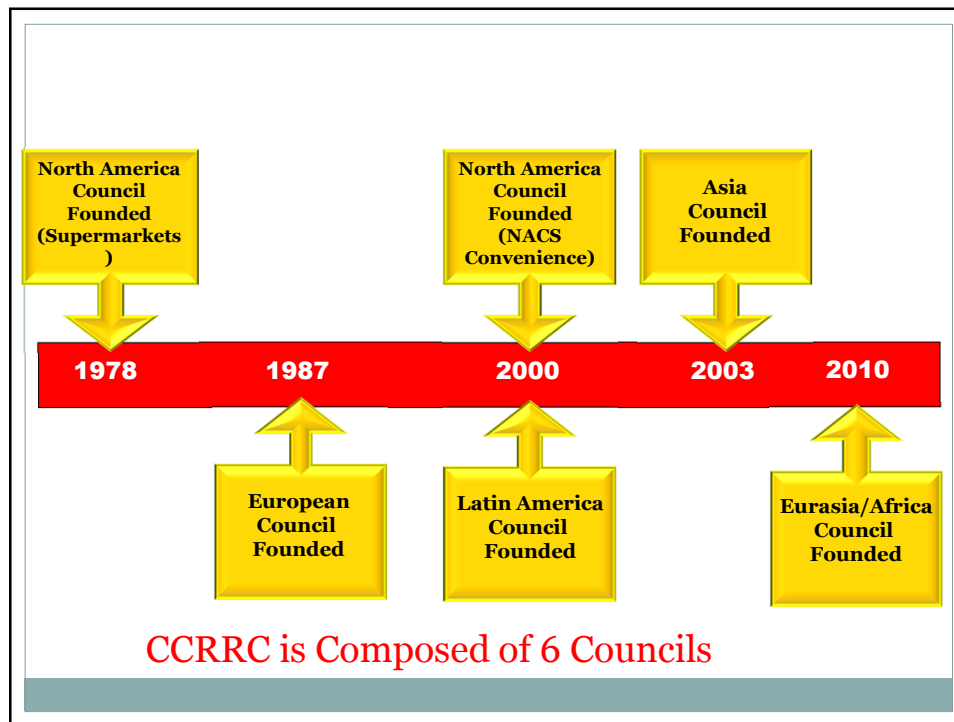
“It Only Changes Everything”

Exponential vs. Incremental



The Pace of Change





Where We Started

Lack of information on social media

- What is it
- Why it's so popular
- Who's using it
- What it means for business

Visit www.ccrcc.org

Just Another Day

300 million tweets
 584 million Facebook users
 40% start before breakfast
 And that's just the beginning...

Tweet #CCRRC or join the Council discussion on LinkedIn



Who's Social?



2011 15%
 are <18 years old

2013e 15%
 <18 years old



40%
 are 18-34 years old

35%
 18-34 years old



45%
 are over 35 years old

50%
 over 35 years old

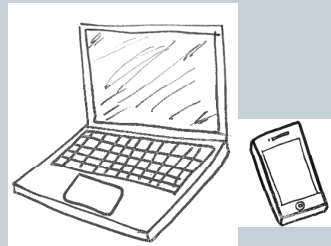


Age Old Need, New Method

Primitive man

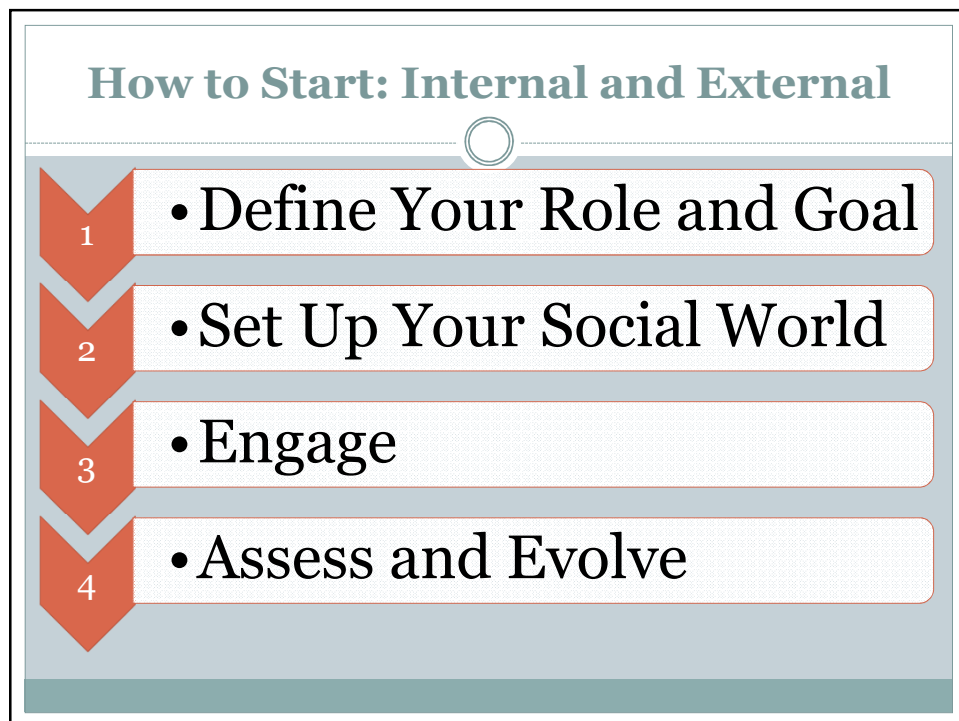
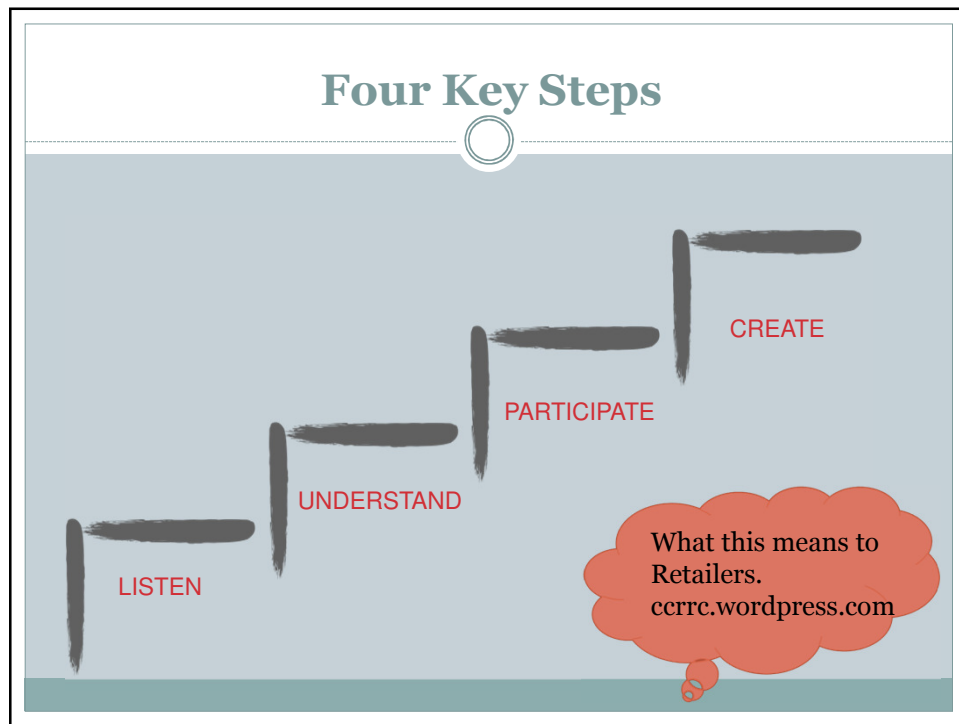


Modern man



How and Why Do We Connect and Make Our Own Community?

- 1. Communicate**
- 2. Create**
- 3. Collaborate**
- 4. Consult**



Finding Your Social Role

Shopper
Connections:
Values,
Interests

Business
Identity: Who
We Are

Social Role

Finding Your Social Role

Associate
Connections:
Values,
Interests

Professional
Business
Identity

eReputation

Explaining this with baseball

Selecting a Network

Ask: Is this where my contacts connect?

Yes: How is this platform unique?

Yes: Will this platform help me reach my goal and vision?

Yes: Does this platform have the flexibility to reach on various devices?

Yes: What support do we need to move forward?

Tweet #ccrrc: Businesses can focus on one social network

Time to Engage

Talk Like a Peer

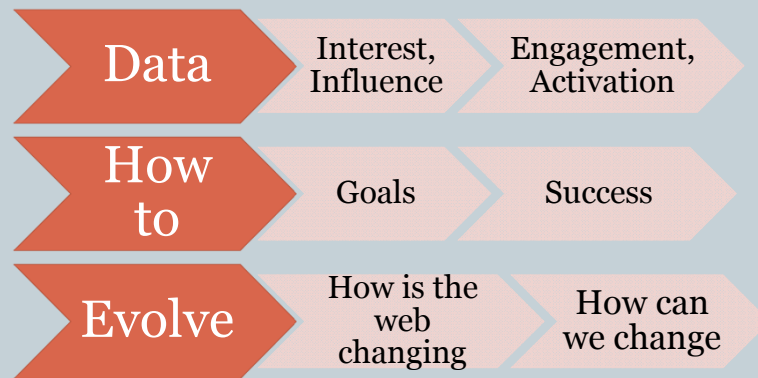
Be Authentic and Transparent

Be Shareable and Interesting

Have Plan, Yet be Flexible

Listen and Respond. Be Approachable

Assess and Evolve



Download the Study

www.ccrcc.org

Untangling the Social Web
Parts 1-7

Contact me: www.michaelsansolo.com

Twitter: #michaelsansolo