



PROJECT

Social and Mobile Media

An introduction to the older consumer

DATE

4/25/11

American Society on Aging Bootcamp

Social & Mobile Bootcamp

Introductions: Miles & Lori

What you hope to learn today

Overview of the Social Landscape

Research and Statistics

Getting started in social media

Social goes mobile

Group discussion/sharing insights and issues

Why you shouldn't wait:

Social media is the marketplace for brand information and reputation

There are blogs with more influence than the Wall Street Journal

Journalists monitor Twitter and LinkedIn

The “big three” – Twitter, Facebook and LinkedIn have tens of millions unique visitors a month and are growing.

Your competitors are there.

If you aren't on the basic platforms, it's like the company doesn't exist; customers expect it to be another service platform.

MOST IMPORTANT: YOUR CUSTOMERS AND PROSPECTS ARE THERE!



THE CMO's GUIDE TO: THE SOCIAL LANDSCAPE

CMOs will invest more in social media this year than ever before, yet this is a scene that constantly shifts and changes. Here to help you better leverage these major social media sites is CMO.com's 2nd annual guide to the social landscape—updated and revised for 2011.

GOOD!

OKAY!

BAD!

WEB SITE

CUSTOMER COMMUNICATION

BRAND EXPOSURE

TRAFFIC TO YOUR SITE

SEO

facebook

A social-networking site where users can add friends, send messages, and build their own profiles

A central and open communication portal, Facebook is the hub through which businesses want to drive social interaction. Positive or negative, companies can use Facebook to get their messages out and to receive customer feedback.

Using pages as a persona allows companies to position their brands on other relevant pages. For example, Starbucks' page itself can now post on large coffee-lovers' pages.

For many Web sites, Facebook has emerged as one of the top traffic sources. While the "viral potential" is lower on Facebook than others, nothing is more consistent at driving a steady flow of traffic to every message or post.

Google and Bing have both indicated that they are using "social signals" as part of their ranking algorithms, pointing to Facebook and Twitter, in particular. While the links themselves are "nofollow," the search benefits exist, especially in instances where "Query Deserves Freshness."

twitter

A microblogging site that enables users to send "tweets," or messages of 140 characters or less

Twitter is the ultimate outbound messaging tool. Inbound customer communications are quick and to the point, allowing for simple monitoring and management of conversations.

It isn't what you're saying on Twitter that exposes your brand. It's what you can get others to say about you that has the real impact. Getting retweets and interactions can do more for brand exposure than any other social site.

The prevalence of noise and spam have reduced Twitter's ability to send direct traffic. However, it is an exceptional tool for assisting with traffic generation from other sites, like Digg, StumbleUpon, and Facebook.

As with Facebook, Twitter has been singled out as a component of Google's and Bing's social component. The links are "nofollow," but the social component is real and expected to become more prominent over time.

flickr

An image-and video- hosting Web site where community members can share and comment on media

As a PR tool, Flickr gives company-sponsored events a pictorial home that can be more professional and better organized than on other social image- sharing sites (including Facebook).

Flickr's improved search rankings and integration with other social sites makes it the high-quality image posting service of choice. Bulk images should go on Facebook. Quality images should go on Flickr.

Even if you get tens of thousands of visits to a photo with your URL hyperlinked below, the click-through rates are among the lowest around. All links are "nofollow."

Flickr is very much indexed in search engines and passes links and page rank. It is also a major part of Google's and Bing's social search component—photos liked by individuals can be seen more prevalently in their friends' searches.

Linked in

A social-networking site for business professionals

Not the primary focus, but you can potentially engage customers by encouraging employees to answer industry-related questions people post and become known as an expert in the field.

LinkedIn is great for personal branding and showing the professional prowess in your organization. Encourage employees to maintain complete profiles to show off your solid team.

LinkedIn continues to improve its standing in traffic generation by encouraging sharing through every new feature it has rolled out during the past year. It isn't as consistent as Facebook or as viral as Digg, but it's getting better.

Very high page rank, almost guaranteed to be a ranking on the first page of search results, especially for your individual employee names. High SEO value for vanity search for your name, but that is about it.



A video-sharing Web site where users can share and upload new videos

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly responding to customer complaints and showing your social-media savvy. It is also the best venue for reputation "repair" if things go wrong.

Your YouTube branding is second only to Facebook when people are researching your company. Be certain that the messages are frequent and that they align with what you want as your perceived company persona.

YouTube is growing in the traffic-generation segment, particularly through in-video messaging through annotations and URL branding. Clicks on content links are still minimal, but even those numbers have seen a recent rise.

Very good for building links back to your site because the videos rank very well. YouTube channels are a tried-and-true way to send some really good exposure and SEO back to your brand.



A social-news site where users can discover and share content

Customer interaction is nonexistent on Digg, but the intrinsic value of exposure that is possible through a Digg front page story can highlight other sites where customer communication is strong (such as your blog).

Brands have an opportunity to gain mass exposure on Digg, particularly through the most interesting stories posted about your company. It is a venue for content discovery—brands that do well on Digg can do well anywhere.

Digg went through a rough spot in 2010, but seems poised for a rebound in 2011. Even with the decrease in traffic, it is still the most consistent viral-traffic generation site that can send tens of thousands of visitors to individual posts.

Very good in that even if your story doesn't become popular, it will still get your page indexed very quickly. Also, if your story does become popular, this is likely the best site in terms of getting the attention of bloggers who will link to you.



A social-news community where members discover and share Web pages

StumbleUpon is not a tool that is useful for customer communications. There is a random chance of getting a message to your current customers and the user base is growing, but it's still very slim in comparison to other social sites.

The paid campaign can be good for brand awareness, especially after you have attempted getting free, organic traffic to your home page. You can target very accurately, but keep in mind you are paying \$.05 per visit (\$50 CPM).

StumbleUpon is the social media equivalent of a traffic Grand Slam—it doesn't happen often, but when it does, it's huge. Keep discoveries diverse. You never know when you'll get hundreds of thousands, even millions of visitors from StumbleUpon.

Very good if your story makes it to the top page for its tag. Due to StumbleUpon's large user base, many people can find your stories and link to them. For vanity searches, your profile page ranks well, too.



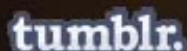
A social-news community where users post links to the site's home page

Only the extremely adept can use Reddit as a customer communication tool. Any time you open your company up to the growing masses at Reddit, there is a chance it can backfire. Occasionally, everything goes better than expected.

Attempting to build your brand on Reddit is like trying to sell whale meat to Greenpeace. It won't happen, and it's likely to turn very ugly if you try.

Reddit has emerged in the past year as the best social news traffic-generation site on the Internet. Quality and originality are paramount—if your message isn't viral, Reddit will not approve.

If you make the front page, a lot of sites will pick up your story, generating valuable back links. Many of these stories are picked up by reputable sites, giving more trust to your site.



A social-networking site where users can ask and answer questions

The growing segment of Tumblr users and the ability to ask and answer questions makes the site a potential darling for customer communications. As the site's exponential growth continues, expect it to rival Twitter as a top-2 communication tool.

Tumblr's simple platform and extreme ability to have content shared on it make it a viable branding tool. GenY is migrating to Tumblr to share opinions—if that demographic is important to your business, your Tumblr presence must be strong.

Images can get traffic. Otherwise, there is no real traffic potential yet. In the coming months, it may expand, but currently almost all activity happens directly on Tumblr itself.

The blogging nature of Tumblr allows for extremely high potential from a link-building perspective. The sites themselves also rank very well in the search engines.

Media Usage

Seniors and Leading Boomers still use traditional media more than Trailing Boomers or Gen X

Percentage subscribing to various media services

Media	Seniors	Leading Boomers	Trailing Boomers	Gen X
TV service (cable, satellite dish, or other)	89%	91%	81%	77%
Home telephone - ("land line")	85%	79%	68%	68%
Cable telephone	23%	23%	21%	25%
DVD movie rental	14%	14%	20%	23%
Internet	92%	91%	90%	86%
Local newspaper	61%	50%	38%	32%
National newspaper	7%	5%	9%	8%
Online news service or newsletter	11%	10%	13%	12%
Magazines	60%	58%	46%	46%
Cell phone	80%	80%	80%	77%
Satellite radio	5%	15%	7%	13%



higher for older generations

higher for younger generations

Question: Which of the following do you subscribe to?

Social Media

Boomers Catching Up with Gen X in Social Networks

Percentage maintaining a page on various social networking sites

Social networking site	Ikes	Leading Boomers	Trailing Boomers	Gen X
Facebook.com	39%	39%	43%	50%
Twitter.com	5%	8%	15%	14%
Linkedin.com	6%	8%	11%	10%
Classmates.com	19%	20%	21%	12%
Myspace.com	11%	10%	22%	29%
None of these	50%	47%	45%	32%

Question: On which social networking sites do you maintain a profile? (select all that apply)

Segmenting social behavior

Social Mavens have more frequent contact with individuals across all types of groups within their social network

Percentage of respondents having very or somewhat frequent contact with the following groups

Type of social connection	Isolated	Everyday	Mavens
Family members, apart from my immediate family	55.4%	65.7%	75.5%
Issue-oriented organizations	13.7%	17.2%	32.2%
Hobby or interest groups	18.4%	26.5%	36.6%
Religious affiliation or church	32.0%	35.6%	46.6%
Social groups	20.8%	30.1%	40.0%
Neighbors	44.6%	53.9%	61.1%
Co-workers	17.7%	38.6%	64.4%
Former co-workers	15.9%	24.1%	37.8%
Professional or business-related contacts	14.0%	28.6%	52.3%

Question: In thinking about all of the people in your own personal or social network, how frequently do you have contact with individuals you know from the following areas or groups?

Social Media Mavens

Mavens are More Likely to be Working and Trailing Boomers

Characteristics of respondents by level of social connectedness
(Boomers only)

Characteristic	Isolated	Everyday	Mavens
Female	46%	50%	53%
Leading Boomers	61%	54%	38%
Trailing Boomers	39%	46%	62%
Working full or part-time	18%	39%	62%
Self-employed	10%	9%	22%
Retired	36%	25%	11%
Household income 100K+	15%	26%	43%
Volunteer	25%	45%	60%
TV service (cable, satellite dish, or other)	87%	85%	91%
Local newspaper	42%	44%	49%
Online news service or newsletter	9%	12%	16%
Magazines	45%	54%	67%
Satellite radio	9%	11%	18%
Facebook.com	31%	44%	58%
Twitter.com	8%	12%	16%
Linkedin.com	4%	11%	16%
Classmates.com	17%	23%	22%
Myspace.com	13%	16%	20%

Online activity by segment

Mavens have more face-to-face contact and use smart phones more than other respondents

Percent age of typical weekly communications by various methods)

Type of communication	Isolated	Everyday	Mavens
Email from a computer (PC or MAC)	39.3%	30.1%	29.5%
Email from a smart phone or cell phone	1.3%	3.4%	6.4%
Text messaging	6.3%	6.4%	6.8%
Instant messaging	5.3%	2.4%	2.7%
By phone (cell or "land line")	20.8%	24.9%	19.1%
Postings to a social networking site	2.5%	3.7%	3.6%
In person, "face-to-face"	24.8%	29.1%	31.8%

Question: In thinking about all of your personal communications in a typical week, what percentage would you estimate are from each of the following types. Do not include communications specifically for work.

Psychographic traits

Compared with others in their cohort, Social Mavens are more likely to try new products, technologies, and seek new experiences

Values and attitudes based on social connectedness

Value/Personality Trait (percent agree)	Isolated	Everyday	Mavens
People often come to me for advice	35%	55%	73%
New technology plays an important role in my life	51%	71%	78%
I prefer to be the leader in a group	34%	46%	62%
I often try new products before other people I know	21%	32%	44%
I would like to spend a year or more in a foreign country	32%	37%	56%
As soon as I see an opportunity to try something new, I do it	26%	33%	47%
I am not afraid to provide criticism	33%	44%	51%
I am not bothered by things that upset my daily routine	51%	58%	71%
I take pride in being self-sufficient	41%	50%	60%
I am determined to get what I want from life	14%	19%	29%
I can motivate myself by setting my own goals and timelines	71%	78%	87%
I think that young people should be taught to question authority	19%	28%	33%
My successes in life are largely the result of my own talents and hard work	55%	62%	69%
I am very optimistic about the future	49%	57%	62%

Where do we start?

The social media “get ready” checklist:

- ① We spend time “listening” online
- ② We have clear goals for social media
- ③ We have people power to execute successfully
- ④ We have enough quality content OR know where to get it
- ⑤ We know where our clients and prospects are so we can focus
- ⑥ Our website and/or blog is ready for social media attention
- ⑦ We are ready to incorporate social media throughout the buying process

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- More sophisticated listening, monitoring tools are available

Google Reader

[Gmail](#) [Calendar](#) [Documents](#) [Web](#) [Reader](#) [more](#) ▼

[lori.bitter@gmail.com](#) | [Settings](#) ▼ | [Help](#) | [Sign out](#)

Google reader

All items

Search

+ Add a subscription

Home

All items (81)

Starred items ☆

▣ Your stuff

Shared items

Notes

Trends

Browse for stuff

People you follow

You can now search for people sharing publicly in Reader.

[Search for some people](#)

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Recommended items

Recommended sources

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Subscriptions

Boomer Marketing - Go...

boomer women marketin...

Future of Real Estate... (14)

mature market - Googl...

mature market experts...

Mature Marketing Matters (3)

Retirement Homes, Ret... (64)

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Home

A look at what's new

Google Reader Play is a fun way to browse interesting stuff on the web. [Give it a try!](#)

Mature Marketing Matters (3)

[41.6 Percent of Americans Are On Facebook](#) ... and 98% of Americans have at least one television set Kudos to Roy Wells for tackling the misperception that only teenagers and college students are on Facebook. His post for SocialMediatoday.com this week calculated that 41.6% of all Americans ...

[A Gen Xer, Boomer, Silent and WWII GI Walk onto a Golf Course](#) No, it's not a joke. It was on the second green when I realized that our group represented four generations. What had caught my eye was watching an 89 year old member of the Greatest Generation bending down to fix the ball mark that the Boomer's ...

[Should Referrals Be A Bigger Part of Your Boomer / Senior Marketing Mix?](#) Continuing care retirement communities (CCRCs) and other businesses marketing to Baby Boomers and active adults frequently ask us about new technologies, or how much time and money to invest in social media/social engagement. Problem is, they often ...

Retirement Homes, Retirement Communities, Assisted Living & Senior ... (64)

[Record heat raises concern for senior citizen safety](#) The summer heat can certainly be uncomfortable to many people, but to older adults it can be deadly. According to The Dallas Morning News, there are several precautions senior citizens and those who provide elder care should take when the temperature ...

[New Haven retirement living centers offering yoga classes](#) Senior citizens in New Haven, Connecticut are using a new way to ease both their mind and body. The New Haven Register reports that the city's three retirement living centers have been offering free yoga classes. The news source reports that the ...

[Dance group aimed at senior citizens needs support](#) A Michigan-based dance club that caters primarily to older adults is asking for the support of the local citizens. According to the Detroit Free Press, the Metro Dance Club II needs donations to continue operating and providing senior citizen dance ...

Future of Real Estate Marketing (14)

[Fun Friday: 4 Killer Retro Social Media Ads](#) What if Facebook, Twitter, YouTube and Skype existed 40 years ago? These fake vintage ads for Facebook, Skype and Youtube created by Brazilian ad agency Moma for a media seminar called "Everything Ages Fast". Enjoy! "The Facebook Company:" "The ...

[Calling all Seattle Agents - Reboot, Reenergize, and Recharge Your Business!](#) Do you live in Seattle or the surrounding area? We've got you here to make it to Agent Reboot Seattle! Don't miss the incredible ONE DAY event devoted to teaching

Recently read

[Mature, Affluent, Educated and LinkedIn](#) from *Mature Marketing Matters*

[Marketing to Boomers, Seniors ... and SWELS?](#) from *Mature Marketing Matters*

Tips and tricks

Have your own blog? You can [display your shared items in your blog](#) as a "clip".



Do you use Blogger? If so, it's even easier:

+ Add to Blogger

① We spend time listening online

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- Don't be afraid to comment and post your thoughts
 - *Start to enter the conversations*

Twitter Searches

[← Back to Home](#) [+ Save this search](#)

Results for **senior care services**

Tip: use operators for advanced search.

Tweets Tweets with links Tweets near you People

**ProServiceIndex** Pro Services Index
Are you thinking about owning a Franchise. View our Franchise Listings for **#Senior Care Franchises** <http://goo.gl/KPVNy> **#KY**
1 hour ago

**Helperzack** zack loveday
Elder Care Services for your elderly parents? Help from Helpers inc. Florida **Senior Care** Experts Network
<http://bit.ly/9GSQnx>
2 hours ago

**Helperzack** zack loveday
Home Health **Care** for the elderly, 24hr Live-In **Senior Services** Florida From Helperzack at Helpers inc <http://bit.ly/9SvoNf>
2 hours ago

**HomeCare4U** Chad Marshall
If the hospital discharges your loved one with little notice, call us. **Senior Care Services**, Glendale CA, <http://bit.ly/hUOhbS>
4 hours ago

**Helperzack** zack loveday
Elder Care Services Senior Scam Alert from Helpers inc. Many scams targeting seniors, don't be taken.
<http://bit.ly/9SvoNf>
5 hours ago

**Liz_HSC** Liz, HSC of NYC
Do you **care** about **senior** centers or assistance for domestic violence victims? Dont let gov cut their funding! Vote:
<http://ow.ly/4DJng>
5 hours ago

**ProServiceIndex** Pro Services Index
Start thinking about owning a Franchise. Browse our Franchise Listings for **Senior Care Franchises** <http://goo.gl/KPVNy> **#CO**
6 hours ago

People results for **senior care services**

**SeniorList**
Chris Clark

**Seniors4Living**
SeniorsForLiving.com

**rightathomeUS**
rightathomeUS

**seniorcarenewsg**
Senior Care News Guy

[More people results →](#)

Trends

Worldwide · change

[#tragicmoviedeaths](#)

[#youknowwinning](#)

[#hahagoodbye](#)

Joe Thornton

[pRIiNzEzLaNdIA](#)

Mufasa

Ice Ice Baby

Four Brothers

Brokencyde

Law & Order

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Twitter Searches

[← Back to Home](#) [+ Save this search](#)

Results for **home health care**

Tip: use operators for advanced search.

Tweets

Tweets with links

Tweets near you

People



HealthTap HealthTap  9 Retweets
Today @Healthtap is LIVE! Pregnant women, new moms and physicians connect for better, more personalized info.
www.HealthTap.com
19 Apr

Promoted by HealthTap



fifiifi Fiona
BrightStar Care doubles its size after acquiring most of Faith Home Health and ...: WICHITA — The almost 2-year-...
<http://bit.ly/fU8lcC>
1 minute ago



fifiifi Fiona
BrightStar Care doubles its size after acquiring most of Faith Home Health and ...: WICHITA — The almost 2-year-...
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1 minute ago



boydmarketing Bob Boyd
BrightStar Care doubles its size after acquiring most of Faith Home Health and ...: WICHITA — The almost 2-year-...
<http://bit.ly/f0ltit>
1 minute ago



tonystiltner Tony Stiltner
BrightStar Care doubles its size after acquiring most of Faith Home Health and ...: WICHITA — The almost 2-year-...
<http://bit.ly/fHqBfA>
1 minute ago



wichita_buzz Wichita Buzz
Home health care business adds clients: The almost 2-year-old Wichita BrightStar Care franchise has doubled its...
<http://dvr.it/Pjp0q>
3 minutes ago

People results for **home health care**



HealthCareGov HealthCare.gov [Follow](#)



sanjayguptaCNN Dr. Sanjay Gupta [Follow](#)



CDCemergency CDC Emergency [Follow](#)



HomeHealthCare Home Health Care

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[Ice Ice Baby](#)

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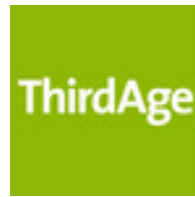
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Boomer Authority Association™
Providing Baby Boomers with Products and Services to Maintain Their Quality of Life



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Are you a new visitor? [Join Us](#)

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the community for Baby Boomers

Home Profile Friends Inbox Blogs Groups Explore Events Search

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Save & Restore LPs, 45s & Tapes
13 Reasons Not To Buy A USB Turntable

Who's Online
0 users and 29 guests online
[Show All](#)

Get Connected!

- Connect and expand your network
- View profiles and add new friends
- Share your photos and videos
- Create your own group or join others

JOIN US NOW, IT'S FREE!

Members Login

Username
LoriBitter

Password
●●●●●●●●

☐ Remember my details

[Login](#)

Forgot your [Password](#) / [Username](#)?
[Resend activation code?](#)

[Sign in with Facebook](#)





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100

② We have clear goals for social media

Some examples of goals:

- PR and reputation management
 - Events
 - Outreach celebrations
 - Staff updates
- Brand building/thought leadership
 - Referral Program
- Increase new prospects and appointments

② We have clear goals for social media

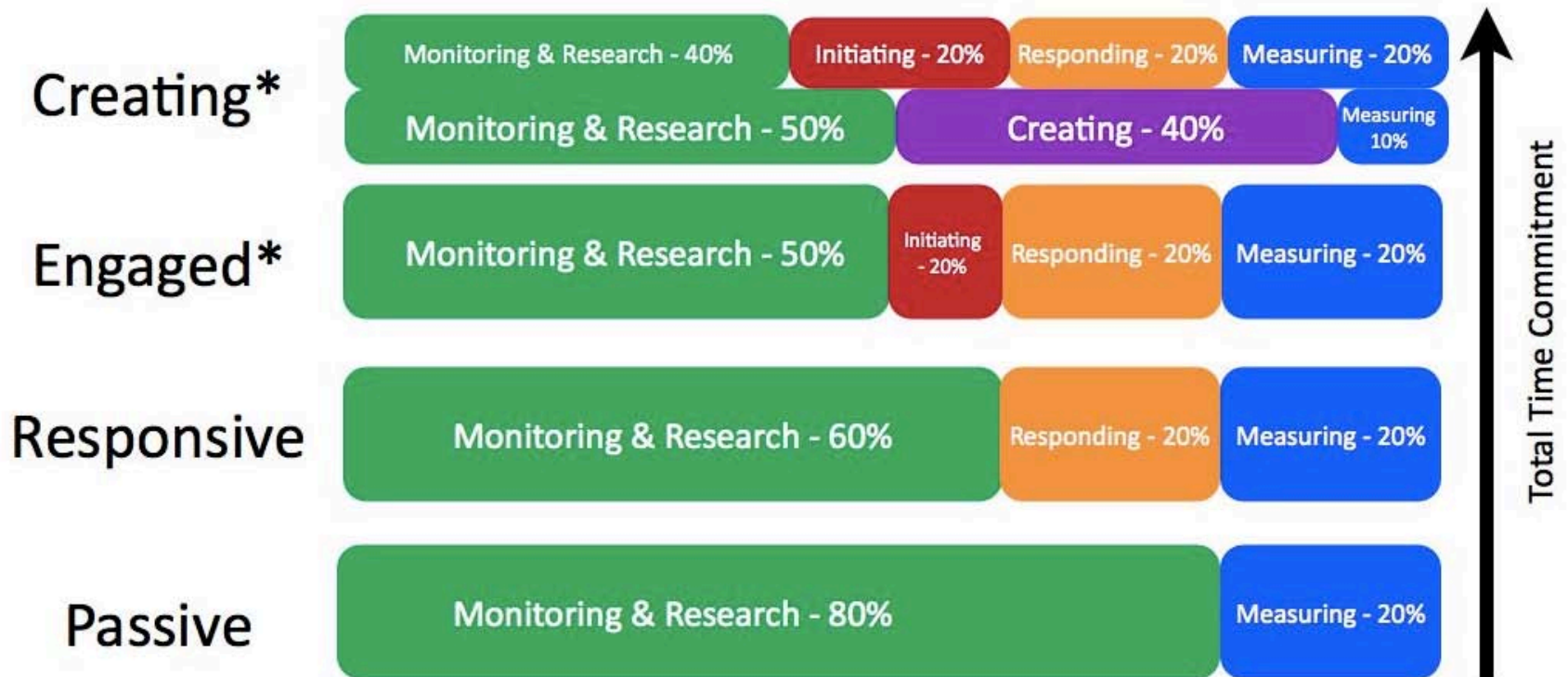
Some examples of goals:

- Customer service channel
 - Upgrades
 - Satisfaction survey
 - Tested, not sold
 - Reminders: warranties, tests
- SEO

How much time does this take?

③ We have people to execute

Social Media Maturity



How much time does this take?

③ We have people to execute

Allocating Resources

Integrated Social Media - SMB



Listening
1 team member
10-15 hours per week



Engaging, Initiating & Creating
1-3 team members
1-3 hours per day



Measuring
1 team member
5-10 hours per week

④ We have quality content or know where to get it.

- Think back to your listening on Boomer sites
- Consider your current positioning
 - Health Expert?
 - Caregiving Expert?
 - Seniors?
 - All things Boomer?
 - Active, engaged Boomers?
- Subscribe to alerts and relevant newsletters for sharing

④ We have quality content or know where to get it.

- Look to your product partners
 - Develop the themes in the advertising
- Use bookmarking tools to organize content you find
- Share content from other thought leaders
- Create an editorial calendar and stick to it

⑤ We know where our clients and prospects are so we can focus

- What do you know about your clients?
 - Are they still working? (LinkedIn)
 - Are they active? (Ratings sites/blogs/Twitter)
 - Are they family-focused/kids/grandkids (Facebook/YouTube/Flickr)
- What information do you collect about your clients?
 - Besides their order/hearing health status
 - What do they read in your office?
 - What do they talk about?
 - Do you ask for email addresses?

⑥ Our website & blog are ready

- Websites are important, but static
- Blogs are more real-time, flexible and authentic
- If you have \$1 to spend, start blogging
 - You own it
 - It is the workhorse of your social media program
 - It feeds your social content/social sites feed it
 - Provides optimization for your web site
- Let's look at a colleague . . .

What should the blog say?

- It's your expertise
- Should be conversational and authentic
- Written in 1st Person
- Around 300 words
- Catchy headline
- Tag keywords
- Create an editorial calendar
 - 6-8 posts per month
- Choose a simple, flexible platform
 - Recommendation: Wordpress



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SEARCH

To search, type and hit enter

BROWSE POSTS

Select Category

RESOURCES

eMarketer Interview

March 9, 2011
Baby Boomers: Neglected by Marketers

North State BIA Presentation

February 17, 2011
Communicating with the New 50+ Housing Consumer

Webinar Presentation

December 6, 2010
Trends in Technology for an Aging Population: An Advanced Look at the Silvers Summit & Digital Health Summit

Aging Means Business Presentation

November 22, 2010
Aging Means Business

» SEE ALL RESOURCES

Looking forward to ASA's Aging in America Conference & What's Next Boomer Business Summit next week

by Lori Bitter

As you put together your schedules for these events next week, consider these ones where we can connect:

ASA's Aging in America 2011

Tuesday April 26 – 1:00 – 4:00 p.m.

Boot Camp: Social and Mobile Media for Dummies

On the Friday, I also recommend you check out Barbara Waxman's session '**Developing Your Authentic Leadership Style**', at 3:00 – 4:00 p.m. Barbara is a Bay-area based executive and life coach, this presentation is powerful stuff and I am always impressed by Barbara and her work.

What's Next Boomer Business Summit

Friday April 29, 2011

*Come by and visit us all day at our Continuum Crew 'Chill-out & Relaxation Lounge'. Also between 10:00 – 11:00 a.m. Barbara Waxman will sit with us at our lounge's comfy chairs, available to chat and we've asked that she bring a few complimentary copies of her book **How to Love Your Retirement** for some of the first guests at our lounge.*

10:30 – 11:45 am | ASK THE ANALYST AND GET THE DATA Social and Mobile Media Trends

Get onboard as online campaigns migrate from banners and email to social media and mobile apps – are magazine and TV ads history? Is e-mail marketing so last century? Is this Geolocation here to stay (and will the 50+ use it)? Are you ready for the change?

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Be productive while you're killing time...sign up here to receive smart distractions from Continuum Crew.

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Join me Tuesday for the ASA Bootcamp: Social and Mobile Media for Dummies with Miles Orkin of ACS. Union Square Hilton, 1-4 pm! about 51 minutes ago from web

New blog post: Looking forward to ASA's Aging in America Conference & What's Next Boomer Business Summit next ...

<http://tinyurl.com/4ykrp8> 10:59:53 PM April 21, 2011 from boomersinthewild.com

This week's "Business of Aging" on PWRN is now live with Christine Crosby and Jonathan Micozzi of GRAND Magazine. List...

<http://lnkd.in/n2yVW> 07:37:20 PM April 19, 2011 from LinkedIn

There is still time to join us

⑦ We are ready to incorporate social media throughout our process

- Make it consistent with the goals for social media outlined earlier
- Start simply!
 - Complete your LinkedIn profile-personal & company page
 - Join relevant groups or create a group
 - Ask for recommendations

⑦ We are ready to incorporate social media throughout our process

- Twitter
 - Listen then tweet!
 - Make sure you create a bio there
- Facebook
 - Separate business from personal
- Do it daily/regularly

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LoriBitter

@LoriBitter San Francisco
 President/CEO of Continuum Crew - Engaging Consumers 40
<http://www.continuumcrew.com>

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LoriBitter LoriBitter
 Join me Tuesday for the ASA Bootcamp: Social and Mobile Media for Dummies with Miles Orkin of ACS. Union Square Hilton, 1-4 pm!
 1 hour ago

LoriBitter LoriBitter
 New blog post: Looking forward to ASA's Aging in America Conference & What's Next Boomer Business Summit next ...
<http://tinyurl.com/4ykrp8>
 21 Apr

LoriBitter LoriBitter
 This week's "Business of Aging" on PWRN is now live with Christine Crosby and Jonathan Miccoci of GRAND Magazine. List...
<http://lnkd.in/n2yVW>
 19 Apr

LoriBitter LoriBitter
 There is still time to join us tomorrow at IMMN's webinar Real Time Boomer Polling Data; sign up here!
<http://immn.org/events.php>
 18 Apr

LoriBitter LoriBitter
 Blog Post; The Business of...Advertising to the 50 #advertising #continuumcrew
 6 Apr

LoriBitter LoriBitter
 #AARP ADVantage: Chris Gardner from the film The Pursuit of Happyness on Life Re-imagined. Great ambassador for AARP.
 5 Apr

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431
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1,657
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1,058
Followers

36
Listed

Following 1,657

Followers 1,058

Lori Bitter

@ContinuumCrew San Francisco, CA
 Engaging Consumers40
<http://www.continuumcrew.com>

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ContinuumCrew Lori Bitter
 Join me tomorrow at ASA's Social and Mobile Media for Dummies Bootcamp. Co-presenting with Miles Orkin from...
<http://fb.me/vteYf7YN>
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ContinuumCrew Lori Bitter
 Tuesday: ASA Bootcamp on Social & Mobile Media for Dummies with Miles Orkin of Am. Cancer Society. Union Square Hilton, 1-4 pm.
 1 hour ago

ContinuumCrew Lori Bitter
 Listen to our 2nd interview for The Business of Aging, about The Business of...Grandparenting. Lori talks to...
<http://fb.me/LdCTy6Bw>
 19 Apr

ContinuumCrew Lori Bitter
 Join us tomorrow at 8 am Pacific/10 am Central for IMMN's Webinar on Boomers and Polling Data. Great information...
<http://fb.me/Z9qtX7Op>
 18 Apr

ContinuumCrew Lori Bitter
 Join me Tuesday morning for the IMMN webinar Real Time Boomer Polling Data: sign up here: <http://immn.org/events.php>
 18 Apr

ContinuumCrew Lori Bitter
 We're debuting our new radio program 'The Business of Aging' on PWRN. Hear from Lori & guest experts (the smartest...
<http://fb.me/TZLniUH7>
 18 Apr

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508
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15
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Following 709

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About

Edit

Continuum Crew is the nation's thought leader in understanding and creating...

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Barbara Waxman of The Odyssey



M2W - The Marketing to Women



How To Write An Inspired Creative Brief



(RED)



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Join me tomorrow at ASA's Social and Mobile Media for Dummies Bootcamp. Co-presenting with Miles Orkin from American Cancer Society, Tuesday, 1-4 pm at the Union Square Hilton. Check here for all of our events

Boomers In The Wild

boomersinthewild.com

Continuum Crew is the nation's thought leader in understanding and creating engaging communications for consumers over 40. From research and consulting, to advertising, marketing, and online strategies CC creates results and profitable relationships.

about an hour ago · Like · Comment · Share



Continuum Crew - Engaging Consumers > 40

Listen to our 2nd interview for The Business of Aging, about The Business of... Grandparenting. Lori talks to Christine Crosby and Jonathan Micocci of GRAND magazine - the online magazine for grandparents. They discuss the enormous opportunity for marketers to reach older consumers as they enter the grandparenting life stage, and the rich potential of digital publications for advertisers reaching older consumers.



Business of Aging Show # 2: The Business of... Grandparenting | PWRN
pwrnradio.com

The second show The Business of... Grandparenting looks at the enormous opportunity for marketers to reach older consumers as they enter the grandparenting life stage... Together with our special guests we also discuss the rich potential of digital publications, for advertisers reaching older consumers.

172 Impressions · 0% Feedback

April 19 at 10:22am · Like · Comment · Share



Continuum Crew - Engaging Consumers > 40

Join us tomorrow at 8 am Pacific/10 am Central for IMMN's Webinar on Boomers and Polling Data. Great information and just in time!

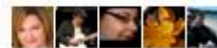
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April 18 at 11:58am · Like · Comment · Share

Admins (5)

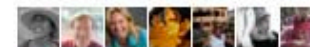
See All



Use Facebook as Continuum Crew - Engaging Consumers > 40

- View Notifications
- Promote with an Ad
- View Insights
- Suggest to Friends

You and Continuum Crew - Engaging Consumers > 40



43 friends like this.

Barbara Waxman of The Odyssey Group, Masterpiece Living, wowOwow

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: Continuum Crew -

The text of your ad will go here.



Like · Lori Bitter likes this.

Sponsored

Create an Ad

Best for Tight Ad Budgets

optimine.com



Smart Bids, Fast Leads, More CRM. Reach Lead-Gen Goals Faster!

Stodgy Is Sexy



Arrogance is out. Risk is out. Boring is in. StodgyIsSexy. The movement has begun: find out why Stodgy is the new Sexy...

Like · 2,225 people like this.

Ask the Expert: How to

Continuum Crew...

- Page Insights
- Page Overview
- Users**
- Interactions

[Links](#)
[Go to Page](#)
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Insights > Continuum Crew – Engaging Consumers > 40 > Users

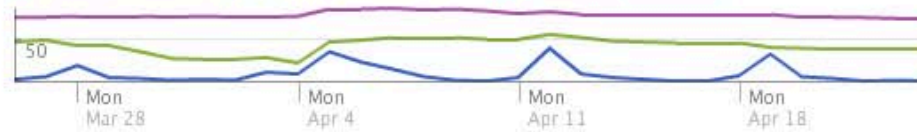
[+ Create an Ad](#)

[Week](#)
[Month](#)
 03/26/2011 – 04/24/2011

New Likes? **9** 13%
 Lifetime Likes? **119**
 Monthly Active Users? **72**

Active Users?

☒ Daily Active Users
 ☒ Weekly Active Users
 ☒ Monthly Active Users



Daily Active Users Breakdown?

☒ Unique Page Views
 ☒ Post Viewers
 ☒ Liked a Post
 ☒ Commented on a Post
 ☒ Wall Posts



New Likes?

[Daily](#)
[Total](#)

Like Sources?

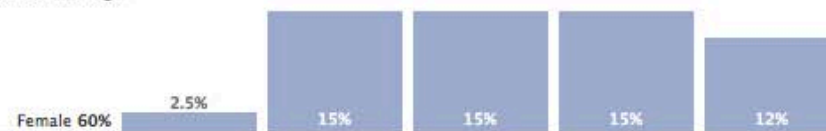
☒ New Likes
 ☒ Unlikes

7 Unknown
 1 Search
 1 Suggestions



Demographics

Gender and Age?



How much should I spend on social media?

Unlike every other medium, YOU decide!

- Your staff time/Your time
- Effect on traditional tactics
- Listening technology
- Metrics and analysis
- \$0-\$1,000,000
 - “Free” – blogs, commenting, microblogging, social networks, fan page-simple, bookmarking, photosharing, document sharing
 - \$\$\$ - ads on social networks, fan page-built out, online video, podcasts, widgets, social CRM

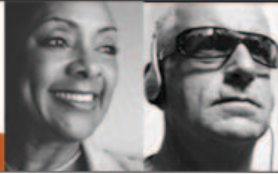
What are the pitfalls of social media?

There aren't many:

- Start when you are ready
 - Consider a reverse mentor!
- Be a thought leader not a promoter
- Don't let the metrics hang you up; it's different than traditional media and that's ok. You'll learn!
- It's not advertising! Be human and authentic
- Not every site or opportunity is right for you; choose carefully.
- IT IS OK TO MAKE MISTAKES!

A few resources as you get started:

- Blog – use a smart platform like Wordpress
 - <http://wordpress.org>
- You will need a URL shortener (you get 140 characters!)
 - <http://bit.ly>
 - bit.ly also provides metrics
- Use a social media dashboard to manage your communications and metrics
 - <http://hootsuite.com>
- There are MANY, MANY more



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