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www.SofieAndreou.com

https://www.youtube.com/watch?v=cgggW08BWO0

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Communicating to Various Ages

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http://youtu.be/UjcBvBtViE8

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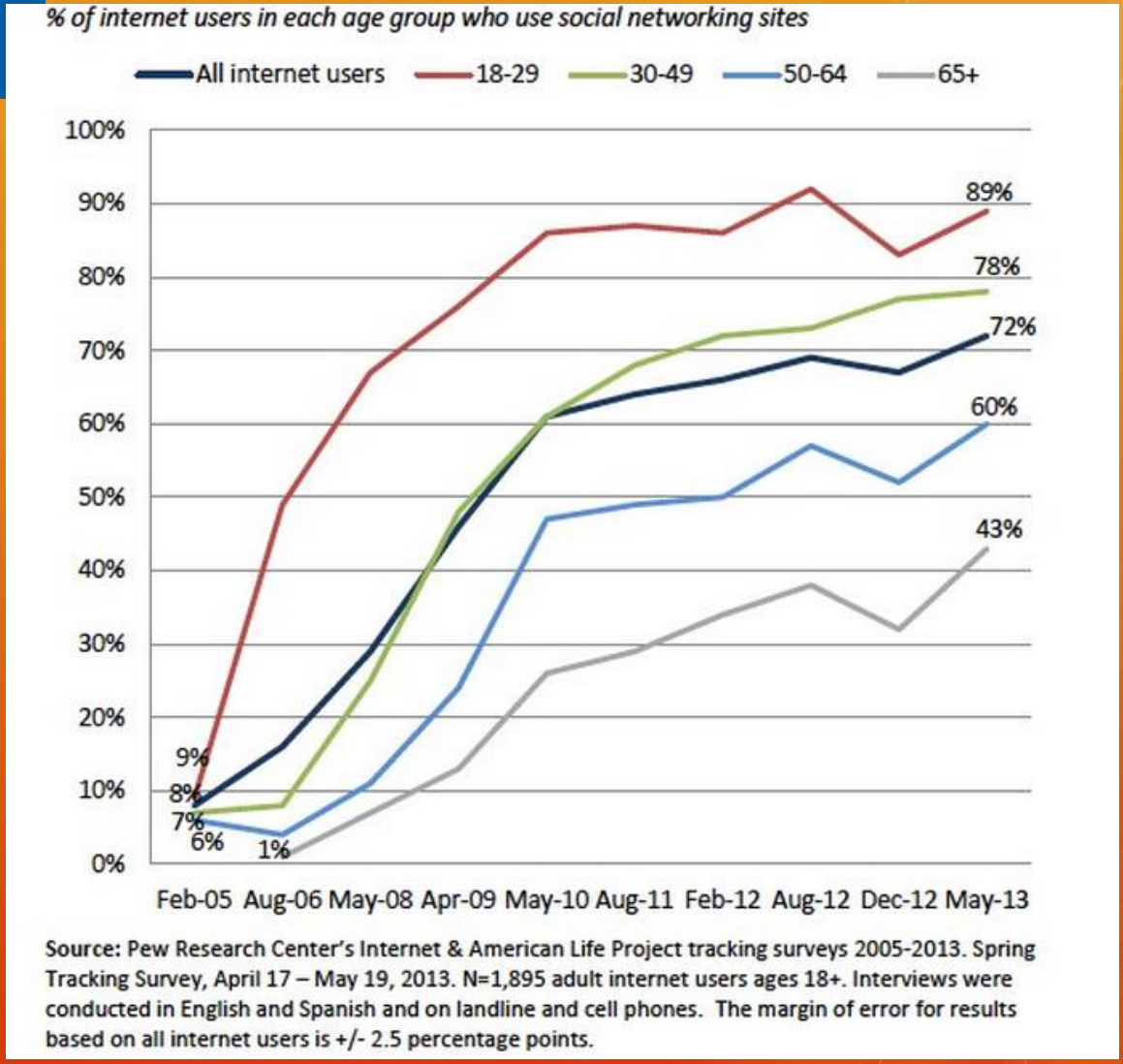
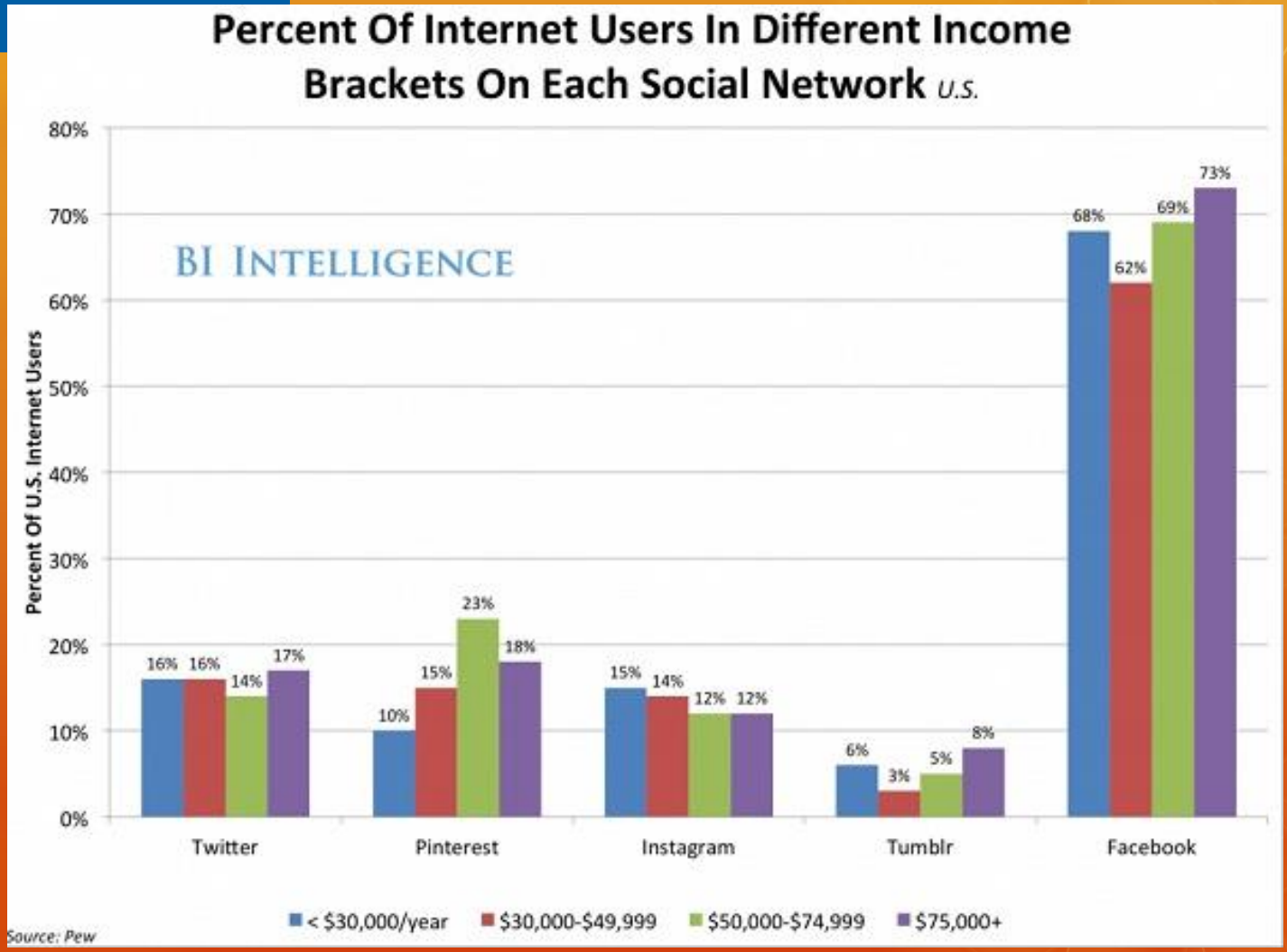
Are we using Social Networks?



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Which Social Networks are we using?



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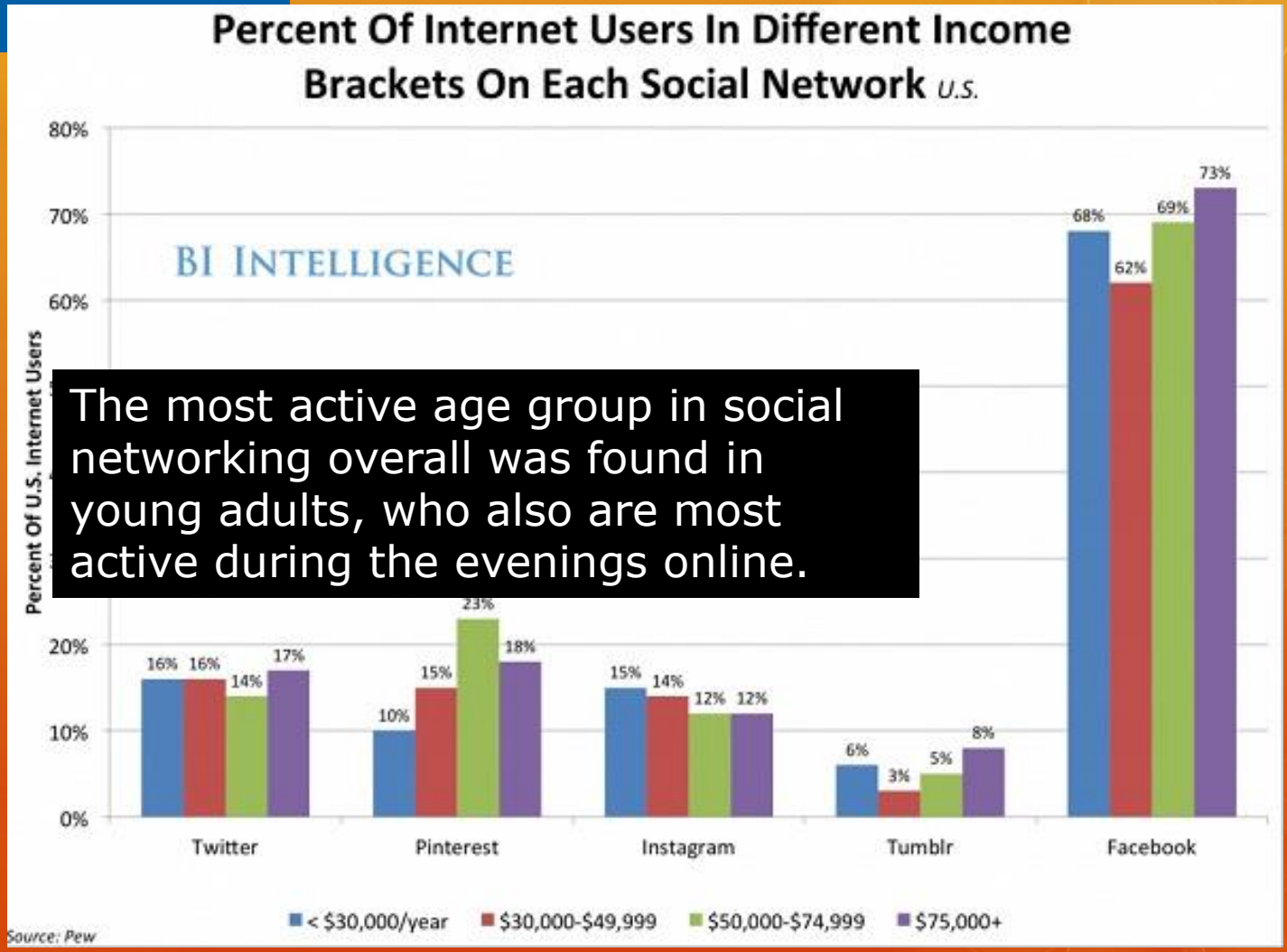
Which Social Networks are we using?



The most active age group in social networking overall was found in young adults, who also are most active during the evenings online.

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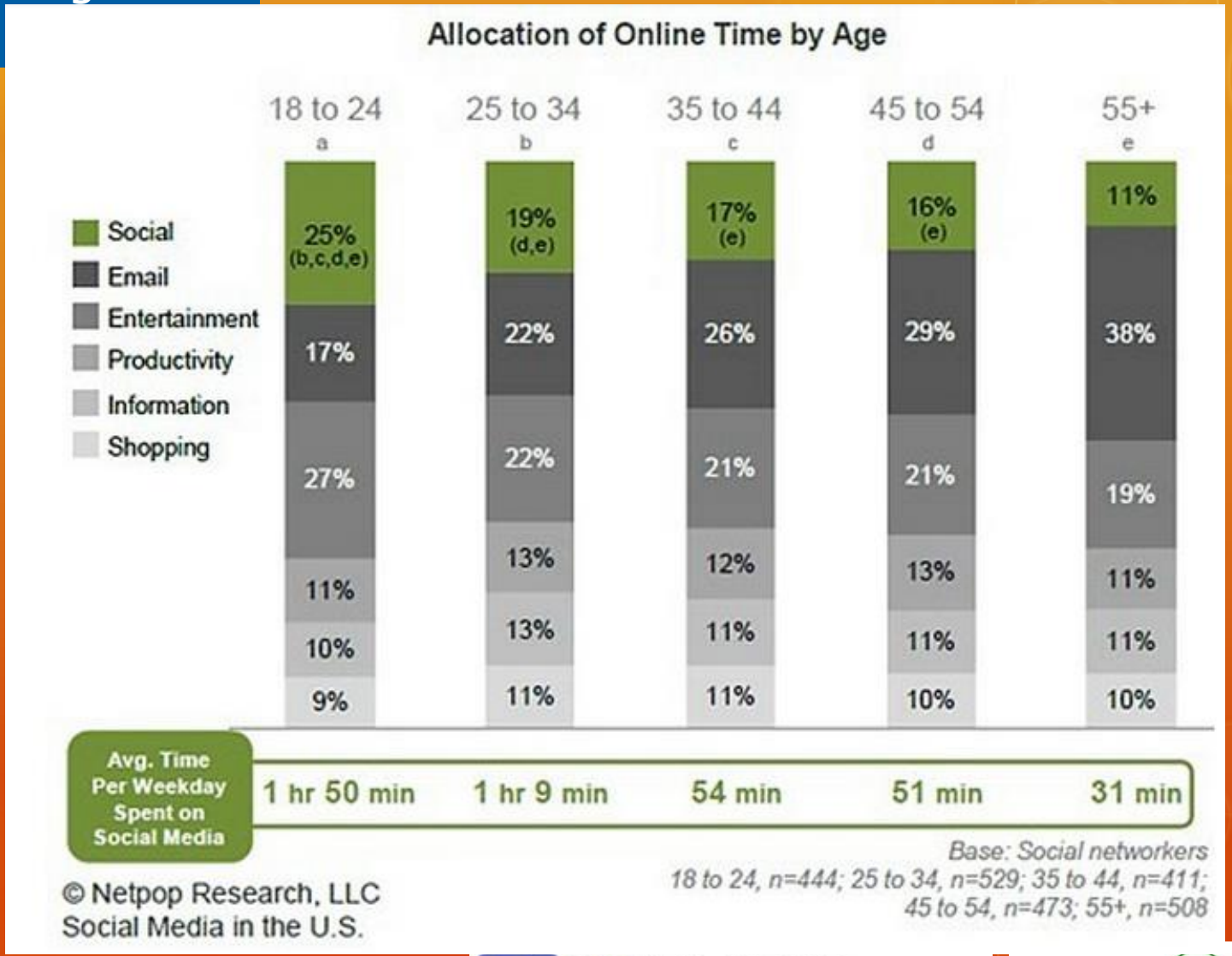
What are we doing online?



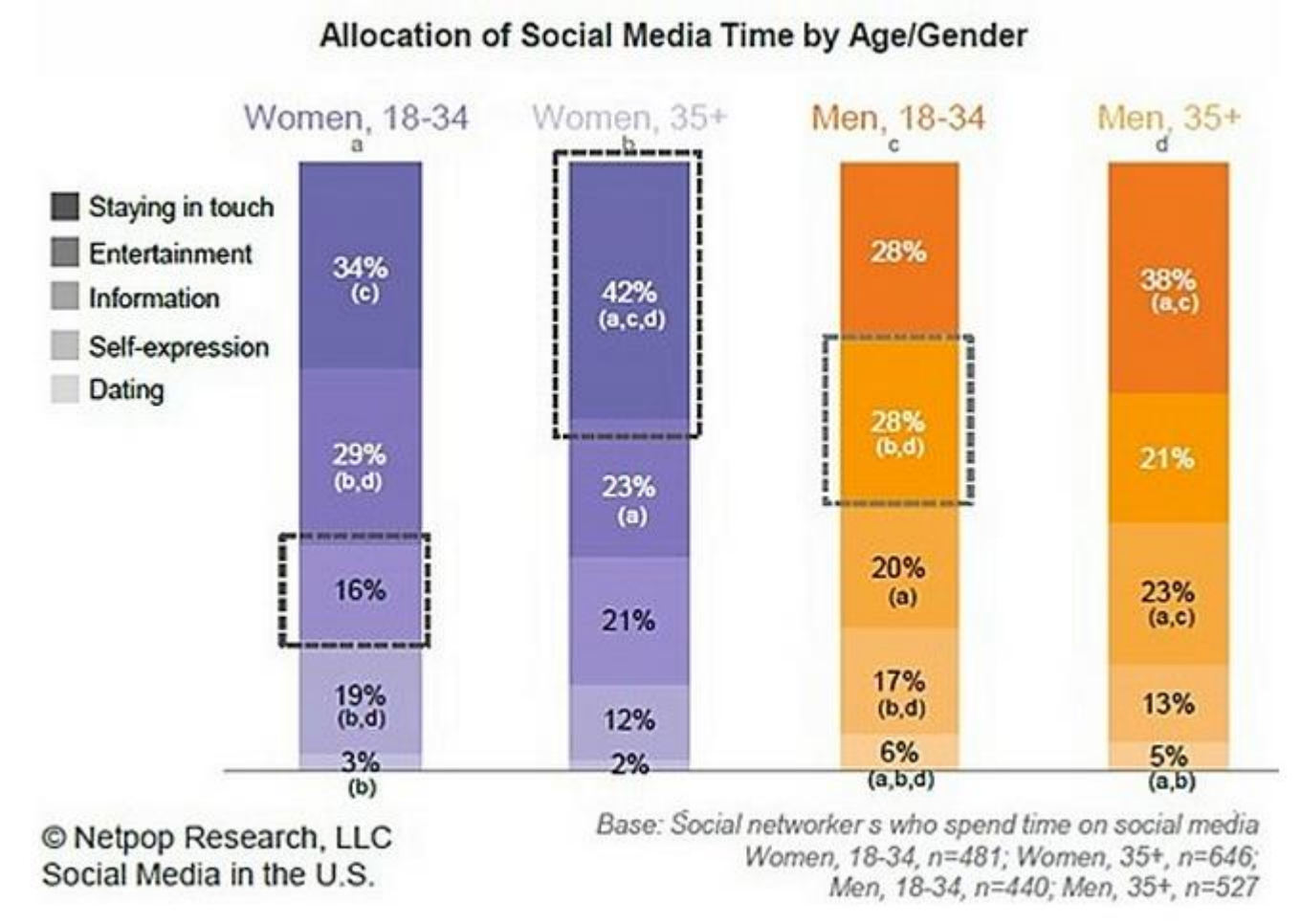
Social Media Motivations

Motivations for Using Social Media

A breakdown by age and gender accentuates the interest among older users, particularly women, in using social media to stay connected with others:

- 42% of women use social media to stay-in-touch, compared with 34% of women age 18-34.
- Younger users (particularly men) use social media for a wider variety of reasons, particularly entertainment (28%).
- Younger women spend the least amount of time (among the four age groups) using social media to find information (16%).

Social Media Allocations of Time by Gender



Read more: http://www.marketingprofs.com/charts/2012/7704/age-not-gender-drives-most-social-media-use#ixzz2iZhuY6hw

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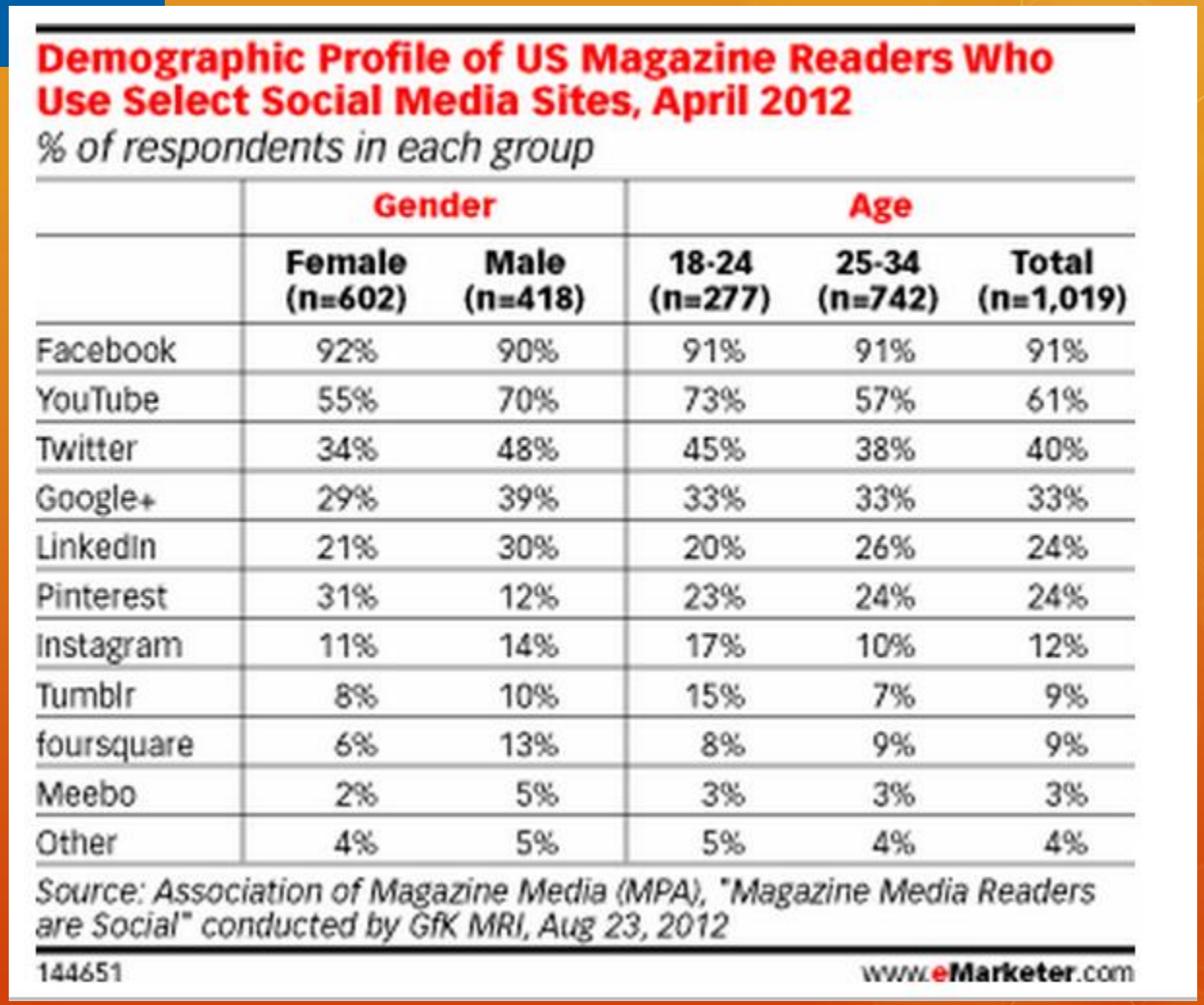
Social Media Allocations



Demographic Profile of US Magazine Readers Who Use Select Social Media Sites, April 2012

% of respondents in each group

	Gender		Age		
	Female (n=602)	Male (n=418)	18-24 (n=277)	25-34 (n=742)	Total (n=1,019)
Facebook	92%	90%	91%	91%	91%
YouTube	55%	70%	73%	57%	61%
Twitter	34%	48%	45%	38%	40%
Google+	29%	39%	33%	33%	33%
LinkedIn	21%	30%	20%	26%	24%
Pinterest	31%	12%	23%	24%	24%
Instagram	11%	14%	17%	10%	12%
Tumblr	8%	10%	15%	7%	9%
foursquare	6%	13%	8%	9%	9%
Meebo	2%	5%	3%	3%	3%
Other	4%	5%	5%	4%	4%

Source: Association of Magazine Media (MPA), "Magazine Media Readers are Social" conducted by GfK MRI, Aug 23, 2012

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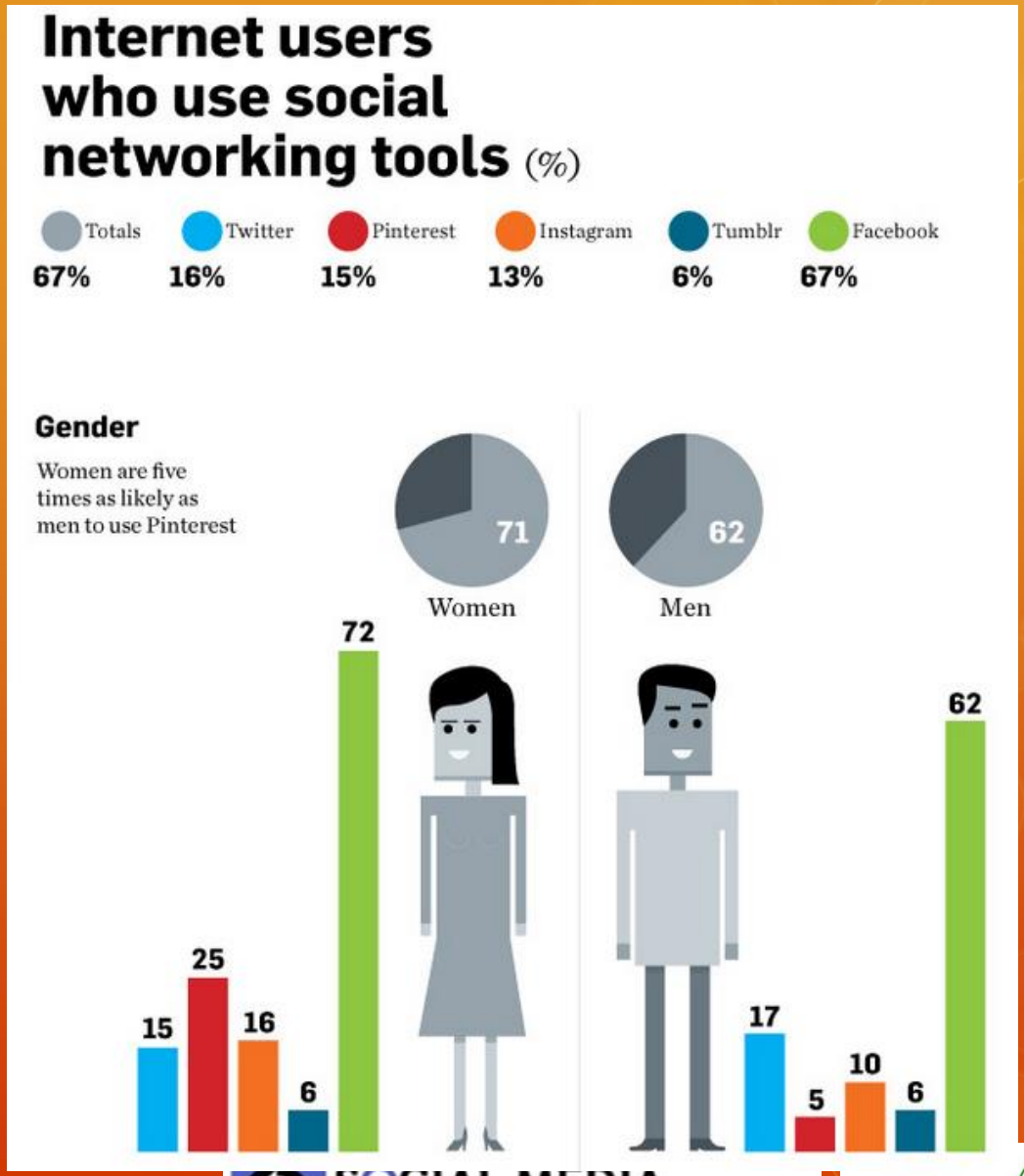
Social Media Allocations



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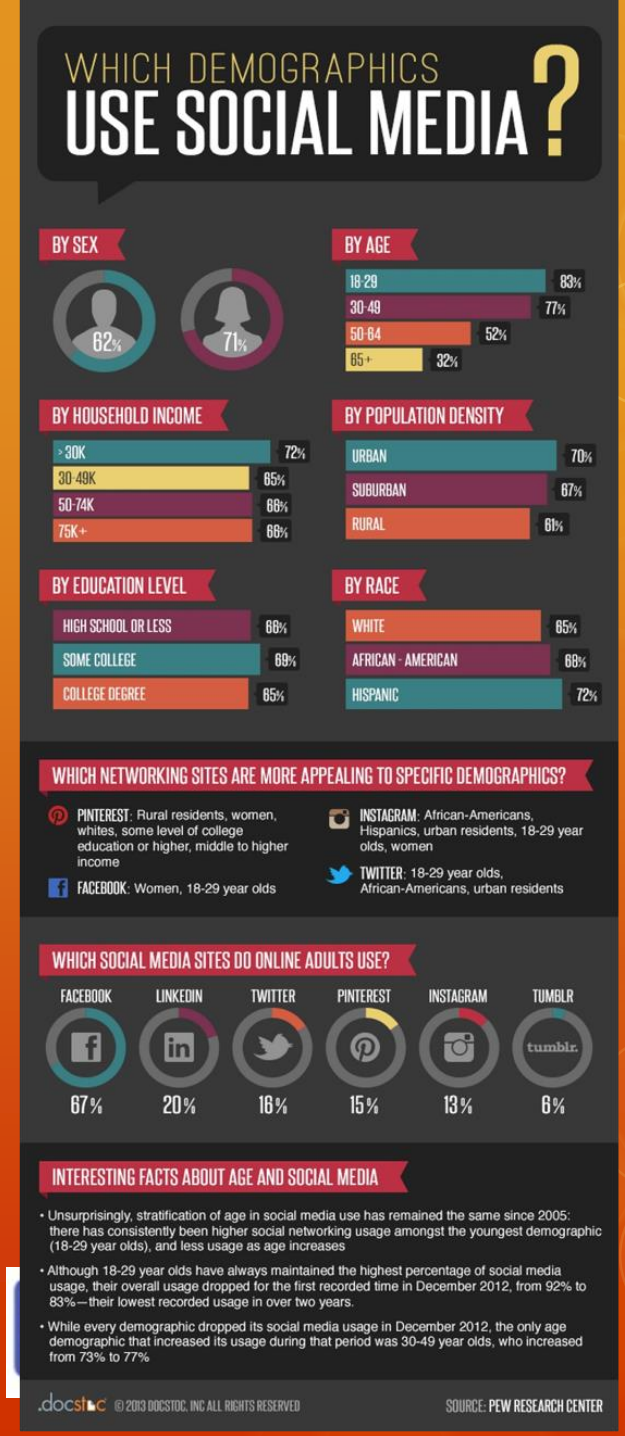
Which Social Networks are we using?



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Are we using Social Networks via our Cells?

Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

	All cell phone owners (n=1,954)	40%
a	Men (n=895)	39
b	Women (n=1,059)	41
	Age	
a	18-29 (n=340)	67[bcd]
b	30-49 (n=562)	50[cd]
c	50-64 (n=587)	18[d]
d	65+ (n=429)	5

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Video Chats?

Who uses video chat applications?

% of teen internet users within each group who use video chat

All teens (n=770)	37%
Gender	
Boys (n=375)	33
Girls (n=395)	42*
Age	
12-13 (n=210)	34
14-17 (n=560)	39
Race/Ethnicity	
White, non-Hispanic (n=434)	41*
Black, non-Hispanic (n=120)	42
Hispanic (English- and Spanish-speaking) (n=155)	28*
Household Income	
Less than $30,000 (n=181)	33*
$30,000-$49,999 (n=102)	29*
$50,000-$74,999 (n=115)	36
$75,000+ (n=303)	46*
Education level of parents	
Less than high school (n=75)	14**
High school grad (n=163)	36
Some college (n=177)	40
College+ (n=353)	43
Community type	
Urban (n=287)	39
Suburban (n=388)	37
Rural (n=86)	36

Note: * indicates statistically significant difference between rows.
**indicates a data point that is significant with regards to all other data points in the row section.

Source: The Pew Research Center's Internet & American Life Project Teen/Parent Survey, April 19 – July 14, 2011. n=799 teens ages 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, on landlines and cell phones.

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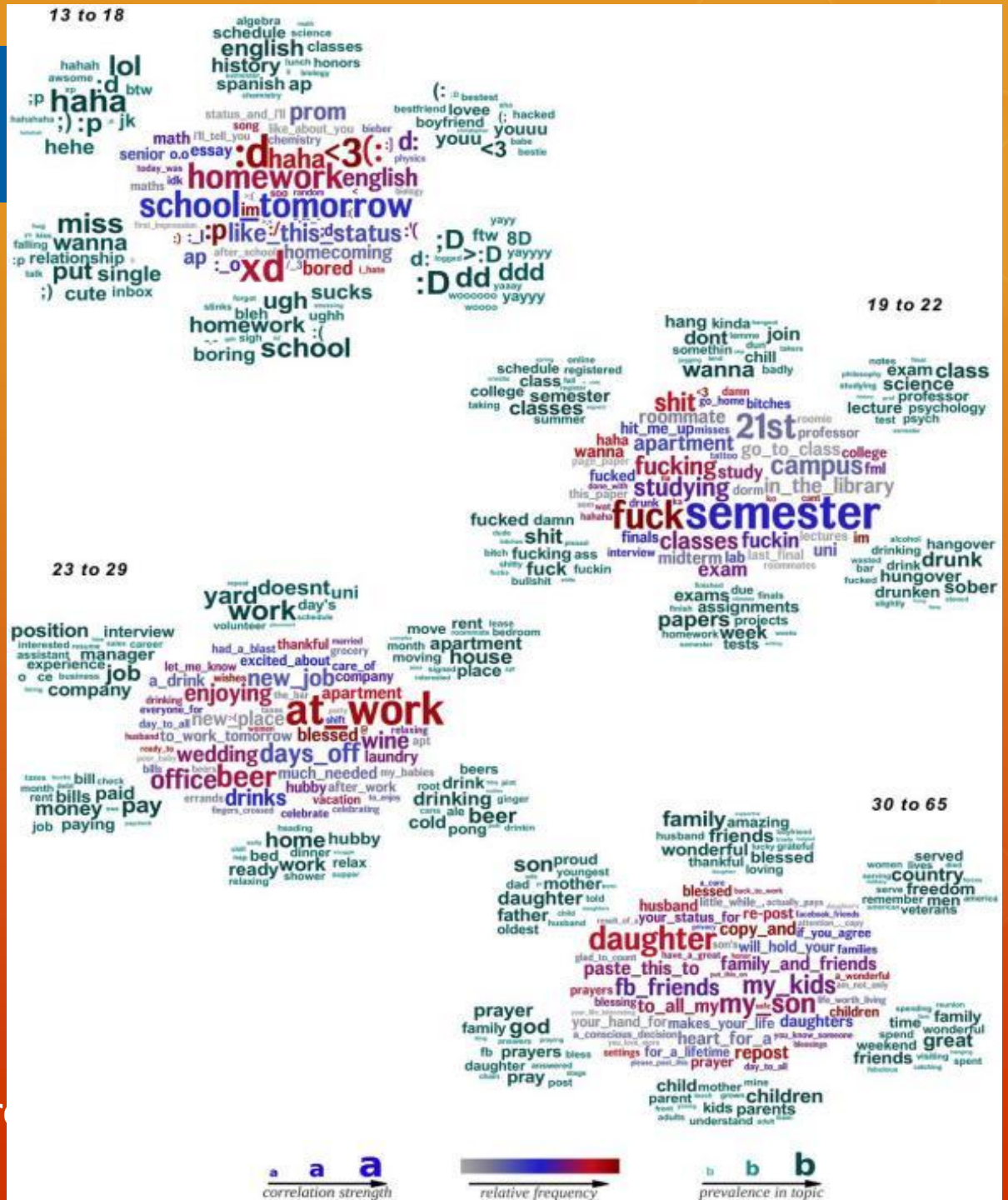
What do different ages talk about Networks?



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What do different sexes talk about Networks?

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Youth's smarter then Baby Bommers!

The teenagers "were extremely savvy with privacy on social media, sometimes to the point of bafflement," Cheng wrote. One intriguing teen strategy: "Many teens 'delete' their Facebook accounts altogether every time the rest of us would just log out," Cheng writes. "They're taking advantage of the fact that Facebook actually keeps much of your account information on its servers when you decide to 'leave' the service, allowing them to stay under the radar from a nosy friend, parent, or public searches while they're not online. Their photos disappear and their status updates go on the down-low—at least until the next time they log back in by re-activating their accounts."

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Engagement .. All ages

http://youtu.be/UDPyDXXqqlk

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7 Secrets to Social Media

1) Power of engagement
2) Simplify with a communication calendar
3) Art of capturing leads
4) Don't underestimate the power of video
5) Link back to your own sites & the POWER of Blogging
6) Giants help you grow.
7) Measure your results against your goals and adjust your actions

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