

2012 NACDEP Conference, Park City, Utah



The connection between social media  
and social capital

JULIE FOX

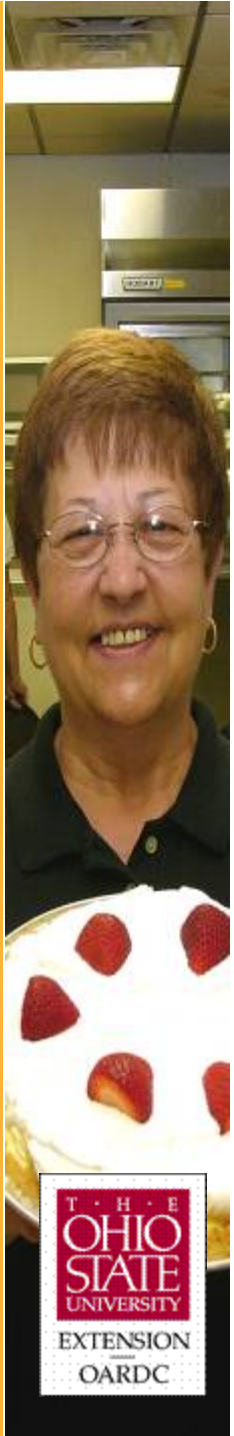


# Overview

- Social Media
- Social Capital
- Examples of SM/SC connections



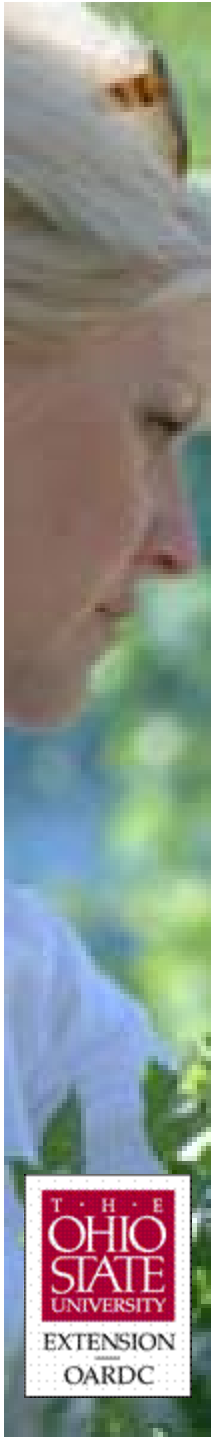
Online (Virtual)/Offline (F2F) Social Networks



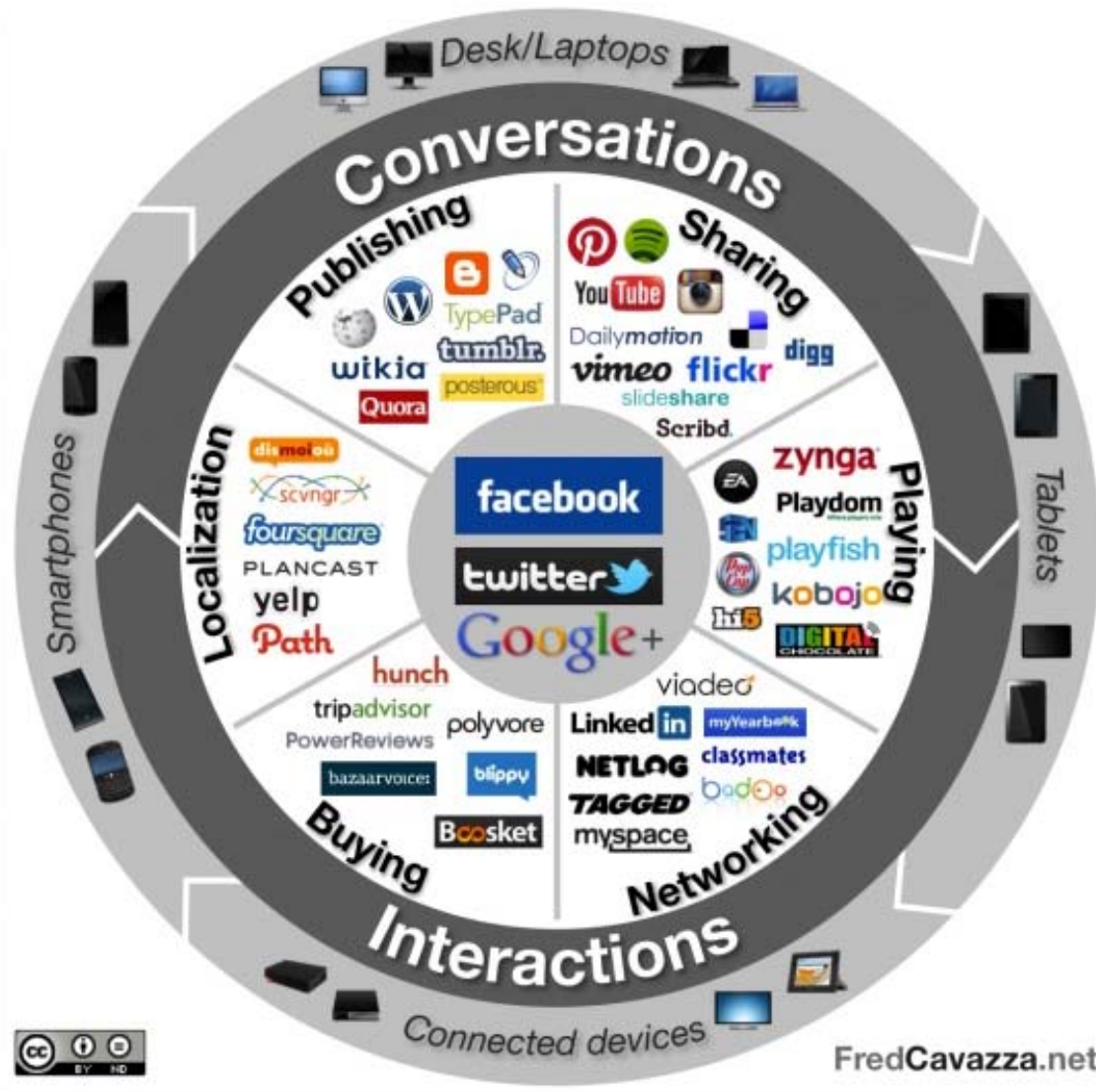
# Social Media Revolution



- <http://www.youtube.com/watch?v=0eUeL3n7fDs&feature=related>



# Social Media Landscape



# Poll #1: You and social media

- I know it exists, but I am not involved.
- I have registered with some programs, such as facebook or linked in, but I don't post much.
- I use social media primarily for personal interests.
- I use social media primarily for business interests.
- I could not live without social media.





# Trends

- **Programs / Apps:**

Facebook, Twitter, Google+,



- **Devices Go Mobile:**

Computer, Laptop, Tablet, Smartphone

- **Convergence:**

LoSoPhoMo ... mobile marketing  
enhanced by the location, social and  
camera features of mobile devices +++



# Trends: Consumer Behavior

<http://blog.nielsen.com/nielsenwire/social/>



Others:

[www.forbes.com/sites/onmarketing/2011/12/20/social-media-predictions-for-2012/print/](http://www.forbes.com/sites/onmarketing/2011/12/20/social-media-predictions-for-2012/print/)

# Trends: Mobile

- More than 60% of Internet users access the Internet through their phone or some type of mobile device.
- One in five smartphone users currently use location-based “check-in” services on their phones, such as Facebook Places, Foursquare and Gowalla, representing 16.7 million U.S. mobile subscribers (comScore, May, 2011).
- Many marketers earn trust and reward consumers for sharing their location with loyalty points, discount coupons, or other promotional “badges” and benefits (Nielsen, 2011).





# Trends: Mobile

- Most popular categories of app downloads include games, weather, maps/navigation and social networking (The State of Mobile Apps, Nielsen, 2010).
- By 2014, 1 in 3 “connected consumers” will own a tablet (e.g. iPad, Kindle) Zmags, 2012

- **Mobile Marketer**<sup>TM</sup>  
THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

- <http://www.mobilemarketer.com>
- <http://www.mmaglobal.com/>
- <http://tabtimes.com>



# Social Media

- Social networking
- Crowdsourcing
- Collaborative creation
- Mobile connections
- (Pew Research Institute, Nielsen, comScore, Social Media Examiner).
- <http://sites.google.com/site/nacdepetailing/home/outline/online-marketing>



You Tube



# Social Capital

- A simple way to start to think about social capital is to consider the networks (bonding, bridging, linking) of people in your life and ask yourself:
- Who do I know?
- What am I willing to do for them?
- What are others willing to do for me?

[www.extension.umn.edu/community/00007.pdf](http://www.extension.umn.edu/community/00007.pdf)



# Social Capital

social relations: productive benefits

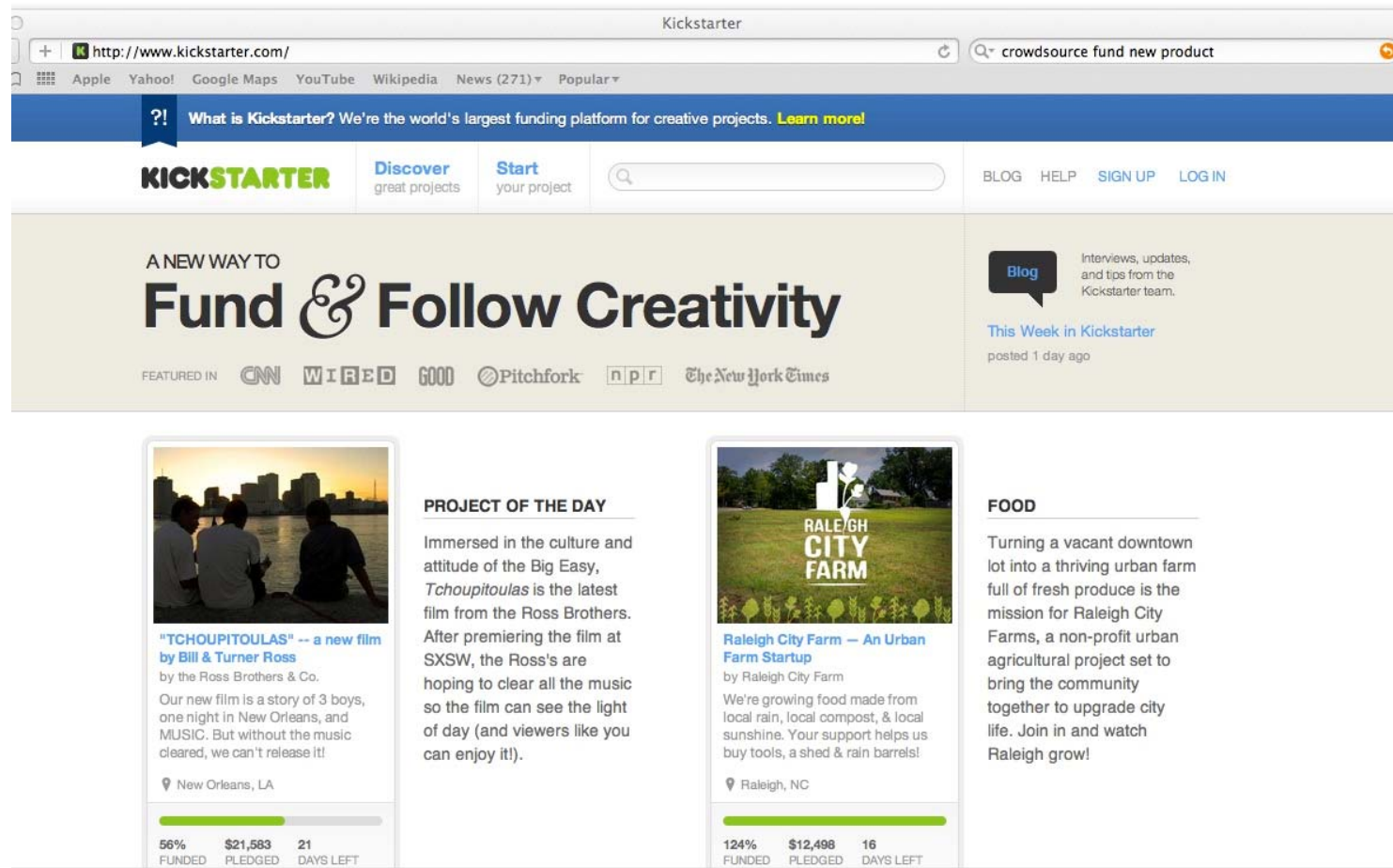
- enhance connections among people and organizations.
- foster communication.
- build trust.
- collaboratively generate ideas.
- make things happen in their community.



*[socialcapitalresearch.com/definition.html](http://socialcapitalresearch.com/definition.html)*

# Example

## www.kickstarter.com






# Example



YouTube

## The Chef's Garden - First Snowfall

thechefsgarden 33,436 views 9,000 likes




**K KLOUT**

Klout measures your influence on your social networks.

**MAIZE VALLEY**  
*market & winery*

SITE MAP • ABOUT US • DIRECTIONS • CONTACT US •

WINERY ONLINE STORE CALENDAR FALL WINE INFO HOMEGROWN EVENTS ENTERTAINMENT HOURS



welcome

**CALENDAR OF EVENTS**

Cruise the Vines Car Cruise  
6:00 to 9:00

Live Entertainment and great food every Friday and  
7:30 to 9:30

Complete Listings



# Example

<https://twitter.com/#!/foodchat>

The image displays two overlapping web browser windows. The background window is the AgChat Foundation website, which features a green and brown color scheme. The header includes the AgChat logo and the tagline "EMPOWERING A CONNECTED COMMUNITY OF AGVOCATES". The main content area is divided into sections: "ABOUT US" with a "GET INVOLVED" button and a PayPal logo; "AGVOCATES" with "LATEST BLOG POSTS" featuring a photo of a woman sitting on a hay bale; and a "VISIT OUR PAGE" section with a Facebook logo. The foreground window is a Twitter page for the #FoodChat hashtag. It shows the hashtag's description, a list of tweets, and a sidebar with navigation options like "Tweets", "Following", "Followers", "Favorites", "Lists", and "Recent images". The tweets are from various users, including @foodchat, @TruffleMediaJohnBlue, and @ArianFF101.



# Example

LinkedIn

Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 13 Companies News More



## Fresh Produce Industry Discussion Group

Discussions Members Promotions Jobs Search More...



Follow Heidi

### Advice for Reaching Food Bloggers: 5 Steps to Creating Advocates for Your Brand

In a recent  
Conference  
about a s



22 hours ago

Like



### Wisconsin Broadband

Discussions Promotions Jobs Search More...

Julie, like what you see here?

Join Group



Follow Jennifer

We're launching the first virtual inventors and entrepreneurs' club: I&E Nation. We need your help. For more info and details on how to help, see <http://broadband.uwex.edu/blog/2012/03/i-e-nation-now/>

### Building Community Capacity through Broadband broadband.uwex.edu

Well over 50 successful Inventor & Entrepreneur Clubs have been formed in Wisconsin, peer-to-peer networks that help people answer questions, patent and market products, and launch successful businesses. We want to bring that...


1 month ago

[http://adventuresinproduce.com/?goback=%2Egde\\_115324\\_member\\_103522535](http://adventuresinproduce.com/?goback=%2Egde_115324_member_103522535)





# Example



998 Members


Join | Demo | Members | Login | About

 Tweet  Share

## StartupGuild is a vibrant, active, real-time, informal group of tech entrepreneurs

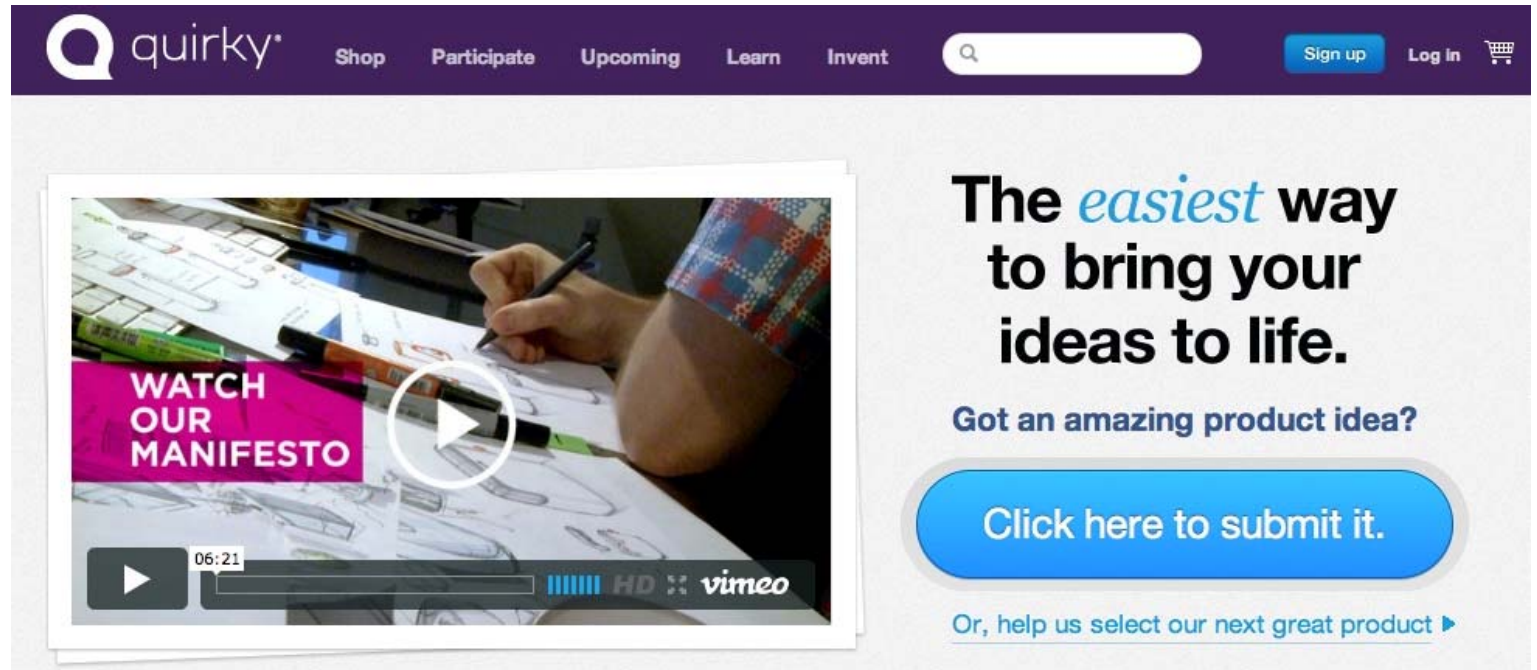
- Discuss startup ideas, strategies, bootstrapping, insight and tech
- Get your startup launched sooner due to peer motivation
- Feel the buzz of talking live to other smart tech-savvy entrepreneurs
- Build your mastermind network no matter where you are

Apply To Join

StartupGuild is sponsored and hosted by:  




# Example



The screenshot shows the Quirky website homepage. The header is dark purple with the Quirky logo (a stylized 'Q') and the word 'quirky' in white. Navigation links include 'Shop', 'Participate', 'Upcoming', 'Learn', and 'Invent'. There is a search bar and buttons for 'Sign up' and 'Log in' with a shopping cart icon. The main content area features a video player on the left showing a person drawing on a tablet with the text 'WATCH OUR MANIFESTO' overlaid. To the right of the video, the text reads 'The *easiest* way to bring your ideas to life.' followed by 'Got an amazing product idea?' and a large blue button that says 'Click here to submit it.' Below this button is a link that says 'Or, help us select our next great product ►'.

quirky® Shop Participate Upcoming Learn Invent

Sign up Log in

WATCH OUR MANIFESTO

The *easiest* way to bring your ideas to life.

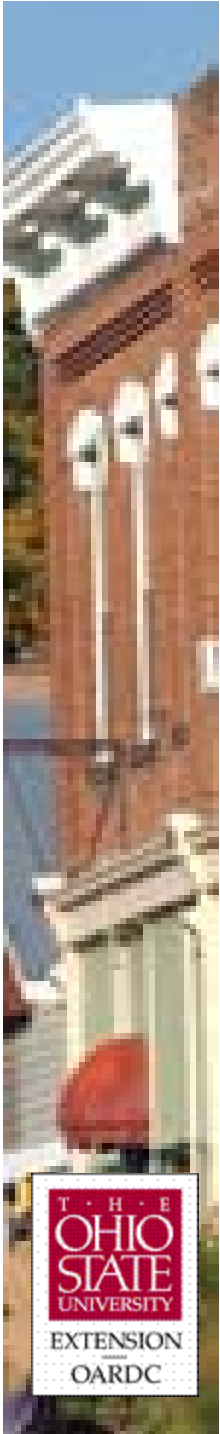
Got an amazing product idea?

Click here to submit it.

Or, help us select our next great product ►

# Examples

- Neighboring in Netville:  
How the Internet Supports Community and Social Capital in a Wired Suburb  
[http://homes.chass.utoronto.ca/~wellman/publications/neighboring/neighboring\\_netville.pdf](http://homes.chass.utoronto.ca/~wellman/publications/neighboring/neighboring_netville.pdf)
- The Benefits of Facebook "Friends":  
Social Capital and College Students' Use of Online Social Network Sites  
Journal of Computer-Mediated Communication 12 (2007) 1143–1168  
<http://jcmc.indiana.edu/vol12/issue4/ellison.html>



# Poll #2:

## You & the SC connection

- enhance connections among people and organizations
- foster communication
- build trust
- collaboratively generate ideas
- make things happen in their community





# Make the Connection

- Social Media (tools)
- Social Capital (networks)
- Making the connection for
  - Business Development
  - Community Development
  - Economic Development



Connection, Communication, Trust, Collaboration



# Contact

Julie M. Fox, Ph.D., [fox.264@osu.edu](mailto:fox.264@osu.edu)

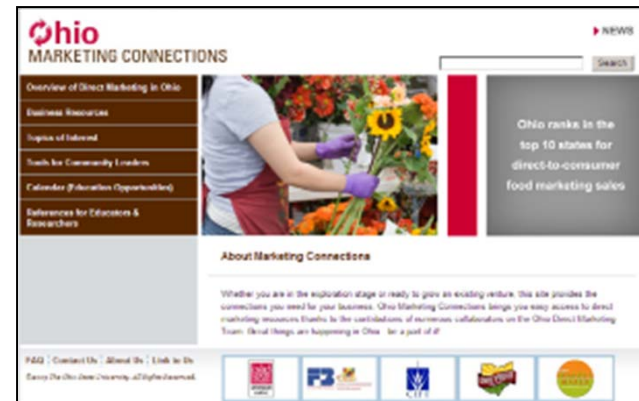
Direct Marketing Specialist, The OSU South Centers  
College of Food, Ag. & Environ. Sciences - Extension  
& OARDC

1864 Shyville Rd., Piketon, OH 45661

Tel: +740.289.2071

Fax: +740-289-4591

[fox.264@osu.edu](mailto:fox.264@osu.edu)



<http://directmarketing.osu.edu/>

