The connection between social media and social capital

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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+, Pinterest

• 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:
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

[Website links]
- 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
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
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
Example

www.kickstarter.com
Example
Example
https://twitter.com/#!/foodchat
Example

http://adventuresinproduce.com/?goback=%2Egde_15324_member_103522535
Example

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

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- Get your startup launched sooner due to peer motivation
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Examples

• Neighboring in Netville: How the Internet Supports Community and Social Capital in a Wired Suburb

• The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites

  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

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