

# Current leaders in social networking sites



- Facebook has grown from 100 million to 200 million users in less than 8 months.
- Facebook now has a total of 65.7 million unique visitors versus MySpace's 54.1 million.
- Twitter has 7 million unique monthly visitors. It grew 76.8 percent from February to March 2009.

# Top social networking sites

*By unique audience, December 2008*



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Rank	Network sites	Unique audience millions	Percent growth (2007-2008)
1	<b>Myspace.com</b>	<b>58</b>	<b>-3</b>
2	<b>Facebook</b>	<b>55</b>	<b>145</b>
3	<b>Classmates Online</b>	<b>15</b>	<b>41</b>
4	<b>LinkedIn</b>	<b>12</b>	<b>146</b>
5	<b>Reunion.com</b>	<b>12</b>	<b>187</b>
6	<b>Windows Live Home</b>	<b>11</b>	<b>22</b>
7	<b>Club Penguin</b>	<b>7</b>	<b>8</b>
8	<b>AOL Community</b>	<b>5</b>	<b>17</b>
9	<b>Tagged.com</b>	<b>4</b>	<b>421</b>
10	<b>Ning</b>	<b>3</b>	<b>303</b>

Sources: Nielsen Online, Mashable.

# Top social networking sites for finding a job

2009



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Rank	Network sites
1	LinkedIn
2	Plaxo/Simply hired
3	Twitter (with blog or LinkedIn URL)
4	Jobster
5	Facebook
6	Craigslist
7	MyWorkster with Indeed
8	VisualCV
9	JobFox
10	Ecademy

Sources: Nielsen Online, Mashable.

# Social network online advertising spending

*United States, 2008-2010, US\$ billions*



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	2008	2009*	2010*
<b>Social network ad spending</b>	<b>1.2</b>	<b>1.3</b>	<b>1.3</b>
<b>Total online ad spending</b>	<b>23.6</b>	<b>25.7</b>	<b>28.5</b>
<b>Social network % of total</b>	<b>5.0</b>	<b>5.0</b>	<b>4.7</b>

\* Projected.

Source: eMarketer.

# Social network sites advertising spending

*United States, 2008-2010, US\$ millions*



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Network sites	2008	2009*	Percent growth (2008-2009)
MySpace	585	630	7.7
Facebook	210	230	9.5
Other social networks	340	365	7.4
Widgets and applications	40	70	75.0
Total	1,175	1,295	10.2

\* Projected.

Source: eMarketer.



# Important bookmarking sites for business

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## Social bookmarks

**Reddit**

**Digg**

**Del.icio.us**

**StumbleUpon**

**Technorati**

**Ning**

**Squidoo**

**Furl**

**Tubearoo**

**WikiHow**

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# Examples of networking in business



## *Internal networks*

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### Internal networks

- **Deloitte uses an internal social network to keep employees connected**
- **Walt Disney Co. and Google are two companies that use social networks to facilitate their development processes**
- **Dow Connect promotes work/life balance arrangements for parents and retired employees looking for short-term engagements**

# Examples of networking in business

## *Internal to external networks*

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### Internal to external networks

- **Dow Connect focuses on recruiting. Its alumni network features a Facebook for alumni and employees.**
- **USA Today's site includes a profile and avatar for correspondence among users.**
- **Reuters' subscriber-only social network, MyMoney, caters to the financial industry.**



# Examples of networking in business

## *External networks*

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### External networks

- **Ning allows people to create their own social networking sites.**
- **Edmunds.com's CarSpace.com, empowers, engages, and educates automotive consumers, enthusiasts, and insiders.**
- **Corporate executive board provides leading-practice research, decision support tools, and executive education**



# Intelligence to Act

*Frequency, volume, timing, trust, buzz, reputation, connections, currency*



# Purpose Built Social Networking Tools

*People powered, technology enabled, business driven*



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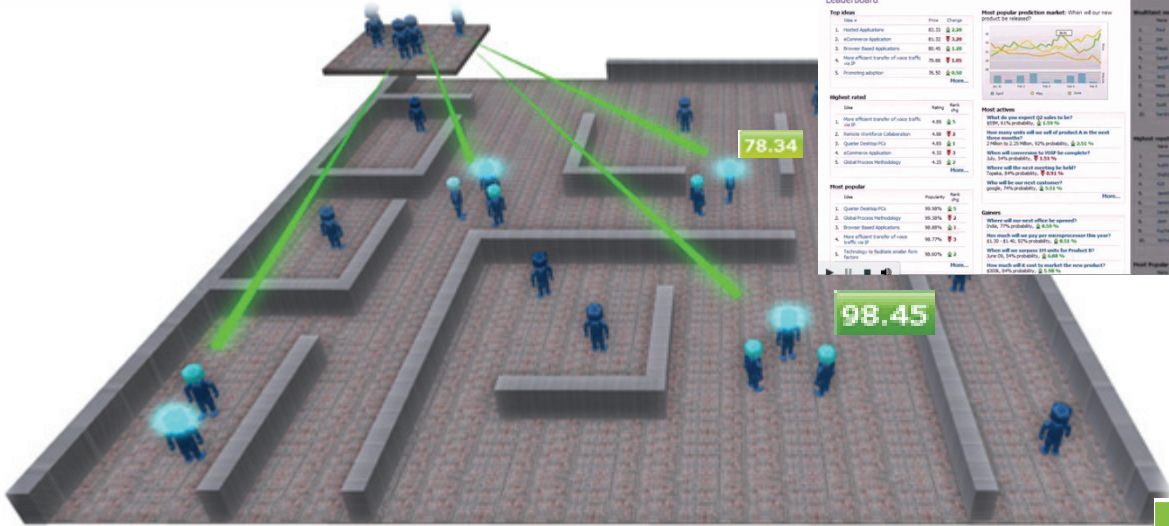


# Ability to Take Advantage of Scale

*Visibility – transparency - knowledge*



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**InnovationSpigit**

Search content and users

### Leaderboard

**Top ideas**

Idea #	Price	Change
1. Hybrid Applications	\$1.52	▲ 0.20
2. mCommerce Application	\$1.52	▲ 0.20
3. Browser Based Applications	\$0.40	▲ 0.20
4. More efficient transfer of voice traffic	\$0.20	▲ 0.20
5. Streaming solution	\$0.50	▲ 0.50

**Highest rated**

Idea	Rating	Helpful
1. More efficient transfer of voice traffic	4.89	▲ 0.5
2. Service Workflow Collaboration	4.88	▲ 0.2
3. Quantum Computing	4.88	▲ 0.1
4. Alternative Application	4.88	▲ 0.1
5. Global Process Technology	4.88	▲ 0.2

**Most popular**

Idea	Popularity	Helpful
1. Quantum Computing	99.98%	▲ 0.5
2. Global Process Technology	99.98%	▲ 0.2
3. Browser Based Applications	99.98%	▲ 0.1
4. More efficient transfer of voice traffic	99.97%	▲ 0.2
5. Knowledge to facilitate under 40% failure	99.97%	▲ 0.2

**Most popular production market:** What will our new product be related?

**Most actions**

What do you expect Q3 sales to be? \$200, 85% probability, ▲ 0.10 %

How many units will we sell of product A in the next three months? 2000, 75% probability, ▲ 0.10 %

When will customers be using the product? July, 10% probability, ▲ 0.10 %

Where will the next meeting be held? Toronto, 10% probability, ▲ 0.10 %

Who will be our next customer? group, 10% probability, ▲ 0.10 %

**Games**

When will our next office be opened? 2016, 10% probability, ▲ 0.10 %

Who will be our top performer this year? \$1.50 - \$1.45, 10% probability, ▲ 0.10 %

When will we receive 100 units for Product B? June 10, 10% probability, ▲ 0.10 %

How much will it cost to build the new product? \$100, 10% probability, ▲ 0.10 %

**Most recent members**

Name	Reputation	Helpful
John	1,000,000	▲ 0.1
Jane	1,000,000	▲ 0.1
Bob	1,000,000	▲ 0.1
Alice	1,000,000	▲ 0.1
Charlie	1,000,000	▲ 0.1
Diana	1,000,000	▲ 0.1
Eve	1,000,000	▲ 0.1
Frank	1,000,000	▲ 0.1
Grace	1,000,000	▲ 0.1
Heidi	1,000,000	▲ 0.1
Ivan	1,000,000	▲ 0.1
Judy	1,000,000	▲ 0.1
Kyle	1,000,000	▲ 0.1
Larry	1,000,000	▲ 0.1
Mary	1,000,000	▲ 0.1
Nancy	1,000,000	▲ 0.1
Oscar	1,000,000	▲ 0.1
Peter	1,000,000	▲ 0.1
Quinn	1,000,000	▲ 0.1
Rachel	1,000,000	▲ 0.1
Samuel	1,000,000	▲ 0.1
Tina	1,000,000	▲ 0.1
Uma	1,000,000	▲ 0.1
Victor	1,000,000	▲ 0.1
Wendy	1,000,000	▲ 0.1
Xavier	1,000,000	▲ 0.1
Yvonne	1,000,000	▲ 0.1
Zoe	1,000,000	▲ 0.1

**Highest reputation members**

Name	Reputation	Helpful
John	99.98	▲ 0.2
Jane	99.98	▲ 0.1
Bob	99.98	▲ 0.1
Alice	99.98	▲ 0.1
Charlie	99.98	▲ 0.1
Diana	99.98	▲ 0.1
Eve	99.98	▲ 0.1
Frank	99.98	▲ 0.1
Grace	99.98	▲ 0.1
Heidi	99.98	▲ 0.1
Ivan	99.98	▲ 0.1
Judy	99.98	▲ 0.1
Kyle	99.98	▲ 0.1
Larry	99.98	▲ 0.1
Mary	99.98	▲ 0.1
Nancy	99.98	▲ 0.1
Oscar	99.98	▲ 0.1
Peter	99.98	▲ 0.1
Quinn	99.98	▲ 0.1
Rachel	99.98	▲ 0.1
Samuel	99.98	▲ 0.1
Tina	99.98	▲ 0.1
Uma	99.98	▲ 0.1
Victor	99.98	▲ 0.1
Wendy	99.98	▲ 0.1
Xavier	99.98	▲ 0.1
Yvonne	99.98	▲ 0.1
Zoe	99.98	▲ 0.1

**Most Popular members**

Name	Popularity	Helpful
John	99.98	▲ 0.2
Jane	99.98	▲ 0.1
Bob	99.98	▲ 0.1
Alice	99.98	▲ 0.1
Charlie	99.98	▲ 0.1
Diana	99.98	▲ 0.1
Eve	99.98	▲ 0.1
Frank	99.98	▲ 0.1
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