

Social Networking and New Media Trends

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Social networks are changing the world.

As I was quoted in **USA Today** we are quickly moving from a few large social networks to hundreds of thousands of them. In fact we are getting an entirely new lexicon built around the use of online social networks. We talk about “Friends, blogs, apps, widgets, avatars and viral marketing.”

There are already more than 1 billion participants on social networks. There are social networks for teenagers, business executives, athletes... everyone. This explosion is directly tied to the benefits that people realize. Social networks create an interconnected planet where people rapidly congregate; share ideas and information; socialize; work on projects and conduct transactions. Humans are social creatures. We enjoy communicating and networking. It's the foundation of career and business development.

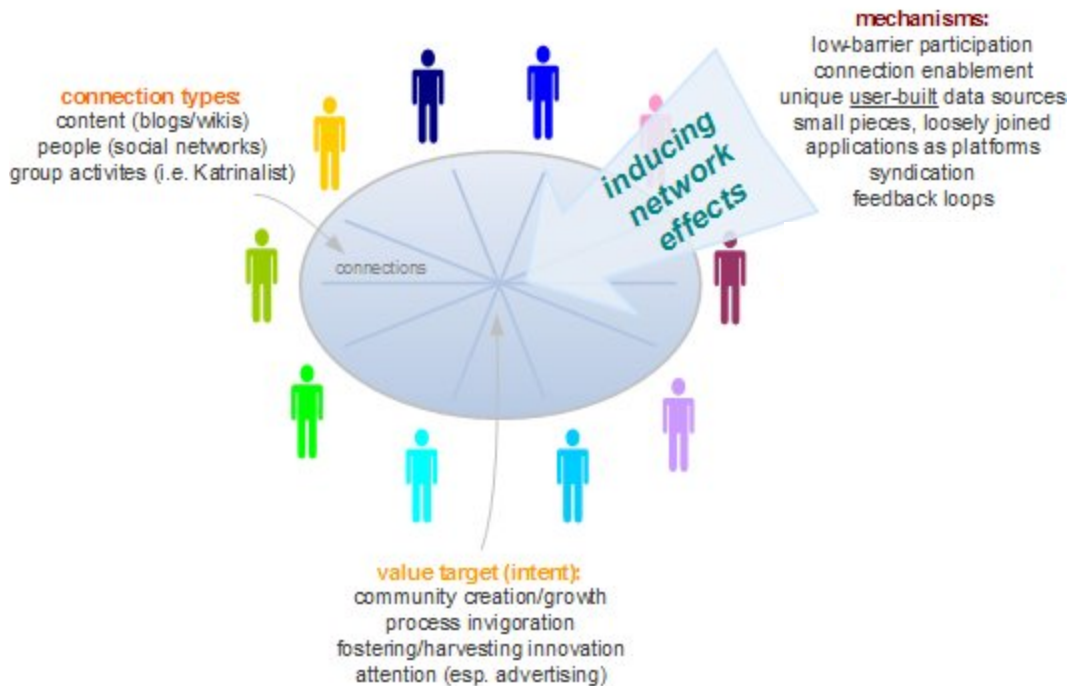
Social networks mirror the activities that occur in the “real world” but they happen faster and at much greater distances. Simultaneously, new media creates opportunities to leverage social networks in ways that were unimaginable a short time ago. For example, cell phones which capture video and seamlessly connect to online social networks empower individuals to share information and experiences with either a small, dedicated group –immediate family and business colleagues – or with millions of individuals around the planet. Further, mobile e-commerce (mcommerce) creates an entirely new retail channel. Consumers now spend more than \$20 billion a year on mcommerce.

This not only changes the way we communicate as humans; but also the way we live, work, conduct business and play. In this lively and interactive workshop, social networks, the new media and their implications for individuals and organizations are explained in simple, down-to-earth language. We look at historic and current examples that highlight how proper understanding and use of these technology trends can provide a significant competitive advantage. Participants learn how social networks and new media impact their lives and organizations. Case studies and examples illustrate the issues and the powerful applications.



- ✓ How linked are you technologically and creatively with your internal and external communities?
- ✓ How can you use social networks to connect with key audiences, gain a competitive advantage in the market place and share knowledge across virtual and geographic boundaries?
- ✓ What are the value propositions for widgets, applications, blogs, RSS feeds and other interactive tools used by members of social networks?

The Key to Web 2.0: Explicitly Leveraging Network Effects



Participants Learn

How to use social networks to improve awareness of, and revenues for your business ventures.

How to leverage the viral interactions of targeted communities within social networks.

Why and how social networks change the landscape for corporate and product branding, awareness, advertising and consumer behavior.

How Baby Boomers, Generation X and the Millennium generation use new media.

How mobile e-commerce (mcommerce) is shaping up to change the buying patterns of customers around the world.

