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Advertising

The logo features the word "PlattForm" in a large, bold, red, italicized sans-serif font. Below it, the word "Advertising" is written in a smaller, bold, black, italicized sans-serif font. The text is flanked by two thick, blue, horizontal bars that are slightly slanted to the right.

500 N. Rogers Rd. • Olathe, KS 66062

An Understanding of Social Networking

Presented by:
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Social Networking Statistics

- MySpace and Facebook make up 89% of social networking market share
- 1 in 4 Americans is on MySpace,
 - On average 300,000 new people sign up to MySpace every day.
- Face Book:
 - has an average of 250,000 new registrations per day.
 - Over 55,000 regional, work-related, collegiate, and high school networks
 - Active users currently doubling every 6 months
- MySpace has about 60 million unique visitors a month (nearly 1 Billion visits a month), Facebook receives about 20 million unique visitors a month (325 million visits a month)
- MySpace- 50 million mails a day. (more than Yahoo, Google, and Hotmail)
- Both sites are *still* growing, between 2006 and 2007 MySpace grw by nearly 25% and Facebook by over 130%
- 60% of users are 18-28 years old, of these users 49% are male 51% are female

What is Social Networking?

Many definitions: Facebook CEO Mark Zuckerberg, “a social utility that makes it easier for people to communicate.”

Examples of Social Networking Sites

- MySpace- www.myspace.com
- Facebook- www.facebook.com
- LinkedIn- www.linkedin.com
- Bebo- www.bebo.com
- ClassMates Online- www.classmates.com
- BlackPlanet.com- www.blackplanet.com

Facebook

- Started two years ago
- Originally founded as a networking site for college students
- Has evolved and is open to all and offers networks related to geography, businesses, and colleges
- Cleaner layout, ability to add applications, but little other customization
- Facebook users or more of “fan-sumers”
 - Users declare their likes for a variety of products: bands, movies, etc. alerting their friends

facebook

Search

Applications edit

- Photos
- Page Manager
- Video
- Groups
- Events
- Marketplace
- more



Online Exclusive
Capture every moment with a **FREE Camera Phone** from Verizon Wireless WITH NEW 2 YR ACTIVATION



Daymar Louisville
is the OFFICIAL profile for Daymar College.
Updated 7 hours ago edit

Networks: None
Birthday: February 13, 1963

Edit My Profile

I am online now.

Friends
4 friends. See All



Search for friends
 Use the Friend Finder

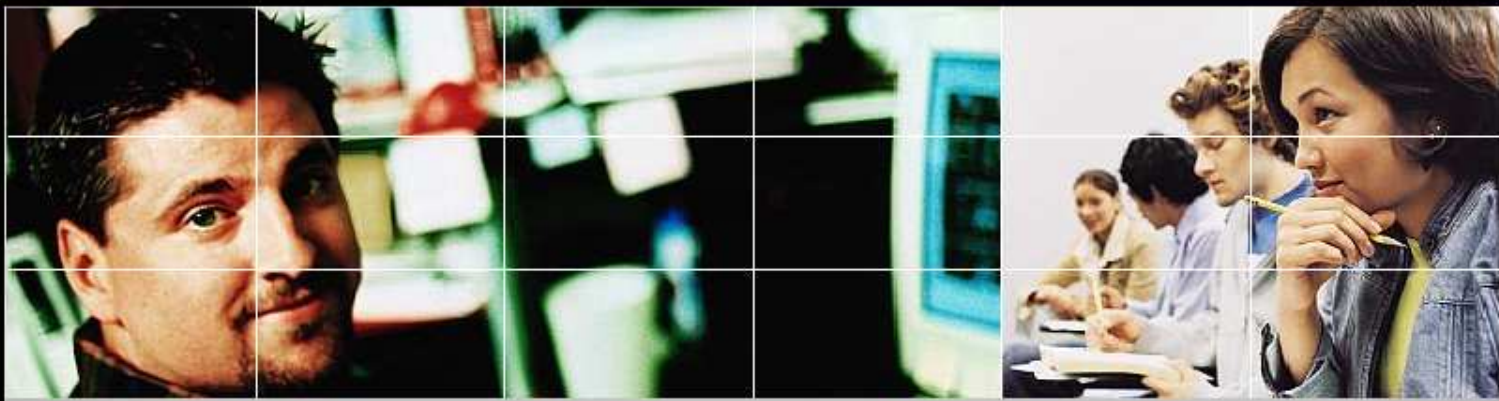
Mini-Feed
Displaying 10 stories. See All

- Today
- Daymar and Stephanie Akalski are now friends. 12:49pm x
 - Daymar joined the group I attend Daymar College/Paducah Technical College. 10:31am x
 - Daymar and Bruce Hartwick are now friends. 10:15am x
 - Daymar joined the group Daymar Legal Society. 9:58am x
 - Daymar discussed Why are you here? on the Daymar College Page's discussion board. 9:47am x
 - Daymar became a fan of Daymar College. 9:45am x
 - Daymar College**
Education
1 fan
 - Daymar is the OFFICIAL profile for Daymar College. 9:38am x
 - Daymar edited Interests, Website, About Me and TV Shows in their profile, and changed their profile picture. 9:37am x
 - Daymar joined the group Daymar College Louisville. 9:00am x
 - Daymar and Carla Smith are now friends. 8:55am x

Information

MySpace

- Started just over four years ago
- One large network, no regional breakdown within the United States
- All are visible to all users if not set to private
- Pages are customizable, “a public statement”



DAYMAR COLLEGE

1-877-258-7796
TOLL FREE

- HOME
- MESSAGE
- ADD 2 FRIENDS
- ADD 2 GROUP
- FAVORITES



Welcome To Daymar College

Profile

- Daymar College
- Founded: 1963
- Contact: 1-877-258-7796
- Web Site: DaymarCollege.edu

Locations

4112 Fern Valley Road
Louisville, KY 40219

How Social Networking Applies to our Sector

- **Benefits-** a part of the marketing mix
 - Sense of community
 - Additional exposure for school
 - Announcements, communication to students/grads
 - Referrals
 - Default rates
 - Human Resources
 - Inexpensive
 - Reaches prospective students at all hours

Implementation

- Current staff/faculty
- Student or grad
- Not a launch, actively participate in your community

The Future of Social Networking

Questions & Discussion
