



Social Media

the new word of mouth

John Dorner
Information Management Agent



facebook®

500 MILLION Active Users

Launched February 4, 2004





facebook®

- **Groups**
- **Pages**
- **Pictures**
- **Status Updates**
- **Events**

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Average User

- has 130 friends on the site
- sends 8 friend requests per month
- spends more than 55 minutes per day on Facebook
- clicks the Like button 9 times per month
- writes 25 comments per month
- becomes a fan of 2 Pages each month
- is invited to 3 events per month
- is a member of 12 groups



twitter

**190 MILLION
Monthly Visitors**

**27 MILLION
US Users**

**Launched
July 15, 2006**

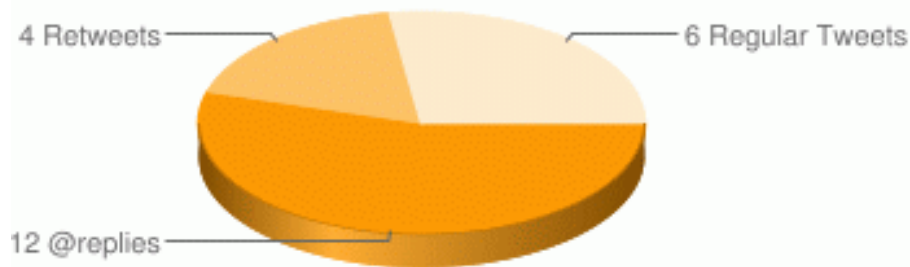


TweetReach for *jdorner*

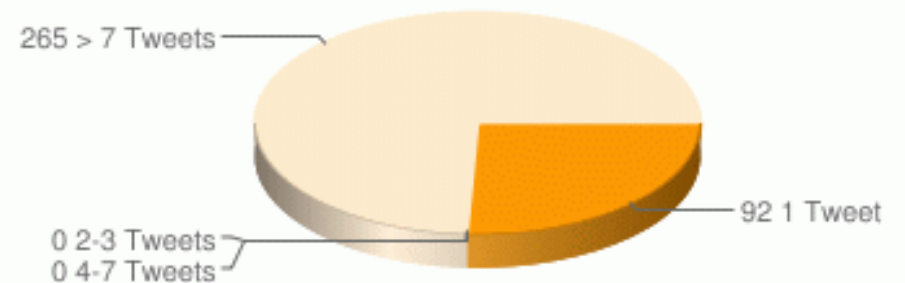
Reached *357 people* via *22 tweets*

Searching a maximum of 50 tweets

Tweet Types

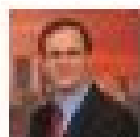


Exposure: 2,782 Impressions



Each pie slice shows how many people saw how many tweets





@jdorner

John Dorner

Not happy with **Charter** Cable today. Installer says one thing, bill says another. Love the quality of the internet service though! 22.5mb/s

20 Oct via Seismic twirl  Favorite  Reply  Delete





@CharterWitten

Witten Henderson

@jdorner That's no good! Please DM me the Tel# on the acct and I'll see where the charges came from.

<http://www.charter.com/Umatter2Charter>

20 Oct via Seismic Desktop ☆ Favorite ↻ Retweet ↩ Reply



@LamarWitten



CharterWitten

What I can do for you is waive the leasing fee for your router for 1 year. So you wouldn't pay either the \$100 purchase or the lease fee.

20 Oct at 19:24

@LamarWitten

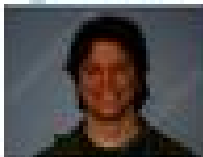


CharterWitten

From the account notes, I believe that the rep misunderstood or simply mis-stated the purchase vs. lease issue

20 Oct at 19:23

@LamarWitten

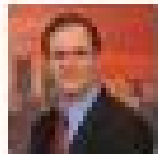


CharterWitten

I see. The confusion came from the fact that we sell the Internet modems for \$100 but we don't sell the home networking routers

20 Oct at 19:22





@jdorner

John Dorner

Charter Cable & Twitter - awesome combination. **Charter** made it right. Thank you **@CharterWitten**

20 Oct via Seismic twirl ☆ Favorite ↩ Reply 🗑 Delete





@CharterWitten

Witten Henderson

@jdorner My pleasure to help out!
If there's ever anything we can do to
help out, just **@Charter** and we'll
be happy to lend a hand!

20 Oct via Seismic Desktop ☆ Favorite ↻ Retweet ↩ Reply





- Create your own network
- "Walled Garden"
 - \$20/year for 150 members
 - \$200/year for unlimited



The Grapevine Online

Clay County Master Gardener Volunteer Association



Jan Kowalsky

Jan Kowalsky has invited you to the event 'October meeting' on The Grapevine Online!

Check out "October meeting" on The Grapevine Online

Jan Kowalsky



Time: October 27, 2010 from 12pm to 2pm

Location: Clay County Extension Office

Organized By:

Event Description:

Meet at the Extension Office at noon. Bring your lunch as usual, but we are planning a walk to the Cherokee Exhibit just across the street for our educational minute. We will also elect officers for next year.

See more details and RSVP on The Grapevine Online:

http://claycountymg.ning.com/events/event/show?id=3932127%3AEvent%3A895&xqi=3xaZlcESq337Ue&xg_source=msg_invite_event

About The Grapevine Online

A gathering place for Master Gardeners to learn, to teach, to inform, to share.



33 members
27 photos

59 Events
18 blog posts



Google

- **Sites**
- **Calendar**
- **Groups**
- **Docs**
- **Blogger**

