
Frontiers of Facebook

Susan Getgood

Social Networks

- LinkedIn
- Facebook
- Friendfeed
- Flickr
- YouTube
- MySpace
- Branded

San Diego Wild Animal Park
Thumbnails | Detail | Comments

Feeding Pewani and Ivan, day old baby giraffe
183 photos | 3 views | [Add a comment?](#)
Items are from 25 Apr 2008.

PR Open Mic
Social Network for PR Students
Main | My Page | Members | Events | Forum

LinkedIn | People | Jobs | Answers | Companies

Profile
Edit My Profile | View My Profile | Edit Public Profile Settings

Susan Getgood [Edit]
Social media & marketing consultant at GetGood Strategic Marketing [Edit]
Greater Boston Area [Edit] | Marketing and Advertising [Edit]

Susan Prepping a social media 101 workshop for local chamber
3 minutes ago [Edit]

Current

- Fellow at **Society for New Communications Research** [Edit]
- Member at **BlogHer** [Edit]
- Social media & marketing consultant at **GetGood Strategic Marketing Inc.** [Edit]
- **Add Current Position**

Past

- SVP Marketing at **SurfControl**
- VP at **The Learning Company**
- Director of Marketing at **Microsystems Software**

Education

- Rivier College
- Wesleyan University

Hi, Susan

- Forward your profile to a connection
- Edit Contact Settings
- Create your profile in another language

100% profile completeness

400+ Med Device Clients
Regulatory & Clinical Trials
The Med Device & IV Experts
www.alquest.com
From: Tom Hayek

Business Cards 1000 \$50
Both side full color 14 Pt Stock
contact sanjay at hot-spot.com
www.hot-spot-printing.com
From: Sanjay Gupta

Social Network Adoption

Social Networking Sites Used by US Social Network Users, by Generation, May 2009.

	Facebook	MySpace	Twitter	LinkedIn
Generation Z	61%	65%	9%	0%
Generation Y	65%	75%	14%	9%
Generation X	76%	57%	18%	13%
Baby boomers	73%	40%	13%	13%
WWII generation	90%	23%	17%	4%

Percent of respondents in each group N=1000.
Source Anderson Analytics.

Reasons to Join SocNets

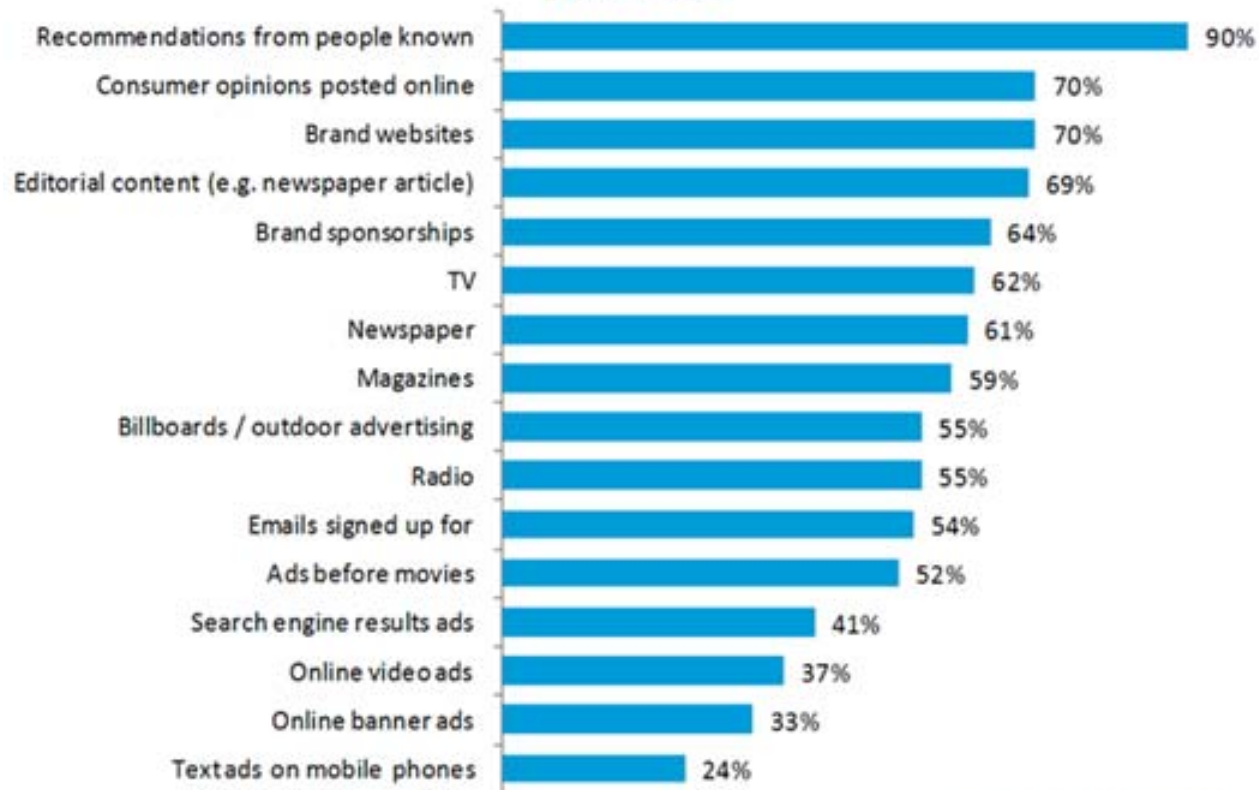
Top Six Reasons US Social Network Users Joined a Social Network, by Generation, May 2009

	Gen Z	Gen Y	Gen X	Boomers	WWII	Total
Keeping in touch with friends	93%	82%	71%	62%	57%	75%
For fun	91%	61%	51%	38%	30%	55%
Keeping in touch with family	27%	40%	40%	47%	51%	41%
Was invited by someone I know	22%	22%	30%	46%	60%	30%
Keeping in touch with classmates	39%	40%	27%	12%	10%	30%
Keeping in touch with business network	-	3%	6%	12%	2%	5%

Percent of respondents in each group. N=1000 Source: Anderson Analytics

Trust

Have some degree of trust* in the following forms of advertising
April 2009



Source: The Nielsen Company

*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

Facebook: the gateway drug of social media

- Consumer, social
 - Live chat
- Three types of “pages”
 - Personal profile
 - Page (like personal profile, for a company)
 - Groups

Facebook for Brands

- Facebook Connect lets other sites use FB login, push content to FB
- Facebook Fan Box lets brands send FB page content back to website
- Facebook Like functionality lets users share web content on Facebook
- Facebook Insights provide data on FB page use. When combined with other metrics, good picture of the online customer.

Facebook Personal Profile

The screenshot shows a Facebook profile for Susan Getgood. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The profile header shows the name "Susan Getgood" and a status update: "Prepping for next week's speaking gig in Philadelphia 15 seconds ago clear". Below the header are tabs for Wall, Info, Photos, Boxes, My Flickr, and RSS/Blog. The main content area features a status update input field with the placeholder "What's on your mind?", an "Attach" button with icons for photos, videos, and links, and a "Share" button. Below the input field are two posts from Susan Getgood. The first post is titled "Professional Blogging For Dummies" and includes a text description, a timestamp of "Yesterday at 5:55pm", and a comment from "Nancy Anne Shaw and Joanne White". The second post is titled "I would love to visit Domaine Chandon again" and includes a text description, a timestamp of "Yesterday at 4:01pm via TweetDeck", and a comment from "Susan likes Chandon". The left sidebar contains a profile picture, a cover photo, and sections for "Coming in July: Professional Blogging For Dummies", "Information" (including Relationship Status: Married to David Herrington, Birthday: July 5, and Current City: Hudson, MA), and "Friends". The right sidebar features a "Create an Ad" section with two advertisements: "My2scrappychicks.com - Custom..." and "Classy Yoga 80% Off".

facebook Home Profile Account ▾

Susan Getgood Prepping for next week's speaking gig in Philadelphia 15 seconds ago clear

Wall Info Photos Boxes My Flickr RSS/Blog >> +

What's on your mind?

Attach: ▾ Share

Susan Getgood Prepping for next week's speaking gig in Philadelphia 15 seconds ago · Comment · Like Options

Susan Getgood

Professional Blogging For Dummies

As you know, for the past six months, I've been writing Professional Blogging For Dummies (affiliate link). Due out at the end of July, the book has been a big part of my life for the last year...

Yesterday at 5:55pm · Comment · Like · Share

Nancy Anne Shaw and Joanne White like this.

Write a comment...

Susan Getgood I would love to visit Domaine Chandon again #ChandonEscape Was crushed when they stopped shipping to MA due to our blue laws

Yesterday at 4:01pm via TweetDeck · Comment · Like

RECENT ACTIVITY

Susan likes Chandon.

View Photos of Me (22)
Edit My Profile

Coming in July: Professional Blogging For Dummies. ✎

Disclosure Policy:
<http://getgood.com/ethics/>

Information ✎

Relationship Status:
Married to
David Herrington

Birthday:
July 5

Current City:
Hudson, MA

Friends ✎

Create an Ad

My2scrappychicks.com x
-Custom...

High quality scrapbook page kits! Over 600 sets to choose from and new sets added daily! Sign up for Newsletter and receive 15% off!
Carissa Rogers and Katie Scott like
My2scrappychicks.com - Custom and premade Scrapbook pages.
Like

Classy Yoga 80% x
Off

The Top 5 Boston places for Yoga are partners with HomeRun for limited-availability deep discounts.

Facebook Page

The screenshot shows the Facebook interface for the National Geographic Expeditions page. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 449', 'Susan Getgood', 'Settings', and 'Logout'. The page header features the National Geographic Expeditions logo, a 'Become a Fan' button, and tabs for 'Wall', 'Info', 'Photos', 'Events', and 'Notes'. The main content area displays a post from 'National Geographic Expeditions' titled 'Field Notes Blog, "NG students explore Peru: a video chronicle"', dated January 19, 2010, with 8 likes. Below this is a post for a 'Free Alaska Webinar' on Monday, January 18, 2010, at 8:00 PM EST, with 3 likes. A sidebar on the left includes a 'National Geographic Expeditions' travel catalog cover, a link to 'Add to My Page's Favorites', a note about being the 'Official Travel Program of the National Geographic Society', and a 'Fans' section showing 6 of 3,655 fans with profile pictures of Nicole Ellis Taffe, Elvis Palmer, Margarita Adams, Jorge Luis, Gheby Indira Garwan, and Peter Tobia. The bottom of the page shows a row of application icons.

facebook Home Profile Friends Inbox 449 Susan Getgood Settings Logout

National Geographic Expeditions [Become a Fan](#)

Wall Info Photos Events Notes

National Geographic Expeditions Just Fans

National Geographic Expeditions Field Notes Blog, "NG students explore Peru: a video chronicle"

ping.fm
ping.fm
Last summer, National Geographic videographer Zak Wenning headed out into the field on our student expedition to Peru. During their three-week adventure, the

January 19 at 11:55am · Share

8 people like this.

National Geographic Expeditions Free Alaska Webinar
Monday, January 18, 2010 at 8:00 PM EST
Information: <http://tinyurl.com/yavrhwx>

On Monday, January 18, 2010 at 8 p.m., National Geographic Expeditions invites you on a virtual journey along the waterways of Alaska's Inside Passage with veteran expedition leader and National Geographic photographer Ralph...

See More

Alaska Webinar
Time: 8:00PM Monday, January 18th

January 14 at 5:31pm · Share

3 people like this.

Ramya Sriram Really enjoyed the webinar! Thanks!
January 18 at 8:51pm · Report

National Geographic Expeditions Travel Catalog 2010

Add to My Page's Favorites
Suggest to Friends

Official Travel Program of the National Geographic Society

Fans
6 of 3,655 fans See All

Nicole Ellis Taffe
 Elvis Palmer
 Margarita Adams
 Jorge Luis
 Gheby Indira Garwan
 Peter Tobia

Applications

Linking Facebook & the Web

The screenshot displays the Coca-Cola website's header and a central promotional banner. The header includes the Coca-Cola logo, navigation links for 'Log In', 'Register', and 'Change Country', and a red navigation bar with 'OPEN HAPPINESS', 'My Coke Rewards', 'Shop Our Store', and 'Coke in the USA'. The main banner features a red silhouette of a Coca-Cola bottle on the left with the text 'open happiness™'. The central part of the banner is a large graphic with the text 'Join millions of Coca-Cola Fans on Facebook®' and a 'Start now' button. To the right is a screenshot of the Coca-Cola Facebook fan page, showing posts and a 'Like' button. Below the main graphic is a row of five promotional buttons: 'Become a fan on Facebook', 'mycoke rewards', 'mycoke', 'Coca-Cola store.com click. shop. enjoy!', and 'Coca-Cola zero'. The footer contains links for 'About The Coca-Cola Company', 'Careers', 'Product Information', 'Nutrition Information', 'Contact Us', 'Terms Of Use- UPDATED', 'Privacy Policy', and a copyright notice for 2010.

Coca-Cola

Log In · Register · Change Country

OPEN HAPPINESS ▶ My Coke Rewards Shop Our Store Coke in the USA ▾

Join millions of Coca-Cola Fans on Facebook®

Start now

Join millions of Coca-Cola Fans on Facebook

Become a fan on Facebook mycoke rewards mycoke Coca-Cola store.com click. shop. enjoy! Coca-Cola zero

About The Coca-Cola Company Careers Product Information Nutrition Information Contact Us Terms Of Use- UPDATED Privacy Policy

© 2010 The Coca-Cola Company, all rights reserved. Coca-Cola®, "Open Happiness", and the Contour Bottle are registered trademarks of The Coca-Cola Company. Site Map



Log In · Register · Change Country

OPEN HAPPINESS ▶

My Coke Rewards

Shop Our Store

Coke in the USA ▼

Connect, share and enjoy Coca-Cola with millions of Fans on Facebook®



Check out the Fan Page



Share

Photos provided by Facebook®



Coca-Cola on Facebook

You like this. Unlike

Coca-Cola Fan Exclusive: Coke & MTV Movie Awards partner to stream the pre-show Red Carpet and post-show concert live! <http://CokeURL.com/tgrk>



New Music Videos, Reality TV Shows, Celebrity News, Top Stories | MTV

CokeURL.com

Watch the latest Music Video from your favorite artists. Get up to date Celebrity and Music News. See episodes of your favorite MTV Reality Show. Go into Overdrive to view featured Videos on MTV.com

Yesterday at 7:02pm

Coca-Cola The FIFA World Cup™ is football and happiness. Roger Milla sure knows how to celebrate both. Thank you Roger, for the dance that changed football forever.



History of Celebration

CokeURL.com

Over 20 Years ago a South African

Coca-Cola has 5,710,573 fans



John



Francesco



Jennifer



Alexandre



Donna



Reinaldo

[About The Coca-Cola Company](#)

[Careers](#)

[Product Information](#)

[Nutrition Information](#)

[Contact Us](#)

[Terms Of Use- UPDATED](#)

[Privacy Policy](#)

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[Site Map](#)

Coca-Cola

- Wall
- Info
- Coca-Cola
- Photos
- Discussions
- Events
- >>

Coca-Cola + Others **Coca-Cola** Just Others



Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

32 Friends Like This

6 of 32 Friends

See All



Charlie Hash



Bob Cargill



David Vanderpoel



Coca-Cola Fan Exclusive: Coke & MTV Movie Awards partner to stream the pre-show Red Carpet and post-show concert live! <http://CokeURL.com/tgrk>



New Music Videos, Reality TV Shows, Celebrity News, Top Stories | MTV

CokeURL.com

Watch the latest Music Video from your favorite artists. Get up to date Celebrity and Music News. See episodes of your favorite MTV Reality Show. Go into Overdrive to view Featured Videos on MTV.com

Yesterday at 7:02pm · Comment · Like · Share

378 people like this.

View all 43 comments

Write a comment...



Coca-Cola The FIFA World Cup™ is football and happiness. Roger Milla sure knows how to celebrate both. Thank you Roger, for the dance that changed football forever.



History of Celebration

CokeURL.com

Over 20 Years ago a South African celebrated a goal in a way that no one else ever had before...

Yesterday at 11:09am · Comment · Like · Share

2,370 people like this.

View all 183 comments

Write a comment...

Create an Ad

Give a Gift



The "Bunny Ears" gift is available now in the Gift Shop.

More Ads

Chat (69)

Like



[ABOUT](#) [BLOGROLL](#) [CONSULTING/SPEAKING](#) [ETHICS/DISCLOSURE](#)

SUBSCRIBE 

Professional Blogging For Dummies

by SUSAN GETGOOD on JUNE 1, 2010 · 6 COMMENTS
in [BLOGGING](#), [PROFESSIONAL BLOGGING FOR DUMMIES](#)

As you know, for the past six months, I've been writing **Professional Blogging For Dummies** ([affiliate link](#)). Due out at the end of July, the book has been a big part of my life for the last year. Over the weekend, I noticed that Amazon had added the cover art to the pre-order listing, so I created an affiliate badge. It's over there -> in the far right sidebar 😊

Throughout the book, I use real examples to illustrate the points. Some interviews became case studies, other information was used as background, but everyone's contribution was important. Even though I recognize everyone in the acknowledgements, I wanted to do it here as well.

<http://getgood.com/roadmaps/>

"If you don't know where you are going, any road will take you there." - Lewis Carroll, Alice in Wonderland

RECENT POSTS

[Professional Blogging For Dummies](#)

[Rambling down my road: random-ish thoughts on blogger relations and expertise](#)

[May movie trailer madness: Robin Hood](#)

[May movie trailer madness: Shrek Forever After](#)

[You have not reached Good Technology customer support](#)

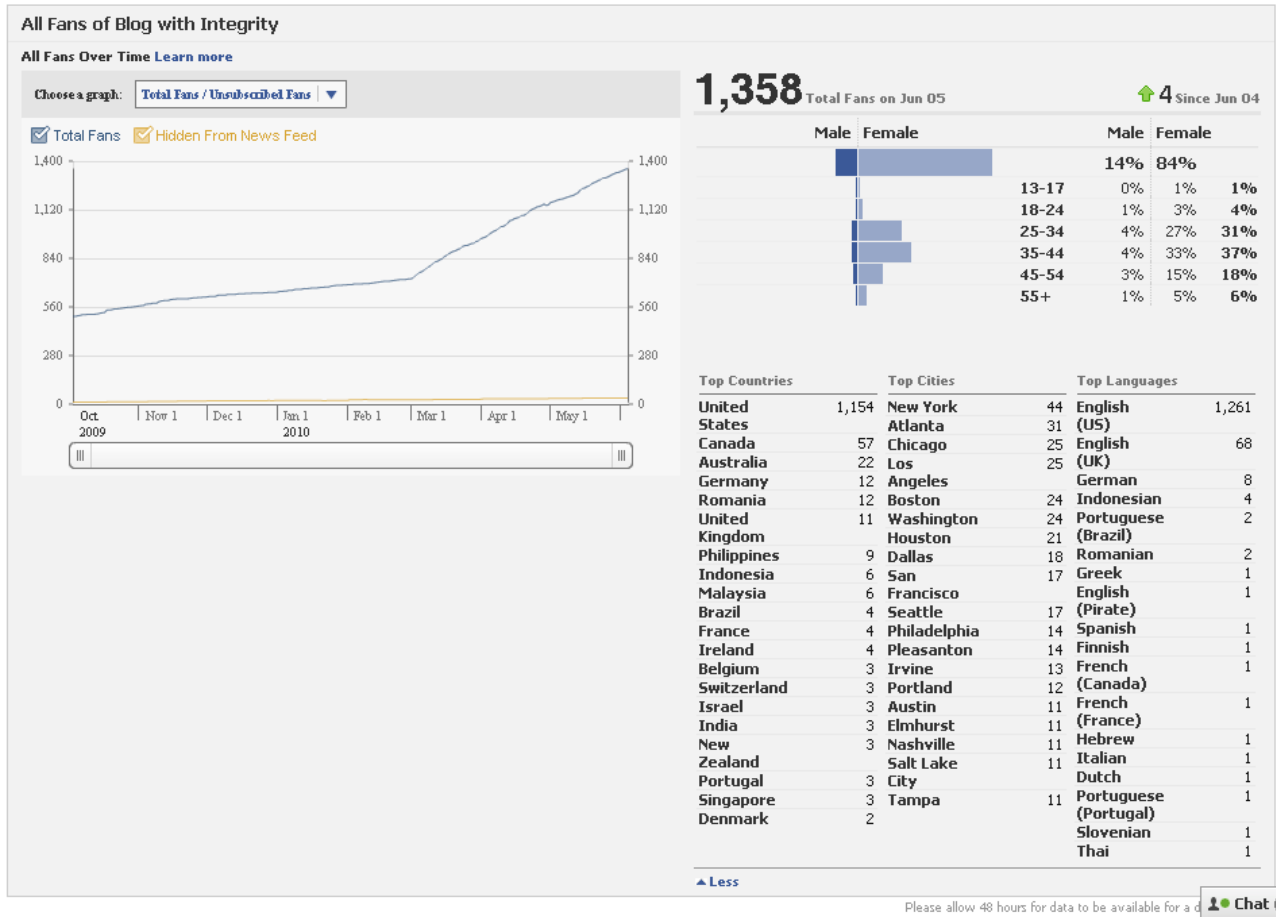


Like

 Susan Getgood and 5 others like this.



Insights



Causes

Oil Spill in the Gulf Coast: Take Action Now

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Welcome, Susan Getgood! ([Sign Out](#))



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[Account](#) [Help](#)

Best of Causes

Top Fundraising This Week

From Monday 12:00am PT to Sunday 11:59pm PT - 7 days left

\$3,871 raised this week

Top Fundraising Causes

🏆 Last Week's Top Cause



Help Wildlife Impacted by the BP Oil Spill
\$8,560 raised last week

Members: 68,525
Mission: To protect wildlife impacted by the oil spill in the Gulf of Mexico.

This Week's Leaders (Since Monday)

1		Help Wildlife Impacted by the BP Oil Spill 68,525 members	\$555
2		Dont Bully My Breed Pit Bull Rescue and Education 13,932 members	\$120
3		Camera For A Cure...Support Lung Cancer Research 128 members	\$104

Top Causes by Category This Week

Top Fundraising Individuals

🏆 Last Week's Top Individual



Ian Ballon
\$2,225 raised last week

Cause: End Slavery and Empower Survivors - Somaly Mam Foundation

This Week's Leaders (Since Monday)

1		Catherine Hedges	\$120
2		Sheila McDonough	\$104
3		Mary Foulke	\$100

Causes on Facebook

[Go to Causes Home](#)

[Get Started on Causes](#)

[Building a Community](#)

[Fundraising on Causes](#)

Nonprofit Partner Center

[Go to Partner Center](#)

[Become a Nonprofit Partner](#)

[Best Practices](#)

[Success Stories](#)

Blog

Meeting your Cause Members at Their Interest Level: Lessons for online contests and every day
by Susan Gordon

Three ways to thank and be thanked for all you do on Causes!
by Sarah Koch

Questions

Susan Getgood

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Twitter: @sgetgood

Marketing Roadmaps blog: <http://getgood.com/roadmaps>