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# Frontiers of Facebook

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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

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations | Search People | Search | Advanced

**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

**One Month and 57...**  
Posted by Robert French on April 27, 2008 at 2:00 PM  
Send Message | View Discussion

Thank you all for joining PROpenMic!  
I'm still a bit stunned at the response and support. Dee  
In one month, we've come together as a network of 573  
I say that this network can serve as an international PR  
remarkable group here I don't think I could smile any bit

**Susan Getgood**  
Social media & marketing consultant at GetGood Strategic Marketing  
Susan Prepping a social media 101 workshop for local chamber  
3 minutes ago [Edit]

# 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

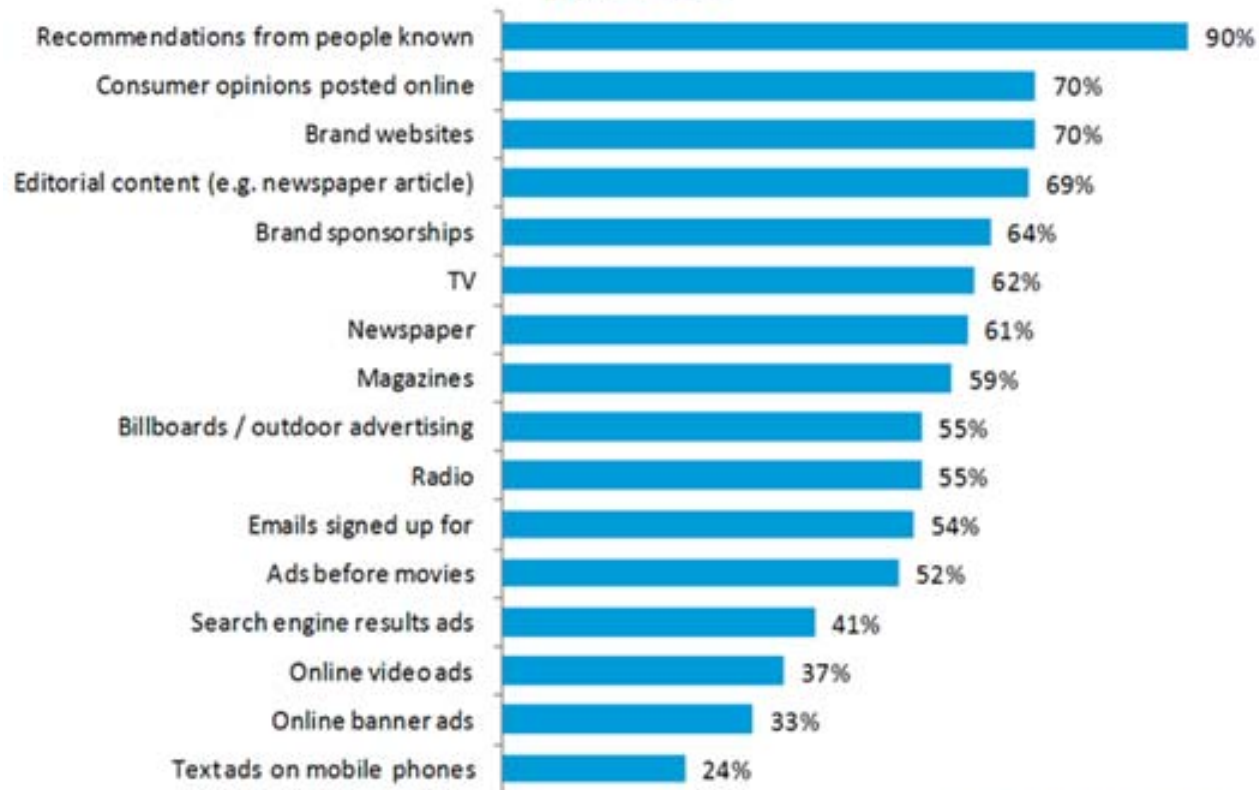
## Top Six Reasons US Social Network Users Joined a Social Network, by Generation, May 2009

	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

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# 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

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# 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, video, and documents, and a "Share" button. Below the input field, there are two posts from Susan Getgood. The first post is a text update: "Prepping for next week's speaking gig in Philadelphia 15 seconds ago · Comment · Like". The second post is titled "Professional Blogging For Dummies" and includes a link to the book. It has a comment from Nancy Anne Shaw and Joanne White. The left sidebar contains a profile picture, a link to "View Photos of Me (22)", "Edit My Profile", a "Coming in July" announcement for the book "Professional Blogging For Dummies", and an "Information" section with details like "Married to David Herrington" and "Current City: Hudson, MA". The right sidebar features 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** Options

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

**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.

**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', and user options 'Susan Getgood', 'Settings', and 'Logout'. The page header features the page name 'National Geographic Expeditions' with a 'Become a Fan' button and tabs for 'Wall', 'Info', 'Photos', 'Events', and 'Notes'. The left sidebar contains a featured image of a polar bear on an ice floe with the text 'NATIONAL GEOGRAPHIC EXPEDITIONS TRAVEL CATALOG 2010'. Below this are buttons for 'Add to My Page's Favorites' and 'Suggest to Friends', and a box stating 'Official Travel Program of the National Geographic Society'. A 'Fans' section shows '6 of 3,655 fans' and a grid of profile pictures for Nicole Ellis Taffe, Elvis Palmer, Margarita Adams, Jorge Luis, Gheby Indira Garwan, and Peter Tobia. The main content area displays a post from 'ping.fm' dated January 19, 2010, about a student expedition to Peru. Below it is an event for a 'Free Alaska Webinar' on Monday, January 18, 2010, at 8:00 PM EST, with information on how to register. A comment from Ramya Sriram is also visible. At the bottom, there is a bar for 'Applications' and social media sharing icons.

# Facebook Group



Add to My Page's Favorites

Suggest to Friends

Subscribe via SMS

Experience the world as animals see it!

## Information

Founded:  
February 2, 2009

## Fans

6 of 6,483 fans

[See All](#)



Allison Corning



Lynn Hoynoski Curran



Joyce Morrow Pair

## National Geographic Crittercam and WildCam

Wall Info Photos Discussions Boxes Events >>

Write something...

Attach:

Share

Filters

### RECENT ACTIVITY

- National Geographic Crittercam and WildCam
- National Geographic Crittercam and WildCam
- National Geographic Crittercam and WildCam
- 12 more...

### RECENT ACTIVITY

- National Geographic Crittercam and WildCam
- National Geographic Crittercam and WildCam
- National Geographic Crittercam and WildCam
- 7 more...



Lisa Pete's



### Sights and sounds at Pete's pond

[Back to National Geographic Crittercam and WildCam](#)

Discussion Board Topic View

[Start New Topic](#)

#### Topic: Sights and sounds at Pete's pond

[Reply to Topic](#)

Displaying posts 59131 - 59149 out of 59149.

First Prev 1968 1969 1970 1971 1972



Jean Wilson Sutliff wrote

4 hours ago

[Report](#)

Post #59131

Boy Pam/BirdDust has been so busy posting pic's she hasn't had time to say hello...lol!



National Geographic Crittercam and WildCam wrote

4 hours ago

[Report](#)

Post #59132

Yes she did a great job again, thanks Pam :o)

Afke@Pete's Pond



National Geographic Crittercam and WildCam wrote

4 hours ago

[Report](#)

Post #59133

11h15 blooming acacia.

Afke@Pete's Pond



Pamela Bell wrote

4 hours ago

[Report](#)

Post #59134

I'm sorry I haven't said "Hello". I get too busy snapping captures and posting my favorites. The last post was of the beautiful acacia tree. Thank you, Afke for showing it to us.

# 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, the slogan "OPEN HAPPINESS", and navigation links for "Log In", "Register", and "Change Country". Below the header is a red navigation bar with links for "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 text reads "Join millions of Coca-Cola Fans on Facebook®" with a "Start now" button. To the right is a screenshot of the Coca-Cola Facebook page, showing a red can of Coca-Cola Classic and various posts. Below the main text are several promotional tiles: "Become a fan on Facebook", "mycoke rewards", "mycoke", "Coca-Cola store.com click. shop. enjoy!", and "Coca-Cola zero".

At the bottom of the page, there is a footer with links for "About The Coca-Cola Company", "Careers", "Product Information", "Nutrition Information", "Contact Us", "Terms Of Use- UPDATED", and "Privacy Policy". A copyright notice states: "© 2010 The Coca-Cola Company, all rights reserved. Coca-Cola®, "Open Happiness", and the Contour Bottle are registered trademarks of The Coca-Cola Company." A "Site Map" link is also present.



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](#)

© 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](#)

### 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](#)

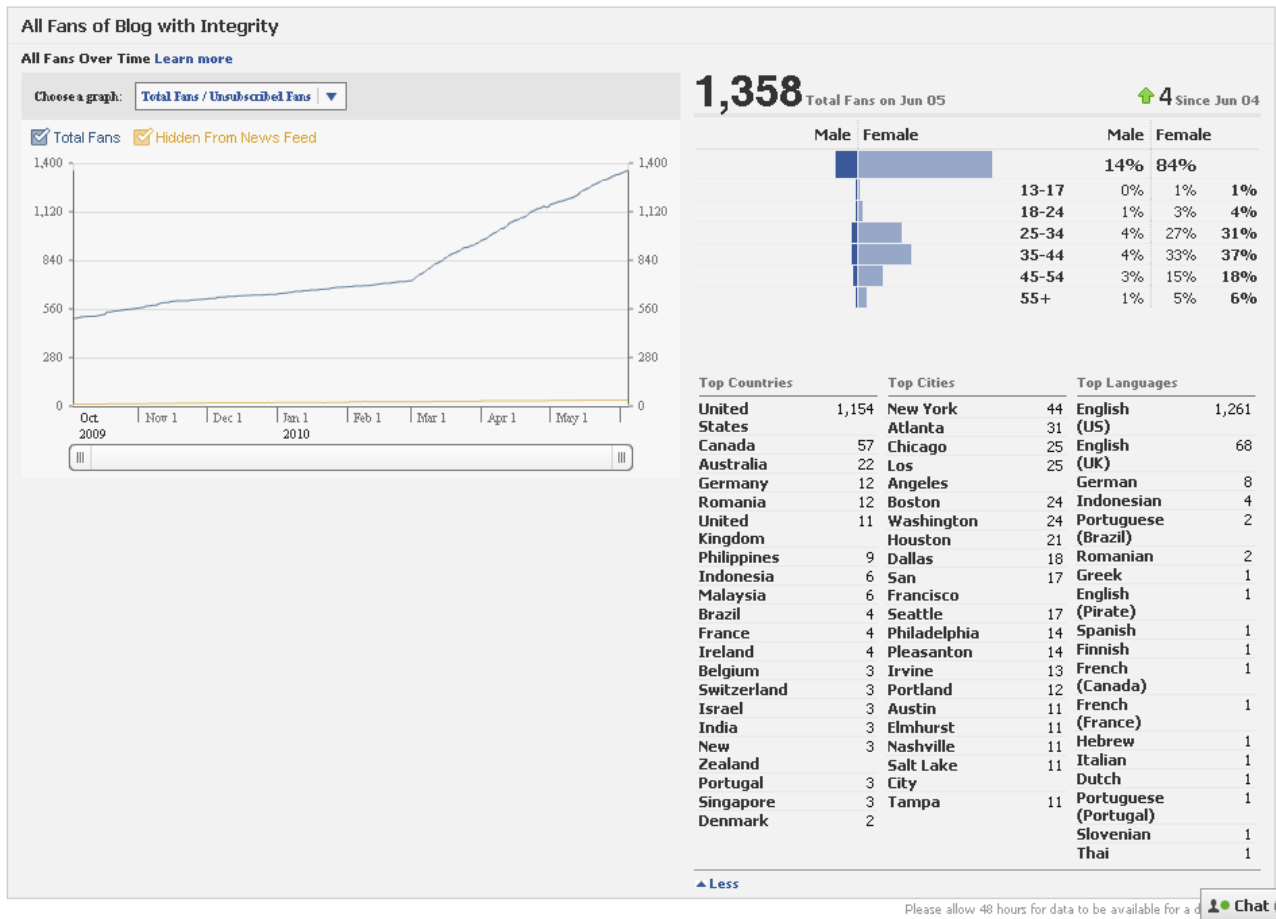


Like

 Susan Getgood and 5 others like this.



# Insights



# Causes

Oil Spill in the Gulf Coast: Take Action Now

[← Back to Facebook](#)

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



[Home](#) [Find Causes](#) [Your Causes](#) [Best of Causes](#)

[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



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# Questions

Susan Getgood

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Web: [www.getgood.com](http://www.getgood.com)

Twitter: @sgetgood

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