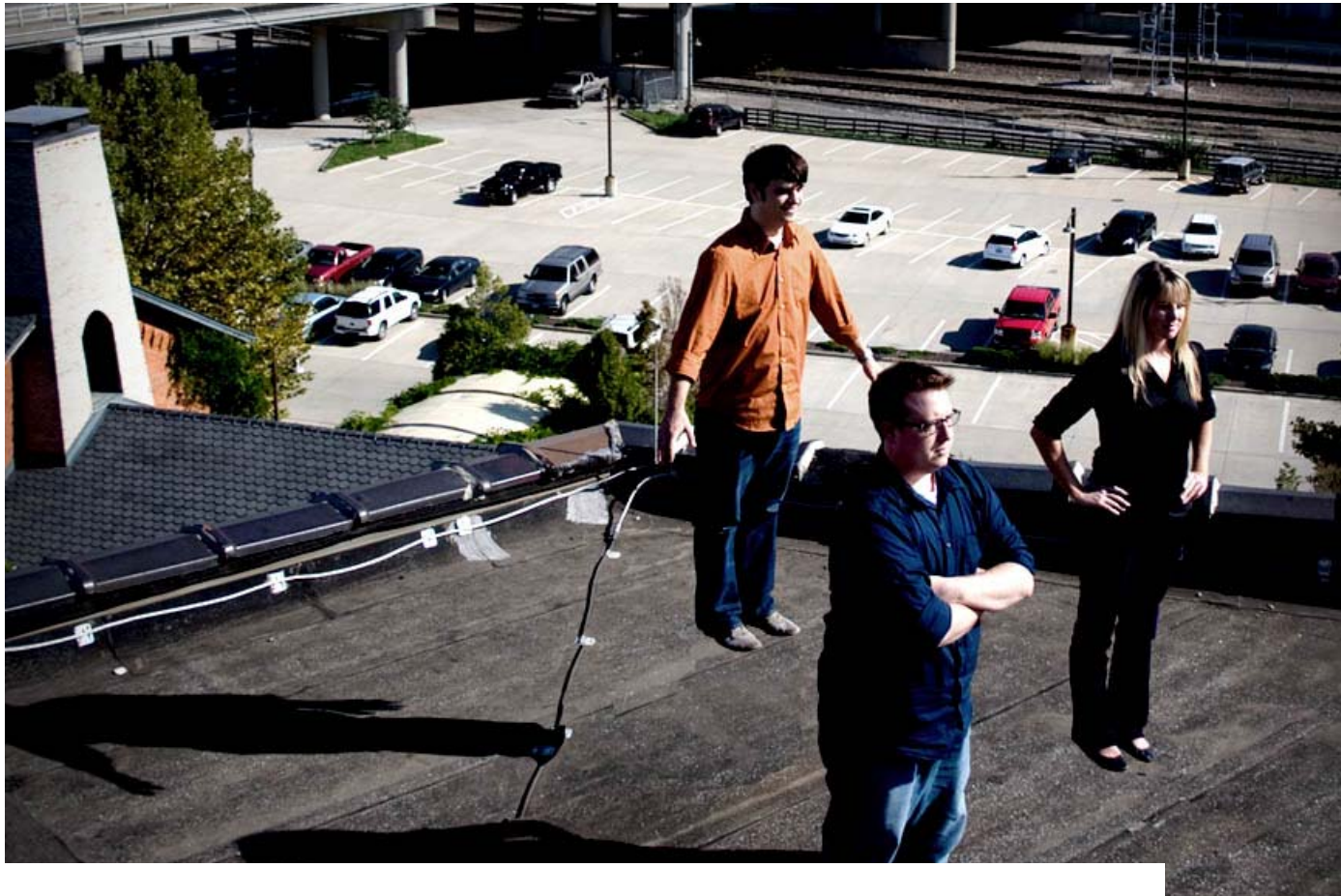




Social Marketing – Real Potential for Advocacy

**National Bike Summit
2010**





Welcome



Panelists

Agenda

- **Paul Miser**, Emerging Technologies Consultant and Social Marketing Strategist for VML
- **Jonathan Maus**, Publisher/Editor-in-chief, BikePortland.org
- **Bryan Goebel**, Streetsblog, San Francisco
- **Sarah Stuart**, Campaign Director, Bicycle Coalition of Greater Philadelphia
- Questions / Discussion

Social Media

By the Numbers

400 Million
people on Facebook

2.5 Billion Photos uploaded
to Facebook every month...
Flickr hosts 4 billion every year

Facebook serves **260 Billion**
page views every month

YouTube serves **1 Billion** videos
each and every day

Twitter serves over **50 Million Tweets** every day

In the US, **82%** of online
users watch videos

On the Internet, there are
234 Million websites,
126 Million blogs and
1.73 Billion users worldwide









Social Media

(sō-shel•mē-dē-a)

Creating a Winning Strategy

- Monitor/Listen
- Strategy
 - Optimize Marketing
 - Identify Influencers
 - Understand relevant content
- Content
 - Exciting
 - Educating
 - Engaging
 - Ask
- Engagement
 - Communicate
 - Listen
 - Understand
 - Respond
 - Community
- Monitor, Report, Adapt



DO





LIVESTRONG™ ARMY

KANSAS CITY




LIVESTRONG Social Sharing (Social Distribution)




LIVESTRONG Outreach (Key Influence)

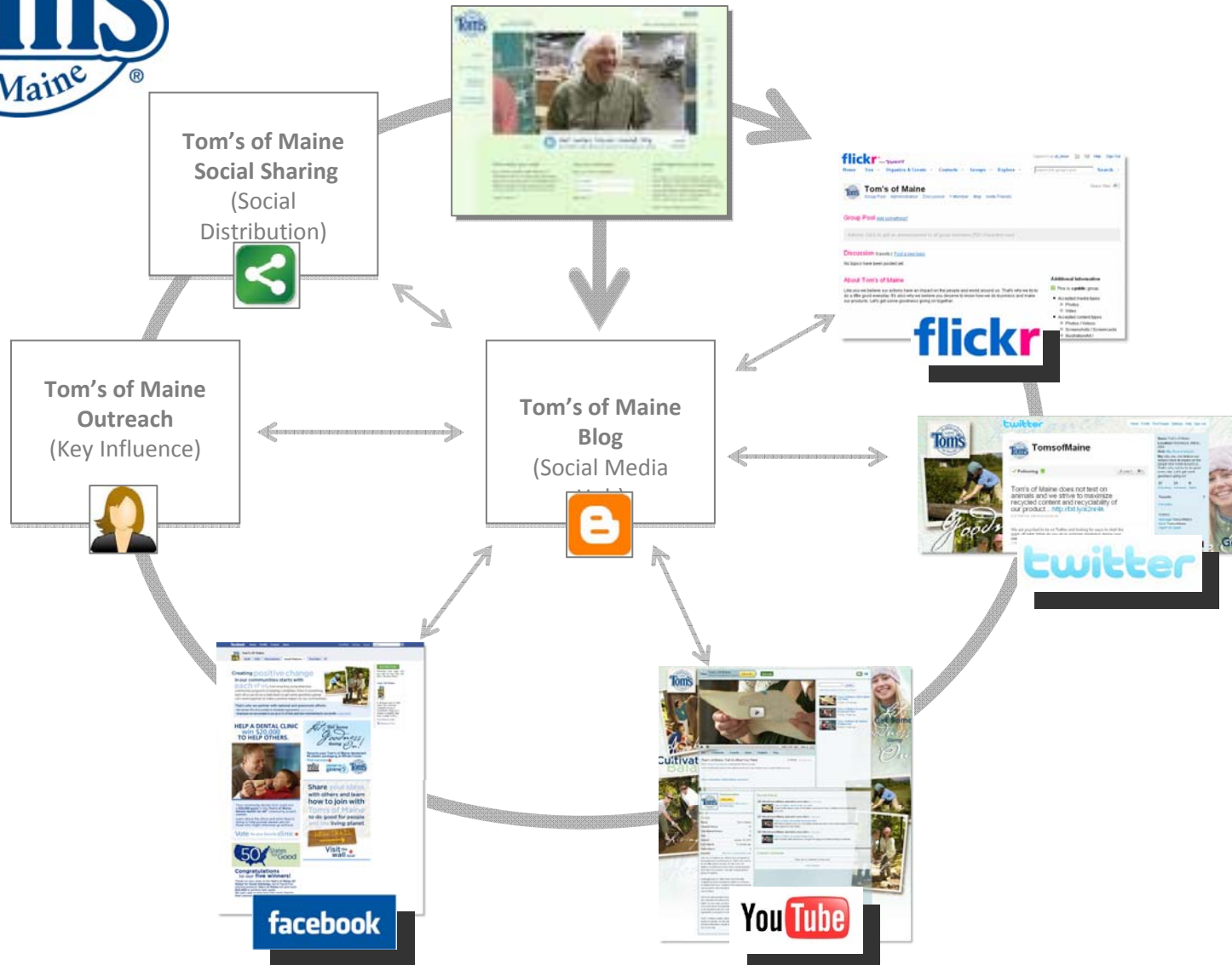


LIVESTRONG Blog (Social Media Hub)




Event / Giving / Volunteerism



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Thank You

