

# The Faces of Social Media<sup>SM</sup>

MediaPost Communications, Inc., Knowledge Networks form partnership to define and measure the importance of social media for marketing by product category

The buzz around social media is impossible to ignore; yet there is an urgent need for reliable, and systematic, quantification of its marketing consequences. The question of how you can harness the extraordinary potential of social media while still making wise use of your category marketing and media dollars has gone unanswered—until now!

MediaPost Communications, Inc. and Knowledge Networks have jointly developed a syndicated service, The Faces of Social Media<sup>SM</sup>, which gives CMO actionable information about social media users and SM's effect on 30 specific categories. Charter subscribers are now being solicited.

## The Starting Point:

### Defining the Social Media Landscape

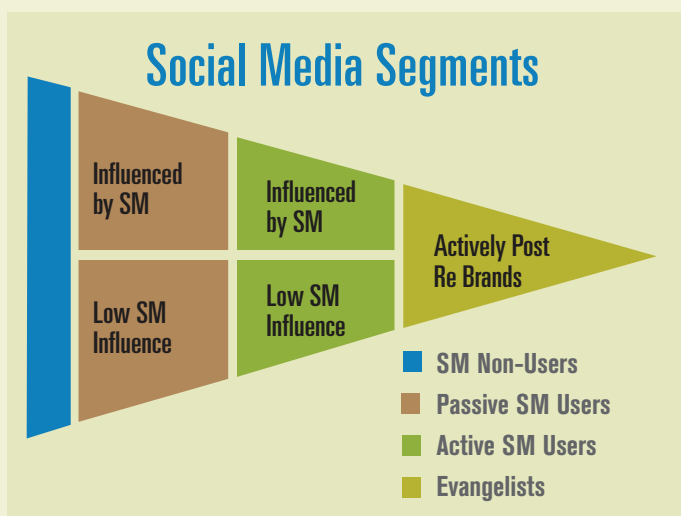
One could argue that social media has always been with us. Women talk about the new food product they purchased that their family raved about.

Teenagers talk about their music and men talk about the latest electronic item they simply must have. *Still, we all continue to guess at the level of involvement the adult U.S. population has with today's social media and its marketing consequences.*

The guess work ends with The Faces of Social Media's seminal definition of the SM landscape as depicted at right. The U.S. population is categorized into six groups such that marketers will know for the first time:

- The U.S. landscape of social media, including the proportion of Evangelists, Active, Passive and Non-Users of SM and the degree of influence SM has on them
- The demographics of each segment and
- SM put in the context of all media use for each segment

Changes to the landscape will be measured across time.



## The Marketing Consequences:

### From Passive Users to Evangelists

Once we have the landscape defined, we take the next step to eliminate the marketing action guess work by telling you about your category within the segments. The Faces of Social Media<sup>SM</sup> will define specific marketing consequences of social media use for each of the five SM user segments – from Evangelists to Active Users to Passive Users. By making category-specific comparisons with non-users of social media, the service will address the true incremental effect of social media (SM).

To ground the social media/category comparisons, overall media consumption for each social media segment will accompany the above analysis and data set. A **Faces of Social Media** Influence Score will be delivered as a guidepost for marketers to use in their decision making (see figure on left).

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## Keys to SM Marketing Consequences

PURCHASE INTENT ↑ high ↓ low	<b>"C" CATEGORY USERS</b> Action: Use non-SM assets to drive SM use	<b>"A" CATEGORY USERS</b> Action: Keep SM assets on target
	<b>"D" CATEGORY USERS</b> Action: Low value no specific action	<b>"B" CATEGORY USERS</b> Action: Use SM assets to increase trial & repeat
	SM INFLUENCE SCORE ← low → high	

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With The Faces of Social Media<sup>SM</sup>, marketers will know for the first time:

- What proportion of specific category users are the highest-potential targets – SM Evangelists, or SM Active Users who are influenced by what they see in SM about categories, services or brands
- What their highest-potential SM user targets look like in terms of high-level demographics (such as age, gender, income, and race)
- How the influence of SM on a specific product category is developing

## The Methodology, Data Source and Deliverables

Twice a year, Knowledge Networks will conduct 2,000 interviews with members of KnowledgePanel® – the only online panel based on a representative sample of the U.S. population – to study social media users and non-users, ages 18 to 80. The service will also cover 30 product/service categories.

An analytically focused Executive Summary will be delivered twice a year. In addition, a marketing audience friendly software tool is provided to access not only the Exec Summary but the data, charts, and tables.

## Each wave for The Faces of Social Media<sup>SM</sup> will measure:

- **Overall use of SM** – major sites plus SM features on non-SM sites
- **Specific use of major SM sites** – Facebook, MySpace, Twitter, blog reading
- **General use of SM for purchasing and media decisions**
- **Categorization of SM use**
  - > Frequency of passive SM use (reading only)
  - > Frequency of active SM use (posting, writing, uploading)
  - > Frequency of evangelist SM use about brands (posting, writing, uploading)
- **Categorization of SM use for brands** (general)
  - > Actively use for decisions or can strongly influence
  - > Attitudes about SM and brands
  - > SM as a source of info on brands, on products
  - > Trust of SM info about brands
  - > Influence of friends vs. influence of non-friends on SM networks
  - > Active use of SM for brands vs. passive
- **Repeat categorization of SM use for specific categories**

INPUT TO  
INFLUENCE  
SCORE

## Benefits of Charter Subscription

Charter subscribers to The Faces of Social Media will:

- Have input to survey questions and chosen categories
- Have the option to participate in a live Go to Meeting event with Charter Subscribers after each wave
- Have the ability to network with other Charter Subscribers
- Receive six Bulletins from the Faces of Social Media in addition to the two full waves of analysis

- Receive discounts for any custom social media projects executed with KN in 2010

Charter subscriber investment for the first two waves of The Faces of Social Media<sup>SM</sup> is \$15,000.



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