

The Faces of Social MediaSM

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

Establishing a strong social media presence is only the beginning in this competitive marketing environment. We know that about 80% of U.S. adults use social media monthly. Yet, how can you act on that? Knowing that 33% of Facebook users have become fans of brands on the network is useful, but are your categories influenced? These questions of category influence and how to harness the extraordinary potential of social media for your **category marketing** and media dollars have gone unanswered – until now!

MediaPost and Knowledge Networks have jointly developed a syndicated service, **The Faces of Social MediaSM**, which gives the C-suite actionable ongoing information about social media users and SM's interplay with 30 specific categories. Subscribers are now being solicited.

With **The Faces of Social Media** marketers will know for the first time:

- The size of 5 key SM segments
- What proportion of specific category users are the highest-potential targets in these segments – SM Evangelists, or SM Active Users who are influenced by what they see in SM about categories, services or brands
- What the highest-potential SM user targets look like demographically
- How the influence of SM on a specific product category is developing

We will be examining these questions over time.

The Starting Point:

One could argue that social media has always been with us with consumers talking about products and services they have discovered. Today, social media participation is treated like a homogenous event, which is certainly not the case. Participation levels vary, not everyone is influenced the same way, and influence varies by category. Yet we all continue to guess at the heterogeneity by which categories

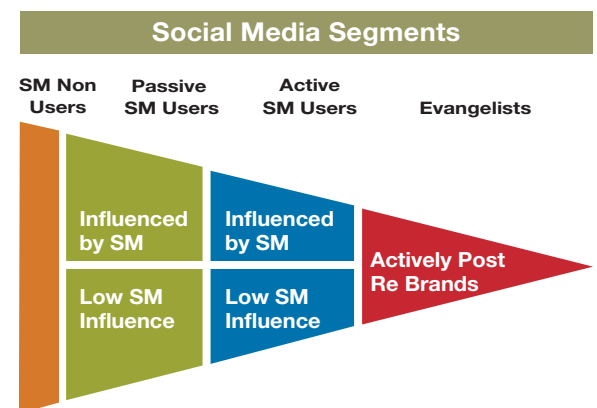
are influenced and the marketing consequences. The guess work ends with **The Faces of Social Media's** seminal definition of the SM landscape as depicted below.



The Marketing Consequences:

Once we have the landscape segments 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** 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. **The Faces of Social Media Influence Score** will be delivered as a guidepost for marketers to use in their decision making (see figure on the next page).

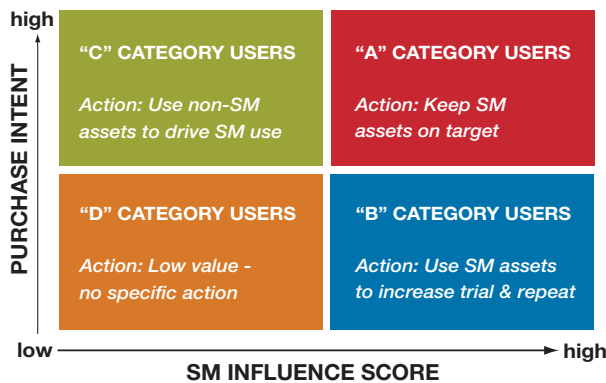


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Keys to SM Marketing Consequences



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 79. 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 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

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