



# Social Media Revolution 2013

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<http://www.youtube.com/watch?v=TQq2DJx0seo>



# *Education* 2.0 Social Networking and Education

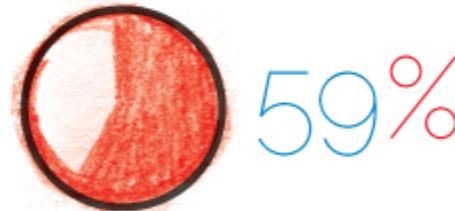
## U.S. Students & social networking:



of students with Internet access report using social networking technologies such as chatting, texting, blogging, and visiting online communities.



of students have their own blogs, and more than one in six say they add to the blogs they've created at least weekly.



of students who use social networking talk about education-related topics online; more than 50 percent talk specifically about schoolwork.

## SOURCES:



NATIONAL SCHOOL BOARDS ASSOCIATION (NSBA)  
GRUNWALD ASSOCIATES LLC



TECHNEWSDAILY.COM  
NPR.COM



# SOCIALCAST

# Big Purposes



- **Stakeholder engagement** (it's now sort of like a membership service for CTSOs)
  - **Brand awareness** (membership recruitment, general promotion)
  - **Communications streams** (advocacy, business partners, parents, administrators, alumni)



# Traditional Media ⇔ Social Media



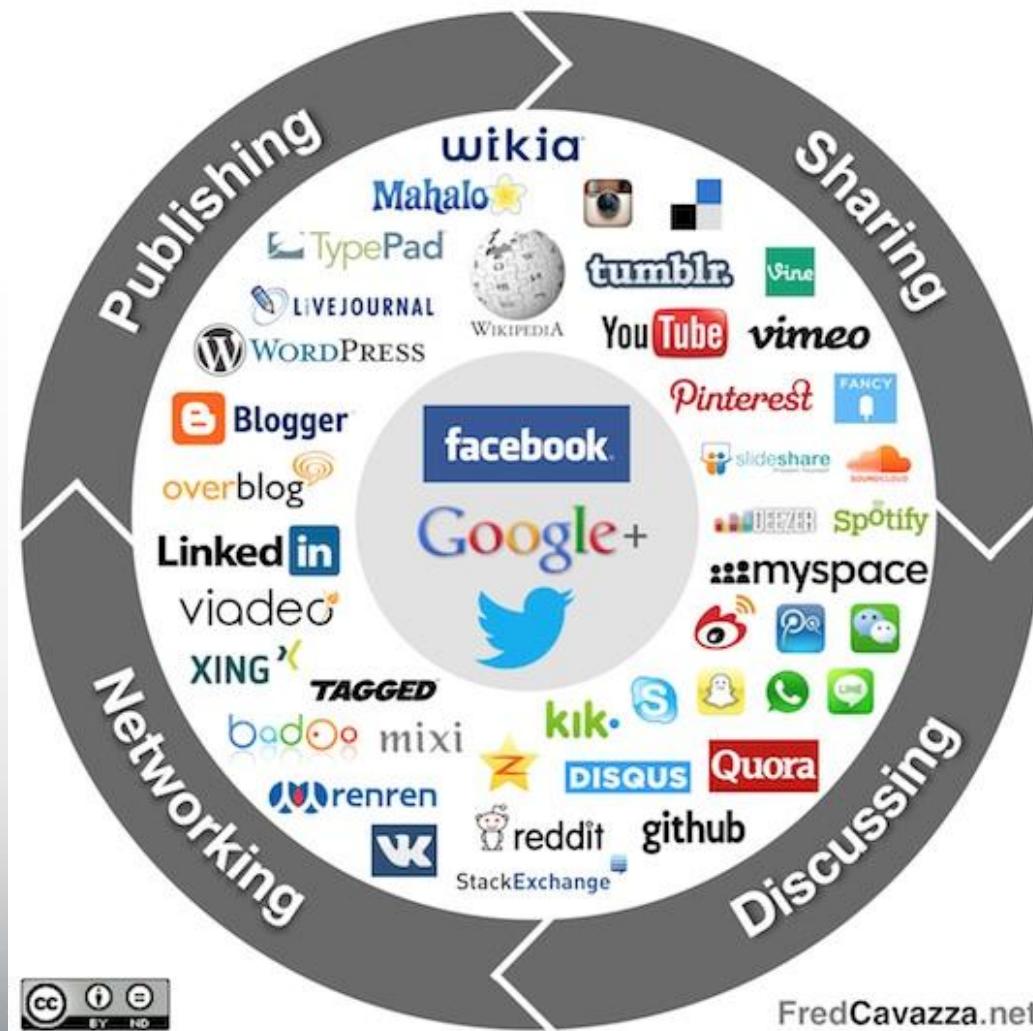
- 89% said they turn to blogs for story research
  - 65% to social media sites such as Facebook and LinkedIn
  - 52% to microblogging services such as Twitter
  - 61% use Wikipedia, the popular online encyclopedia.



Source: National Survey Finds Majority of Journalists Now Depend on Social Media for Story Research, CHICAGO, IL, January 20, 2010; [http://us.cision.com/news\\_room/press\\_releases/2010/2010-1-20\\_gwu\\_survey.asp](http://us.cision.com/news_room/press_releases/2010/2010-1-20_gwu_survey.asp)



# Social Media Landscape 2013



# It's Huge

## DECA Inc. Social Media



### North Atlantic Region Social Media

Facebook 10,748    Twitter 3,915

Total  
**14,663**

Facebook 19,235    Twitter 8,335

Total  
**27,570**

### Southern Region Social Media

Facebook 8,123    Twitter 4,543

Total  
**12,666**

### Central Region Social Media

Facebook 16,865    Twitter 5,541

Total  
**22,397**

### Western Region Social Media

Facebook 17,927    Twitter 5,514

Total  
**23,441**

**Total DECA Social Media: 100,737**

# DECA Inc. Using Social Media



- January 2013 DECA created Twitter Days
    - Themed days of the week to provide and encourage content for the DECA community
  - This type of social media brand promotion has allowed DECA to create more personal relationships with DECA's online followers
  - Now chapters and even individuals members are all participating in Twitter Days— the message is going local

**DECA TWITTER**  
DAYS OF THE WEEK

Mark your calendars  
@decainc's new Twitter days are coming

**MON** #Motivational Monday

**TUE** #Tip Tuesday

**WED** #We Love Wednesday

**THU** #Throwback Thursday

**FRI** #Fan Friday



# Impact in just one week.



# #DECAICDC

## SOCIAL MEDIA BY THE NUMBERS

**9,453,660** total exposure of  
#decaicdc tweets

**1,020,104** people reached through  
#decaicdc tweets

**91,152** total DECA Direct Online page views

**84,029** people reached on DECA Inc.  
Facebook page

**20,103** tweets sent using #decaicdc

**13,476** unique DECA Direct Online visitors

**7,752** #decaicdc Instagram photos posted

**5,052** #decaicdc Twitter contributions

**3,873** DECA Direct Weekly  
email blasts open

512 new @DECAInc followers

**211** #socalsoDeca Instagram photos posted



# CTSO's Using Social Media



- Google+ Hangout
    - February 21, 2013  
CTSO national  
officers gathered for  
a Google+ Hangout  
during CTE Month
    - “How my CTSO has  
impacted me.”
    - Over 140 views on  
YouTube

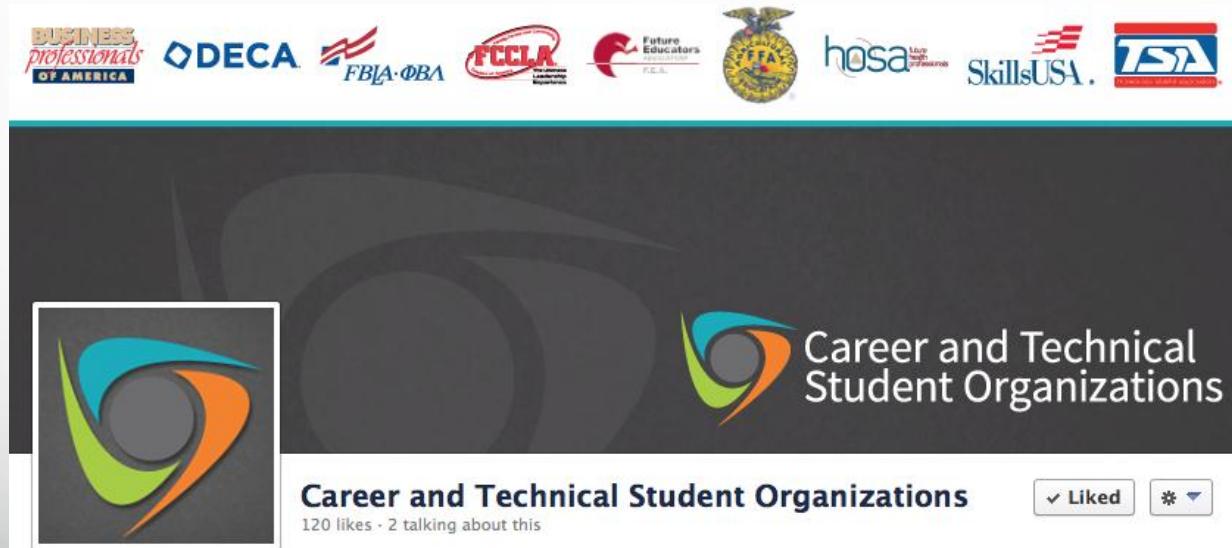


<http://www.youtube.com/watch?v=T37nET8nr6I&feature=youtu.be>

# CTSO's Using Social Media



- New CTSO Facebook/Twitter
    - Able to share news and information not just within individual CTSO's, but between all organizations
    - In terms of advocacy, seeing the combined efforts of all CTSO's is a much stronger impact than separating organizations



<https://www.facebook.com/CTSOs>