


SHERRY *Main*  
SHERRY



Twitter Today...  
What Tomorrow?

Sherry L. K. Main  
Director of Brand Strategy

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SHERRY *Main*  
SHERRY



\[sher-əl \[mān\]

*New media marketing and communications specialist with experience in strategy, university development, community relations, and team management.*



I have built my career and reputation around my innovative, collaborative, and entrepreneurial nature.

Through traditional and new media marketing communications, I am committed to **bringing out the best in an enterprise** — demonstrating the **global impact and benefits** of the organization for the betterment of its community.



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@sherrymain  
#caseVII

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[ soh-shuh / mee-dee-uh ]

Media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues.



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[ nju mee-dee-uh ]

An amalgamation of traditional media such as film, images, music, spoken and written word, with the interactive power of computer and communications technology, computer-enabled consumer devices and most importantly the Internet.



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Traditional Media

- Built with a framework maintained by an organization with limited distribution
- Owned by a singular entity with editorial power and often a cost for consumption
- Content produced by "experts"
- Delivered on a strict and expected schedule
- Cannot be altered once published



Social Media

- No framework necessary, and has no constraints for reach
- Accessibility is broad and virtually no cost for everyone
- Content is produced by anyone and everyone
- Real-time
- Live and editable content



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### Evolution of Social Media



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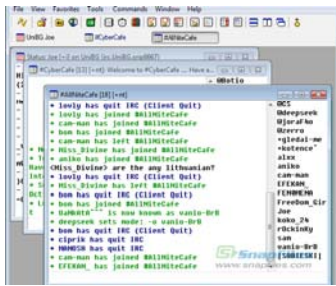
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### Evolution of Social Media



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### Evolution of Social Media



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### Evolution of Social Media



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### Evolution of Social Media



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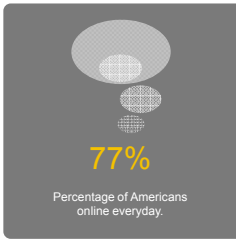
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23%  
Time spent on social networks.

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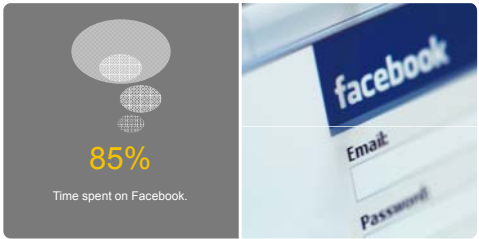
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85%  
Time spent on Facebook.

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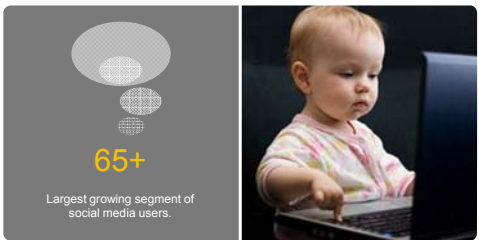
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65+  
Largest growing segment of social media users.

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Barriers to Social Media

- Mistrust of network
- Prohibitive culture
- Traditionalist culture
- Fear of losing control
- Cost-prohibitive



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Barriers to Social Media

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Opportunities in Social Media

- Builds transparency, thereby trust
- Demonstrate with a small project
- Social media is just a supplement
- Control by banking goodwill
- Virtually free!

- Mistrust of network
- Prohibitive culture
- Traditionalist culture
- Fear of losing control
- Cost-prohibitive



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Top Down?  
Start from the bottom up.

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Build your social network



Connect internally



And CONVERSE!

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Today

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Today  
Where do we focus?





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So... what's next?


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Mobile Web  
and "apps"



Semantic Web



Experiential Web





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UC Irvine UCSanDiego NASA Louvre



Mobile + Semantic + Experiential  
= Tomorrow


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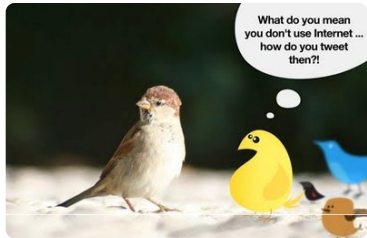
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What do you mean you don't use Internet ... how do you tweet then?!

Homework ;)

- Start listening
- (Re)discover your organizational brand
- Chat in your corner of the World Wide Web
- Build your own/institutional reputation
- And network!


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Recommended Reading






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Higher Ed Resources 

-  • [doteduguru.com](http://doteduguru.com)
-  • [chronicle.com/blogs/wiredcampus](http://chronicle.com/blogs/wiredcampus)
-  • [ecampusnews.com](http://ecampusnews.com)
-  • [Higheredexperts.com](http://Higheredexperts.com)
-  • [socialmediatoday.com](http://socialmediatoday.com)



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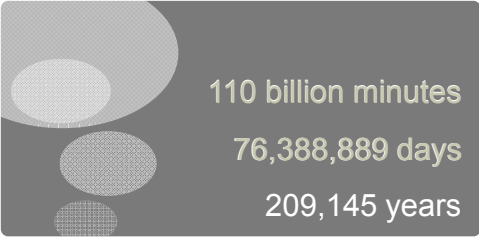
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SHERRY *Ma*  
SHERRI *Ma*



110 billion minutes  
76,388,889 days  
209,145 years

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SHERRY *Ma*  
SHERRI *Ma*



Thank you!  
Contact me →




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As Discussed

Links to resources discussed in the session on March 4, 2010.



- [Twitter Style Guide](#)
- [Web Trend Map](#)

Stay in touch!

LinkedIn – [linkedin.com/in/sherrymain](http://linkedin.com/in/sherrymain)

Twitter – [twitter.com/sherrymain](http://twitter.com/sherrymain)

Facebook – [facebook.com/sherrymain](http://facebook.com/sherrymain)



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