SOCIAL MEDIA MARKETING

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3RD EDITION

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Social Consumers

Learning Objectives

When you finish reading this chapter, you will be able to answer these questions:

1 Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

2 What are the elements of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

3 What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

4 How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

5 What are the most important segments of social media consumers? What do they tell us about targeting users of the social web?

Segmentation and Targeting for Social Media Marketing

Marketers rely upon consumer insights to plan effective social media marketing strategies. Whether planning a campaign that will be executed entirely in social media or one for which social media is one component of an integrated marketing communications (IMC) campaign, understanding the needs, beliefs, and behaviors of the target market is key. Marketers use these insights to develop buyer personas that facilitate the strategic planning process. This is the focus of Chapter 2. We'll review the basics of segmentation, discuss individual and group behaviors in social media and why those behaviors occur, and detail segments found in social media communities.

Profiling the Targeted Segments

Marketers value social media marketing strategies and techniques, but social media marketing will work only to the extent that these new media platforms can reach the customers organizations want to talk to in the digital space. Marketers target specific segments whose needs they believe the brand is capable of satisfying in exchange for meeting organizational objectives. **Market segmentation** is the process of dividing a market into distinct groups that have common needs and characteristics. Segmentation enables marketers to achieve a trade-off between the efficiency of treating all customers the same and the effectiveness of addressing all customers' unique characteristics. Marketers use several variables as the basis to segment markets, including geographic, demographic, psychographic, benefits sought, and behavior. These characteristics represent the **bases of segmentation** marketers use when they divide a population into manageable groups.

Marketers utilize these variables to segment and to identify target audiences regardless of what kind of strategy will be used. But when it comes to social media marketing, we need to also take into account how prospective customers can be segmented according to their digital lives. Although it may seem like everyone is online, and most everyone is on Facebook, the extent to which a person's life is digital varies based on his or her lifestyle, personality, demographics, and even his or her geographic and economic conditions. For B2C (business-to-consumer) marketers, understanding these segments and how their attitudes and behaviors differ is a critical component in devising an effective social media marketing strategy. Marketers use this information and insight to develop profiles that help marketers make better campaign choices. Likewise, B2B (business-to-business) marketers also benefit from segmentation-driven targeting. Let's briefly review the bases of segmentation and try to understand how these variables translate into the online world.

Geographic Segmentation

Geographic segmentation refers to segmenting markets by region, country, market size, market density, or climate. For example, North Face can expect to sell more parkas to people who live in winter climates, whereas Roxy will move more bikinis in sunny vacation spots. Geographic segmentation is increasingly relevant to social media marketers, not only due to location-based targeting based on a business's distribution channel, but also because social media increasingly incorporate **GPS technology**, a satellite system that provides real-time location and time information.

This innovation aids local businesses that can use the technology to target specific people based on physical presence. Services such as Yelp position themselves as geotargeted

social media. Yelp became popular for its user-generated reviews of local businesses. In fact, Yelp users have contributed more than 120 million reviews of local businesses.[1] Its mobile app helps users search for nearby businesses with the added value of reviews, ratings, and photos. Businesses can partner with Yelp to target Yelp users with advertising and in-app coupons. This is where segmentation strategy comes into play.

For social media marketers, there are three geolocation techniques: geofencing, geotargeting, and beaconing.[2] **Geofencing** is like a virtual line around a defined geographic space. As people with a geolocation mobile app enter the defined area, they can be targeted with ads or offers. For example, if you have a smoothie shop at the mall, you could set up a geofence around the mall and parking lot. As soon as people (with their devices enabled) come into that geofenced area, you can show them an ad with a deal. It's this same kind of functionality Snapchat uses to offer Snapchat geofilters—visual overlays that relay the "where" and "when" a Snap was taken. **Geotargeting** is similar to geofencing but the geographic parameters are more general, such as 50 miles from a zip code. The third type is **beaconing**, which has a very small range and is best for targeting locations within a store.

EXHIBIT 2.1

Yelp's Geotargeting Adds Value
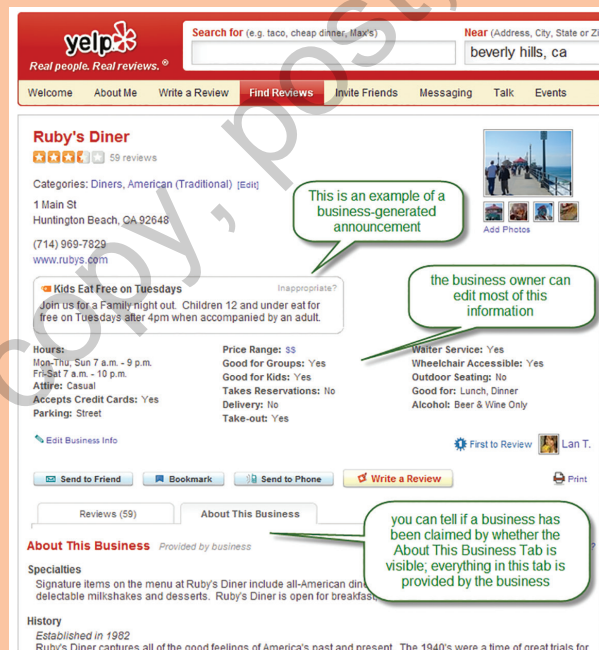
Source: Tom Humbarger, "Why Is Yelp Important to Your Business?" Tom Humbarger's Social Media Musings (April 22, 2010), https://tomhumbarger.wordpress.com/2010/04/22/why-is-yelp-important-to-your-business

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Yelp's mobile app averages more than 20 million unique users per month. As Yelp mobile app users enter targeted geographic areas, local businesses in that area can reach out to them with special offers and interactive promotions such as free drinks or discounts. In fact, this is perhaps the most relevant aspect of geographic segmentation for social media marketers—it provides actionable strategies that engage on the social, mobile level. Importantly for the local merchants who use the service, Yelp offers a business "dashboard" that includes customization options for the business's page information and promotional offers, metrics on the number of Yelp views, notifications of new reviews, and message functionality for communicating with reviewers and heavy users.[3] Though Yelp began primarily as a review site to help people find local businesses, it now incorporates transactional services as well. These include Eat24, YelpNow, SeatMe, and Request-A-Quote. Such services enable Yelp to close the gap in the consumer decision-making process between information search and evaluation of alternatives and purchase. The services also provide another stream of revenue, in addition to advertising, for Yelp. Worried about privacy? We address privacy later in this chapter.

Demographic Segmentation

When marketers employ **demographic segmentation** they utilize common characteristics such as age, gender, income, ethnic background, educational attainment, family life cycle, and occupation to understand how to group similar consumers together. For example, General Mills creates specialized campaigns for different demographic segments, such as when it launched QueRicaVida.com as an online platform for Latina moms. B2B marketers also use demographic variables for segmentation but the variables of interest will relate to company size, industry vertical, buyer type, and other characteristics useful for describing businesses. Facebook, Twitter, and LinkedIn have made it easy for businesses to target prospects by offering targeting specifications based on information like interests, job title, company size, revenue, and more.

How can demographic segmentation benefit social media marketers? Let's take a look at a campaign from Secret deodorant.

EXHIBIT 2.2

Secret's Mean Stinks Campaign

How would you describe Secret's target market demographically? That's easy—females, aged 12 and up, in North America. Traditionally, a brand such as Secret would target women with print ads in magazines appropriate by age group. In this case, though, Secret has taken a very different route; its strategy highlights the importance of considering demographic characteristics. Here's

an overview of the campaign. Mean Stinks is an anti-bullying campaign sponsored by Secret deodorant. The campaign provides support literature to inform girls and their parents about the dangers of bullying and how to combat those dangers. But more, the campaign has become a community, a channel for creative expression, and a rallying cry of importance to teen girls and their moms. It started simply with a Facebook page and a call to action—girls who believed that "mean stinks" would pinky swear against bullying. How? By painting their pinkies blue! The Facebook page acquired hundreds of thousands of likes in short order. Since then, the campaign has evolved. Using the theme #gangupforgood, Secret empowered girls to use their blue pinkies to let others know they would not bully. Secret then leveraged this content, and its own, in the social community zone (zone 1) and the social publishing zone (zone 2). Profiles are active in Twitter, Facebook, Instagram, and Pinterest. A microsite publishes user-generated content from the social communities, and a YouTube channel and Vimeo (zone 2) channel provide both Secret-produced videos to help parents and teachers combat bullying and user-generated videos.

Is this campaign an effective way to reach the target market? The approach suggests the Secret brand really understands the challenges of being female. This is a key component of demographic targeting. It's about more than the basic facts. The marketer takes the demographic knowledge and uses it to understand the needs of the market.

Keith Homan/Shutterstock.com

Psychographic Segmentation

Psychographic segmentation approaches slice up the market based on personality, motives, lifestyles, and attitudes and opinions. These variables may be used alone or combined with other segmentation bases such as demographics. Psychographics tend to provide the richest picture of a consumer segment in that the descriptions of psychographic segments help marketers to know the real person making the consumption decisions.

Let's consider a practical application of psychographics in the social media space. The greeting card industry has experienced declining sales for some time now. Instead of cards, people may send emails, e-cards, or even just a Facebook post! A large-scale study by Unity Marketing identified four psychographic segments among greeting card buyers.[4] Unfortunately for the greeting card industry, a segment called "Alternative Seeker," the largest group the study identified, is also the most eager to use an alternative to the traditional card. Alternative Seekers view social media as an answer to staying in touch with friends and family on both a daily basis and on special occasions such as birthdays and holidays.

Unity's report warns that greeting card companies are at risk as people use social media as a replacement to traditional cards. But this change presents an opportunity for others. Apps like Cool Greeting Cards and justWink create a variety of virtual greeting cards that can be delivered on Facebook and other social networks. Even Starbucks enabled a Twitter app that lets you give a cup of coffee to someone with a simple tweet!

Benefit Segmentation

Benefit segmentation groups individuals in the marketing universe according to the benefits they seek from the products available in the market. For example, in the auto industry people who buy hybrids and electric cars look for different benefits from a car than those who buy muscle cars or SUVs. For business prospects, benefits sought might be about "how soon can it be delivered?" or "can the purchase be invoiced?". Brands may use social media to identify benefits customers want. That's how McDonald's identified the demand for its new "All Day Breakfast" menu—more than 80,000 tweets specifically mentioned the need for breakfast options all day.[5] What benefits do consumers want from their interactions with brands in social media environments? There are competing schools of thought on this issue. Some industry experts argue that consumers want to have meaningful relationships with the brands they use frequently, and particularly with those brands they consider lovemarks. This term, developed at Saatchi & Saatchi, refers to brands that inspire passionate loyalty in their customers. Saatchi & Saatchi even maintains a website that encourages people to nominate the brands that inspire them in different categories. For example, brands in the beverage category include Guinness, Inca Kola, and Boost Juice.[6] You can nominate your own favorites at www.lovemarks.com.

Others believe consumers seek a more functional relationship with brands, but will offer loyalty for those that meet their needs. This is the view taken in research on the social currency of brands.[7] **Social currency** measures the ability of brands to fit into how consumers manage their social media-centric lives. Based on the premise that social consumers are defined by the extensive use of technology and social media, limited time and attention for decision-making, and a desire for value and utility, the social currency construct assesses brand contribution to several desirable benefits. How do consumers respond to brands with high social currency? The study, which assessed 90 brands over five industries, found that people were more likely to choose these brands and more willing to pay a price premium.

MINI CASE STUDY

The Power of Social Currency

The *Power of Social Currency* study was designed to measure the ability of brands within retail, fashion, automotive, food and beer to adapt to the ways consumers manage their social lives.[8] The report asserted that brands often struggle to keep up with changing consumer preferences. To succeed in social currency, brands should focus on initiatives across seven dimensions that help consumers manage their lives more effectively and efficiently. The modern social consumer is defined by a number of different characteristics that contribute to a desire for social currency benefits:

- manage their lives and achieve their goals using technology across context and culture
- make decisions with limited attention, time and effort
- use social media for information and entertainment, and
- comparison shop for cheaper and/or more convenient alternatives.

The dimensions of social currency are explained in Figure 2.1. The study evaluated brands across the dimensions, assigning an index score for each.

7 Social Currency Dimensions

How much my relationship to the brand plays into my *self-image* and *self-esteem*.

How much I feel a sense of *belonging* or kinship with others who use the brand.

How much the brand facilitates *communicating who I am*.

How much the content shared by/about the brand engages me.

How much the brand helps me forge *new social connections* or relationships.

How much other people help me *discover, evaluate*, and *make* decisions about the brand.

How much my engagement with the brand or its customers *enhances the value* I get from the brand.

Figure 2.1   Dimensions of Social Currency

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Results and Outcomes

The top ten brands in social currency were Nike, Subway, Olive Garden, Southwest Airlines, Honda, Levi's, Wendy's, Under Armour, Chili's, and Toyota. Nike scored an indexed social currency composite score of 119—a weighted composite of the brand's results on the seven dimensions. The scores are interpreted to mean that Nike provides social currency benefits at a 19% higher rate than the average of the other 90 brands included in the study.

The results suggest brands can use social media engagement with customers to build the relationship—conversing, sharing, caring, and interacting in each other's lives over time (just like people do). We'll take a deep look at how brands can engage consumers using social communities (zone 1) in Chapter 6.

Behavioral Segmentation

Behavioral segmentation divides consumers into groups based on their actions. Exemplary variables include product research sources, the nature of the purchase, brand loyalty, usage level, frequency of purchase, and distribution channels used. Notice that these very same variables are valuable for B2B segmentation. When it comes to social media, marketers may use behavioral information such as how much time prospective customers spend online and on social media, what activities they participate in on social media, which social networks they use, and the devices they use to access social media as segmentation variables.

Marketers use these bases of segmentation to construct **buyer personas**. A persona is a snapshot of your ideal customer that tells a story using the information you used for segmentation (i.e., demographic, geographic, psychographic, benefits sought, and behavior). This 'bio' provides a composite sketch of the desired target marketing. With personas, marketers are better able to identify, understand, acquire, engage, and retain the target audience. For example, Geckoboard, a company offering data visualization software for

Chris, 45

Persona Profile

Who is he?

- CEO of large financial firm worth $100 million.
- Has been in role for 5 years.

- He is an innovator and a risk taker.

- He likes to communicate via email, face to face or by phone.
- He is on LinkedIn and Twitter.
- He reads financial and economic news sources online.
- He likes to attend financial conferences.

How he finds vendors

- He trusts referrals and word of mouth.
- He goes to the website during the initial phase of his buying journey.
- He is not interested in using the information on the website beyond initial research. He prefers to weight his options before making any buying decisions.

Pain points

- There are eight people involved in the purchase decision for his financial firm.
- He is looking for a competitive price, with strong team experience and a track record of good creative work.
- The size of the team representing him is important. He always wants in-market representatives, to allow for easier communication flows.

What he wants to know

- Expertise
- Case studies
- Testimonials
- Examples of work
- Awards
- References
- Strong partnership

What he doesn't want

- He doesn't want to pay large fees, or be locked into a long-term contract. Value for money is important, as is his ability to change direction if needed.

Why he buys from us

Price and team expertise

How we retain him

- He is very hands-on and likes open lines of communication.
- Respond to change requests quickly.
- Monthly recaps.
- Pitch new, out of the box ideas.
- Share latest industry news and best practices.

Figure 2.2   Buyer Persona

social media analytics, describes its buyer persona as a young to middle-age founder or chief executive level decision-maker, at an organization in a high-growth, digital business with 11–200 employees, located in the United States, Western Europe, Australia, or Canada.[9]

Social Identity

Facebook? YouTube? Flickr? Twitter? Which of these sites do you make a part of your digital life? What are you sharing? Thoughts, opinions, activities, photos, videos? When and from where? On the go with a mobile device? From a fixed location using a stationary computer? These days, the answer is most or all of the above. We all have an image of ourselves, or a sense of who we are; this is called our **self-concept**. From a psychological perspective, **social identity** is the part of our self-concept that results from our perceived membership in a group.[10] We can break this rather abstract-sounding notion into two components. First, we think of ourselves as members of some groups but not others. At any point in time,

what we're doing and where we are brings one of our groups front of mind. When playing a video game, for instance, we might see ourselves as a member of an affinity group of gamers. We probably won't be identifying with people who like baking. Second, we belong to many, many groups—some formal, some informal; some aspirational, some actual. If we are aware of our membership and the group is important to us, it can affect our social identity. What does this have to do with social media? When we participate in social media, we are engaging with one or more groups. From the broadest view, posting on Instagram is an interaction with the group of Instagram users.

Our online activities and the information we post document and express our social identity—the way we represent ourselves via our social connections, community membership, participation, and shared text, images, sounds, and video—to others who access the Web. Consequently, social identity can influence where, when, how, and what you contribute as a social media participant.

Marketers are interested in your social identity—along with other information useful for segmenting and targeting you, like your demographic characteristics, your interests and lifestyle, your personality traits, where you live and work, your shopping behaviors offline and online, and so on. Where do they get this data? From a host of sources—smart marketers will license data from multiple sources to build a dataset useful for marketing analytics. One of the sources is social data. As you participate online, you leave behind residue, sometimes called social exhaust. The residue becomes a source of **big social data (BSD)**, data generated from technology-mediated social interactions and actions online, which can be collected and analyzed.[11] When marketers assess this information, the portrait they paint of you is *their view* of your social identity. Altimeter defines the marketer's view of social identity as "the information about an individual available in social media, including profile data and ongoing activity."[12] In other words, social identity is the way marketers view you given your social media activities.

Just as direct marketers have long known that a more complete customer profile can lead to better targeting of offers, marketers now recognize that utilizing social data can further enrich these profiles. Marketers can use this information to identify new leads, convert prospects to customers, resolve service issues, and more. For example, if a brand can associate an Instagram user who posts a picture with a complaint caption with a customer who has purchased often in the past, it can resolve the complaint, retain the customer, and build higher customer lifetime value. Altimeter believes using social identity data helps brands to build richer customer profiles, efficiently use marketing budgets, and engage across channels. Brands can use social identity data at all points in the purchase funnel, whether they seek to identify prospects, nurture leads, tailor recommendations, follow up with customers to enhance retention, or reward loyalty.

Social Touchpoints: The DNA of Social Identity

Let's take a closer look. Perhaps in a typical day you wake up using an alarm clock app on your smartphone. After you snooze the alarm, you might check your news feed on Facebook Mobile. You leave home and head for school. In transit, you stay connected with your smartphone or even an Internet-enabled car if you drive a new Ford. You might search for reviews on the best place for coffee along your route, or the cheapest source of gas. When you get to class, your professor might ask you to work collaboratively in a wiki on a class assignment or bookmark research for a group project using an app like Evernote. Later that night, you might watch *The Tonight Show* with Jimmy Fallon. You get ready for your evening shift at work. When Jimmy tweets out the hashtag for tonight's Hashtag Game,

Anne (29)
Marketing professional

- Uses three devices daily
- Facebook Messenger, Skype, and Viber are three of the most frequently used apps

Chats on Facebook Messenger and Viber throughout the day

Listens to Spotify during her workday

7am
Wakes up, checks weather and messages.

8am
Reads news and checks the schedule while eating breakfast.

9.30am
Travels to work, chats with friends, and plays mobile games.

10am
Arrives at work, reads email, and stacks a co-worker.

1pm
Catches up on social media while eating lunch.

2–4pm
Long working session. Has multiple business calls on Skype.

5.30pm
On the way home, she Googles dinner recipes, shares a few with friends and orders a new set of wine glasses on Amazon.

7pm
Dinner is in the oven – time to check the news.

8.30pm
She finds a new series on Netflix and watches on a tablet while eating dinner. She Instagrams the main character's outfit and cross-posts to Facebook.

10–11pm
Before going to bed, she chats with her parents on Skype and reads the comments on her Instagram post.

Device Activity

App Activity

PC ● Smartphone ● Tablet ●

Figure 2.3   A Day in the Social Life of Anne

Source: Mike Read, *A Day in the Life of a Consumer*, Verto Analytics, 2017. Used with permission.

you turn to Twitter to play along, hoping to be among those chosen to be on the show. See what we mean? Everywhere you go, as long as you have an Internet-enabled device, social media can be a part of your daily life. The opportunities exist as **social media touchpoints**. You can see the possibilities for these touchpoints in Figure 2.3. These touchpoints leave impressions, and they make up the data that marketers use to paint your social identity.

Social Footprints

A footprint is the impression or mark an object makes when it occupies a physical space. Depending upon the surface material, the impression may remain sometime after the indentation was created—when a budding graffiti artist happens upon a patch of drying cement, the rest is history! Similarly, a **social footprint** is the mark a person makes when he or she is present in a social media space. As we visit websites and web communities, we leave a digital trail behind. This social footprint may be subtle or obvious depending upon the quantity and frequency of visits and the activities in which we participate. For example, when you visit your friend's Facebook profile and learn that she's a fan of Juicy Couture, you learn something about what matters to her. This information is one aspect of her social footprint.

Figure 2.4 illustrates a social footprint for one person, Jennifer Jacques. Professionally, Jenn is an editor (the first female editor in the entire industry!) for Bearing Arms, a Second Amendment news site. She's a well-known gun rights advocate, and often interviewed by the media. Personally, she's a wife and mother. Her favorite hobby is hunting. How is Jenn's identity reflected in her social footprints? In zone 1, Jenn has a sizeable presence including a personal Facebook page, a Facebook page dedicated to hunting (www.facebook.com/jenn.d.jacques), and a Facebook fan page (www.facebook.com/2AJennJacques). She connects to her professional community using LinkedIn (www.linkedin.com/in/jennjacques). With personal friends, she also uses SnapChat (jennjacques). In zone 2, Jenn maintains her own website (https://jennjacques.com) and tweets links to her content as well as other information she wants to share with her followers (https://twitter.com/JennJacques). She also posts photos on Instagram (www.instagram.com/jennjacques75). In zone 3, Jenn enjoys using Pinterest (www.pinterest.com/JennJacques75) and when she has a few moments of downtime she plays the social game, Trivia Crack. In zone 4, Jenn is primarily a consumer of social content. She relies on reviews and ratings shared online for many of her purchases, but she hasn't utilized group deals like Groupon, or other social shopping elements. Across all four zones, Jenn leads a very social life. As a full-time writer and a mother, Jennifer doesn't have much time for social entertainment, but she occasionally participates in a game of Words with Friends.

You may or may not leave as many footprints as Jennifer, but you certainly leave your share. Like Hansel and Gretel who dropped breadcrumbs to mark their way in the forest, you leave traces as you interact online and especially as you share social content. Have you ever "liked" a site, an article, or a product? Footprints. Did you ever shop online? More footprints. Comment on YouTube videos? Download podcasts from iTunes or upload pictures on Instagram? That's right … more footprints. Records of your activities may make up a lifestream (assuming you share enough detail with regularity), which is essentially a diary you keep through your social media activities.

Your footprints become a source of the big social data (we'll cover how marketers use the data in Chapter 10). The footprints are useful for making predictions about people—even broad, seemingly innocuous measures, such as the number of times you've logged into Facebook, and number of likes, comments, and shares. According to Michal Kosinski, a Stanford-based researcher who coordinates a collaborative research study of the Facebook
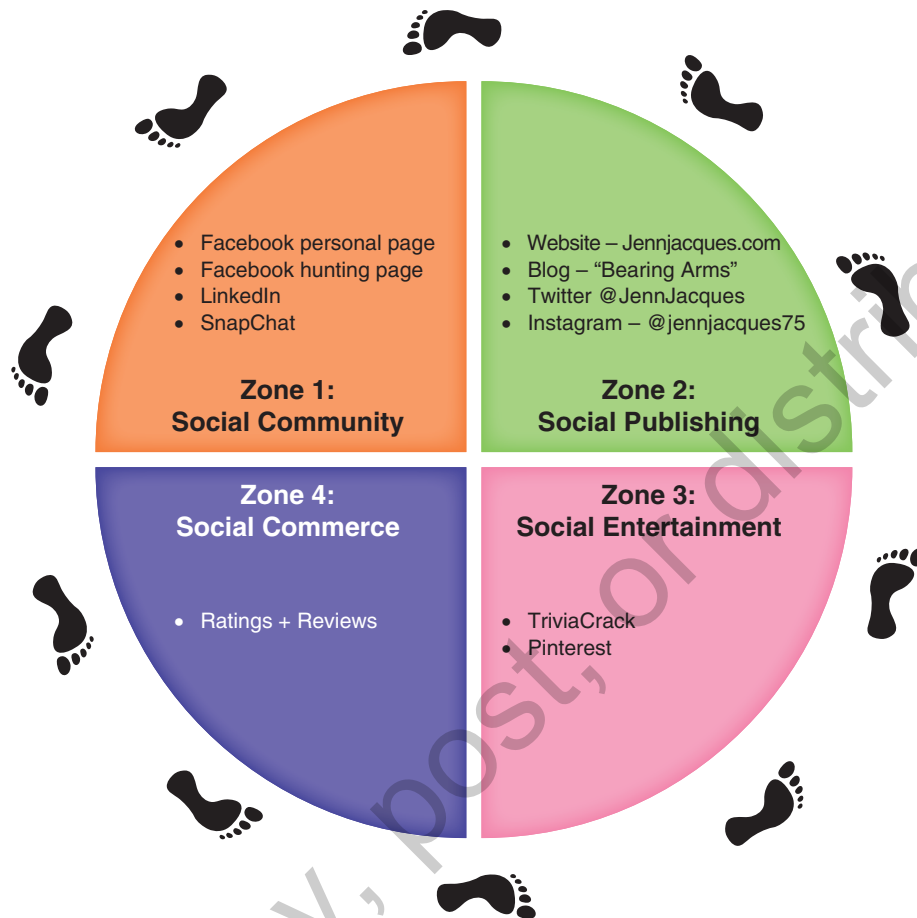
Zone 1:
Social Community

- Facebook personal page
- Facebook hunting page
- LinkedIn
- SnapChat

Zone 2:
Social Publishing

- Website – Jennjacques.com
- Blog – "Bearing Arms"
- Twitter @JennJacques
- Instagram – @jennjacques75

Zone 4:
Social Commerce

- Ratings + Reviews

Zone 3:
Social Entertainment

- TriviaCrack
- Pinterest

Figure 2.4   Jenn's Social Footprints

footprints of 8 million volunteers, social footprints can effectively predict surprisingly personal traits—including whether your parents are divorced![13] Sceptical? You can see for yourself—The Psychometrics Centre at the University of Cambridge hosts an online demo at https://applymagicsauce.com/demo_likes.html. Simply log in with your Facebook profile and the API will use your profile data to make a series of predictions about your personality traits, leadership potential, intelligence, life happiness, political, religious, and sexual orientations, and more.

Your Social Brand

You deposit social footprints throughout the social communities you visit. Many social communities require registration as a member of the community in order to access services and join in community activities. Lacking visible bodies, people actively construct profiles that reflect how they want to be identified in social media spaces. Your username in social communities is a **handle** or nickname, just like those truck drivers used on their old-fashioned CB radios. It may be a pseudonym or your real name. Although many digital

natives use pseudonyms that can hide real identities and maintain some privacy, others choose handles that describe something about them in shorthand as they try to build a following. We can think of these IDs as our **digital brand name**. Rather than hide one's identity, they heighten the meaning associated with one's name. For example, digital media guru Jennifer Leggio, a prominent blogger for ZDNet, uses the handle "mediaphyter" to represent her social digital footprint.

Before settling on a handle, be sure that you aren't **handle-squatting**. This term refers to the use of a digital brand name by someone who really doesn't have a claim to the brand name. Sometimes another person may have a legitimate claim to the name—many of us have names that are not unique. For instance, there are hundreds of men named David Jones in the world. In that case, use of the handle doesn't constitute squatting. On the other hand, a quick search of Twitter for actor Hugh Jackman turns up several people listings, including @RealHughJackman, @JackmanHugh, @HughJackman, and @H_Jackman, among others. Only one is the "real" Hugh Jackman—the others are probably handle-squatters.

Next, you should find out whether your desired username is available in the many social communities. Services like Namechk.com make this easy. A sign of the times—parents are using services like this to choose baby names (to find a unique name) and then registering their newborns in social networks to reserve the handle!

Your Social Brand in the Age of Selfies

The first selfie was shared in early 2011, and in just a few years, the hashtag #selfie has been used on Instagram more than 185 million times![14] A **hashtag** is a word or phrase comprised of letters, numbers, and/or emoji preceded by what was once referred to as the pound symbol (#). That's just one social vehicle and one hashtag. People use the hashtag #me just as much! Your selfies are indicators of your social brand and, like your handle, they differ from many other sources of information that make up your social identity. Aspects of your identity over which you have a great deal of control are thought to be active, while activities associated with typical participation in social channels are thought to be more passive.[15] The less control you have over the information, the more passive it is in terms of influencing your identity. A selfie is one of the most active aspects because you are in control. You may take several shots, but you publish only the ones you like—if you publish at all.

We'll explain later in this chapter how marketers can use the information that makes up your social identity to target you more effectively, but what does your social identity say to others? To your friends, family, employers, teachers? That's the question Andy Beal addresses in *Repped*, a book designed to show people how to protect their own reputations in a social economy.[16] Why is it important? Because, as we discussed in Chapter 1, social media is a reputation economy. Brian Solis perhaps said it best: "Think about it this way. When you look in the mirror, you see a reflection of who you are right now. What if you could transform that reflection each day into someone you hoped to see staring back at you?"[17] You can with the choices you make. Solis suggests that people conduct their own social activity audit. Sound like a useful activity? It should. It's a personal version of a **social media audit**, the exercise marketers use to assess the situation and their competitors' social presence! A personal audit should categorize social media activity according to the values expressed in the social engagement:[18]

- *Vision*: a vision post answers the questions, "Did I learn something? Was I inspired?"
- *Validation*: a validation activity answers the question, "Am I accepted by a group?"

- *Vindication*: a vindication post informs others, "I am right."
- *Vulnerability*: a vulnerability post opens one's self to others, "I am approachable."
- *Vanity*: a vanity post reveals a tendency to narcissism, "Look at me. I am all that."

Footprints should reveal a social identity that is balanced. We all have aspects of these values inside. But when our footprints are focused more in certain areas, we may inadvertently paint a distorted picture of ourselves.

Once you've completed the audit, you will be ready to cultivate a personal brand identity using social media. Daniel Tolliday of the Social Media Examiner poses five questions—the answers will guide your choices as you build your social brand:[19]

- What goal are you seeking to accomplish?
- What do you want to be known for?
- What groups and people are active in your desired field and which social media channels do they use?
- What can you do to communicate your desired social brand identity while also differentiating yourself from others?
- What visual elements will support the image you want to establish?

Who knows! You could become the next "it" social media influencer. That's one of the exciting benefits of social media. Anyone with a unique point of view can gain a following. To summarize, your *social footprint* leaves evidence of where you are and where you've been. Your *lifestream* is the journal of your digital life. Taken together, they make up your social brand, what marketers call your social identity. When you look at this evidence, we think you'll agree: *You are what you share!*

CRITICAL REFLECTION

Which Right Matters Most? The Right to Know or the Right to Privacy?

We've warned that reputation is everlasting in the realm of social media. But is that really so? The Court of Justice of the European Union thinks differently. Under the Data Protection Directive, its so-called Right to be Forgotten ruling, the Court declared that people have a right to control, at least to some extent, the access others have to digital information about them.[20] In other words, if you don't like some of the information that makes up your social identity, just ask Google that it not be found! And, yes, your public activities in social communities are indexed! Try Googling yourself to see what others could see. While you may appreciate this "do-over" approach to burying past mistakes, it creates tension between the right to privacy and that of free speech. Japan's top court recently ruled on a right to be forgotten case and determined that the country's legal system prioritizes the public's right to know over privacy.[21] Denying a plaintiff's bid to remove search results on Google about his child pornography-related criminal record, the high court said that search engines assist users in obtaining necessary information from massive volumes of data and, therefore, play pivotal roles in modern society's internet-based information distribution. The court listed six factors to guide future cases in determining which should be superseded—freedom of speech or privacy:

1 nature and content of information resulting from search engine search

2 plaintiff's damages

3 plaintiff's social status and power

4 searched articles' objective and meaning

5 societal conditions

6 necessity of posting searched information.

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E X H I B I T 2 . 3

Annette Shaff/Shutterstock.com

Companies Use Selfies Too!

Dallas Pets Alive is just one of several brands, like Toyota, Mastercard, Disney, and Tarte Cosmetics, leveraging the popularity of selfies in marketing campaigns. Dallas Pets Alive decided to use the #selfie trend to find homes for homeless mutts. How? With its #Muttbombing campaign! The campaign features real dogs available for adoption. The dogs are featured in "photobombs" using selfies of area celebrities and local people grabbed from Instagram. See the campaign at www.muttbombing.com.

Motives and Attitudes Influencing Social Media Activities

Web users increasingly participate in social networks such as Facebook, play online social games (turn-based, multi-player games designed to be played within social networks) such as Candy Crush within the network community, watch videos, listen to music, comment on the posts of friends, update status messages, and share content. Likewise, brands are active on these sites as they add content and try to converse with consumers. Research from GfK identified the top social activities:[22]

- visiting a friend's profile page
- commenting on a friend's post
- sending a private message
- watching a video
- posting pictures
- liking a post
- updating status
- following, liking, or becoming a fan of something or someone
- playing a social game.

What motives are behind participation in social media? Chances are there are many reasons that drive your activity in social communities. Some of these motives probably seem like no-brainers, but others may surprise you. These are the most common impulses researchers have identified:

- **Affinity impulse**: social networks enable participants to express an affinity, to acknowledge a liking and/or relationship with individuals and reference groups. Affinity relates to the affective dimension of social identity.[23] When you use Facebook to stay in touch with high school friends and to make new friends, you are responding to the affinity impulse.[24] This is also referred to as a social function. When people contribute to social communities for this reason, they do so to form friendships and feel a sense of belonging.[25] The affinity impulse is related to a person's desire for **social capital**. Social capital refers to the resources created by the building and maintaining of relationships in social networks.[26]

- **Personal utility impulse**: while we tend to think of social media participation truly as community participation, some do consider, "What's in it for me?" This is the personal utility impulse and it may be one of the most important motives for brands to acknowledge. Studies of participation in social communities report that utility, whether in the form of information seeking, incentive seeking, entertainment seeking, or convenience seeking, is a major motive for social media activity.[27] The findings are congruent with others utilizing a uses and gratification approach to understanding social media behavior.[28] For instance, one study found that 60% of Internet users used social media as a source of health-related information. Participants consulted online reviews of doctors, hospitals, and medical treatments; posted reviews of their own experiences; and posted questions in social networks.[29]

- **Contact comfort** and **immediacy impulse**: people have a natural drive to feel a sense of psychological closeness to others. Contact comfort is the sense of relief we feel from knowing others in our network are accessible. Immediacy also lends a sense of relief in that the contact is without delay. Do you feel lost without your mobile phone? Do you feel anxious if you haven't checked Facebook recently? When you reply to a message, do you keep checking for a response? These are indicators of your need for contact comfort and **contact immediacy**. Social media users even seek contact comfort and immediacy from brands. One study found that nearly 40% of respondents believed brands were very likely to engage with them on social networks and 25% expected a response within an hour of leaving a comment on a

brand's Facebook or Twitter page.[30] In another study, participants named timeliness and speed of response and sense of connection among the attributes they associate with the most successful brands using social media.[31]

- **Altruistic impulse**: some participate in social media as a way to do something good. They use social media to "make the world a better place," and "pay it forward." The altruistic impulse is also aided by the immediacy of social media, and this value has been played out in the **immediate altruistic responses (IAR)** of social media users to aid calls during crises such as the earthquake relief for Haiti or Japan.[32] Individuals want to do good and do it quickly—social media make it easier to contribute in the form of a cash donation or a service to the community. The altruistic impulse serves a value-expressive function in that it enables individuals to express their own moral beliefs through their social media behavior.[33] Altruism can also explain negatively valenced social media activities including **altruistic punishment**, in which social media users seek to draw attention to a company or person whose behavior is unacceptable to the social community.[34] Beware of the difference between the altruistic impulse and affinity and validation impulses. Known as **virtue signaling** (and sometimes "hashtag activism" or "slacktivism"), people may give token support for a cause with a simple post-share or like.[35] The altruistic impulse is intrinsically motivated. If the underlying motive is to affirm a relationship, publicly build one's image, or shame others, altruism is not the social media motive at play.

- **Curiosity impulse**: when people use social media to gain new knowledge and stimulate intellectual interests, **epistemic curiosity** is the driver.[36] Another form of curiosity is the **prurient impulse**. Online, we can satisfy our curiosity by "following" people on Twitter and visiting their profiles. Surely it is the prurient impulse that led millions of Twitter users to follow Kim Kardashian's daily tweets while millions of others relentlessly track the ups-and-downs of Justin Bieber—will he prevail, or crash and burn?

- **Validation impulse**: social media focus intently on the individual. You can share as much or as little of your opinions and activities as you like, and comment on those of others. This focus on the self highlights the validation impulse, in other words, feeding one's own ego. That's why the validation impulse is sometimes referred to as the ego-defensive function. This function is thought to be particularly relevant as people seek to eliminate perceived external threats and eliminate self-doubts.[37] Certain behaviors are affiliated with people driven by the validation impulse. These include the prevalence of selfies among the mix of posts, a tendency to check to see if posts received likes, a tendency to overshare, and a tendency to impression manage (e.g., promoting the perfect life).[38] These were among the behaviors noted by researchers in a study that investigated types of narcissism in social media. Particularly on Facebook and Twitter, people may use posts to show superiority (particularly by expressing opinions) or to participate in exhibitionism. That's why Brian Solis, a thought leader in the realm of social media, advises to guard against the dreaded disease, "accidental narcissism." Perhaps it's no wonder then that an analysis of Twitter posts found that 80% were posted by "meformers" and just 20% by informers.[39] Meformers post updates primarily related to themselves such as commentary on their daily mood and activities, while informers post updates that share and/or link to information. Though informers were less prevalent, the study revealed that they have twice the number of followers as meformers.

Though all of these motives have been linked to social media participation, one study suggested that the validation motive, and especially the aspect related to developing a desirable image, is the dominant driver of social media activities.[40] Whether a conscious decision or not, image management is a major factor in social media participation. Particularly when one is narrowcasting (i.e., communicating with just one person) rather than broadcasting (i.e., communicating with multiple people), people will avoid sharing content that makes them look bad.[41] How can we know if our friends are revealing their "true selves" to us online? The answer may be in the content—a study of true self-expression on Facebook found that people who felt comfortable sharing their "true self" tended to post personally revealing and emotional content.[42] Earlier we encouraged you to audit your social media activities and to consider using social media to brand yourself. As part of the exercise, you may want to consider how much separation between personal friends and professional colleagues you prefer and whether you will use social media as a tool for enhancing your professional reputation. The choices you make will result in one of four strategies to guide the boundaries you set between personal and professional contacts while accomplishing your goal.[43] Figure 2.5 illustrates the four strategies and includes recommendations to guide your social media activity.

		Integration	Separation
Self-evaluation Motives	**Self-verification**	**Open boundary management behaviors** Open your profiles to personal and professional contacts	**Audience boundary management behaviors** Exclude professional contacts from your social media profiles
	Self-enhancement	**Content boundary management behaviors** Open your profile to friends and colleagues, but manage the content that you post	**Hybrid boundary management behaviors** Keep personas separate by managing both audience and content

Figure 2.5   A Framework for Understanding Social Sharing Boundaries

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Despite these motives for participation, there are also motives for not participating! This is reflected in the rise of **social identity suicide**. Why do people delete their social identities? Research suggests that people who commit social identity suicide are concerned about privacy.[44]

Privacy Salience: How Much Do They Know and How Much Do You Care?

It's helpful for marketers to understand motives for social media participation and sharing as we make strategic marketing decisions, but the residue left behind from your social footprints is also of value. That residue big social data makes up the social identity information that marketers can use to augment other customer information, conduct research, target advertising and other promotions, and more.

Are you concerned about privacy as it relates to your social media activities? The extent to which one worries about privacy and the risks related to the collection, unauthorized secondary use, errors in, and improper access of personal data is known as privacy salience. Interestingly, privacy salience doesn't necessarily explain whether social media users take steps to protect their privacy. Because of the disparate relationship, researchers call the phenomenon the **privacy paradox**.[45] The privacy paradox describes people's willingness to disclose personal information in social media channels despite expressing high levels of concern for privacy protection. How can we understand this contradiction? One explanation views privacy concerns as a two-part system: System 1 is **intuitive concern** and System 2 is **considered concern**.[46] Intuitive concern is an emotional gut reaction to a possible privacy invasion, while considered concern involves identifying possible privacy risks, estimating the potential costs of privacy invasions, and deciding if any benefits offset those costs. Thus, it is possible for social media users to have high intuitive concern and yet determine that the risk doesn't warrant action.

Privacy concerns also take on multiple forms including social privacy and institutional privacy. **Social privacy** refers to concerns about disclosing personal information to others. Institutional privacy is privacy from the use of data by the institution providing the service and third parties. Research suggests that people are taking steps to protect their social privacy. Common strategies include using privacy settings to restrict access, excluding personal contact information, untagging and removing photographs, and limiting contacts to known others. While it's still common to disclose (and perhaps overshare) intimate information, people may feel comfortable sharing because they've taken steps to protect social privacy.

Some suggest that privacy is viewed differently by different generations. In particular, today's teens exhibit lower levels of privacy salience. According to Pew, teens share a lot of information in social channels:[47]

- 92% have posted their real name to the profiles they use.
- 91% have posted a selfie.
- 82% have posted their birth date.
- 71% have posted the name of the school they currently attend.
- 71% have posted the name of the town in which they live.
- 64% who use Twitter have a public profile.
- 53% have posted their email address.
- 20% have posted their mobile phone number.
- 16% have allowed sites to auto-post their location.

Why so much sharing? It may be the view of the social context. If social media communities are viewed as private, the expectation is that social norms will prevent inappropriate

use of the content and people should feel comfortable disclosing sensitive information. If these spaces are viewed as public rather than private communities, users may disclose more carefully, recognizing that the content may have a broad reach beyond the intended audience. People, particularly young people, may view social media profiles as forms of "produced self" and tend to see social communities as public venues.[48] In other words, people may view privacy in social media settings as networked privacy. With **networked privacy**, people understand that their personal information is likely to be compromised by technological and social violations and that any protective behaviors they may invoke are likely to be insufficient. People may develop an attitude of "privacy cynicism" as a coping mechanism, leading to a resigned neglect of behaviors that would protect privacy.[49] Another explanation is that social media users use a mental cost-benefit approach to justify negating their privacy concerns when trust is high, marginal risk is low, and the entities collecting the data aren't overtly present.[50]

Privacy salience may also vary by cultural region. A study by marketing research firm Ipsos found just that! You might be surprised by the outcome, though. When asked for a descriptor of how much they share online, nearly one in four people around the world said they share everything.[51] The United States, Canada, the United Kingdom, France, and Germany all under indexed while countries such as Saudi Arabia over indexed. There may be a relationship between Internet penetration and oversharing. Nearly all of the countries reporting oversharing are in areas with lower Internet penetration, while the countries that undershare are primarily European, where Internet penetration is high.[52]

Social Media Segments

Because social media are such new areas, marketers are still figuring out just how to use them, and to what extent they should rely on these platforms when they identify their target markets and try to communicate with them. One brand may add a social media piece to a broader strategy when it creates a Facebook page, whereas another may replace virtually all of its traditional advertising with "new media" messages. Decisions regarding just how much to rely on social media and how to design programs that will be effective require us to understand as much as we can about just who participates in social media and how they may differ from one another.

Understanding these nuances will help you to ensure that the social media marketing strategies and tactics you plan have a shot to resonate with the target market. There are countless examples of social media marketing campaigns that have failed. In fact, Gartner, a research firm specializing in technology, claims that half—that's right, 50%—of social media campaigns fail.[53] Why the huge number of bombs? Probably a major reason is simply that the social strategy is not matched to the target audience. A contest that requires players to upload original video content will not succeed with a target market that primarily consumes content but does not create its own. A promotion for a free song download offered on Twitter will not work if the band's fans tend to hang out on SoundCloud instead. A stunt from Skittles to feed live streams from social media communities to its website will not appeal to parents if the live feed includes profanity inappropriate for their children. Let's take a look at several social segmentation models, each of which offers insights about social media users.

Social Technographics

Forrester Research introduced the concept of **Social Technographics** based on research it conducted on the social and digital lives of consumers. This work became the foundation for a book, *Groundswell*, by Charlene Li and Josh Bernoff.[54] From that first study, Forrester identified six types of people (of those online) based on how those people use and interact with social media. Categories included joiners, spectators, creators, critics, collectors, and conversationalists. The types were not exclusive—some people fit into more than one category based on their activities. The behaviors are still useful but as the population of social media users became increasingly savvy and engaged, Forrester revised the model to incorporate an overall score of social media usage. The new framework emphasizes that people rely on social media at varying degrees throughout the stages of purchase decisions.[55]

The Social Technographics score reflects how actively a segment uses social tools, how important those tools are within the stages of the customer life cycle, and how willingly they engage with brands in social media. The score ranges from 0 to 100 and includes four types of social media users: 1) social skippers, 2) social snackers, 3) social savvies, and 4) social stars.

- **Social stars** (scores of 60+) demand social interactions with your company. These consumers constantly use social media to connect with companies, brands, and products. For stars, social media is the preferred choice for interaction with and about brands and products. What's more, with their high discretionary spending via multiple channels including mobile, social stars are valuable customers to acquire.
- **Social savvies** (scores of 30 to 59) expect social interactions with your company. Social media is still a part of their everyday lives and they frequently use social media to connect with companies, brands, and products.
- **Social snackers** (scores of 10 to 29) appreciate social interactions with your company. They don't shy away from branded social interactions, but neither do they seek them out — meaning that marketers targeting this audience should treat social tools as a secondary part of their marketing plans.
- **Social skippers** (scores of 0 to 9) spurn social interactions with your company. They rarely use social media to connect with companies, brands, and products. Skippers prefer to interact with companies through established channels such as email, catalogs, and brick-and-mortar stores — so marketers targeting this audience should put as few resources as possible into their social efforts. You may be surprised to learn that skippers are more than 20% of the general population, but don't worry. Skippers tend to be older, brand-switchers who spend the least on discretionary products, and resistant to marketing.

As you might expect given variations in social media usage globally, Social Technographics scores also vary. For instance, in Asia, Indian and Chinese consumers living in metropolitan areas have the highest scores. Though South Korea is typically described as a country with heavy social media penetration and usage, Koreans had a lower average Social Technographics score. This is attributed to the popularity of the mobile messaging app KakaoTalk.[56]

Social Technographics also provides scores by customer life cycle stage, to enable brands to better choose objectives for social media marketing. Figure 2.6 illustrates a sample report based on the average scores for online adults in the US.

The Social Technographics Score
This score gauges how important social tools are to an audience's customer life cycle and where
in the life cycle social tools have the greatest impact.

| | 40 | OVERALL SCORE |

**US online adults
use social media to:**   SKIPPERS   SNACKERS   SAVVIES   STARS

Discover	42	
Explore	43	
Buy	14	
Use	24	
Ask	29	
Engage	31	

0   10   20   30   40   50   60   70   80   90   100
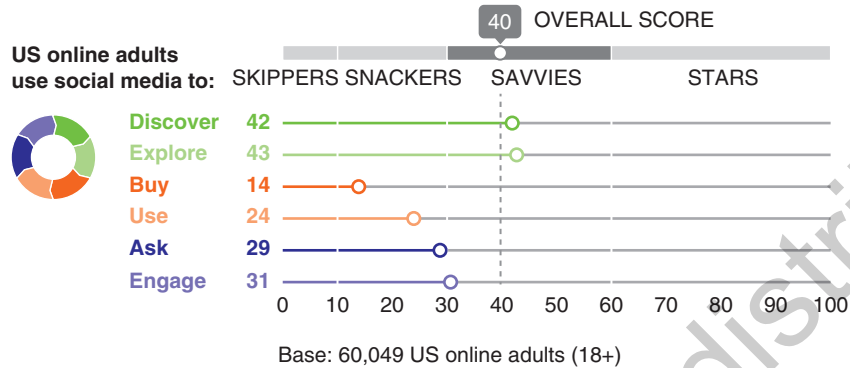
Base: 60,049 US online adults (18+)

Figure 2.6   Forrester's Social Technographics Model

Source: The Data Digest: Forrester's Social Technographics 2016, August, blog by Gina Fleming (http://blogs.forrester.com/gina_fleming/16-08-03-the_data_digest_forresters_social_technographics_2016)

- The **discover** score measures the extent to which the target audience uses social media to learn about new brands as well as how likely they are to spread the word about their favorite products and services. High discover scores also reflect an openness to the experiences afforded via social media. When marketing to a segment with high discover scores, the zones of social community, social publishing, and social entertainment are all viable.

- The **explore** score gauges whether social media can be used to create purchase intent. This number measures how actively your audience consumes social content when they're considering products and making purchase decisions. High explore scores suggest social media marketing tactics focused in Zones 2 and 4—the zones of social publishing and social commerce.

- The **buy** score tracks whether social media is likely to be used to make purchases. It measures how often your audience clicks a "buy" button on social sites. In other words, it measures the likelihood of conversion using social media, the ultimate goal of the zone of social commerce. Forrester's research suggests that even people who are social stars are still resistant to completing transactions in social media.

- The **use** score measures whether social media can stimulate increased product usage. It measures how common it is for a target segment to share product and service experiences, such as sharing what songs they're listening to on Spotify or comparing their workouts to that of other Fitbit users. When use scores are high, brands can benefit from organic word-of-mouth communication and encourage the audience to contribute brand-related UGC and reviews and ratings—leveraging the zones of social community, social publishing, and social commerce.

- The **ask** score reflects whether social media is a valued channel for customer support. It measures how commonly the segment turns to social media for help using the products and services they buy, such as asking for help on Twitter or looking up how-to videos on YouTube. When ask scores are high, the zones of social community, social publishing, and social commerce are useful.

- The **engage** score gauges whether social media will be useful to build customer relationships. It measures the target segment's use of social media to connect with their favorite brands (i.e., their lovemarks). High engage scores suggest social media marketing strategies that include the zone of social community.

The Social Consumption/Creation Matrix

Another segmentation framework, the Social Consumption/Creation Matrix, categorizes social media user types according to their degree of social media consumption and creation.[57] While a more simplistic representation of social media users, the framework effectively captures the dual roles of creation and consumption. Consumption of social media content is the most prevalent activity but must be served by the more taxing creation of content. While brands and media publish social media content, research suggests that social media users have a proclivity for content created by other users. Considering user propensity, from low to high, for content creation and consumption results in a four-segment matrix, depicted in Figure 2.7: 1) attention seekers, 2) devotees, 3) entertainment chasers, and 4) connection seekers.
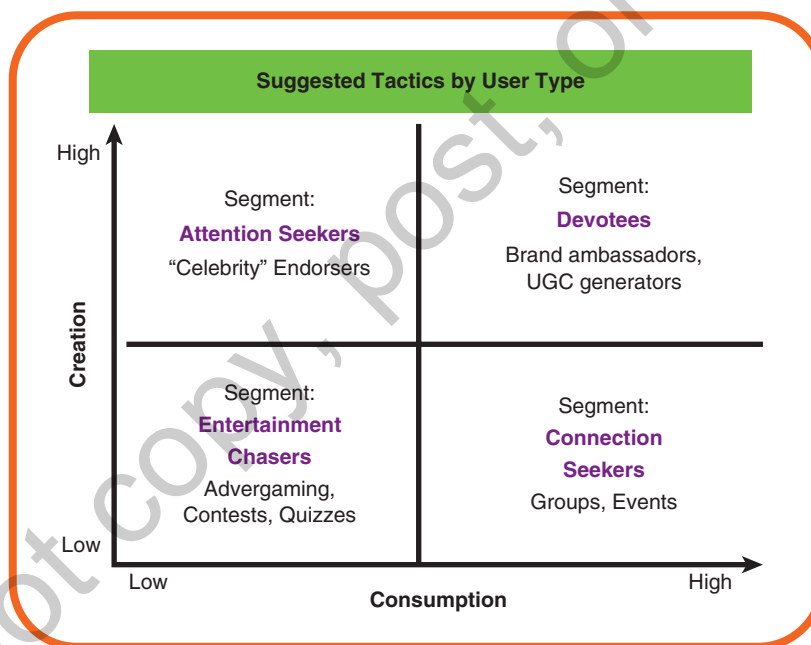

Figure 2.7   The Social Consumption/Creation Matrix

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- **Attention seekers** have large networks, high social capital, and the ability to create and promote social content. These are the social media influencers we discussed earlier in the chapter—regular people whose social media activities have created a celebrity-like following for them. They are motivated by the validation impulse and are ready to participate in conspicuous, brand-initiated interaction.
- **Devotees** are ideal brand ambassadors, because they want to interact with brands and are eager to share their opinions. Like attention seekers, they are talented content

creators, but because devotees are also active content consumers, other social media users may perceive them as more authentic and genuine.

- **Entertainment chasers** are characterized by a low level of both creation and consumption. These are passive users with short attention spans who restrict their investments of time and effort unless there is a reward offered as an incentive. They respond best to social media marketing efforts in the zone of social entertainment including videos, quizzes, polls, and games.
- **Connection seekers** are the largest segment of social media participants. They make up the foundation of any social community. Though they are low content creators, their ongoing engagement is critical to the health of social communities. Motivated by the affinity impulse, connection seekers want to socialize and build relationships. For brands, the social media marketing activities associated with the zone of social community will be most effective for nurturing connection seekers.

The Social Consumption/Creation Matrix provides clear guidance to marketers given the characteristics of each segment. The framework is based on research conducted among Facebook users, but clearly the implications are valuable across social channels.

A Typology of Social Utility

Researchers from Ryerson University in Toronto took a different approach to categorizing social media segments using user propensity to socialize and seek information in social media communities. By categorizing social media users into passive or active information
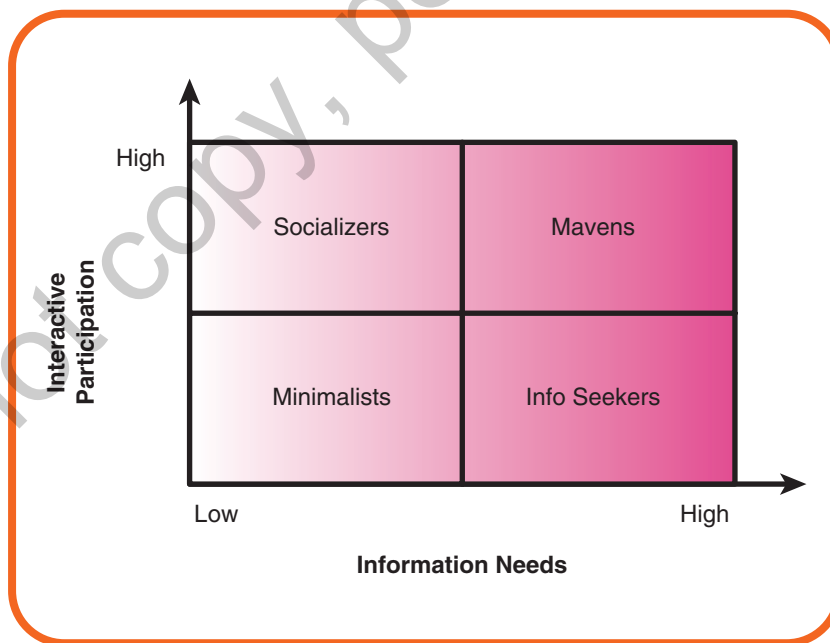

Figure 2.8 A Typology of Social Utility

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seekers and passive or active participants, four segments were identified, as shown in Figure 2.8: 1) Minimalists, 2) Info seekers, 3) Socializers, and 4) Mavens.[58] Brands must interact socially in the zone of social community to target Socializers and Mavens, and actively provide content (content marketing in the zone of social publishing) for Info Seekers and Mavens. Minimalists are the least engaged, presumably because their needs for affiliation and information are lower than those of the other segments.

Pew Internet Technology Types

The Pew Internet & American Life Project published a paper called "The Mobile Difference."[59] As increasing numbers go online and participate in social communities from mobile devices, this Pew report sought to better understand consumer views of mobile Internet access. In the study, participants were asked about their attitudes toward a variety of online activities as well as their motives. What resulted was a typology of ten digital lifestyles for the American consumer. In this scheme, digital lifestyle groups are based on two characteristics: (1) whether they hold a positive or negative view of **digital mobility** and (2) their relationships with assets (gadgets and services), actions (activities), and attitudes (how technology fits in their lives).

Pew defines digital mobility in terms of whether the individual welcomes mobility as a way to delve further into digital communications or keeps Internet communication technologies at a distance. Five groups have an increasing reliance on mobile technologies as a way to connect with others online; the other five groups are "stationary" in their use of Internet communications. The research suggests that when it comes to social media strategies, marketers should target those with positive views of mobility. The use of social media is associated with their use of the Internet and mobile devices, whereas the stationary groups are less likely to be heavily engaged in social media. Table 2.1 summarizes the ten groups Pew identified.

Table 2.1   Pew Internet Technology Types

Motivated by Mobility

- **Digital collaborators**: Digital collaborators have the most gadgets of any group and use them to work, play, create, and share by visiting social networks with their mobile devices. Key demographics: mostly male, late 30s, well educated, relatively high incomes.
- **Ambivalent networkers**: Ambivalent networkers use mobile devices to visit social networks and for texting, but they also feel like people need breaks from so much connectivity. Key demographics: male (60%), young (late 20s), ethnically diverse.
- **Media movers**: Media movers create content such as photos and share them on social networks using their mobile devices. For them, digital is all about being social and connecting with others. 46% have a social network profile. They are managers of content and have a high attachment to the Internet. Key demographics: male (56%), mid-30s, family oriented, middle income.
- **Roving nodes**: This group wants to be connected but primarily for work. They use texting and email and rely upon their mobile devices for productivity. Social networking is not a key concern. This group relies on voice communication, texting, and email for communication. Key demographics: female (56%), late 30s, well educated, high incomes.
- **Mobile newbies**: This group is relatively new to mobile connectivity to the Internet. Overall, they are more focused on old media than new. Key demographics: female, 50s, lower educational and income levels.

(Continued)

Table 2.1   (Continued)

Stationary Media Preferred

- **Desktop veterans**: Content to use desktop computers with high-speed Internet access. Key demographics: male, mid-40s, well educated, relatively high incomes.
- **Drifting surfers**: Infrequent online users who wouldn't mind giving up the Internet and their mobile phone. Key demographics: female, early 40s, middle income.
- **Information encumbered**: This group suffers from information overload. They prefer old media such as television to the Internet. Key demographics: men (66%), early 50s, average education, lower-middle income.
- **Tech indifferent**: This group is made up of light users of the Internet who would be willing to give up their digital connectivity. Key demographics: female, late 50s, lower income.
- **Off the network**: This group is made up of people who do not use the Internet and do not have mobile phones. They may have had some experience in the past, but did not choose to continue participation. Key demographics: low-income seniors.

Source: adapted from John Horrigan, "The Mobile Difference," Pew Internet & American Life Project, March 2009, http://pewinternet.org/Reports/2009/5-The-Mobile-Difference-Typology.aspx (accessed March 27, 2010)

Microblog User Types

Microblogs like Twitter are thought to differ from other social networks. Members may seek to align by interests rather than relationships. The patterns go even deeper though, as Pew Research Center found in its study of Twitter topic networks.[60] It discovered six specific archetypes of social media participation in its analysis of Twitter conversations:

1. Polarized crowds
2. Tight crowds
3. Brand clusters
4. Community clusters
5. Broadcast networks
6. Support networks.

The two most critical for marketers are brand clusters and support networks, but before we get into that, let's take a look at the meaning of each archetype. Polarized crowds are people who are passionately discussing an issue. There are two sides and people do not cross the party lines! Tight crowds are characterized by highly interconnected people such as hobbyists, fans, or professional groups. Brand clusters are talking about brands but the people talking are not talking with each other. Community clusters typically feature news relevant to specific groups. Broadcast networks exist when many people repeat prominent news. The news sources are the hub, but the news is spread through retweets. The support network is one in which customer complaints are handled by one or more members. It produces a hub-and-spoke structure but the members are largely disconnected. Brand clusters are relevant for social media marketers because these conversations are occurring around brand topics. There is an opportunity to engage. The support network archetype is relevant to brands seeking to use social media as a customer service channel.

CHAPTER SUMMARY

Why do social media marketers need to understand the behavior of consumer segments? What are the bases of segmentation used to group consumers?

Segmentation is the process by which the total available market is clustered into groups, based on similarities. Once a target segment is selected, the segmentation characteristics of the group provide insights marketers use to design effective marketing offers. The traditional bases of segmentation marketers rely upon are still useful in social media applications. Geographic segmentation is segmenting by market location or location characteristics. In particular, social media tools with geotargeting such as Foursquare are useful to businesses that employ geographic segmentation. Demographic segmentation includes common personal characteristics such as age, gender, income, and educational attainment. Benefit segmentation is based on the benefits consumers seek from products. Some brands are developing mobile apps to provide added value to consumers; we call these branded applications brand butlers. Behavioral segmentation uses consumer behavior as the basis for segmentation. Psychographic segmentation utilizes personality, activities, interests, and opinions to categorize individuals. Many of the existing social media segmentation schemes available to date are psychographic in nature.

What are the aspects of social identity? How do individuals build their social identities? How are these identities relevant to marketers?

Social identity is the information marketers collect using our social footprints (the residue from our social media activities). We build our social identities anytime we share online. Marketers can use this information to augment other consumer data.

What behaviors are exhibited by people using social media? To what extent are people participating in the four zones of social media?

Increasingly our lives are spent online checking email, shopping, banking, watching videos, playing games, and socializing in social networks. In zone 1, consumers interact and communicate with others in their networks. In zone 2, we publish our own content as well as consume the content produced by others (both commercial and user-generated). If you've watched videos on YouTube, you've spent part of your online activity in zone 3. Playing games online is a major activity of zone 3 and shopping online is a prelude to zone 4.

How can we explain the motives for participation in social media activities? What attitudes are most relevant for our understanding of social consumer behavior?

There are several motivations for consumer participation in social media activities. The affinity impulse is our need to acknowledge a liking or relationship with individuals or reference groups. The prurient impulse is the curiosity we feel—curiosity that can be fed by observing social media activity. Contact comfort is our need to feel close to others. The immediacy impulse is our need to have contact without delay. The altruistic impulse is the need to do something good for others. The validation impulse is the need to feed our own egos.

What are the most important segments of social media consumers? What do they tell us about targeting users of the social Web?

Several typologies of digital consumers exist, including the Social Technographics profiles from Forrester Research, the Social Consumption/Creation Matrix, The Typology of Social Utility, Pew Internet Technology Types, and the archetypes of Twitter participation. Each provides insight into online social behavior. In particular, each model explains some aspect of social media usage and the needs that drive behavior.

REVIEW QUESTIONS

1   Define social currency. What is the significance of a brand with high social currency?

2   What behaviors help us to segment social media participants and how can we describe those segments?

3   What is a social identity?

4   Define the major variables marketers use to segment consumers, and provide an example of how each variable can be applied in a social media application.

5   What are the primary motives that drive social media participation?

6   Explain the Social Technographics Score and the resultant four types of social media users.

7   Why is the concept of mobility relevant to social media marketers?

8   What differences exist between the Pew Internet Technology Types who are motivated by mobility and those who prefer stationary media?

9   What is privacy salience? Why is it of concern to social media marketers? What is the difference between social privacy and institutional privacy?

EXERCISES

1   Begin to create your social brand. Make a list of your social network profiles. Note the type of content you've shared recently and how others may perceive you if their impression of you was based solely on the information you shared in social media. Then evaluate your presence using the personal audit suggested by Brian Solis. Are you painting the social identity you wish to portray?

2   Which of the four social media user types identified by the Social Technographics Score would you classify yourself as? What would this mean for marketers targeting you?

3   Find an ongoing social media marketing campaign. Assess the components of the campaign in terms of whether and to what extent it offers a participation route for the Social Technographics segments. How could the campaign be improved to better engage people of varying levels of social media involvement?

4   Visit Twitter and read the stream of user posts (this is known as the tweet stream) for a few minutes. Can you see activities related to the archetypes in the chapter? How are you able to identify them?

5   Visit https://applymagicsauce.com/demo and use your Facebook profile to analyse your social identity.

6   How do you feel about privacy? Do you take steps to protect your social privacy? What about your institutional privacy? Ask a few friends and establish a plan to protect your privacy that fits with your own view.

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