



GovMark  
COUNCIL

*Building Government IT Marketing Community*

## A Skeptic's Guide:

*How Real is Social Media in 2010?*

April 2010



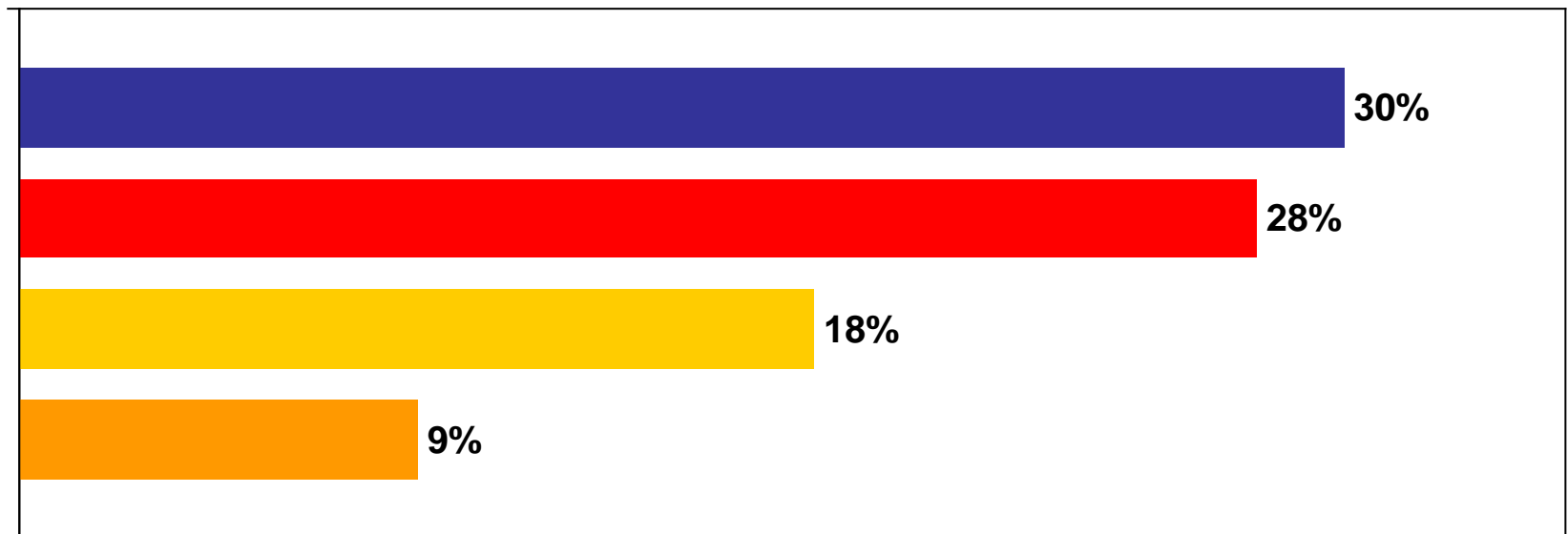
# Sample

More than **50 managers** involved in IT acquisition

**84%** use social media for personal or professional purposes

Snapshot Profile:

**Response by Government Affiliation**

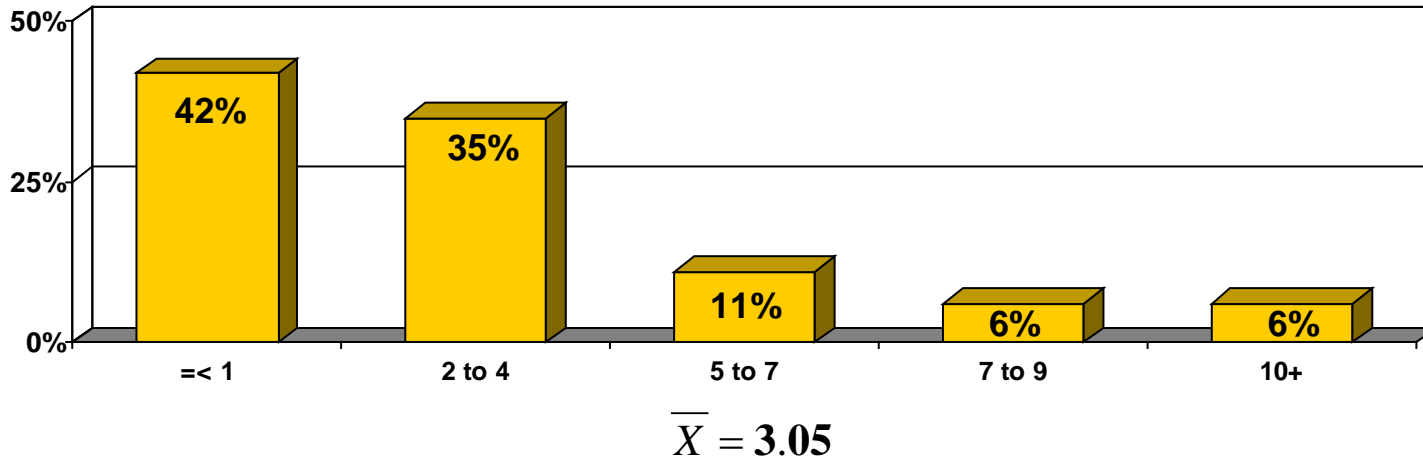


**EOP/Council   Indys   DoD   Ds & As**

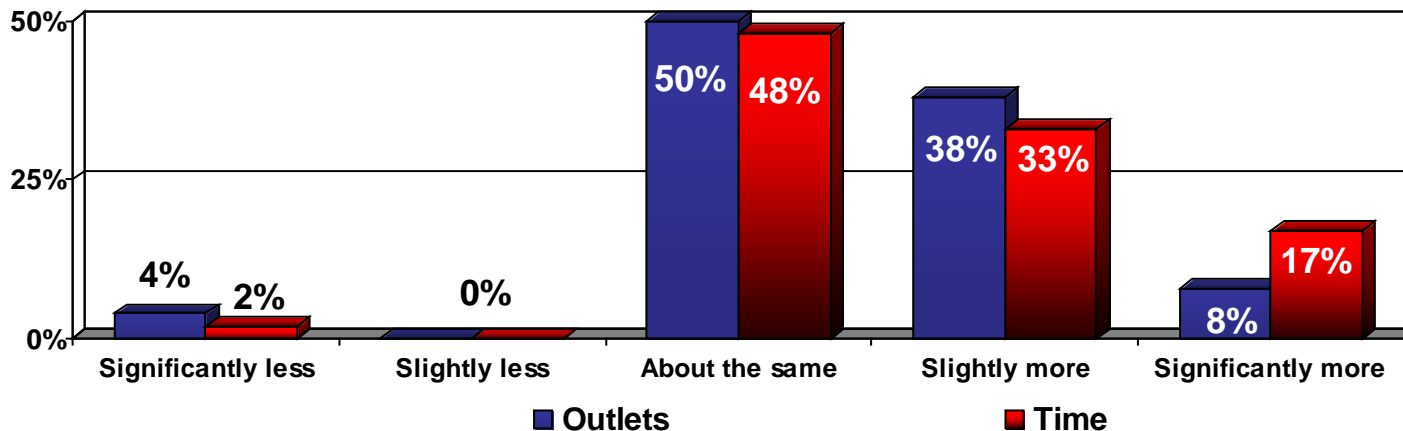
# Gaining Traction



How many hours per week do you spend?



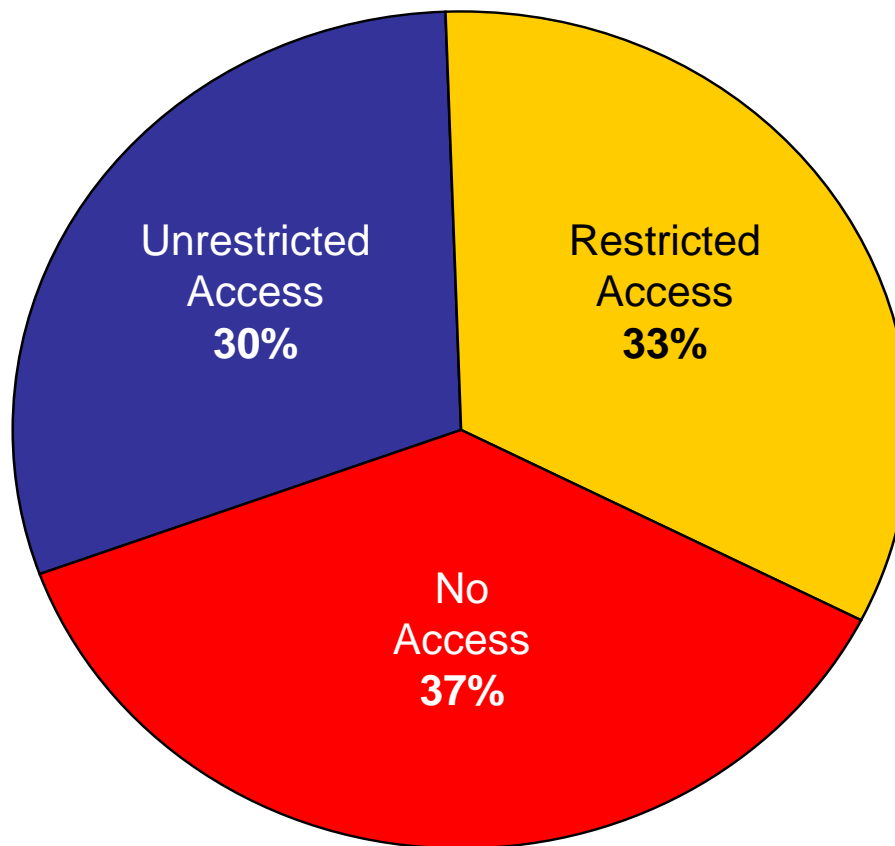
How involved will you be this year vs. last?





# Who Can See Us?

## Social Media Access at the Office



# Your Place or Mine?



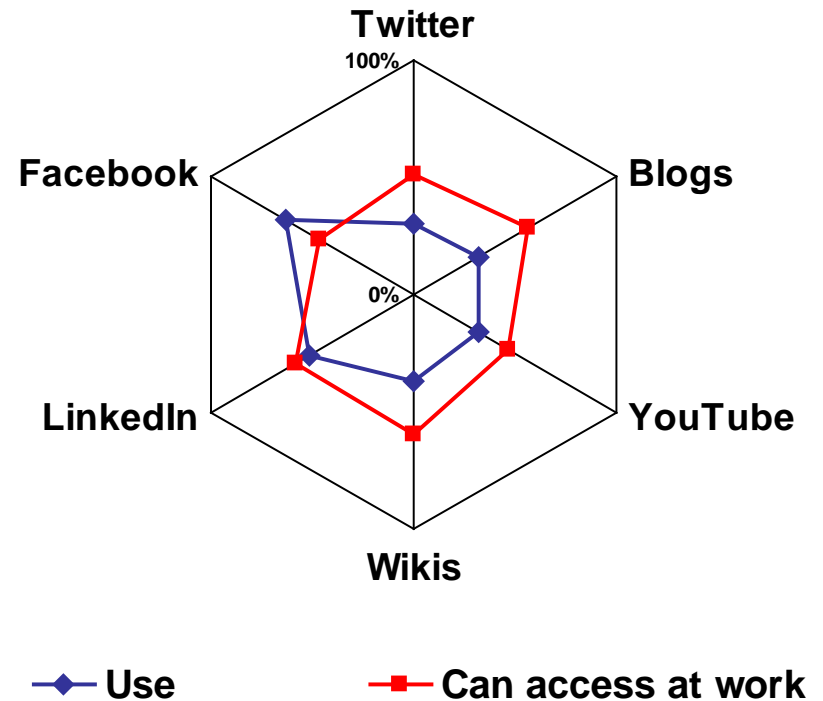
## Outlets for Personal or Professional Use

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1. Facebook – 63%
2. LinkedIn – 51%
3. Wiki of some kind – 37%
4. YouTube – 32%
5. Blogs – 32%
6. Twitter – 30%
7. GovLoop – 23%
8. MeriTalk – 16%

## Does Work Access Matter?

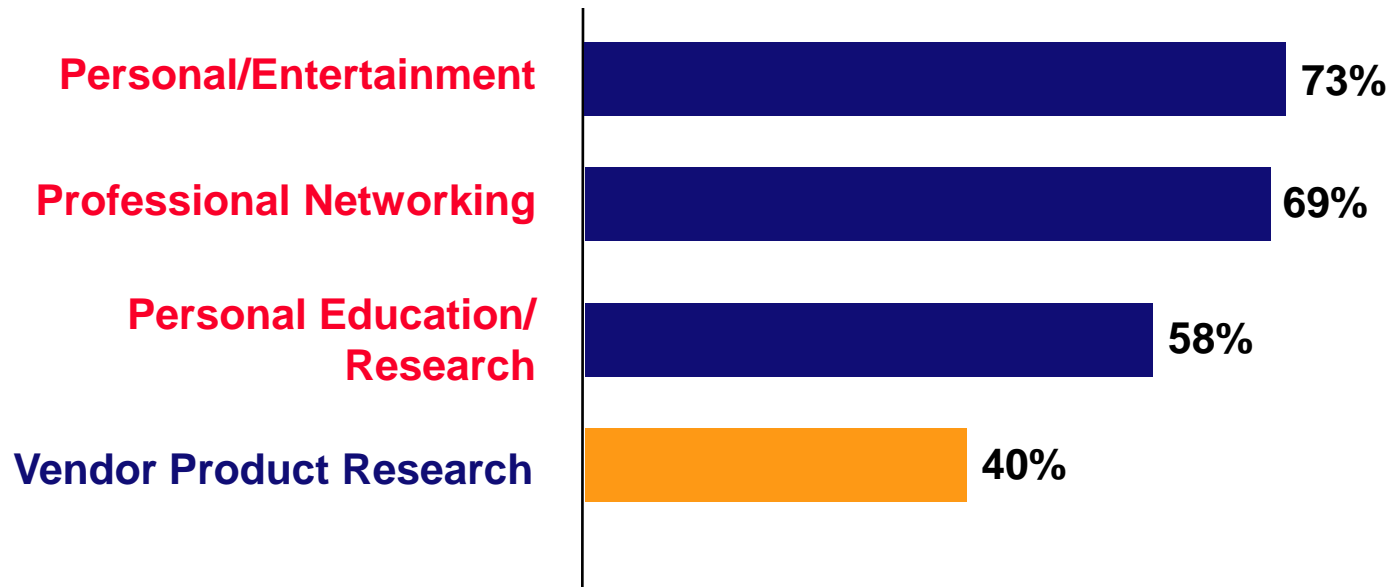
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# And I Care Because?

Which of the following benefits do you receive from using social media outlets?



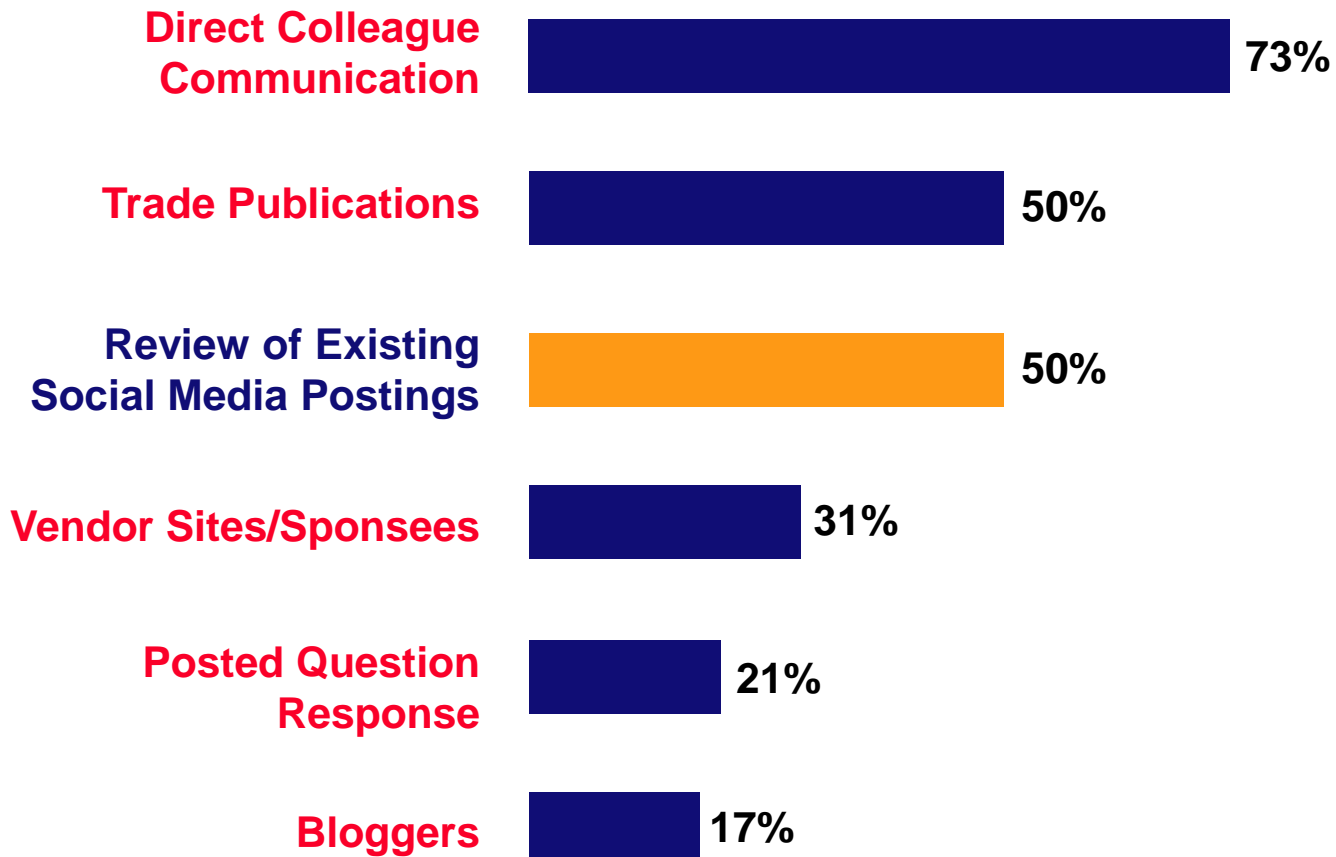
One in three say social media is relevant to their IT acquisition decisions





# And Here is the Kicker...

Which of the following do you view as the most credible sources of information on IT products/solutions? (Top Three)



# Opportunity Knocks



**56%**

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would *consider* receiving  
product information from  
vendors via social media



# Winning Hearts and Minds



- 1. They Know Us Enough Not to Like Us**  
(Avoid “marketing speak” – 35%)
- 2. I’m Not Sure That You Really Get Me**  
(Demonstrate an understanding of my problems and concerns – 32%)
- 3. We Want Proof That You Aren’t a Dog**  
(Show me real case studies and examples – 26%)
- 4. More Than Just a Sales Booty Call**  
(Participate regularly, give more than just marketing updates – 21%)
- 5. They Love Us for Our Brain(s)**  
(Make experts and real practitioners available – 18%)



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*Thank You.*