

**First they Ignore You,  
Then they laugh at You,  
Then they fight You,  
Then YOU WIN !!!**

**Be the Change that you want to see  
in the world!!**

**Mahatma Gandhi**


# *Presentation on Relevance of Social Media*

## INTERACTING & SERVING COMMON MAN MAKING THEIR LIVES BETTER BY **CONNECTING** THROUGH SOCIAL MEDIA!!

*Social Some Basics and devise  
of mass commination.*

# Social Media Facts

 310 Million Facebook users in India in 2020

 130 Million Instagram users in India in 2020  
The average time spent by Indian netizens on Social Media is around 4 hours.

 70 Million linked users in India in 2020

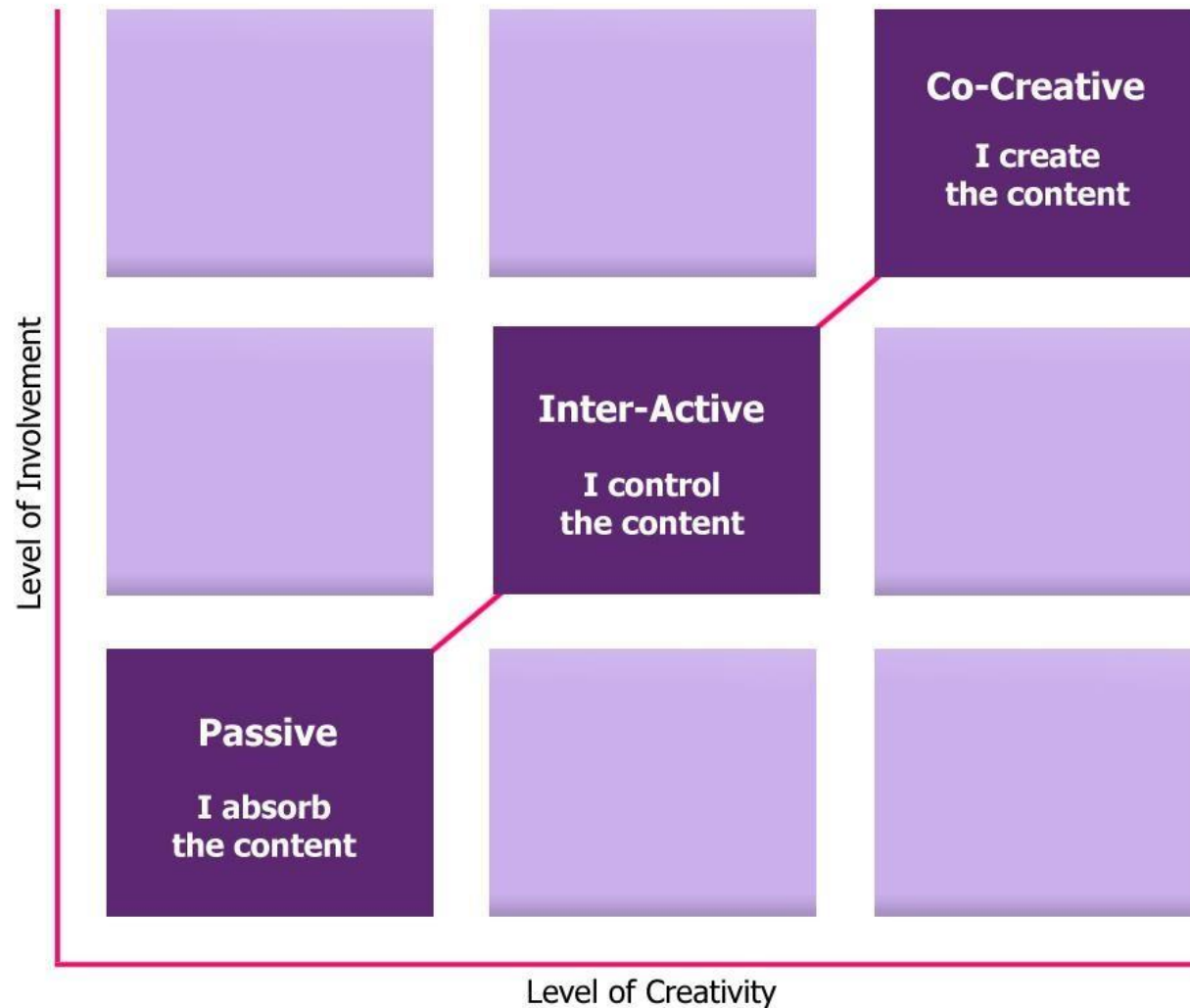
With over 560 million internet users, [India is the second largest online market](#) in the world, ranked only behind China. It was estimated that by 2023, there would be over 650 million internet users the country.

# Medium of mass communication

- Radio: using various FM and AM Channels .
- Press: By giving Advt., articles /PR .
- TV : By giving Ad News and forum for discussion.
- Internet: By using various medium of social Media and its spreading tools like Mass Mail campaign, Mobile Application, Services impressing, SEO on key words, Tweets Blogs, Articles on PR web sites etc.

**While Radio/Press/ TV are more or less one way communication medium, Internet is the only mass communication medium which is interactive.**

# Levels of Social Media Engagement with Voters





# Social Media Tools.



- Make Friends, followers, Likes.
- Make Groups.
- Create Events and Causes and circulate them.
- Load Images and Videos.
- Chat/send messages.
- Comment on content.
- Reply to any wall post.
- Display content on your time lines.
- Share any thing with your connections.
- Serve Impressions.
- Create cause, pay and market them.
- Connect and link with other tools.
- Search, find and join.



- Search/ watch any video.
- Post videos.
- Create /shoot videos and post.
- Down load/share video with any one.
- Link any videos with other tools.

- World Largest Professional network.
- Make connection.
- Create Profile.
- Share PPTs and Content.
- Create and participate in polls.
- Share and ask for knowledge and information.
- Create and join groups.
- Ask Questions and reply to any question within your group.
- Connect with corporate world .

- Create account.
- Create and Post tweets.
- Make connection invite and join.
- Reply to any tweets.
- Circulate to any one you know.
- Share on other social media tools.



- There are various blogs sites.
- One can write and circulate Blogs.
- Blogs so posted can be shared with anyone.
- Invite comments/people can comment.
- Blogs can be shared with other tools.

- There are hundreds of PR Websites.
- One can create content and post the same.
- Any Print news can be loaded/shared on PR websites.
- What ever is posted appears on Google search.
- People can comment on such posting.

- Web sites can be created and shared on all social media tools.
- Various govt. websites can be shared on such tools/used as source and data for creation /clubbing/referral to any content on social media tools.
- SEO is mapping of various key words and ensure your content stays on top on various search engines.
- Marketing of All social media can be done through mass e mail campaigns, Mobile applications and by various paid services by all social media tools.
- Example on certain payment one can ensure clicks on Google.





# Tracking and monitoring

- Can Past data of social media be tracked? Yes..
- Can Trackers and crawlers gives today's scenario? yes
- Can we counter the same yes? Reply all post daily with data and source..
- Can any negative comment on development content be answered? Yes it can be with data and source..
- Can all news papers/TV/Channels/ social media o be tracked . Yes on daily basis.
- Can the same be answered daily? Yes it can.
- Can all social media tools be used for such content? Yes..

# Example of Social Media Monitoring

# Time Paradox: A Web 2.0 Phenomenon

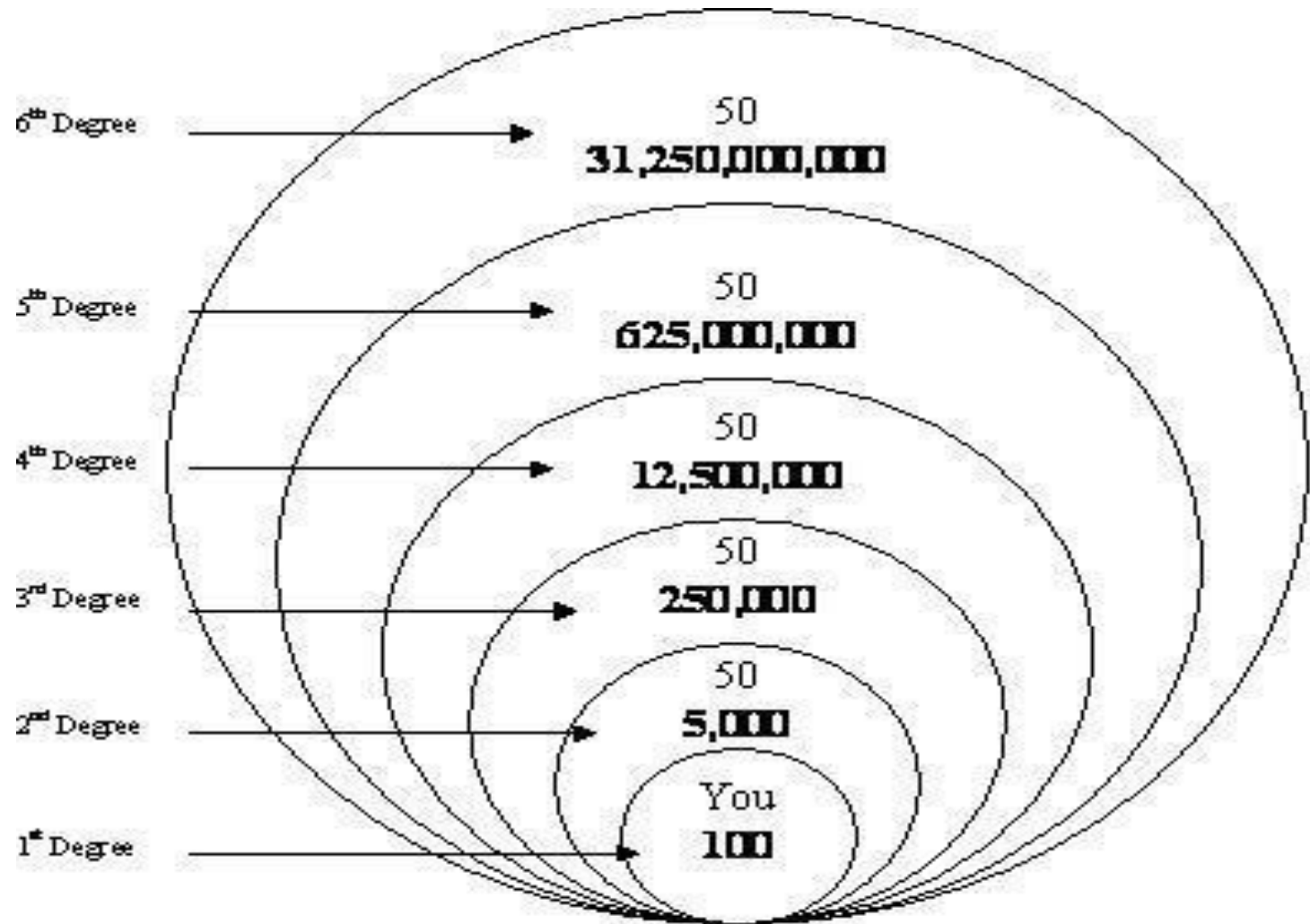


# 6 Degrees of Separation

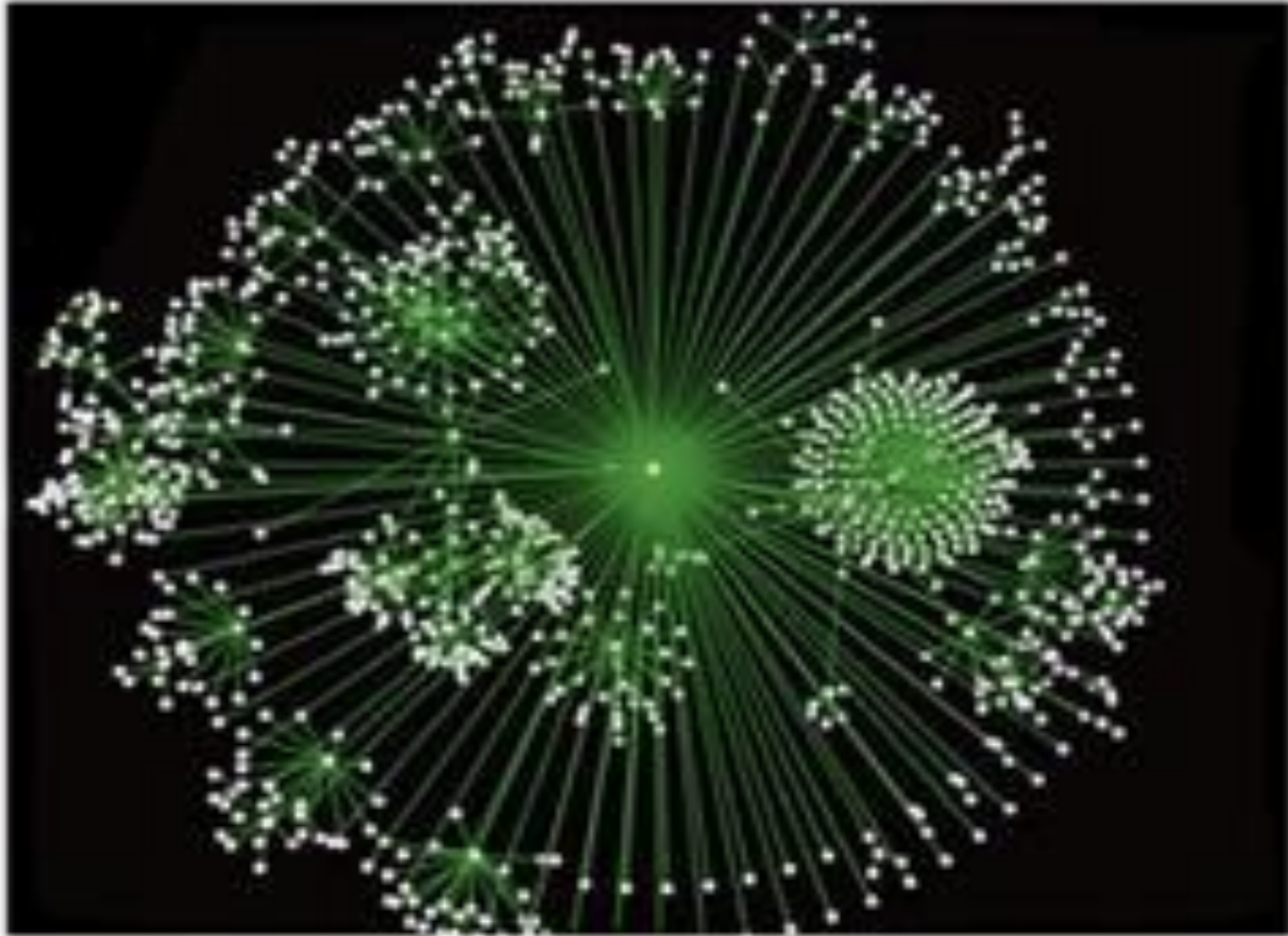




# Connection Multiplier



# Viral Loop



# Distance is reducing!!





# Online Mentions – Across Social Sites

Top Sites by Volume

Delhi Pradesh Congress

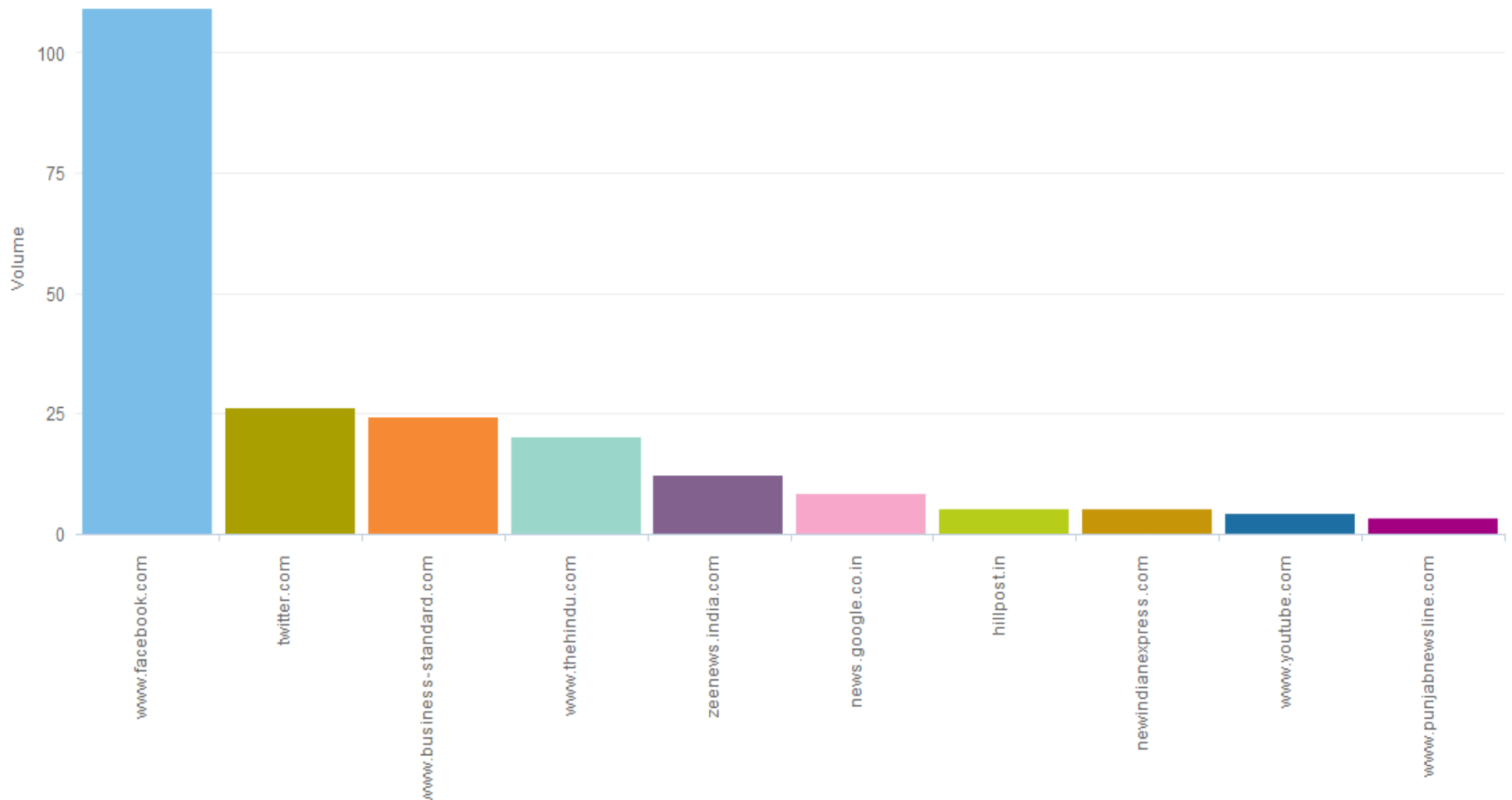
Last 60 days



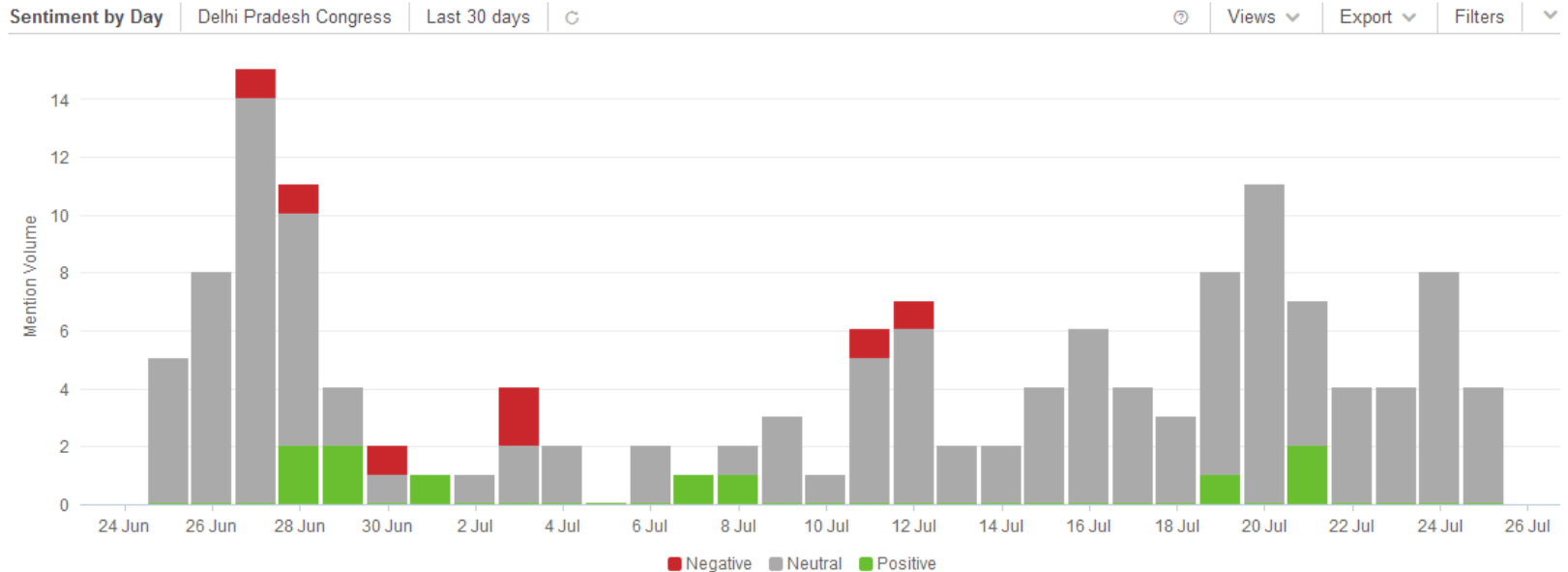
Views ▾

Export ▾

Filters



# Sentiment By Day (last 30 days)



# Policies and prominent discussion areas

Topics

# Top Online sources

Social media site	# Mentions this week	Impact Score
<i>twitter.com</i>	19,516	91
<i>abnandhrajyothy.com</i>	24	45
<i>realinfo.tv</i>	20	42
<i>stateofkerala.in</i>	16	42
<i>blog.livemint.com</i>	12	41
<i>funonthenet.in</i>	12	41
<i>qna.rediff.com</i>	8	38
<i>watsup.in</i>	8	36
<i>thehindu.com</i>	4	35
<i>lighthouseinsights.in</i>	4	33

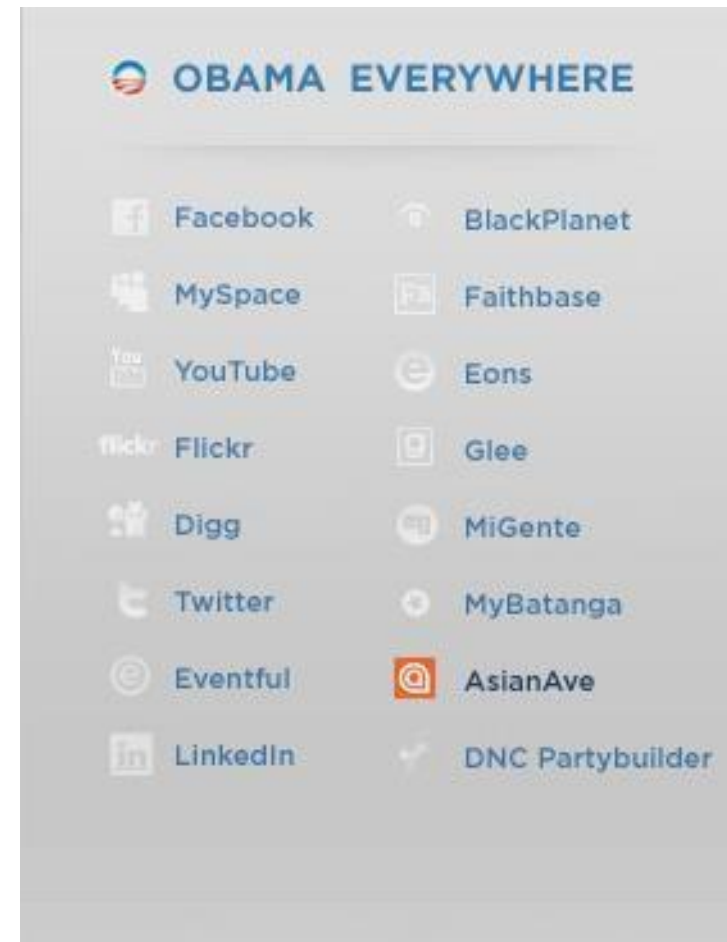
Online news site	# Articles this week	Impact Score
<i>business-standard.com</i>	546	66
<i>thehindu.com</i>	217	60
<i>zeenews.india.com</i>	140	57
<i>news.google.co.in</i>	91	54
<i>news.oneindia.in</i>	77	52
<i>indiatoday.intoday.in</i>	70	52
<i>telegraphindia.com</i>	70	51
<i>newindianexpress.com</i>	112	51
<i>ptinews.com</i>	77	51
<i>punjabnewsline.com</i>	63	49

# *Example – Barack Obama*

**PLAN your WIN - engage ELECTION AWAAZ  
Extra Votes - For WINNING Edge**

# Obama Everywhere

- Obama has gained **5 million supporters** in other social networks.
- Obama maintained a profile in **more than 15 online communities**, including BlackPlanet, a MySpace for African Americans, and Eons, a Facebook for baby boomers.
- On Facebook, where about **3.2 million** (during the campaign) signed up as his supporters, a group called Students for Barack Obama was created in July 2007.
- It was so effective at energizing college-age voters that senior aides made it an official part of the campaign the following spring.
- And Facebook users did vote: On Facebook's Election 2008 page, which listed an 800 number to call for voting problems, more than **5.4 million users** clicked on an "I Voted" button to let their Facebook friends know that they made it to the polls.



# BarackObama.com Deconstructed

**Egidio Giulivo**

**MY PROFILE** [Edit Profile](#)

**Display Name:** Egidio Giulivo  
**Location:** Ashburn, VA  
Reston, VA  
[View Full Profile](#)

**NEIGHBOR TO NEIGHBOR**

**CAMPAIGNS AVAILABLE TO ME:**

- Canvass Your Commonwealth for Barack** [Get started](#)  
**Voters Available**  
New Neighbor to Neighbor Online Tool  
We've made it possible for you to find undecided voters in your area and talk with them about the...
- Va Women Calling Women** [Get started](#)  
**Voters Available**  
Call women voters in VA...
- Virginians Call their Neighbors** [Get started](#)  
**Voters Available**  
New Neighbor to Neighbor Online Tool  
We've made it possible for you to find undecided voters in your area and talk with them about the...

**SPEAK OUT**

- West Virginians Letters to the Editor**  
Write to the editors of local and state newspapers
- Virginia Speak Out**  
Write to the editors of local and state newspapers
- Fight Back Now**  
Write to the editors of local and national newspapers
- MI Minnesota | Economy (General)**  
Write to the editors of local and national newspapers
- Expose John McCain**  
Write to the editors of local and national newspapers
- Contact TV Stations in Ohio**  
Write to the editors of local and national newspapers
- Hi 'Em Where It Hurts**  
Write to the editors of local and national newspapers
- Fight the NRA attack ads**  
Write to the editors of local and national newspapers
- Fundamentally Wrong**  
Write to the editors of local and national newspapers
- Stop Michigan Voter Suppression**  
Write to the editors of local and national newspapers
- Wisconsin General Issues**  
Write to the editors of local and national newspapers
- Keep McCain's hands off health care**  
Write to the editors of local and national newspapers

**MAKING A DIFFERENCE** [What's This?](#)

**1** [My Activity Index](#) [Details](#)

**MY ACTIVITIES** [All](#) [7 Days](#) [30 Days](#)

Events Hosted	0
Events Attended	0
Calls made	0
Doors Knocked	0
Number of blog posts	0
Donors to your personal fundraising	0
Amount raised	\$0.00
Groups Joined	0
Groups Joined	0

**COMMUNITY**

- [My Neighborhood](#)
- [My Groups](#)
- [My Friends](#)

**EVENTS**

- [Find Events](#)
- [Host an Event](#)
- [Manage my Events](#)

**CONTACT VOTERS**

- [Contact voters](#)
- [Messages](#)

**FUNDRAISING**

- [Contact voters](#)
- [Messages](#)

**MY NETWORK** [Manage My Network](#)

Invite your friends and family to join the network. Or find friends already on My BarackObama.

[Read old message\(s\)!](#)

[Compose a Message](#)

[Invite your friends to join](#)

**MY GROUPS** [View Group](#)

Joining one of the thousands of groups on My BarackObama is one of the best ways to get more involved. Find a group near you.

[Join a Group](#)

# Online Advertising – Obama

### Search

- The Obama campaign spent \$3.5 million on Google search in October 2008 alone.
- Yahoo collected \$673,000 during the same month.

### Social Networks

- The campaign spent \$467,000 on Facebook in 2008, including \$370,000 in September 2008.
- \$61,000 went to Black Planet.
- Only \$11,000 went to MySpace spending in 2008.

### Media

- \$138,000 went to BET.com
- Time Warner spending totaled \$337,000 before October.
- Politico, \$145,000
- WashingtonPost, \$100,000.
- NBA.com, \$21,000 in September 2008
- Weather Channel, \$108,000 all year.
- Through ad network Centro, the campaign spent \$630,000 on local TV and newspaper Web sites before October. Another \$100,000 went through Cox.

### Ad networks:

- The campaign spent \$600,000 in 2008 on Advertising.com, Collective Media, Undertone Networks, Burst Media, Quigo, DrivePM, Pulse360, Specific Media, and online video networks Broadband Enterprises and Tremor Media.



# Obama YouTube Channel

English ▾

[Videos](#) | [Channels](#) | [Community](#) | [Upload](#)

[Sign Up](#) | [QuickList](#) | [Help](#) | [Sign In](#)

[Search](#)



**OBAMA BIDEN**  
www.barackobama.com

**"I'M ASKING YOU TO BELIEVE.**  
Not just in my ability to bring about  
real change in Washington ... I'm  
asking you to believe in yours."

**VISIT  
THE OFFICIAL  
CAMPAIGN WEBSITE**

**JOIN US**

PAID FOR BY OBAMA FOR AMERICA

[Videos](#) | [Favorites](#) | [Groups](#) | [Friends](#) | [Subscribers](#)

**BarackObama.com** [Subscribe](#)



**OBAMA BIDEN**  
VOTEFORCHANGE.COM

**BarackObamadotcom**  
Running for President  
Joined: **September 05, 2006**  
Last Sign In: **2 minutes ago**  
Subscribers: **110,790**  
Channel Views: **18,024,909**

**POLITICIAN**

Watch Barack Obama speeches, events, and TV ads at the official Obama-Biden Campaign YouTube channel.

Subscribe to get the latest videos and register to vote today at [VoteForChange.com](http://VoteForChange.com)

Party: **Democratic**  
Current Office: **Senate**

Website: <http://my.barackobama.com/youtube>

**Make a contribution to this candidate**

[Choose Amount ▾](#)

[Contribute](#) 

Google Checkout

[Report profile image violation](#)



**OBAMA BIDEN**

**WWW.BARACKOBAMA.COM**

APPROVED BY BARACK OBAMA - PAID FOR BY OBAMA FOR AMERICA

   00:05 / 27:10   

watch in standard quality

**American Stories, American Solutions: 30 Minute Special**


From: [BarackObamadotcom](#)

Uploaded: 09/05/06


# YouTube Statistics


	Obama	McCain
Videos	1,827	330
Views	120,479,084	25,995,773
Subscribers	149,258	28,343
Special features of YouTube page	Contribute to campaign via Google Checkout; link to YouTube page on barackobama.com	Find events; host events


Current Office: **Senate**

 Website: <http://my.barackobama.com/youtube>

**Make a contribution to this candidate**

Choose Amount 

**Contribute** 



[Report profile image violation](#)

# Facebook

**facebook** Home Profile Friends Inbox Settings Logout Search

**Barack Obama** [Browse more politicians](#)



**THANK YOU**  
FOR YOUR SUPPORT  
[WWW.BARACKOBAMA.COM](http://WWW.BARACKOBAMA.COM)

Country: United States  
Current Office: President-Elect

**Obama**

**Obama'08**  
[Find out where to vote now!](#)

Favorite and featured stories:  
VIDEO: Organizing for America  
Join us at the Inauguration  
The Next Step: Attend a Change is Coming House Meeting Dec. 13-14

Become a Supporter  
[Add to my Page's Favorites](#)  
[View Updates](#)  
[Share](#)

**Favorite Pages**  
6 of 12 Pages [See All](#)

 Joe Biden  
 Obama Pride  
 Obama

 First Americans for Obama  
 Obama  
 Obama Action Wire

**YouTube Box**  
3 of 44 [See all](#)

**Change is Coming - Plouffe at the White House** [Share](#)  
David Plouffe invites Obama supporters to host or attend Change is Coming house meetings on December 13th and 14th:  
<http://my.barackobama.com/changeiscoming>

[PLAY VIDEO](#)  
[PLAY VIDEO](#)  


# Facebook Statistics

Official	Obama	McCain
Members/Supporters in largest group	5,066,446*	583,518*
Number of Wall posts	572,383	none
Special features of profile page**	Videos, find out where to vote, register to vote	none

\* Unofficial group 'One Million for McCain/Palin' has 200,251 members

Unofficial group 'One Million Strong for Barack' has 986,470 members

\*\* Beyond basics like Posted Items, Events, Discussion, Wall posts

Data from February 4, 2009

# Obama - LinkedIn

**Barack Obama**  
US Senator, Presidential Candidate  
Greater Chicago Area

[Contact Directly](#)  
[Get introduced through a connection](#)

**Current**

- US Senator at US Senate (IL-D)

**Past**

- Senior Lecturer in Law at University of Chicago Law School
- State Senator at Illinois State Senate

**Education**

- Harvard University
- Columbia University in the City of New York
- Occidental College

**Connections**

500+ connections

**Industry**

Government Administration

**Websites**

- [Join Barack's LinkedIn Group](#)
- [BarackObama.com](#)
- [My RSS feed](#)

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Barack's full profile:**

- See who you and Barack Obama know in common
- Get introduced to Barack Obama
- Contact Barack Obama directly

[View Full Profile](#)

**Name Search**  
Search for people you know from over 30 million professionals already on LinkedIn.  
 First Name  Last Name  
(example: Barack Obama) [Search](#)

**NEW! LINKEDIN APPLICATIONS**  
[slideshare](#) on **LinkedIn**  
**Share, view & comment on presentations from your network.**  
[Try It Now](#)

**Barack Obama's Summary**

I am running for the Presidency of the United States of America, but this campaign can't only be about me. It must be about us - it must be about what we can do together. This campaign must be the occasion, the vehicle, of your hopes and your dreams. It will take your time, your energy, and your ideas to push us forward when we're doing right and to let us know when we're not. This campaign has to be about reclaiming the meaning of citizenship, restoring our sense of common purpose, and realizing that few obstacles can withstand the power of millions of voices calling for change.

**Barack Obama's Specialties:**  
I have worked to rebuild trust in government by allowing every American to go online and see how their tax dollars are spent.

On the Veterans' Affairs Committee, I have fought to help veterans get the disability pay they were promised.

Recognizing the threat posed by weapons of mass destruction, I traveled to Russia to begin a new generation of securing weapons worldwide.

Most of all, I am proud to be husband to my wife, Michelle, and father to my two daughters, Malia and Sasha.

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AWAAZ**  
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PROVIDING TECHNICAL SOLUTIONS FOR  
ELECTION PROCESS

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**Political Secretary**  
by **ELECTIONAWAAZ.ORG**  
**Pre/Post Election Micromanagement  
& Social Media**



# Obama – Flickr

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## 20081104\_Chicago\_IL\_ElectionNight1258

ALL SIZES



Democratic Presidential Nominee, Barack Obama and his family on election night in Chicago, IL on Wednesday, November 5, 2008. (David Katz/Obama for America)



Uploaded on [November 6, 2008](#)  
by [Barack Obama](#)



Barack Obama's photostream

### [Election Night 11-04-08 \(Set\)](#)



82  
items

### Tags

- Chicago
- IL
- Obama
- roadteam

### Additional Information

[Some rights reserved](#)

Anyone can see this photo

Taken with a [Canon EOS 5D](#)  
[More properties](#)

Taken on [November 4, 2008](#)

[1,205 people](#) call this photo a favorite

Viewed [198,333 times](#)

# Brand Obama – Segmentation



# *Example – Kenya*



# Kenya – Voter Information App



Jijulishe

Maseve Inc - March 3, 2013

Education

Install

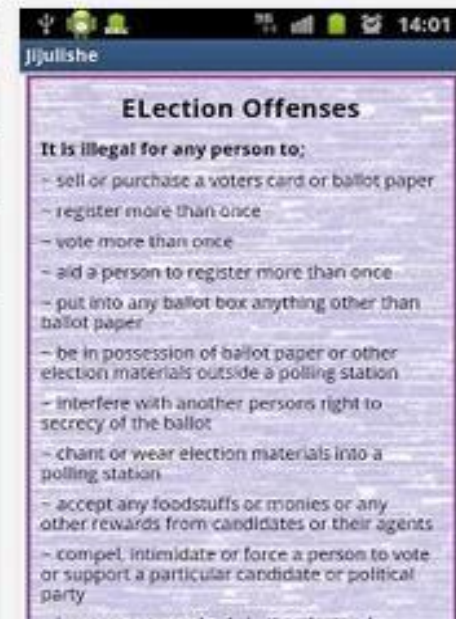
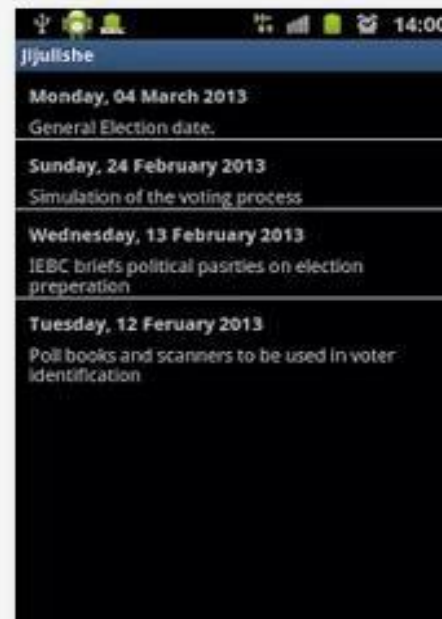
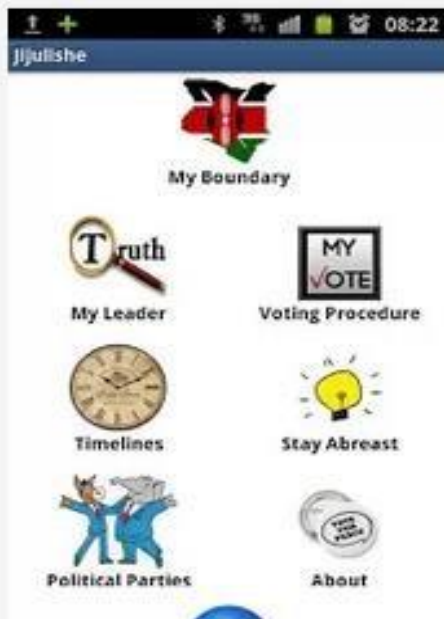


Add to Wishlist

★★★★★ (4)



+19 Recommend this on Google+

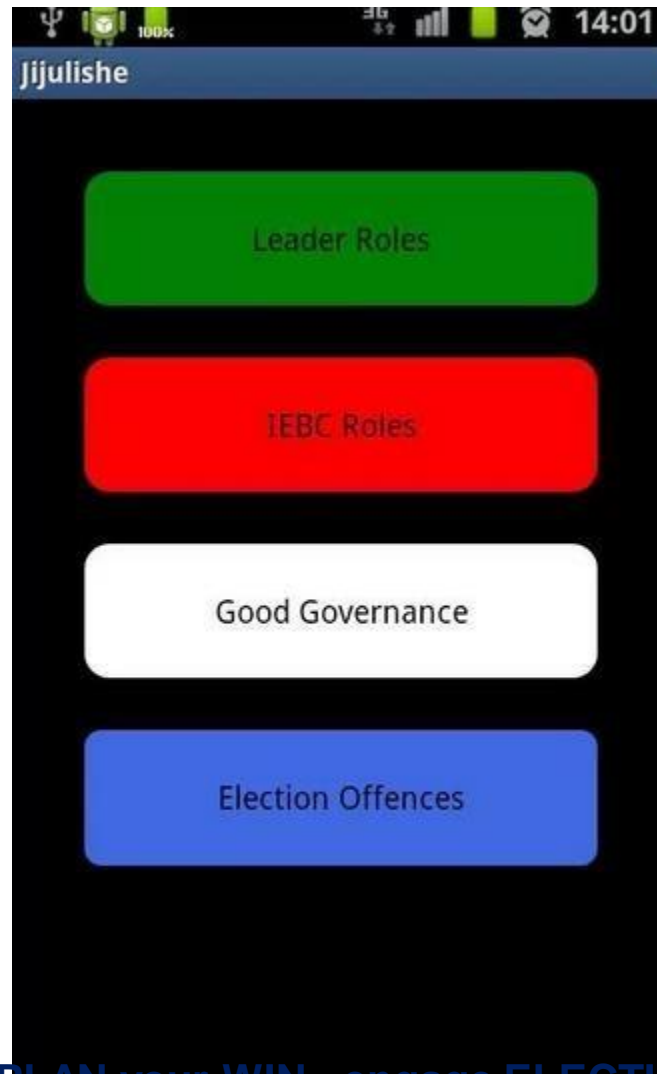


# K Kenya – Electoral Information App



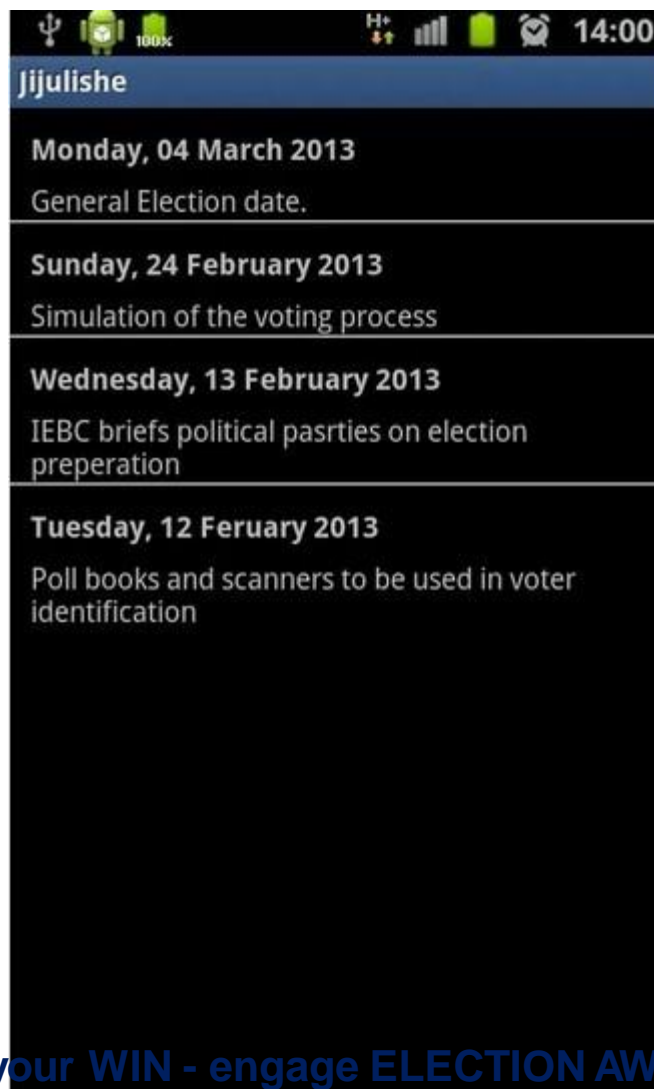
**PLAN your WIN - engage ELECTION AWAAZ**  
**Extra Votes - For WINNING Edge**

# Kenya – Voter Information App



**PLAN your WIN - engage ELECTION AWAAZ**  
**Extra Votes - For WINNING Edge**

# Kenya – Voter Information App



# Thank You for your Patience & kind Attention....

Contact-

Mr. J P Singh,

Director, Election Awaaz

Email ID- [jps@electionawaaz.org](mailto:jps@electionawaaz.org)

Mob:- 9540005555, 9818105555

Landline:- 01244145505, 4102419



**PLAN your WIN - engage ELECTION AWAAZ**  
**Extra Votes - For WINNING Edge**

