

June, 2009 VIP Letter:

Technology is changing the way we think, communicate and share information. Every day brings new ideas and conversations about the latest trends in communication and how they may add value for our clients. Today, clients and colleagues are talking social media. As the print and broadcast media continue to adjust to the economy, it is time to join the conversation.

Social media is not a new concept, but the use of the medium for finely tuned and precisely executed media outreach and consumer interaction has skyrocketed. Facebook, Twitter and YouTube are no longer solely for your teenagers to LOL. Corporate deals are being made, serious networking is taking place and stories and headlines are reaching audiences online.

Key facts:

- Twitter grew 1,382% in the last 12 months (now one in every ten Americans are online with Twitter).
- Almost 80% of all adult Americans are online – an average of 33 hours per week.
- There are over 100 million online users in America today, with the most rapid growth in the 35 to 49 age group.
- At least two thirds of the people online today are using social networking or blogging.
- In the United States, more people rely on the internet for news (40%) than rely on newspapers (35%).
- Advertising spending is declining, with newspapers, magazines, and radio hit the hardest.

Many major company executives are plugged into these new communications, and are using the medium to communicate with employees, customers and the media. For example, to highlight the Greater Milwaukee Committee's (GMC) May membership meeting on social media, Mueller Communications helped the GMC to hold the first local "Twitter News Conference." National and local experts shared insights on social media for local business

leaders attending the meeting. The entire event was streamed live online, and GMC staff tweeted updates and comments from speakers in real time, via Twitter.

At the conclusion of the event, we offered a question-and-answer session during which participants could ask questions live at the event or online, via Twitter. Speakers responded to Twitter questions by speaking directly to a camera or typing their response. The event garnered national and local media attention, and drew more than 200 people to the Twitter page and live video.

We also recently worked with the state's largest online school, iQ Academy Wisconsin, to enable students from across the state to participate in a "virtual graduation ceremony." The event included a live webcast of the in-person graduation ceremony in Waukesha and a Twitter feed to enable students and family members to participate from any location with internet access. The resulting media coverage included a front-page story in the [Milwaukee Journal Sentinel](#).

Integrating social media into standard media outreach is something we must understand and use in our own way to avoid becoming outdated. The next generation of professionals will gladly outperform us with clever new technologies. The good news is that social media is not difficult to navigate. While some may think the social media wave is just a trend, most feel it will continue to grow and evolve. The never-ending online chatter will continue to expand in ways not yet imagined and integral to our daily working lives.

Mueller Communications is helping clients and others make sense of the wide world of social media and become a larger part of the worldwide conversation. Long gone are the days when [www.your-company's-name.com](#) was the primary go-to for information on your business. What results in first impressions of your company now is its 'google-ability' and its adaptation to the never-ceasing, ever-changing social media community. We're here to help with that adaptation.

We wish you every success in your future ventures and hope to share in them with you. Best wishes for a summer filled with great memories.