

# next tuesday afternoon

December 16, 2008

Older women are more social than you might believe. On the web, that is. More than four out of 10 women in their 40s surveyed by SheSpeaks had a social networking profile. Over 70% of women with children ages 13 to 17 had talked about products on social networks, compared with 62% of all responding women.

"40-somethings are active users and members of online social networks," said Aliza Freud, CEO of SheSpeaks. "These women have started to use social networks in ways that mirror the rest of their lives—from finding out about a product to shopping or monitoring their children's activities."

Of all women surveyed (not just 40-somethings), 46% used social networks.

The researchers suggested that social media marketing—not just ads on social networks—could be especially effective among women for spreading word-of-mouth, since 26% of respondents actively ignored most online ads and 20% were annoyed by ads on social networking sites.

So instead of trying to satisfy or create a presence on every new social media platform (they're born every day), it's more important to have a credible presence where it matters most in your customers social media universe. So how do you tackle this?

- 1) Do some easy research: Which platforms do your customers use? Where are they most active? Be careful not to make blanket assumptions, such as that only kids use MySpace. Trust me, many adults in their 30s and 40s are on MySpace.
- 2) Follow, don't lead: Wait until your audience is active on a platform, then start participating. Your job is to participate in a conversation that is already happening, not force your customers to try something new.
- 3) Go deep: When you join a community, do it well. Keep it current and add real value. Don't show up with a token presence and think you've conquered the world. Just like everything else on the Web, it's ever-changing. It's also better to be fabulous in one or two key communities than to be weak everywhere.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at [OneAlliance.com](http://OneAlliance.com) and I'll be back next Tuesday afternoon.

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