

MYMsta > The Social Network



Social Networking: The science

1. What is a social network?

- A social network is a group of individuals linked by certain commonalities or interdependencies which they wish or need to share. These interdependencies can be but are not limited to: morals/values, beliefs, religion, friendships or negatives such as hate speech or war.

2. A social network is made up of individuals

- Each individual has certain requirements or needs which must be met in order for them to participate in the network.



Social networking: The Triggers

1. Identity

- Identity with brand or environment
- Identity with themselves
- Self expression

2. Sense of belonging

- By finding other people with same beliefs / ideas
- Personal validation

3. Sense of purpose

1. Link to ideas and people
2. Valued and valid contribution

Sources:

- Kaiser Family Foundation and SABC, Young South Africans, Broadcast Media, and HIV/AIDS. March 2007.
- South African Advertising Research Foundation, All Media and Products Survey 2006.
- WAP Review, Great Mobile Web Statistics from AdMob (<http://wapreview.com/blog/?p=416>).



Social networking: Review

➤ A social network is made up of individuals.

Provide them with:

- A sense of identity, belonging & purpose
- Connect them to opportunities, commonalities and like-minded people or relevant content & information
- Provide an environment where they can contribute and be included.



Social networking: The advantages

1. Get to really know your target market

- MYMsta and the airtime

2. Entrench brand loyalty and surround target market with brand.

- You hit the right people whether you own the network or place media within.
- CPA's and ROI.



Social networking: Making it work

1. Understanding your objectives

- Using agnostic to brand networks (no affiliation) or are you building your own for brand loyalty?
- Will you start your own or will you leverage? (core business?)

2. Using the data collected to minimise wastage

- Targeted & relevant information
- Low CPA and high ROI
- Responsibility

3. Drive user logins through content updates & incentives

- Who, when & how long?

4. Keep it fresh – understand and provide to needs

- Sustainability of the network



MYMsta: Objectives

- Connect SA youth to opportunities & extend on the ground programs
 - loveLife strategy
 - Reasons for high risk behavior
 - How self-worth & identity can reduce HIV infections
 - Career profile – unique and compelling & specific to objectives



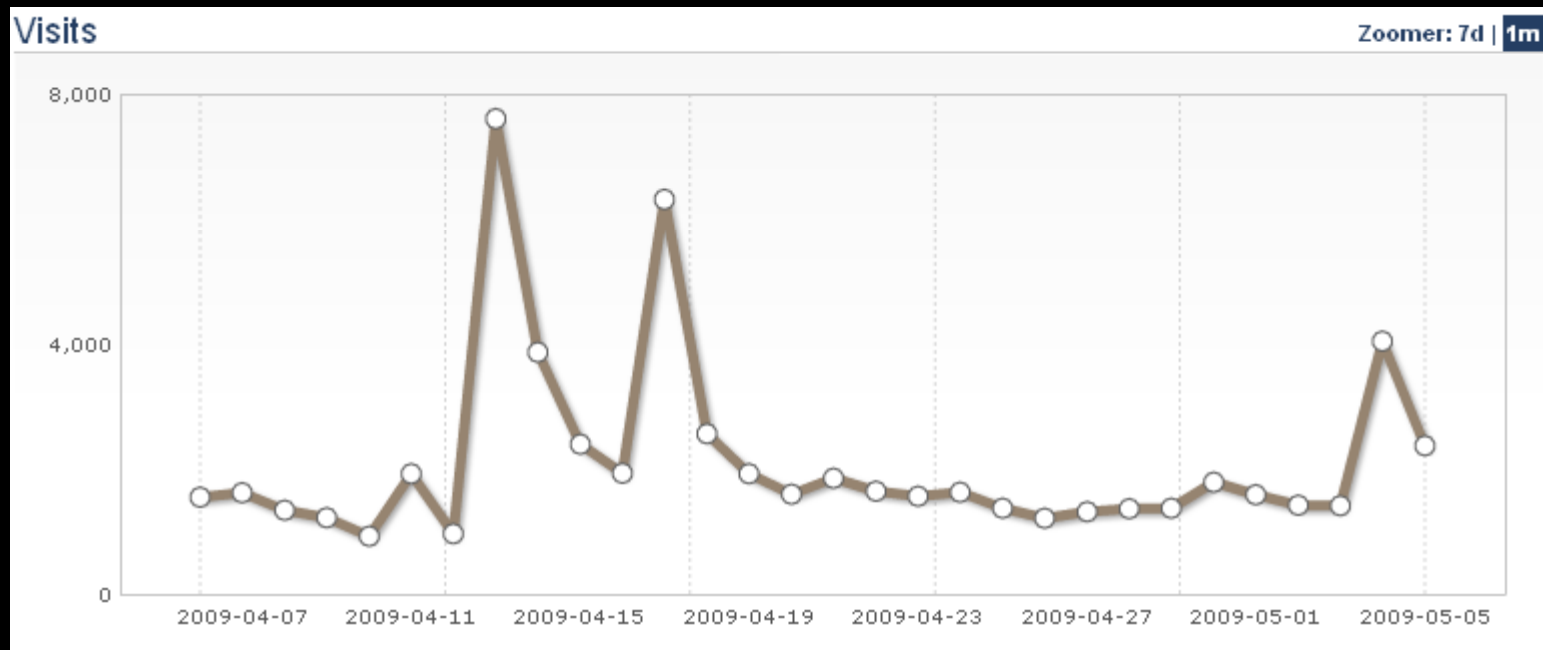
MYMsta: Users

- Total number of registered users as at Tuesday 7th August 2009: 40 000
- Total traffic since July 14th 2008:
 - 3 603 231 – page views
 - 376 538 – logins
 - 6 mins 34 – per visit
 - 10 pages – viewed per visit



MYMsta Users

- Number of daily logins: averaging 2000



- Spikes in traffic show the effect of constant user communication.



MYMsta: The youth culture

