

User Generators: What Makes Them Tick

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Nonprofit Technology Conference

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BEACONFIRE
CONSULTING

The Pareto Principal

**"80% of the effects
comes from 20% of
the causes"**

How many creators are there?

*One American in ten
tells the other nine
how to vote, where to
eat, and what to buy.*

They are

The Influentials



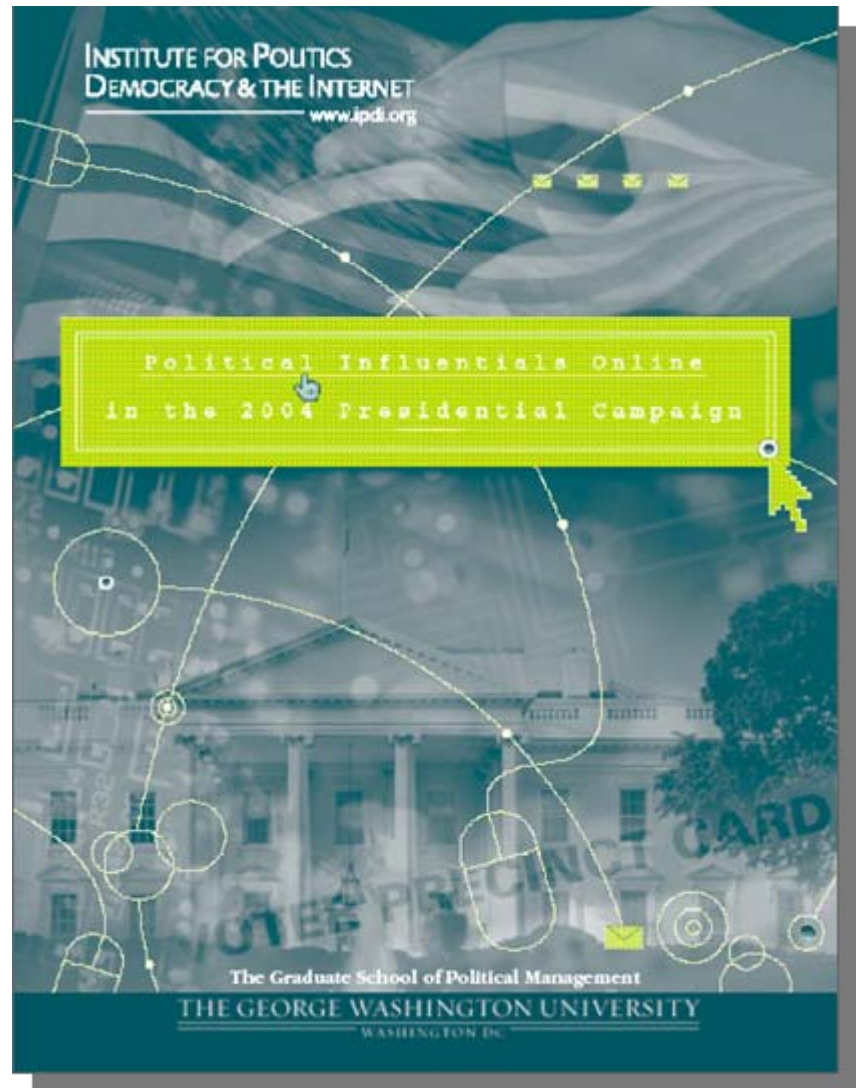
ED KELLER AND JON BERRY

“The
Influentials”
concept first
recognized in
the 1940s.



“...comprise 10% of
the adult online
population...”

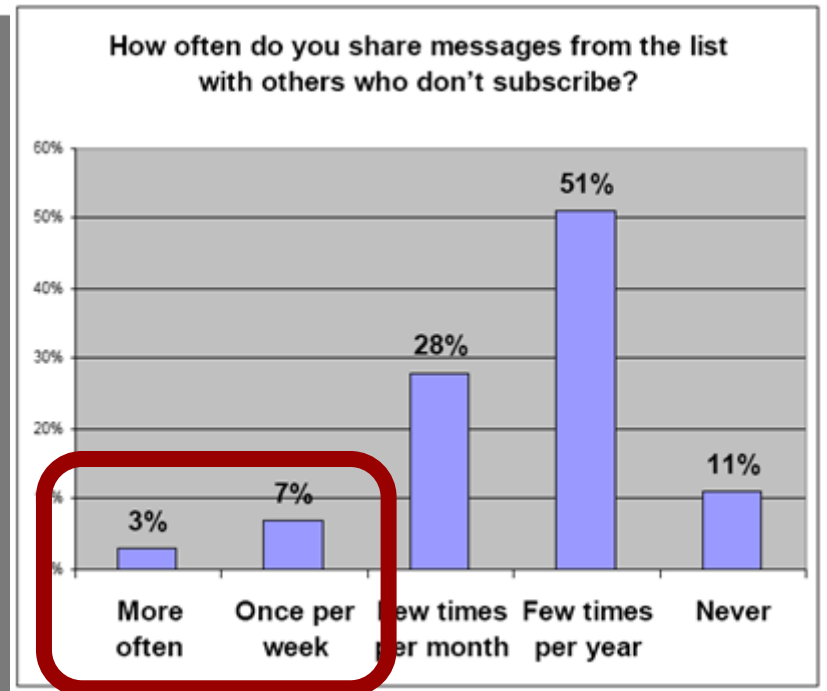
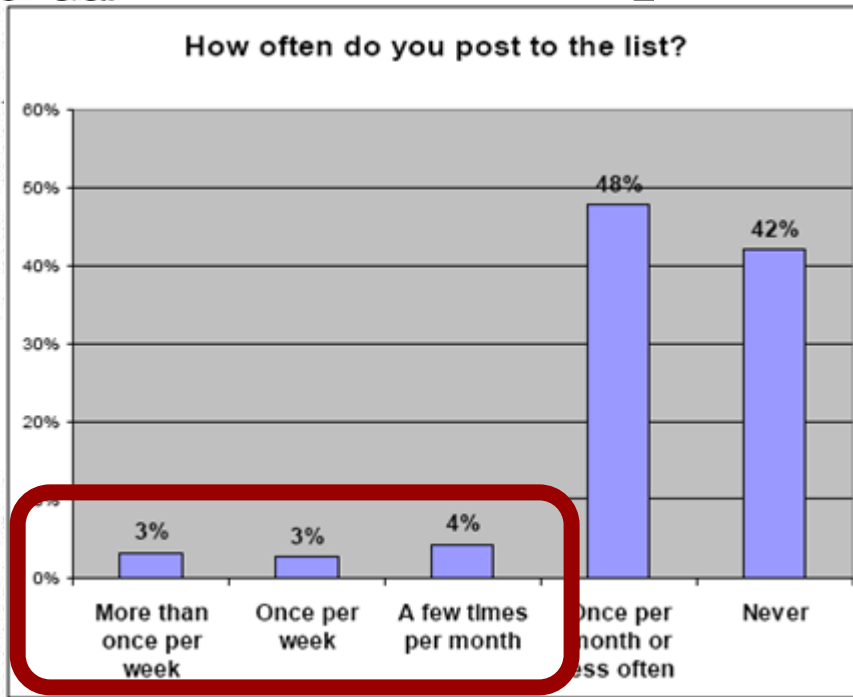
“We estimate that Online Political Citizens are about 7% of the population...”



In most online communities, 90% of users are lurkers who never contribute, 9% of users contribute a little, and 1% of users account for almost all the action.

-- Jakob Nielsen, AlertBox, Oct. 2006

To: Interested parties



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What does this mean for you?

- **Most employees can do little good -- or harm – for their employers in the social media**
- **Most bloggers are not worth the time it would take you to pitch them**
- **Most videos posted to YouTube will sink without a trace**
- **Most campaigns carried out in the social media fail**

What are they like?

Online Influential Traits

- **Opinionated**
- **Independent**
- **Provocative**
- **Disciplined**
- **Specialized**

Joy Towles Ezell, Listserver



- Moderates 3 listservs
- 10-20 messages daily
- 1-2 hours research daily
- Seeks leadership opportunities
- Will provoke others to speak up

Tom Elko, Blogger

- 10-20 posts weekly
- 1-2 hours research daily
- Declined employment offers to preserve independence
- Relishes debate among fellow bloggers



Glenn McAnamana, Meetup.com



- Formed – and leads – citizens' group in NYC
- Recruits members via Meetup.com
- 1-3 hours daily

The_real_yaki, Craigslist

- 1-3 hours daily
- Hides activity from employer
- Relishes exchange of opinions on bulletin boards

craigslist

Ginny C., Care2 News Network



- 1-3 hours daily
- Says Care2 friends are just like real world friends
- Methodically gathers possible story ideas
- Clear definition of what she wants to post

Online Influential Traits

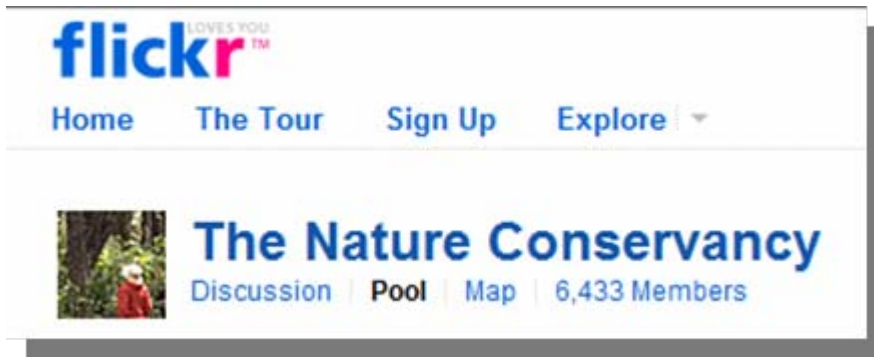
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**What do they want?
(from you)**

Online Influentials/Content Creators Crave...

- An appreciative audience for their opinions
- A free exchange of ideas

Doin' It Right: The Nature Conservancy



15,000+ Photos!

“We like to wait for the community to self-manage because it keeps our group authentic.”

Doin' It Wrong: The Nature Conservancy (of Illinois)

The Nature Conservancy
Protecting nature. Preserving life.™

Start One Conversation

#1 #2 #3 #4 #5 #6 #7 #8 #9 #10 #11 #12 #13 #14 #15 #16 #17

BLEACH

60% of the world's coral reefs could be dead by 2030.
Global warming is dramatically raising sea temperatures across the globe, stressing corals, bleaching them and leading to their mass demise. [Read More](#)

Select a Topic: Climate Change Economic Impact Habitat Preservation

TELL a FRIEND

Action starts when people talk

Receive Updates by Email

Share Your Thoughts

Your comment has been saved, it will first be reviewed before it is published.

Name

Share Your Thoughts

Name

Email Address

Subject

Comment

Send Comment