

## Tools of Engagement: Family Dynamics and Social Networking

2012 Family Philanthropy Conference  
February 13, 2012



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Mark Carpenter



Sam Stern



Rosetta Thurman  
empowering a new generation of leaders

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### It's a great time to be a family.



The image shows a YouTube video player interface. At the top, it says "YouTube" with a search bar and "Browse Movies" links. Below that, the video title is "'Homework 2.0' TV Commercial". There are icons for "Microcenter", "Subscribe", and "113 videos". The video thumbnail shows two people sitting at a table with laptops. At the bottom of the player, there are icons for "Like", "Add to", "Share", and a view count of "28,684".

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## New Media: Where are Foundations? 2011 Council on Foundations Survey

Highlights:

- Facebook (42%) and YouTube (38%) are used primarily for **personal** use
- 79% have **not** used Twitter
- 78% have **not** contributed to blogs
- 54% read blogs for professional or personal and professional use
- 50% used LinkedIn for professional or personal professional use
- 87% of respondents have **not** used flickr

Select the option that best describes your participation in the following online mediums:

	Primarily professional use	Primarily personal use	Both professional and personal	Do not use this
Facebook	6%	42%	22%	30%
LinkedIn	40%	9%	10%	41%
Twitter	0%	0%	0%	79%
Flickr	3%	8%	2%	87%
Blogs Reading	21%	10%	33%	37%
Blogs Contributing	10%	0%	7%	78%
YouTube	7%	38%	23%	31%

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**Perspective ...**  
92% of U.S. Children under the age of 2 have an online presence.  
-- AVG Technologies

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**More Perspective ...**  
14% of dogs have Facebook Accounts  
6% of dogs have Twitter Accounts  
27% of dogs have YouTube Channels  
-- Lab 42

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### Missing the Conversation

<b>Foundations*</b>	<b>Non-Profits*</b>
<ul style="list-style-type: none"><li>• Facebook – 37%</li><li>• Twitter – 31%</li><li>• Blogs – 15%</li></ul>	<ul style="list-style-type: none"><li>• Facebook – 89%</li><li>• Twitter – 57%</li><li>• Blog – N/A</li></ul>

\* Larry Blumenthal, Open Road Advisors.      \* The 2011 "Nonprofit Social Network Benchmark Report."

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### What's Your Status Update?



### What Blocks You?

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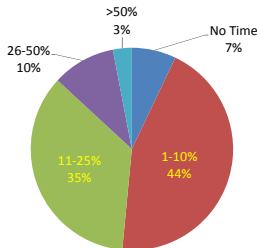
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### The Time Crunch

Amount of Time Foundations Spend on Social Media



Amount of Time	Percentage
1-10%	44%
11-25%	35%
26-50%	10%
>50%	3%
No Time	7%

Source: Foundation Communications Today, 2011 Communications Network Survey

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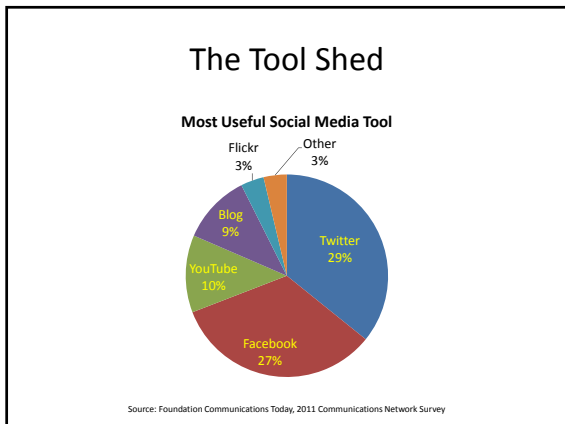
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### Connect with Us ...

-  [www.Facebook.com/CouncilOnFoundations](http://www.Facebook.com/CouncilOnFoundations)
-  Join the Council on Foundations Group at [www.Linkedin.com](http://www.Linkedin.com)
-  [www.YouTube.com/CouncilonFoundations](http://www.YouTube.com/CouncilonFoundations)
-  [www.Twitter.com/COF\\_](http://www.Twitter.com/COF_)
-  Conference Hashtag: #COFMB

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### Connect with Us ...

- @RosettaThurman
- [www.rosettathurman.com](http://www.rosettathurman.com)
- @ThePattersonFdn
- [www.thepattersonfoundation.org](http://www.thepattersonfoundation.org)



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