



**MN/Upper Midwest Chapter Luncheon Event:**  
***“What’s Your Status? Perspectives on Social Networking and New Media”***

Presented by Susan Anderson  
Fusion Hill

Social Networking has been on the news a lot lately. LinkedIn...Facebook...Twitter. Do you think these newfangled things are:

- Exclusively for the younger set—you know, anyone under the age of 30?
- A passing fad, like the hula hoop or pet rocks?
- Something that has absolutely nothing to do with marketing research?

Well, think again. I recently overheard two lawyers, each within spitting distance of retirement, having a spirited discussion about Twitter. One argued that it’s a great way to keep up with colleagues or with topics he’s interested in. The other one retorted that it was just another annoyance, like cell phones and “that berry thing.”

Fads? I think not. The business-oriented LinkedIn has a membership of 35 million professionals across 170 industries. Facebook has 200 million members worldwide and, in December 2008, the Supreme Court of the Australian Capital Territory ruled that Facebook is a valid protocol to serve court notices to defendants. Although Twitter only has between 4 and 5 million members, in March 2009, a Nielsen.com blog ranked Twitter as the fastest growing site in the Member Communities category for February 2009. Twitter had a growth of 1,382%.

Why should we care? These social networks provide more researchers more immediate access to what the public is saying about their clients. It didn’t take Tropicana months or even weeks to learn that their change in their orange juice package design was a disaster—social networks began rumbling and grumbling almost immediately.

But how do **you** use these new technologies? Susan Anderson will give you some answers and some tips. Please join us for a fascinating presentation. The event will be held at Focus Market Research (Two Meridian Crossings, Suite 160, Richfield, MN, 55423, 612-869-8181) on Thursday, April 30, 2009 from 11:00 am to 1:00 pm. While the event is free, we only have space for 30 people, so please send us a \$15 deposit (we’ll return it at the event) Please let us know by April 27 that you will attend the event. Mail your check to Carol Duling, Registrar, Questar, 2905 West Service Road, Eagan, MN 55121.