



# U.S. Moms Social Media and Online Insights Report

Analyst: Milissa Rick, Director of Online Insights, Sway, Inc.

SWAY WHITEPAPER SERIES 2009



**sway**<sup>®</sup>  
ONLINE INSIGHTS. IDEAS. DIRECTION.

# U.S. Moms Social Media and Online Insights Report

Analyst: Milissa Rick, Director of Online Insights, Sway, Inc.

Sway conducted online surveys with moms<sup>1</sup> in the United States to better understand their social media and online behaviors and activities. This report covers the key findings and implications from this research.

The information in this report can be used for insights into the development and planning of Web 1.0 (e-mail, search marketing, affiliate programs, etc.) and Web 2.0 marketing initiatives (blogs, podcasts, video, RSS, mobile phone, user-generated media, and word-of-mouth campaigns, etc.) with this target audience.

The key questions to be answered by this report are:

- What are U.S. moms doing online?
- How are they using social media platforms?
- What do the Online Influencers look like, and how do they behave online?
- What are moms shopping for online?
- What hobbies are they participating in and where do they go online to get information on these hobbies?
- How can companies target these individuals online?

## TABLE OF CONTENTS

3	Executive Summary	16	Online Activities of the Online Influencers
4	Key Findings for Companies Targeting U.S. Moms Online		• Traditional and Social Media (Web 2.0) Activities
5	Recommendations for Companies Targeting U.S. Moms Online		• Time Online and With Various Media
6	Demographics of the Total Sample		• Online Shopping
8	Online Activities of the Total Sample		• Searching Online
	• Traditional and Social Media (Web 2.0) Activities		• Consumer Electronic Device Ownership and Usage
	• Time Online and With Various Media		• Cell Phone Usage
	• Online Shopping		• Online Social Community and Network Participation
	• Searching Online		• Other Hobbies and Interests
	• Consumer Electronic Device Ownership and Usage	23	Sample Social Network Sites
	• Cell Phone Usage	28	Researcher Biography
	• Online Social Community and Network Participation	28	Company Information on Sway and Shoutlet
	• Other Hobbies and Interests		
	• Sharing Information		

<sup>1</sup> During the month of October, Sway surveyed a total of 431 mothers of children between the ages of 3 and 12.

## Executive Summary

U.S. moms are engaging with social media. Brands need to use social media marketing to reach these moms where they are spending time online. Although traditional uses of the Internet remain popular among the moms, a sub-segment of moms, the Online Influencers, are also frequently participating in Web 2.0 activities.

The moms are spending a significant amount of personal time online each week. It is commonplace for online moms to be sending and receiving e-mail, using search engines, reading the news, checking weather, paying bills online, shopping online, and researching products and services. Of the 95 percent of moms who shop online, they are most frequently shopping for products and services for their children/family, such as toys and apparel. When researching complex products and services online before purchasing either online or offline, the moms use search engines (such as Google and Yahoo) most often to do this type of research, followed by merchant sites and manufacturer/service provider sites.

These women are also using their cell phones, with almost a quarter text messaging at least daily. In addition to cell phones, moms also own and use a variety of cameras, from digital cameras, to cell phones with cameras, and video cameras.

Social networking activity continues to grow among U.S. moms online. Moms have long enjoyed sharing information and advice, and engaging in face-to-face and telephone conversations with other moms, now they are doing so in online social networks. Almost 40 percent of

the U.S. moms who are online are participating in a variety of social networks, with Facebook and MySpace being the most popular, but also including niche networks like ClubMom and CaféMom. At least half of the women are connecting with family and friends and posting comments on others' content. Moms are sharing information on a wide variety of topics; children's products, food/cooking, and parenting and family are very common topics for moms to share information and advice on.

The segment of Mom Online Influencers are those women that share content and information more frequently than others, and use a variety of electronic means to share this content and information. These Mom Online Influencers are younger, employed, and college-educated. They also participate in viewing more social media content and creating more social media content than other moms online. Participation is at least 30 percent higher for those doing the following activities at least monthly, weekly or daily: visiting social networking sites, reading blogs, watching videos online, contributing to online forums and groups, using instant messaging and reading online forums or discussions. Mom Online Influencers are also shopping more online.

Based on our experience, for brands looking to reach U.S. moms through social media, Sway recommends using a combination of social media tactics to inform, build buzz, and interact/engage with these moms online. Such tactics include placing video content on social media sites, developing online contests, conducting blogger outreach, and creating RSS feeds in brand-sponsored widgets for placement on social media sites.

