

Technology Usage Data from PEW Internet Research

Cell Internet Usage

- 68% of US adults have a smartphone.
- 45% have tablet computers.
- Adult ownership of cell phones is 92%. PEW 10/2015

Teens

- 92% of teens report going online daily — including 24% who say they go online “almost constantly” – PEW 4/2015
- 88% of teens have a cell phone.
- African-American teens are the most likely of any group of teens to have a smartphone, with 85% having access to one, compared with 71% of both white and Hispanic teens.
- Girls dominate social media; boys are more likely to play video games

Home Broadband

- 67% of Americans have home broadband, down slightly from 70% in 2013.
- 15% of American adults report they have become “cord cutters” – meaning they have abandoned paid cable or satellite television service.
- PEW 12/2015

Social Media

- Nearly two-thirds of American adults (65%) use social networking sites, up from 7% when Pew Research Center began systematically tracking social media usage in 2005.
- Age differences: Seniors make strides – Young adults (ages 18 to 29) are the most likely to use social media – fully 90% do. Still, usage among those 65 and older has more than tripled since 2010 when 11% used social media. Today, 35% of all those 65 and older report using social media, compared with just 2% in 2005.
- Racial and ethnic similarities: There are not notable differences by racial or ethnic group: 65% of whites, 65% of Hispanics and 56% of African-Americans use social media today.

Website Best Practices 2016

Good Web Design Considerations

- Usability
- Navigation
- Easy to read
- Graphics optimized
- Good writing
- Have a call to action
- Keep your site fast, coded correctly, and pick a good web host

Search Engine Optimization (SEO)

- Write for your audience
- Use keywords in your text
- Get others to link to your site
- Easy to understand Navigation
- Don't use Flash
- Keep your content fresh

Other Considerations

- Does it work on mobile?
- Responsive Web Design
- Email Marketing
- Social Media

Content Writing Points

- Prioritize Audiences – Primary, Secondary, Unintended
- What is practical and expected
- What do you have that is interesting?

Augustana EDGE Center Highlights

Web Development

Design & Development
Hosting & Maintenance

Graphic Design

Logos
Stationary
Brochures

Event Management

Contact

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