Text #1: “Social Media Can Be Beneficial for Professional Athletes”

"This instant feedback mechanism is an opportunity for any brand to grow and become more responsive to the market, but it's also threatening, which is why professional sports leagues have adopted policies limiting what athletes say to the public."

Lisa Lewis is a journalist and student. In the following viewpoint, she considers the opportunities that social media affords professional athletes and sports programs. Lewis finds that although many athletes have set up their own Twitter accounts and Facebook pages, there is still a lot of experimentation going on to find the best way to engage fans and make money. Social media is beneficial for athletes because it is a way to generate fan interest and fan loyalty, Lewis concludes. She concedes that there are dangers, and athletes must be aware of them in order to take full advantage of social media.

Social media is an ever-evolving enigma—everyone now knows that there are tons of opportunities within the online space to make money, gain publicity, and tell the world about oneself, but few people can figure out how to maximize that payoff.

Athletes and sports programs are constantly experimenting with the usefulness of social media. Many pro athletes have their own Twitter streams or Facebook fan pages, but only a few have figured out how to capture the ever-elusive moneymaker of social media: fan engagement.

Pros and Cons of Social Media

Once the fans become invested in you, you've created an audience. You've got a captive audience that wants to know what you're doing that's cool and different. It reflects a transnational trend in freedom of information—the economy is becoming more transparent.

However, people are scared to engage fully with their audiences on Twitter, Facebook, and YouTube, because word of mouth is completely organic—if your fans love you or if they hate you, they make it public information. This instant feedback mechanism is an opportunity for any brand to grow and become more responsive to the market, but it's also threatening, which is why professional sports leagues have adopted policies limiting what athletes say to the public.

But be not afraid! For those meek-but-intrigued social media newbies, here are some creative ways in which the Internet is changing the way fans keep up on their favorite sports.

How the Internet Is Changing Sports

1. Sports reporters on Twitter. My favorites—ESPN's online columnist Bill Simmons, who is @sportsguy33, and Jay Christensen, the Wiz of Odds, who is at @JayChristensen—cover two opposite ends of the Twitter spectrum. Bill has cultivated an online celebrity persona, interacting frequently with his fans on Twitter and using his feed to pimp his ESPN.com articles on occasion. Simmons is a huge asset to ESPN's online readership because he drives traffic to the site but also serves as an approachable face to the big, national brand name. Jay, on the other hand, uses his Twitter feed much like a micro-news aggregator, writing his Reporters' Notebooks features, which summarize relevant collegiate athletics news around the nation, and linking to them from his blog. It's thanks to Jay that I first heard about the rumors of Colorado leaving the Big 12 [college athletic conference]. People like Jay and Bill are keeping the sports media world moving at the speedy pace that social media is taking, and their work helps to make journalism more timely and more relevant.
2. Interactive Facebook fan pages. The fan page for the NBA [National Basketball Association], at www.facebook.com/nba, harnesses the viral capabilities of its nearly two million fans by engaging them in asking for feedback every single day. Posting at least two updates per weekday, and more on the weekend, the NBA is constantly adding links to epic slam dunks on YouTube or running polls asking fans about specific players. The coolest thing about this use of a fan page is that it unites fans from every team, offering up content about all the games each week so that there are opportunities for fans from Denver to play nicely with fans from Detroit and for all fans to weigh in on the best defender in NBA history. In addition, the NBA gets that the best way to have happy fans is to make it worth their while—the Facebook page features giveaways of Xbox consoles as well as opportunities to download cool wallpapers to your iPhone or your BlackBerry. I don't even watch NBA games and I wanted to be a fan—the NBA cares about its community and takes care to deliver quality, useful content to sports fans. No wonder it gets almost two million thumbs-up.

3. Athletes themselves engaging with fans on Twitter. The obvious example of this is Mister [Chad] Ochocinco [also known as Chad Johnson] himself, @ogochocinco, who boasts an impressive 773,509 Twitter followers as of press time [in March 2010]. There is absolutely nothing professional about this Twitter feed. There is random usage of capitalization. There are incomplete sentences. Chad does not even make an effort to be politically correct or self-censored in the kinds of things that he posts. Yet, we eat it up—fans love it because it's authentic, real, and not manufactured, sanitized PR [public relations] lingo like so much of the material that professional and collegiate teams put out. If someone else ran his Twitter, would we ever have learned that Ochocinco is an Alvin Ailey [American] Dance [Theater] fan?

Transparency is scary.... Long gone are the days of the private and personal "angry letter." But I see it as progressive—athletic departments can't hide behind desks in their offices, and pro teams can't hide behind managers and owners, making the experience more valuable for the fans. And at the end of the day, isn't that really what sports are all about?

Source Citation

Text #2: “Social Media Can Be Dangerous for Professional Athletes”

"Social media channels offer athletes the opportunity to significantly strengthen their marketability but at the same time—if not handled with care—have the potential to seriously damage their private life, career, athletic performance and 'personal brand.'"

Thomas van Schaik is global brand director at Adidas and contributor to SportsNetworker.com. In the following viewpoint, he asserts that social media sites provide exciting opportunities for professional athletes to engage with fans and offer a glimpse into their personal lives. However, van Schaik cautions, it also has the potential to destroy an athlete's brand and negatively affect their personal lives and careers. There have been several examples of professional athletes posting ill-considered tweets or rants on Facebook, sending explicit e-mails or text messages, or leaving raunchy voice mails, van Schaik explains. He concludes that there needs to be more training for pro athletes who are active in social media.
Professional athletes can use social media to connect with fans and share their personal lives in ways they never could before. An athlete used to be a number, position, weight class or title. Now, athletes, about whom fans only knew what they read in the papers, have become so much more accessible.

Today even the laggards acknowledge that ignoring social media is no longer an option. Virtually every professional athlete has some kind of social presence. They share who their friends are, their pictures and otherwise offer a view into their personal life like never before. These social media channels offer athletes the opportunity to significantly strengthen their marketability but at the same time—if not handled with care—have the potential to seriously damage their private life, career, athletic performance and "personal brand."

**Lessons Learned**

As many athletes have found out the hard way, the impact of one ill-considered tweet on an athlete's career can be life-changing. It's like Spiderman said: "With great power comes great responsibility." Lack of consideration or an aggressive rant in a split second of poor judgment can easily result in a (minor or, ... more often) major incident. It seems ironic that the only way to come to grips with these "modern state-of-the-art communication tools" apparently is through the age-old concept of trial and error.

With ... @mcuban, @ACromartie, @ItsStephRice, @RyanBabel, @CV31, @ochocinco, @brianching, @StevieJohnson13, @Cfortson4, and @R_Mendenhall1 being just a few examples of athletes facing some high-profile "Twitter trouble."

Others, such as [professional football player] Ray Edwards, [former professional football player] Brett Favre, [professional basketball player] Greg Oden, [professional basketball player] Tony Parker, [professional golfer] Tiger Woods, [Australian cricket player] Shane Warne or, most recently, [former professional boxer] Oscar de la Hoya somehow—naively—assumed their voice mails, pictures or direct "sexting" messages would remain private. The selection above represents only a tiny fraction of the athletes who got themselves in trouble by using a cell phone, PDA [personal digital assistant] or other electronic communications device. All of us know mobile [devices] can—and are—being hacked. It's not that complicated to do. Whether their personal information got hacked, leaked, shared or sold, these athletes will most certainly not be the last to be embarrassed and/or fined because of their (ab)use or underestimation of their mobile device or channel. If you're in the public eye, it's simply better to be safe than sorry.

**Freedom of Speech**

All athletes are—and should obviously be—free to share their personal ideas and opinions. They should feel encouraged to connect with their fans and establish a strong social media profile. Fans want their athletes to be real and "uncensored." Moreover athletes themselves seem to really LOVE Twitter. As pointed out in [a] post on Appinions, many athletes spew cliché after cliché when doing a radio, newspaper or television interview, but once they log onto Twitter it's an opinion free-for-all.

However, as @melinda_travis [Melinda Travis, communications professional] points out in her recent post on the Sports PR Blog, many athletes lack the necessary knowledge to turn their social engagement into a success. Others simply tend to forget who their audience is, make spelling errors, use profanity or discuss r-rated subjects. Others allow themselves to be baited or provoked by annoying or opposing fans. Some athletes release their frustrations or anger online without giving ample consideration to the consequences. Frequently athletes lack discretion or assume that their direct messages will remain private.
Some athletes still underestimate the importance of their social media channels to their sponsors or believe that because they are engaging their followers in social media this allows them to sidestep traditional media all together. Why would you want to repeat the (expensive) mistakes somebody has already made before you?

What's Wrong with Common Sense?

Many of these considerations apply to you and me, as much as they do to professional athletes. All of us should know what is right or wrong to say. Posting content that will get you in trouble with your boss, colleagues or friends is—generally—not a good way to go. [A] post by @darenrovell [reporter Darren Rovell] points out "The 100 Twitter Rules to Live By." Darren's post is a great place to start. From there, @TomSatkowiak [Tom Satkowiak, University of Tennessee associate media relations director] compiled his insightful and really helpful "50 Twitter Tips for NCAA Division I Student-Athletes." Well worth a read for athletes at any level!

Many people consider athletes brands. As such, athletes are not only representing themselves, but also their school, team, club, league or sponsor(s). While some of their income is generated by their athletic skills, a lot of their money comes from being a public figure.

Only a few people fake an interest in my tweets but an athlete's words go far beyond the scope of their followers, colleagues, friends and family. It's exactly this public impact that catapults the consequences of an unconsidered tweet into a scandal, potentially damaging the athletes, their organization and their sponsors.

No athlete starts his social media account with the intention of doing anything that could possibly affect his, or another athlete's, performance, like creating the wrong sort of headlines for himself, their team or league. Nevertheless the social media guidelines of the NBA [National Basketball Association], NFL [National Football League], MLB [Major League Baseball], IOC [International Olympic Committee] and the English Professional Footballers' Association (PFA) focus on stipulating everything that is NOT allowed. The Ultimate Fighting Championship [UFC] has taken a completely different approach. This league is actively counseling and coaching their fighters on the use of social media channels and encouraging them to tweet as much as possible. UFC president @danawhite [Dana White] (1.5 million Twitter followers) announced that fighters will receive bonuses for adding followers and writing the most creative tweets.

Follow the Leaders

Other athletes are leading by example. Here's ... the 5 most followed athletes on Twitter: @tonyhawk [professional skateboarder Tony Hawk] with 2,614,278 followers, @lancearmstrong [professional cyclist Lance Armstrong] (3,041,032 followers), @Cristiano [Portuguese footballer Cristiano Ronaldo] (4,021,123 followers), @shaq [professional basketball player Shaquille O'Neal] (4,274,104 followers) and @KAKA [Brazilian footballer Ricardo Izecson dos Santos Leite, commonly known as Kaká] (no less than 5,711,014 followers)! These athletes have many people looking at their posts—adding enormous value for their fans, their organization, and their sponsors—and still manage to keep it professional.

Footnotes

1. Referring to the Twitter accounts of Mark Cuban, owner of the Dallas Mavericks basketball team; Andre Cromartie, professional football player; Stephanie Rice, Olympic gold medalist;
Ryan Babel, Dutch football player; Charlie Villanueva, professional basketball player; Chad Ochocinco, also known as Chad Johnson, professional football player; Brian Ching, professional soccer player; Steve Johnson, professional football player; Courtney Fortson, professional basketball player; and Rashard Mendenhall, professional football player, respectively.

**Source Citation**

**Text #3: “Twitter is Often Inaccurate”**

Herman Manson is a journalist and the editor of Mark magazine.

Twitter’s value to breaking news quickly and efficiently is beyond doubt, but the accuracy of the news being reported is far from perfect.

**The Pressure to Be First Leads to Errors**

This weekend [in July 2010], Twitter was abuzz with the news that South Africa's former national police commissioner, Jackie Selebi, was found guilty of both charges he was facing. But the initial buzz on Twitter was wrong, or at least not 100% accurate.

At first it was reported on Twitter that he was found guilty on charges of corruption and obstruction of justice. What happened initially was that journalists reporting from the courthouse got the first tweet wrong, which meant all the re-tweets got it wrong as well. Later, updates indicated he was found guilty of corruption but not obstruction of justice.

TV reportedly didn't do much better though, with the ETV news channel apparently having to correct itself after a somewhat confusing (for those who haven't studied law at least) judgment by Judge [Meyer] Joffe. Like Twitter, TV is live if it has time to prepare for the broadcast in advance. A debate on the technical details of the judgment has already broken out on Twitter, which isn't helping much to limit the confusion factor....

People in the news business love breaking news. This is why we are arming more and more journalists with the equipment to live tweet and blog major news events. And it is entirely true that newspapers and news sites lag Twitter in breaking news. That is because it takes time to write anything longer than 140 characters, to get it fact-checked, and then, to publish/broadcast it to a wider world.

With Twitter able to deliver news quickly and to a potentially huge audience due to its viral nature, already-pressured newsrooms are under increasing pressure to get content out, and to get it out fast. But few are asking what this is doing to journalistic ethics. For example, can media organisations and journalists delete inaccurate tweets that were posted without revealing they did so?

Usually when removing content from a website or withdrawing a story from a newspaper, the editors would admit that they did so and give reasons behind their decision. This is obviously important for the reading public as it holds the media accountable for what they publish. Nobody likes putting their name to
that withdrawal notice. Not only does it mean a journalist messed up; it also means the editors missed a beat as well.

**The Professional Code of Conduct Needs Updating**

Public relations practitioners are already talking about "breaking" news of an event (staged for commercial benefit) via Twitter. According to the earlier-mentioned info graphic, they would position themselves to serve as "witnesses," in order for their "news" to be happily re-tweeted by the rest of us, and effectively bypassing any editorial scrutiny.

Journalists and media organisations should update their professional codes of conduct to take cognizance of the fact that the way we are reporting news is changing.

Of course journalists themselves are being sidestepped by bloggers, citizen reporters and the like. These are people who have little interest in what is viewed as "old school" media practice. Even journalists would admit to relaxing their own rules for their blogs, Twitter feeds and other inter-web media.

Society isn't always well-served by the media. Some stories never see the light of day because of commercial self-interest or political sympathies. In other instances, journalists become mouthpieces for propaganda.

**Social media** could potentially help counteract some of these issues. On the other hand, it could also cement them even further by turning critical, thought-provoking voices into 140 character sound bites, typed on the go.

**Source Citation**


**Text #4: "Social Media Have Been Powerful Tools in Organizing Egypt's Revolution"**

S. Craig Watkins, an associate professor at the University of Texas at Austin, studies and writes about young people's social and digital media behaviors. He is the author of the 2009 book, *The Young and the Digital: What the Migration to Social Network Sites, Games, and Anytime, Anywhere Media Means for Our Future*.

In the wake of the uprising that shook up Egypt and ended the thirty year regime of Hosni Mubarak a growing debate around the role of social media has ensued. The press, looking for catchy headlines characterized the uprising as "the first Twitter revolution," or "Facebook revolution." Conversely, a number of critics and academics cry foul proclaiming that people, not technology, conducted the revolution.

Anyone who has even a pedestrian understanding of social movements knows that they are often caused by the convergence of social, economic, cultural, and political factors. And this is certainly true in the Arab world. Decades of government corruption, elite economic self-interest, the arrogance of power, and historic economic inequalities were the primary catalyst for what Newsweek magazine called, "a youthquake that is rocking the Arab world."
A recent tweet by former U.S. Secretary of Labor Robert Reich is subtle but profound: "We cannot in good conscience continue to reward the rich, penalize the poor, and ignore the middle. There will be a day of reckoning." While Reich was referring to the current political and economic climate in the U.S. the tweet speaks to the wider global condition. While social media was not the catalyst of the Egyptian protest it was certainly a tool for mobilizing protest.

The five million Facebook accounts in Egypt make it the second most popular site in the country. YouTube is the third most visited site. Whereas protestors used Facebook to organize, set dates, and "peercast," that is, share mobile pictures and video with peers, Twitter became the social media backbone of the movement's day-to-day machinations.

While social media was not the catalyst of the Egyptian protest it was certainly a tool for mobilizing protest.

A First Hand View of the Protests

I recently had a chance to speak with a young man who made Tahrir Square his home during parts of the uprising.

Karim (this is a pseudonym) studies social media and told me that he felt like he was participating in history. On February 5 [2011] he sent me a number of pictures from his Facebook album that captured various aspects of the massive demonstrations in Egypt. The pictures, of course, had an ethnographic aesthetic about them and offer a much more intimate perspective of the movement than did the highly selected images most people viewed on television. The Facebook album included pictures of people protesting, confronting the police, nurturing the wounded, laughing, celebrating, and, most important, bonding together in a common cause to transform their country. In many of the pictures I also noticed people capturing the protest with their mobile devices.

In literally thousands of instances they streamed pictures, videos, tweets, and Facebook updates for their comrades around Egypt and the world. This kind of media production is a hallmark feature of the digital media age. Egyptian protestors were not only consuming images of their efforts, they were also producing and sharing those images with the world and giving new meaning to the notion of participatory politics.

Karim explained the popularity of photos this way. "As you might know, sometimes these demonstrations are not safe; so, as soon as we reach Tahrir Square, we take photos of the demonstration and upload them to our Facebook profiles to tell our friends that we are participating and encourage them to come over."

Curious about the adoption of technology in the uprisings, I asked Karim how did social media influence the events in Egypt. Karim replied that, "the demonstration started on January 25 and the call for it was done mainly through Facebook." Facebook emerged, in part, as an efficient way to coordinate and organize protestors. The first Facebook post related directly to the events in February was made on January 14 at 11:18 pm, eleven days before the first massive protests in Tahrir Square. The main tag simply read: ... (Rough) Translation: "Message to the people of Egypt: Let the January 25 is the torch of change in Egypt."

According to Karim, social media was crucial from the outset of the movement because it gave people on the ground an information technology that they could control. "Because of the government's heavy control over all the traditional media," he explained, "the Internet is the only available option for all opposition parties and movements." That is also why after two days of protest the government shut down...
the internet and mobile phone service. Determined to keep the momentum people used everything from
dial-up modems to proxy-servers.

The Role of Twitter

The first and what will likely go down in history as one of the most famous Twitter hashtag's in the
Egyptian revolution was "#jan25," created by a twenty-one year-old woman who goes by the Twitter
name, @alya1989262. Follow the "#jan25" feed (created January 15, one day after the above Facebook
announcement) and one of the most striking features is the range and complexity of communication that
took place via Twitter. In many ways, Twitter became the mediated eyes, ears, and voice of the day-to-
day life of the protest.

#jan25 is, in essence, a transcript of history, a log not merely of what people were tweeting, but what they
were thinking and, most important, doing. Twitter was used in a variety of ways during the protest. At
times it was used as a tool for real time communication between protesters, informing each other about
the location of police, where protestors should go, and what media around the world were saying about
the events on the ground. According to @alya1989262, Twitter, "most importantly, allow[ed] us to share
on the ground info like police brutality, things to watch out for, activists getting arrested, etc."

Twitter was also used to rally, recruit, and encourage people to come out and show their solidarity with
the protesters. In other instances it was used as a broadcast medium, a technology that allowed the
protesters to tell their side of the story, their side of history. In societies where freedom of the press is
severely constrained and the press is often the mouthpiece of the government, social media emerges as an
alternative broadcasting platform, a way to communicate and connect with the world. There is historical
precedence for this.

Twitter and Facebook did not start the revolution but they did help generations of Egyptians realize a
world that not that long ago would have been impossible to imagine.

In the 1960s leaders of the U.S. civil rights movement came to understand the power of television and
how the images of police brutality turned the tide against the state sanctioned southern hostility toward
freedom fighters and their demands for political equality. In the student led movement against the
Vietnam War chants like "the whole world is watching" revealed an effort to leverage the power of
television to mobilize widespread support for their social movement. By staying connected to Twitter the
protesters in Egypt were also able to track how well their efforts were trending beyond home. What did
they see? The whole world really was watching them but this time on YouTube, Facebook, Twitter, and
other social media platforms in addition to television, @alya1989262 acknowledged this, "Twitter trends
also help us gauge how visible we are to the international community." What makes social movements in
the age of social media so distinct is the real time nature of communication in the execution of protest as
well as the ability to share perspectives, narratives, and experiences that establish an ambient connection
to the outside world.

As we gain a better understanding of what happened in Egypt and other parts of the Arab world we will
also learn more about who used mobile devices and social media to energize their efforts to create
democratic freedoms. Karim contends that, "the youth who called for the first demonstration on January
25 belong to upper middle class in Egypt and most of them, if not all, have Internet access." @
alya1989262's account is similar. "A certain class of activists are armed with smartphones, which allow
them to live-tweet the protests." Does this suggest that the movement was ignited by a generation of tech
savvy and college educated citizens? Not necessarily. But the idea of this segment rising up to confront
Power is not all that surprising when you consider their condition. Roughly a third of the population in the middle east is under thirty and a noteworthy percentage of them have college degrees. The young and the digital in the middle east are connected to the world in a way that previous generations could not even have imagined. And yet, the unemployment rate of young college educated persons in the middle east is staggeringly high. A recent report from NPR [National Public Radio] notes that 40% of young persons with college degrees in Saudia Arabia, for example, are unemployed. Faced with the prospects of a life with few if any meaningful opportunities to utilize their cultural capital—education—many young people realized that they had nothing to lose by confronting the [Egyptian President Hosni] Mubarak regime.

What happened in Egypt is yet another confirmation of what our research has consistently demonstrated regarding young people's engagement with social media: young people use social media not as a substitute for face-to-face interactions with their peers and the world but rather as a complement. Young people in Egypt did not use social media to avoid gathering with each other or to passively participate in their country's revolution. They used it to encourage gathering with each other for the expressed purpose of actively participating in the revolution. Twitter and Facebook did not start the revolution but they did help generations of Egyptians realize a world that not that long ago would have been impossible to imagine.

Source Citation

Text #5: “Twitter Does Not Cause Revolution, People Do”

Harini Calamur is a broadcast media entrepreneur, filmmaker, columnist, and blogger. She is a native of Mumbai, India, and teaches the course "Media and Culture" at Sophia College there.

You need to have been stuck under a rock in Antarctica or living in the furthest reaches of China to have missed the popular protest in Egypt that led to the fall of a thirty-year-old dictatorship of President Hosni Mubarak.

The revolution didn't happen because one morning the people of Egypt woke up and said "Ah! Nice morning, we have nothing better to do, so let's get rid of our government".

Rather, the protests were the culmination of 30 years of repression, economic shackles, rampant corruption and above all—the inability of the bulk of Egyptian population to have or meet aspirations of a better tomorrow. It was a popular revolution and the government fell because it could no longer get people to obey it—and that included the Army that refused to fire on its people.

However, if you were on-line and read or 'heard' comments from those in the know—you would think that it was a Facebook or Twitter revolution (17% of Egyptians have internet access and that was severely blocked during the revolution) or a 'social media-inspired revolution'.

Ever since president Barack Obama won his election in the US, the power of the social media to garner support for a cause or elections has been talked about. What has been ignored is the sheer grassroots mechanism—individuals—who manned the campaign.
Dedicated workers—in various parts of the USA—who used social media as one of the tools to encourage voters to turn up and vote for their candidate on election day. These people didn't spam—rather they sent targeted e-mails to a mailing list of around 13 million voters (around 10% of the total voters), got around 3 million to donate and so on.

While these 10% might have been great and strong supporters for Obama, he would not have won if a substantial chunk of the remaining 90% who were not part of the social network didn't vote for him.

However, the hype was such that many believed that but for social networking Obama—who incidentally is a brilliant and tireless campaigner—would not have won. So much so, in the last general election the most visible part of the BJP's election campaign in India was its online 'LK Advani for Prime Minister campaign'.

There were internet groups, social media, web advertising and the rest of web marketing brought into play on this campaign. To no avail. If anything, the BJP fared worse than it did when it didn't use social media to campaign. On the other hand, the Congress, which, has an embarrassingly sad web presence, managed to win and do better despite the fact that it did not use the social media.

You meet people [online] from similar backgrounds, similar values, and you extrapolate this behaviour to the remaining population.

There is genuine problem when you start mistaking the tool for the outcome. Just because you have a screw driver at home, doesn't make you an electrician.

While the analogy might sound nonsensical—that is exactly how those active on social media are seeing its use in polity and society. Internet penetration in India was around 5% in the last general elections, and while it should have grown since then, it is nowhere near the reach of television (around 50%). This means that 95% of voters have no internet, and 50% have no television. Campaigns in India have to be fought the old-fashioned way—household by household, constituency by constituency.

Revolutions happen because the bulk of the population rises up against a government. Parties win because a large chunk of the population votes for a party. While social media is great fun, and an effective networking tool—over reliance can lead to a certain kind of complacency.

You meet people from similar backgrounds, similar values, and you extrapolate this behaviour to the remaining population. There is a great danger in mistaking the wood for the trees if you take this approach.

So the next time someone tells you that the power of social media is going to bring down governments, or bring in government, don't argue with the converted—just smile—because it isn't true.

Expecting social media to deliver revolution or governments is a bit like expecting Coke or Pepsi to sell via social media without getting their ground distribution in place.

Source Citation