

# 35 Social Media Theses

The Disputation of Chancellor [Lee Aase](#) on the Power and Efficacy of Social Media, posted [Oct. 31, 2009](#) to the [wall](#) of

## [Social Media University, Global \(SMUG\)](#)



1. [Social media are as old as human speech](#), with air being the medium through which sound waves propagated.
2. Electronic tools merely facilitate broader and more efficient transmission by [overcoming inertia and friction](#).
3. The mass media era was a temporary anomaly.
4. Social Media are [the third millennium's defining communications trend](#).
5. [Social media affect every industry](#); technology grows those effects exponentially.
6. Social media were originally about relationships, not technology. [They still are](#).
7. Hand-wringing about merits and dangers of social media is [as productive as debating gravity](#).
8. Just as failing to account for gravity's effects is disastrous in aeronautics, [neglecting social media's power can cripple an organization](#).
9. [Mass media will remain powerful levers that move – and are moved by – social media buzz](#).
10. Social media strategies [can't compensate for an inferior offering](#).
11. Social media strategies can help make a [product, service or experience better](#).
12. Communications and marketing professionals who fail to understand social media flirt with [media malpractice](#).
13. Social media tools offer unprecedented opportunity for transformational change and [productivity](#).
14. [Strategic thinking about social media is no substitute for action](#).
15. You can hear a lot [just by listening](#).
16. Social media tools [make the once-scarce power of mass media available to anyone](#).
17. Social media are [free in any ordinary sense of the word](#).
18. [As I approaches zero, ROI approaches infinity](#).
19. [MacGyver is the model for social media success](#).
20. [Social media tools enable authentic communication if you don't purposefully complicate things](#).
21. [Technology makes things possible. People make things happen](#).
22. Social media are an essential part of a [balanced communications diet](#).
23. Almost [all Web surfers use social media today](#). They just may not know it.
24. [Compelling, remarkable content that people actually want is far more valuable than advertising time or space](#).
25. If your product, service or experience is [remarkable enough](#), your customers will [create content for you](#).
26. Your mileage may vary, but you'll go a lot further if you get a car.
27. Greatness, as [Stephen Covey says](#), consists in "Finding your voice and inspiring others to find theirs."
28. Paying for advertising while not [taking advantage of free online opportunities](#) isn't particularly astute.
29. [Your kids aren't smarter than you are. They're just not afraid to look dumb](#).
30. You can [save enough using free social tools](#) in your current work to pay for your [expanded efforts in social media](#).
31. [Unforeseen implications of social media](#) are more likely positive than negative.
32. Healthcare organizations should [thoughtfully engage with social media](#).
33. [Social media will decrease diffusion time for medical research and healthcare innovations](#)
34. Challenges of introducing social media in [healthcare](#) are not unique.
35. Social [technologies](#) will transform healthcare.

