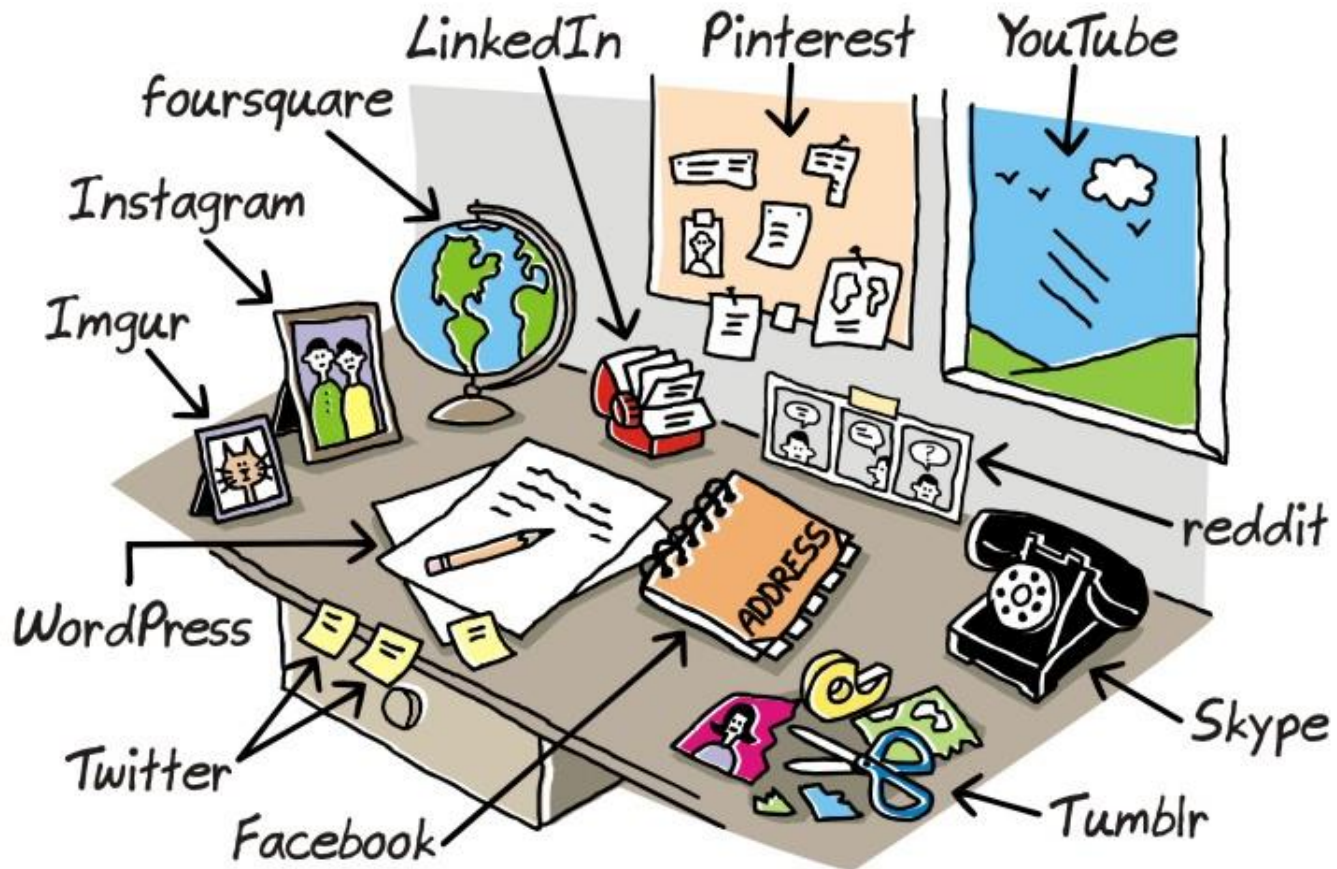


PWC Gr8 Gals@Technology

Social Media



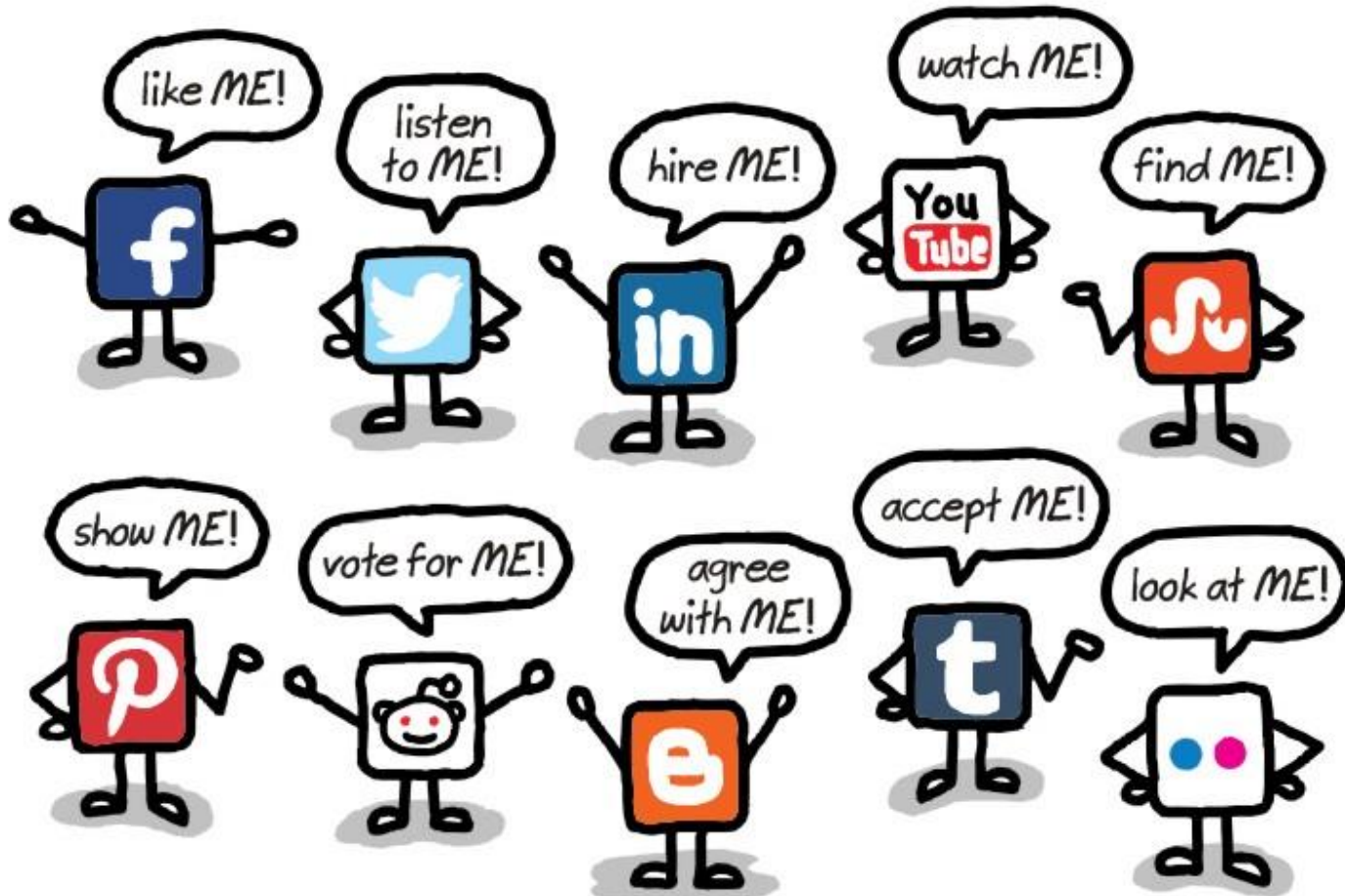
vintage social networking



What Is Social Media?

- Online communities people use to communicate with friends, family, organizations, and world
- Originally used to find groups of people within families, hobbies, casual groups
- Also has become a way to find and “validate” people with like-minded political view
- A new source of “real time news” but then there is also “Fake News”

Social MEdia



Social Media Landscape 2015

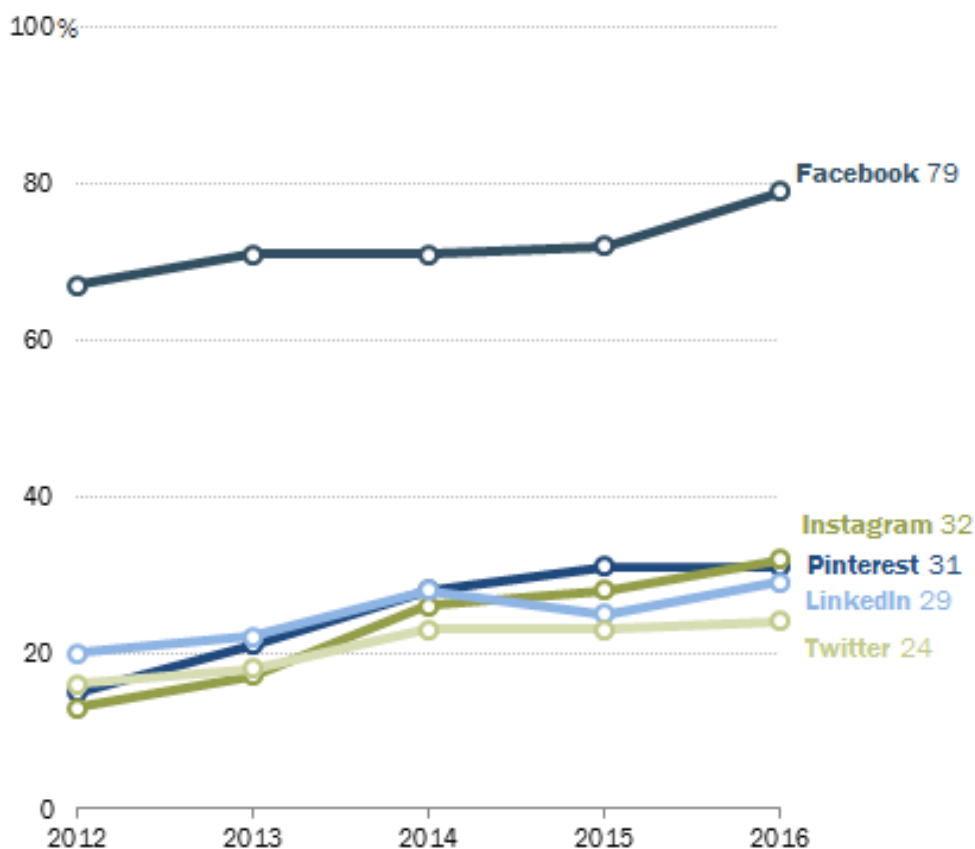


Why Should I Care?

- Great way to keep in touch
- Learn/Research topic of interest
- Ask questions of a wider community
- Entertainment
- Share
- Meet others (CAREFULLY!)
- Take advantage of sales and online opportunities

Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

20% MALE
80% FEMALE

70 MILLION USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

9,100 TWEETS HAPPEN EVERY SECOND

289 MILLION ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.31 BILLION MONTHLY ACTIVE MOBILE USERS

MOBILE AD REVENUE MAKES UP 76% OF ALL AD REVENUE (\$2.9 BILLION IN Q2 OF 2015)

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1.5 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NIKE

300 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

HANGOUTS AND PHOTOS HAVE BEEN SEPARATED FROM GOOGLE+ BUT POSTS WILL REMAIN AS "STREAMS"

300 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

380 MILLION USERS WORLDWIDE

79% of online adults (68% of all Americans) use Facebook*% of online adults who use Facebook*

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

31% of online adults (26% of all Americans) use Pinterest*% of online adults who use Pinterest*

All online adults	31%
Men	17
Women	45
18-29	36
30-49	34
50-64	28
65+	16
High school or less	24
Some college	34
College+	34
Less than \$30K/year	30
\$30K-\$49,999	32
\$50K-\$74,999	31
\$75,000+	35
Urban	30
Suburban	34
Rural	25

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

24% of online adults (21% of all Americans) use Twitter*% of online adults who use Twitter*

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

What Is My Social Network *Identity?*

- Usually requires
 - DOB
 - Full Name
 - Valid email address (usually confirmed)
 - Gender
 - Photo, Symbol, or Avitar
 - Most have options to not share personal information

Facebook

- Facebook is the most popular social network, in the U.S. and internationally.
- In October 2011, more than half of the world's Internet users (55 percent) engaged with Facebook.
- Around the world, approximately 3 in every 4 minutes spent on social networking sites were spent on Facebook and about 1 in every 7 minutes spent online took place on Facebook.

Facebook User Can

- Find and add friends.
- Find and follow companies, entertainers, politicians and more.
- Create rich profiles with information about their interests, job history, education, religion, politics, relationship status, location (past and present), and favorite music, movies, companies.
- Create and share photo albums, event invitations, and basic blog posts.
- Share videos, links to online articles, and more.
- Send instant messages and private messages and post public messages or messages to friends only.
- Play online games and use other online applications or “apps” for short.
- Use privacy settings to control what information is shared with whom.
- “Check in” to physical places online by mapping their location in a tag in a status update.
- Donate to charity; sign online petitions.
- Create free pages for a company, business, or group.
- Find and join groups.

Facebook Vocabulary

Profile: This is where individual members share information about themselves, including their interests, job history, education, religion, politics, relationship status, location (past and present), and favorite music, movies, companies. This information can be updated at any time, but often does not change on a regular basis.

Wall/Timeline: This is where members' most recent updates are showcased: photos they've uploaded, events they've attended, friends they've added, and more. "Timeline" is a new Facebook feature and will most likely replace the "wall." To see older activity on the "wall," users had to scroll endlessly through recent posts. With "timeline," users can click to specific months and years to see Facebook activity from that time period.

Status: Most people use this space to update their friends on what is happening right now. They'll post photos; mention what they're doing, where they are, or who they're with; ask questions. For example, they'll post things like "Home sick," "Stuck in traffic," "At the park with my family," "I love this new Brad Pitt movie," and "Just voted!" These updates can be as short as one character and as lengthy as thousands of characters.

Page: This is how you refer to the accounts of brands and celebrities. Don't go referring to your personal profile as a "page" and you'd better not be caught calling a company's page a "profile"! People will know you're a Facebook newbie if you confuse these two terms.

Comment: A reply to a status update or a note on a photograph. For example, if your loved one shares a photo you enjoy, you can click "Comment" and write a message. Note: Depending on your privacy settings, this may be visible to more than just your loved one.

Like: To click the thumbs-up button below a recent update to indicate support or approval of the recent activity.

Share: If someone has posted a photo, website link, or status update that one of their friends likes, the friends can click "share" to then share it with their own Facebook friends.

Likes: This is a section of your profile that shows off what entertainers, politicians, brands, and companies you like or endorse. When you want to follow a brand or entertainer, you "like" their page.

Facebook Vocabulary

Check in: Users can map their physical location at any given time by tagging their location in a status update.

Chat: Facebook has its own instant-messaging service. Anyone you have added as a friend will have the ability to IM you, unless you sign out of the chat.

Poke: This is a fun way to let someone know you're thinking about them without writing them a private message or commenting on their recent activity. The exact meaning of a "poke" is unknown, and there have been some speculations, but it's usually a light, harmless way to contact someone.

Events: Snail-mail invitations? Evites? No way. Facebook invitations are the way to go. Facebook invitations are an easy way to keep your Facebook friends informed up upcoming events. You can easily share information about the event—a description, directions, time and date, photos—and require invites to RSVP.

Unfriend/Defriend: This is when—either by your choice or the other party's choice—a Facebook friendship ends. This is the act of removing or blocking a one-time Facebook friend. Note: The former friend will not be notified that this has happened.

App: These are online tools and games available through Facebook, often built by people and companies who do not work for Facebook, called third-party apps. Most are free but some require giving the app permission to access your personal Facebook data.

Life event: A new feature of "Timeline," this is a way to let your friends know about important events that happened before you joined Facebook or events you had otherwise not noted on Facebook, including a marriage, graduation, promotion, etc.

Let's Take A Look

Scott Ksander Home Find Friends

Scott Ksander

Update Info View Activity Log

Intro
+ Describe Who You Are
Retired
Lives in West Lafayette, Indiana
From La Grange Park, Illinois

Timeline About Friends 91 Photos More

Status Photo/Video Life Event

What's on your mind?

Friends Post

Peggy Ksander was watching **March of the Penguins** with **Scott Ksander**.
February 4 at 8:28pm · West Lafayette

Better than all the Super Bowl hype!

March of the Penguins Movie
42,122 Likes
42 talking about this

Sponsored

Free Shipping on Dell Ser...
dell.com/smallbusiness
Servers that meet all your business demands.

CLEAN AWAY ODORS.

Save on NEW Febreze with OdorClear Technology, and clean away odors like never before.

Amy Leitze
Julie Goethals-Box
Peggy Ksander 59m
Carrie Stephen 1h
Jeff Ksander 23m
Daniel Ross 2h
Jason Matthew 1h
Don Van Dierendonck 5h
Melissa Van Dierend... 8h
Kitti Carriker 33m
Bruce Ksander 3h
Kimberly Ksander 4m
Alison VanDierendon... 1h
Jeff Stefancic 5m
Miranda Kitchell 5h
Pat VanDierendonck 4h
Ken Krause 12m
Joanna Schoessow... 1m

Search

100%

<https://www.facebook.com/profile.php?id=13746981#>

Twitter

- You may have heard of “microblogs” or “microblogging” and wondered what the phrase meant. Twitter is the most popular microblogging site—one driven by short, textual messages or “microblogs.”
- As of the end of 2011, 1 in 10 Internet users worldwide engaged with Twitter.
- Twitter is the third most popular social network in the U.S.
- Twitter is often used as a place to report, react to, and engage with topics of national and international import, ranging from wars and natural disasters to elections and celebrity events

Twitter Users Can

- Find and add friends. Adding friends is NOT a mutual relationship—they do not have to accept you as a friend for you to be able to follow them.
- Find and follow companies, entertainers, politicians, and more.
- Create a short bio—about one sentence in length.
- Share links to anything on the Web.
- Use privacy settings to control what information is shared with whom.
- Track “trending topics”—the most popular topics of conversation on Twitter.
- Search for what all Twitter users are saying about a certain phrase, whether it is “trending” (very popular) or not.

Twitter Vocabulary

- **Tweet:** A short, 140-character message Twitter users broadcast to their contacts.
- **Twit/Tweeple/Tweeps:** Nicknames for people who use Twitter.
- **Retweet:** A way to share another user's tweet with your own followers.
- **@ Message:** A way to mention or publicly message another Twitter individual.
- **DM/Direct Message:** A way to privately message another Twitter individual.
- **Hashtags (#s):** Denoted by a # in front of a word, hashtags are a way to link your tweet to an index of tweets on related topics. Ex: #NYC, #reading, #worldcup, #GOP, etc.
- **Unfollow:** This is when someone decides to remove a Twitter contact.
- **Favorite:** If you like a tweet, then you can "favorite" it, and it will show up on your "Favorites" lists on your profile. The person whose tweets you like will also be notified.
- **Lists/Listed:** This is a way to organize the accounts you're following into categories. If you make your lists public, other people can follow them.
- **Trends:** This is a list of the top 10 phrases used on Twitter at any given moment.

Twitter Vocabular

**It's Before not "b4".
We speak English
not Bingo.**



Let's Take A Look

The image is a screenshot of a Twitter interface. At the top, there is a navigation bar with icons for Home, Moments, Notifications, and Messages, followed by the Twitter bird logo, a search bar labeled "Search Twitter", and a "Tweet" button. Below the navigation bar, the main content area shows a tweet from "Purdue Volleyball @PurdueVB" posted 2 hours ago. The tweet text says "Join us in wishing @LinneaRohrsen a very Happy Birthday!". The tweet includes a large image of a volleyball player, Linnea Rohrsen, in a white jersey with "PURDUE 15" on it, standing in a ready position. The text "HAPPY BIRTHDAY LINNEA ROHRSEN" is overlaid on the image in large, bold, gold letters. The tweet has 4 retweets and 13 likes. Below this tweet is another tweet from "Dave Shondell @DaveShondell" posted 1 hour ago, with the text "Let the Big Dog eat! Let's go @BoilerBall!". This tweet includes a video thumbnail showing a young man smiling in a gymnasium, with a basketball hoop and bleachers in the background. The bottom right corner of the screenshot shows a zoom level of 100%.

Pinterest

- One of the fastest-growing social networks in the country, Pinterest is a self-proclaimed online pinboard site. People and companies are using it to organize and show off their “favorite things” on digital bulletin boards by uploading photos and graphics directly from their computers and smartphones (there is a free app for iPhone users) and by “pinning” images and graphics from websites.
- Any user can have an unlimited number of boards, and each board can have an unlimited number of pins.
- To sign up, your account must be linked to an existing Twitter or Facebook account, but you will be able to change this once you’ve set up your account, by editing your profile. (be careful about password usage)

Let's Take A Look

The image shows a screenshot of a Pinterest search page for "firepit ideas". The search bar at the top contains the terms "firepit" and "ideas". Below the search bar is a horizontal menu of category filters: DIY, Backyard, Outdoor, Round, Cheap, Rustic, Patio, On A Budget, Seating, and Rock. Below this is another menu for search filters: All Pins, Your Pins, Buyable Pins, People, and Boards. The main content area displays a grid of pins related to fire pits. The first pin on the left is titled "18 Fire Pit Ideas For Your Backyard" by Jamie Hudson, with 134.2k views and 43 likes. It features a photo of a fire pit in a backyard with string lights. To its right is a pin titled "10 DIY Fire Pits You Need in Your Yard" by Carmen and Sunil Patel, with 2.8k views. Below this is another pin titled "10 DIY Fire Pits You Need in Your Yard" by sunlitspaces.com, with 117.5k views and 22 likes. The bottom right pin is titled "HOW TO BUILD A FIREPIT FOR ONLY \$60" and shows a stone fire pit. The page also includes a navigation bar at the bottom with a zoom level of 100%.

Search results for "firepit ideas":

- 18 Fire Pit Ideas For Your Backyard (134.2k views, 43 likes) by Jamie Hudson (home decor ideas)
- 10 DIY Fire Pits You Need in Your Yard (2.8k views) by Carmen and Sunil Patel (Backyard)
- 10 DIY Fire Pits You Need in Your Yard (117.5k views, 22 likes) by sunlitspaces.com
- HOW TO BUILD A FIREPIT FOR ONLY \$60

Instagram

- Instagram is essentially a camera smartphone app with a social community built behind it for sharing images. The app was purchased from its creators in 2012 by none other than the world's leading social media network, Facebook.
- Instagram was designed to capitalize on the ever improving technology crossover between smartphones and photography. Year on year new mobile devices focus on their built-in camera functions as a key selling point, mostly due to the increasing photo and short video-led world of social sharing

Instagram

- Instagram is the fastest growing social media platform in the world at present
- It has over 400 million worldwide users (December 2015)
- It is also the social media platform with the highest rate of user engagement
- The platform is estimated to receive over 100 million new image uploads per day
- Users engage via comments or likes and the platform produces over 10,000 engagements every second

Instagram

- Instagram has huge penetration with the tech savvy Millennial audience (18-30) who are also the top online spending demographic.
- Health, beauty and fashion are dominant categories within Instagram but travel and food are also very popular.
- Until recently Instagram was completely untouched by advertising formats.
- A user's Instagram timeline is only populated with images posted by other users they have purposely elected to 'follow'. Thus the platform is seen as one of the most controlled and non-invasive social media platforms around. That said, despite being the least invasive, Instagram has a very personal connection with its users. It's often said to be a highly motivational and inspiring platform within which personal discovery is seamlessly promoted

Instagram User Can

- Many advertisers and brands connect with their target audience on Instagram by producing compelling content.
- Paid-for advertising on Instagram is still brand new and only available to limited brands, with a more public platform to be made available some time in 2016. When this does become available Facebook has announced that paid-for advertising will be minimal as they want the non-intrusive organic nature of the app to continue to shine through.
- Instagram's key selling point is the photo filter, a layer that, when added to a normal photo, gives it the look of professional editing. Some filters enhance the colours in a photo, while others can alter the light, change the focus or even age your photos to give them a vintage or retro look. Instagram currently has a set of around 20 filters which you can use to give your photos a more professional finish. Using a filter is not required though and #nofilter is one of the most commonly used hashtags on Instagram..

Filters



Original



X-Pro II



Lomo-fi



Earlybird



Sutro



Lily



Toaster



Brannan



Inkwell



Walden



Hefe



Apollo



Poprocket



Nashville



Gotham



1977



Lord Kelvin

Snapchat

Snapchat is an application where you shoot a photo or a video, send it to someone and then not think too much about it. Why? Because the app is designed to delete the photo or video permanently from its database soon after it has been viewed. Snapchat was originally called 'Picaboo'.

Snapchat Filters/Lenses



Snapchat Filters/Lenses



Google+

- One of the newest social networks on the market, Google+ is Google's latest attempt at social networking.
- If you use other Google products, such as Gmail, you've probably been prompted to join.
- Google+ offers a unique way of connecting with your various contacts, allowing you to send group messages to particular social circles you designate, such as "family," "coworkers," and "friends."
- Google+ gets that you act and communicate differently depending on the setting and that when it comes to social networking, Facebook's "one-size-fits-all" approach might not be best for everyone!

Google+ Users Can

- Find and add friends.
- Find and follow companies, entertainers, politicians and more.
- Create profiles with information about their interests, job history, education, and location.
- Create and share photo albums and status updates.
- Share videos, links to online articles, and more.
- Send instant messages and private messages and post public messages or messages to friends only.
- Play online games.
- Video chat and video conference for free.
- Use privacy settings to control what information is shared with whom.
- “Check in” to physical places online by mapping their location in a tag in a status update.

Google + Vocabulary

- **+1:** A way of showing your support for a friend's status update, or a way of following a company's Google+ page.
- **Hang Out:** A Google+ video chat or conference.
- **Circles:** A way of organizing your contacts into groups, such as "friends," "neighbors," "college friends," etc.
- **Stream:** An activity feed of all of the latest information and updates from the people and companies you're following

AFTER ALL OUR
ONLINE CHATS,
I'M HAPPY TO
FINALLY MEET
YOU IN PERSON!

ME TOO!

