



1

Current Topics

- Apple has begun testing “Passkeys”, a new authentication technology it says are as easy to use as passwords but vastly more secure
- Part of iCloud Keychains coming next year
- Upcoming “passwordless logon technology” will be big next year

2

Authentication methods

	Memorized passwords	Password manager	Password + OTP	Security key	Passkeys in iCloud Keychain
Easy to use	✓	✓	✓	✓	✓
Works on all your Apple devices	✓	✓	✓	✓	✓
Works on non-Apple devices	✓	✓	✓	!	!
Always with you	✓	✓	✓	✗	✓
Security level	✗	!	!	✓	✓
Recoverable	✗	!	!	✗	✓
Phishing resistant	✗	!	!	✓	✓
Doesn't require shared secrets	✗	✗	✗	✓	✓

3

Current Topics

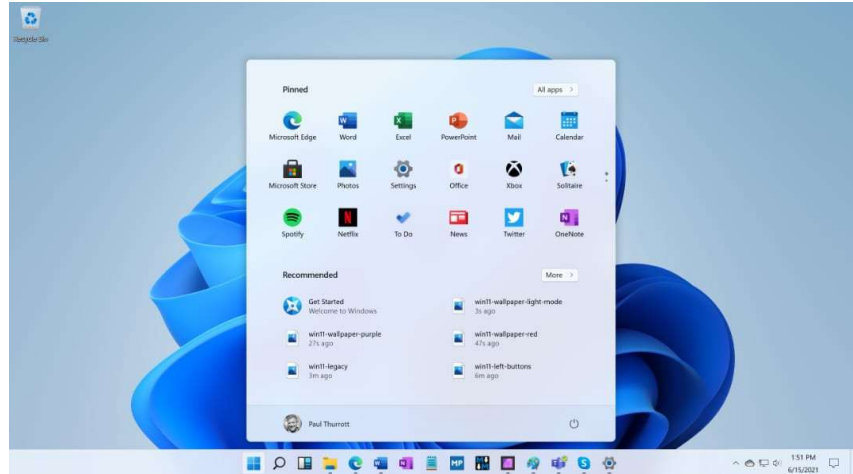
Apple WWDC 2021

- Rework Safari
- More Siri more places
- Bigger health push
- Privacy, privacy, privacy
- Build apps on iPad
- Revamp iPad widgets
- Find My AirPods
- Better maps
- Better Wallet
- Facetime for non-iPhone users

4

Current Topics

- Windows 11 coming??
- Microsoft event June 24
- “the most significant update to Windows of the past decade”
- Expected UI “refresh”



5

Social Media

- According to [Merriam-Webster](#), social media is defined as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).”



6

Social Media

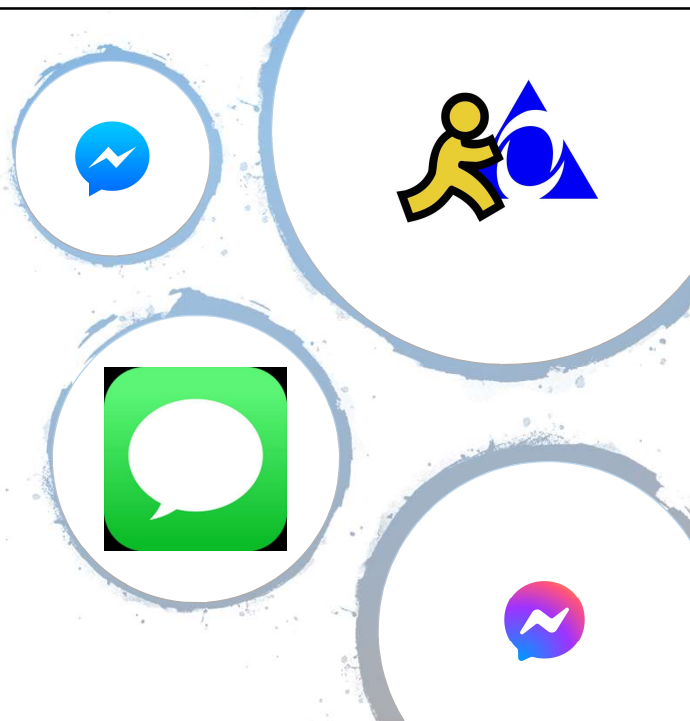
- In 1844, first electronic message from Baltimore to Washington, D.C., proved Samuel Morse understood the historic ramifications of his scientific achievement: "What hath God wrought?" he wrote.
- Most contemporary accounts of the modern origins of today's internet and social media point to the emergence in 1969 of the Advanced Research Projects Agency Network — the ARPANET.



7

Electronic Messaging (aka Instant Messaging)

- "email is for old people"
- Instant Messaging pre-dates the Internet but really became popular in the 80s and early 90s with "chat group" and AOL.
- Text messaging (originally SMS on cell phones)
 - Google Messages (combination of SMS and Google/Android messages)
 - Facebook Messenger
 - iOS iMessage (combination of SMS and Apple messages)
- Generally, "push notification"
- Person-to-person often called "direct message" or DM
- Problem – too many ways to communicate



8

Social Media

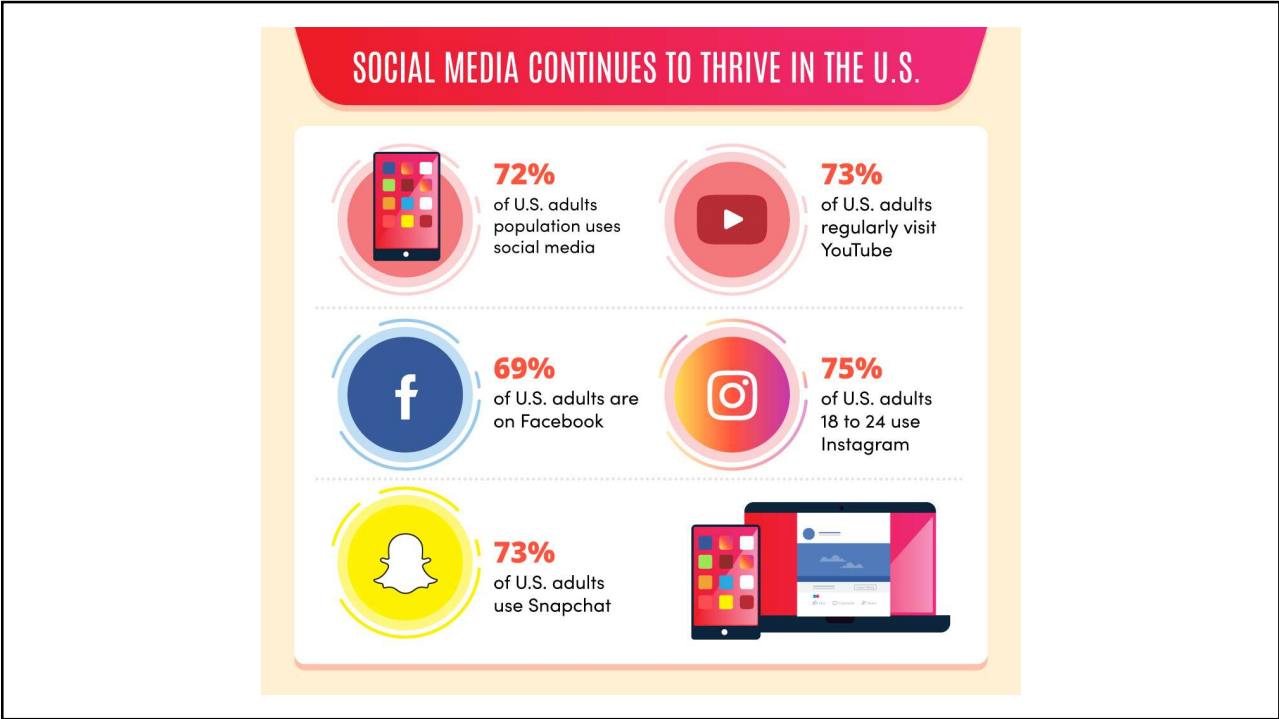
- In 1987, the direct precursor to today's internet came into being when the National Science Foundation launched a more robust, nationwide digital network known as the [NSFNET](#).
- A decade later, in 1997, the first true social media platform was launched - Six Degrees profile updating service

9

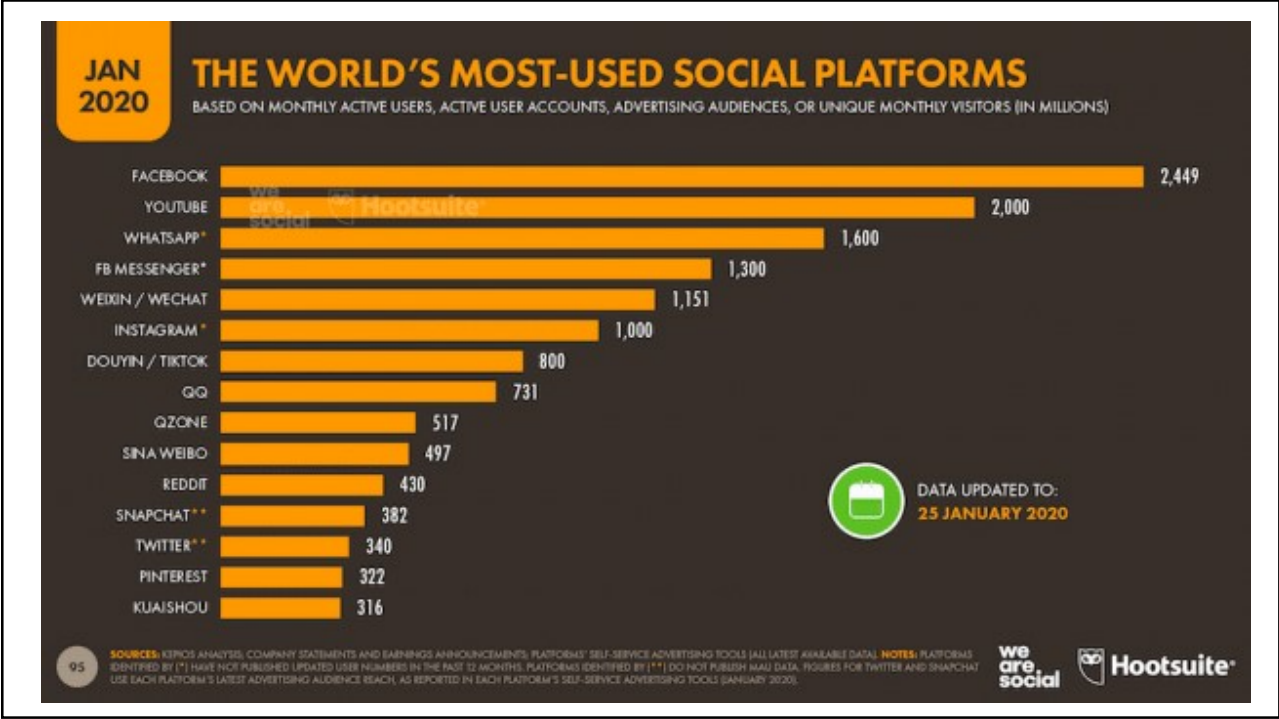
Social Media

- Friendster came next in 2001
- LinkedIn was founded in 2002 (with 675 million users worldwide in 2020)
- MySpace launched in 2003 and was the most visited website on the planet by 2006
- MySpace was eclipsed by Facebook in 2008

10



11



12

Facebook

- Launched in 2004, it has nearly 1.6 billion users – including 69% of U.S. adults, according to Pew Research



13



WhatsApp

- Created in 2009 and purchased by Facebook in 2014 for \$19.3 billion
- Allows text message and voice messages
- Make voice and video calls
- Share images and documents
- VERY popular in Latin America, India, and parts of Europe and Asia
- Major privacy issues and lawsuits in 2019
- February 2020, over 2 billion users globally
- January 2021, WhatsApp announced an update Privacy Policy

14

Reddit

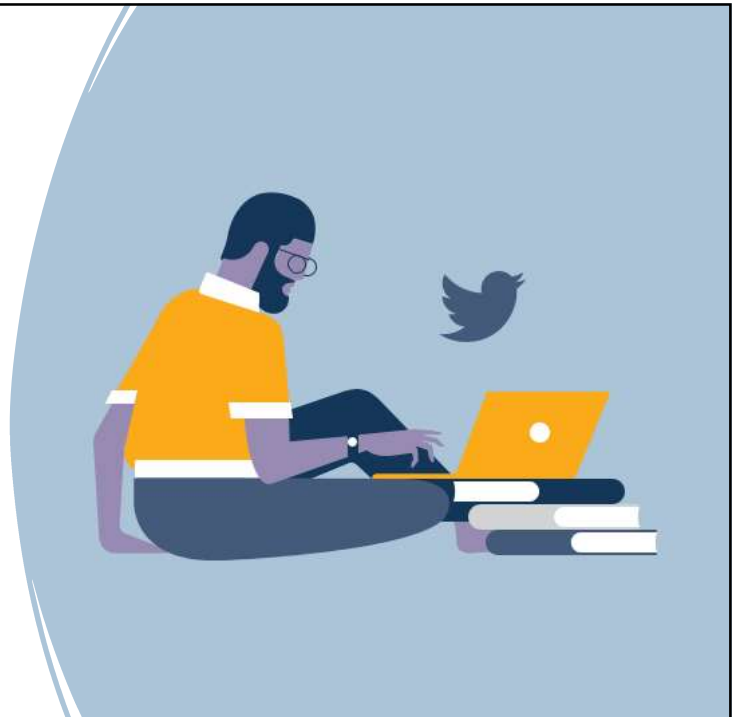
- Launched in 2005, its 300 million users have transformed Reddit into a combination news aggregations/social commentary site.
- Its popularity is based on the ability to “up-vote” and “down vote” user posts



15

Twitter

- Founded in 2006 as a microblogging site.
- By 2020, 22% of U.S. adults were Twitter users according to Pew Research



16

Instagram

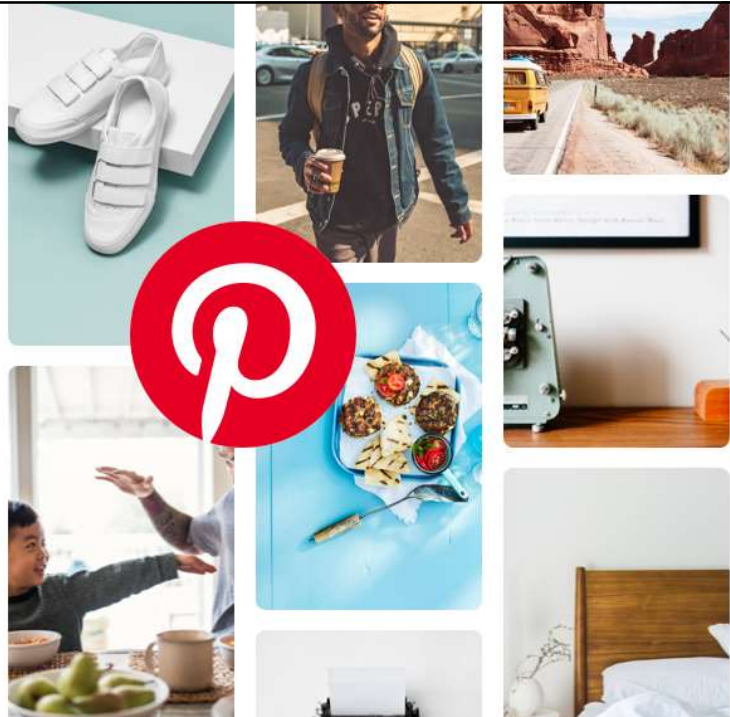
- Found in 2010 as a photo-sharing site and purchased by Facebook in 2012.
- Instagram has more than 1 billion users worldwide



17

Pinterest

- Founded in 2010 as a visual “pin board”.
- Pinterest became a publically traded company in 2019 with more than 335 million active monthly users.



18

Snapchat

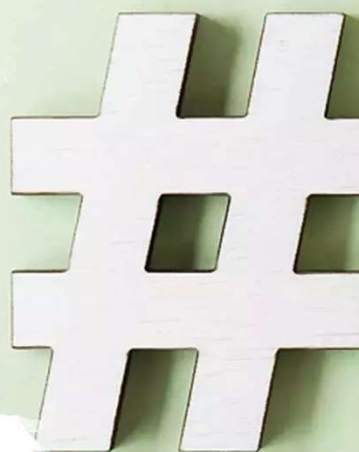
- Founded in 2011 as a video-sharing service introducing the concept of “stories” or serialized short videos.
- Filters for informative digital effects often based on location were introduced.



19

#Hashtag

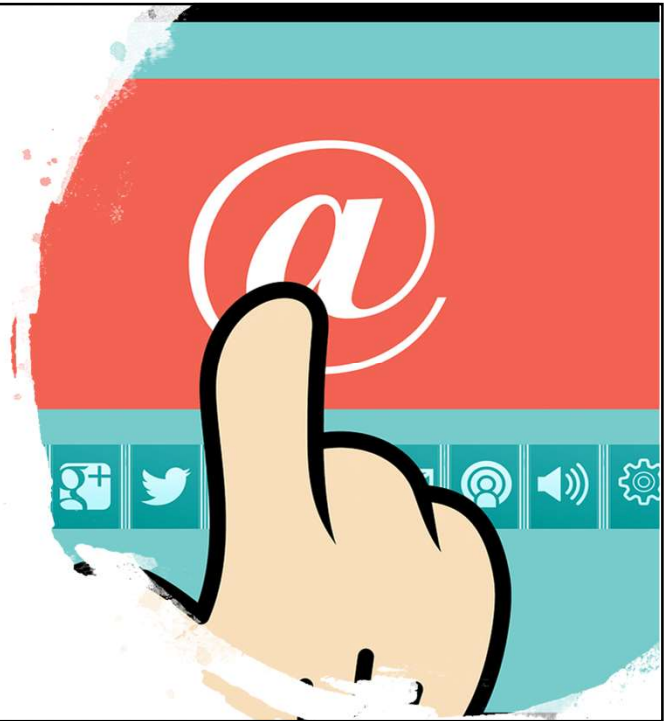
- First proposed in 2007
- Initially Twitter decried hashtags as a “thing for nerds”
- Became standing in social media by 2010
- June 2014 “hashtag” was added to the Oxford English Dictionary
- **“hashtag** n. (on social media web sites and applications) a word or phrase preceded by a hash and used to identify messages relating to a specific topic; (also) the hash symbol itself, when used in this way.”



20

Social Media Handle

- Initially used in Twitter but now standard for social media
- A **social media handle** is your username. Often, a handle follows an @ symbol, like @slksander. It is a way for people to identify you and communicate with you.



21

HUH?

- BFF:** "Best Friends Forever"
- BRB:** "Be Right Back"
- BTW:** "By the Way"
- FOMO:** "Fear Of Missing Out"
- FTW:** "For The Win"
- GTG:** "Got To Go" to end a conversation. 🙋
- ICYMI:** "In Case You Missed It" most frequently is used when sharing content that is not current
- IDC:** "I Don't Care"
- IDK:** "I Don't Know"
- IMHO:** "In My Humble Opinion"
- IMO:** "In My Opinion"
- IRL:** "In Real Life," popular for online daters to establish online and offline relationships.



22

What is an influencer?

- An influencer is someone who has:
 - the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.
 - a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

It is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.



23

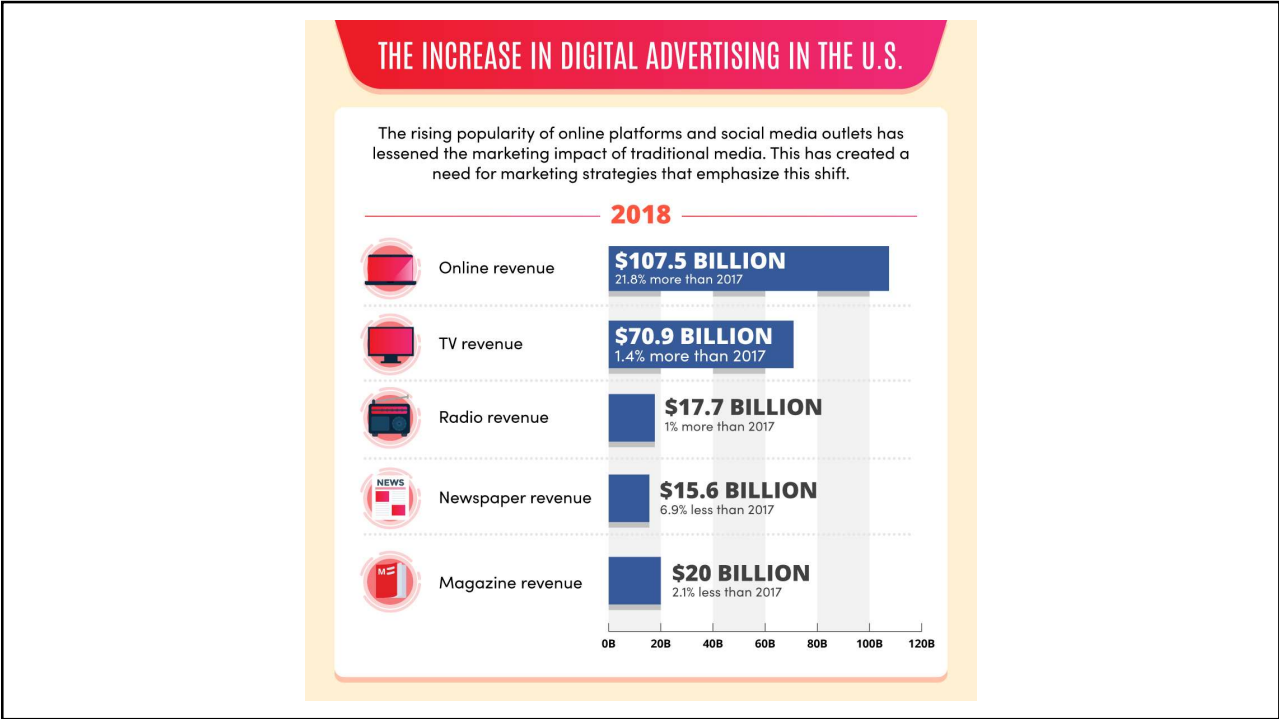
AVERAGE SPONSORED INSTAGRAM POST RATES BY FOLLOWER COUNT

Sponsored post rates increase significantly when influencers have greater than 100K followers.

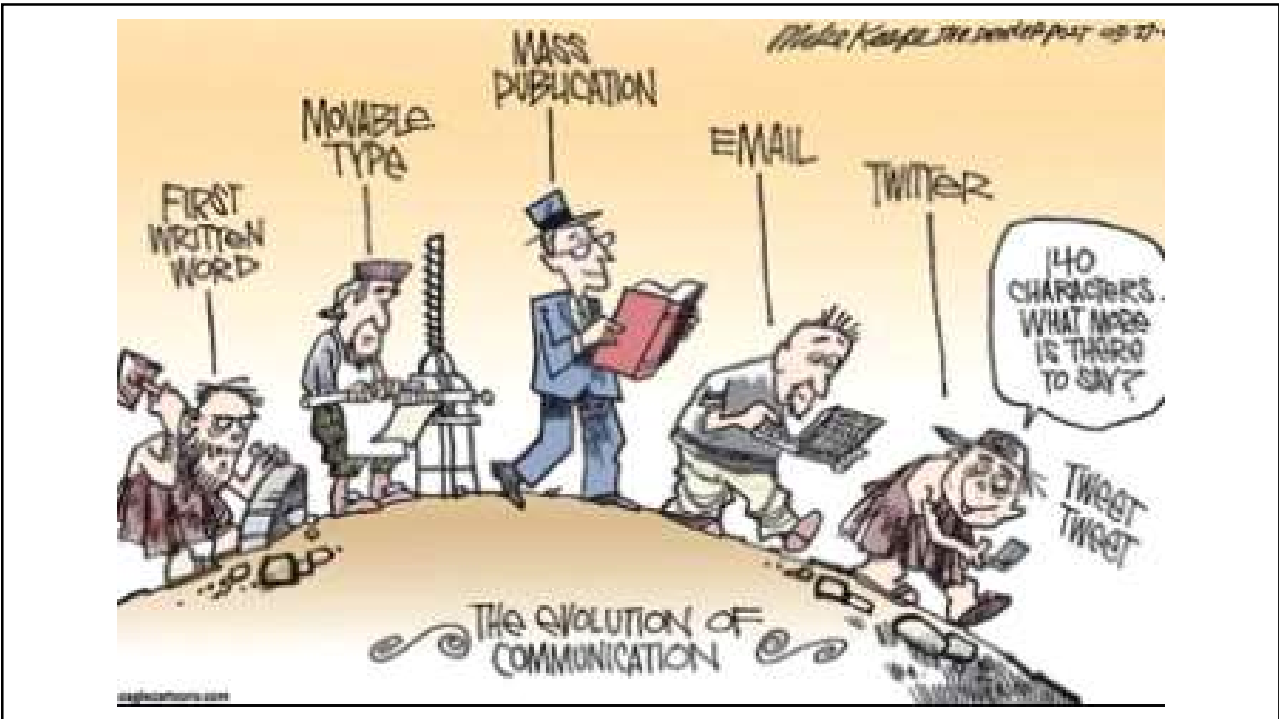


Source: influence.co's Influencer Rate and Engagement Report, April 2017

24



25



26