




PWC G8
Gals@Technology

Social Media Overview


June 20, 2022

1

Scott Ksander

ksander@purdue.edu



- 40+ years in the IT field, 26 years at Purdue
- Wrote his first program (FORTRAN) when he was in 5th grade. Purdue degree in Computer Science.
- Areas of interest – systems development, networking, security
- In retirement, Scott writes a technology column for the Purdue Retirees Newsletter and does presentations for the Purdue Women’s Club
- Scott and Peggy enjoy life with their kids and grandkids – especially on trips to DisneyWorld
- Scott grew up in Chicago and Peggy grew up in Fish Lake, Indiana (city boy meets farm girl at Purdue story – and the adventure continues ...)

2



3



4

Windows 11



- Standard on new PCs now
- NO RUSH to upgrade. In fact, I would suggest people don't upgrade until they purchase new hardware. Win10 will be around for a LONG time.
- Current version is Windows 11 Build 22000.776

PROS	CONS
<ul style="list-style-type: none"> ✓ Beautiful, more consistent new design ✓ Great window layout options ✓ Strong video gaming updates ✓ Performance-improving features ✓ Runs Android apps 	<ul style="list-style-type: none"> — Requires a recent CPU — Some interface changes like the new Start menu and Taskbar take getting used to — Useful tools gone, like Timeline, tablet gestures, and Action Center

5

Apple WWDC 2022 – iOS 16

- Messages app Undo!!
- New Lock screen
- Notification changes
- Coming into the Fall 2022

6

Social Media Marketing vs Traditional Marketing

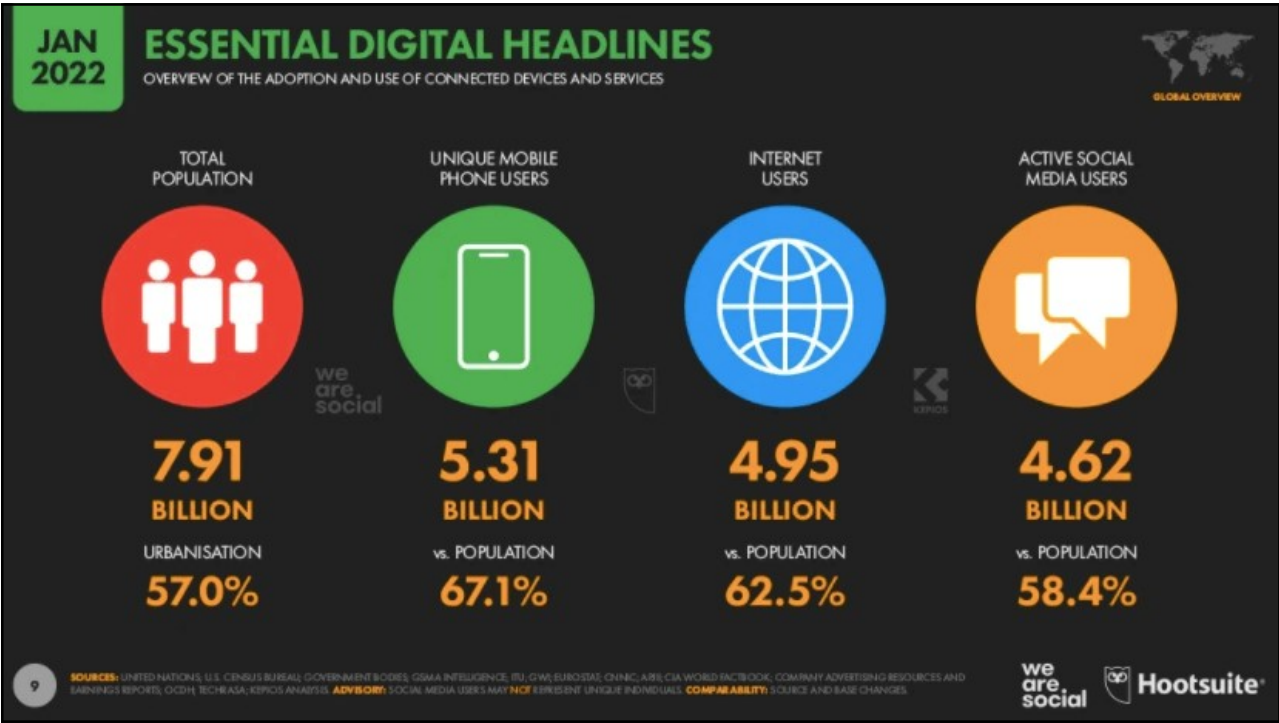
Social Media is About You

- Two way conversion,
- Open system,
- One –On-one Marketing, Transparent,
- Brand and user generated content,
- Authentic content,
- Free platform,
- Community decision maker,
- Unstructured communication

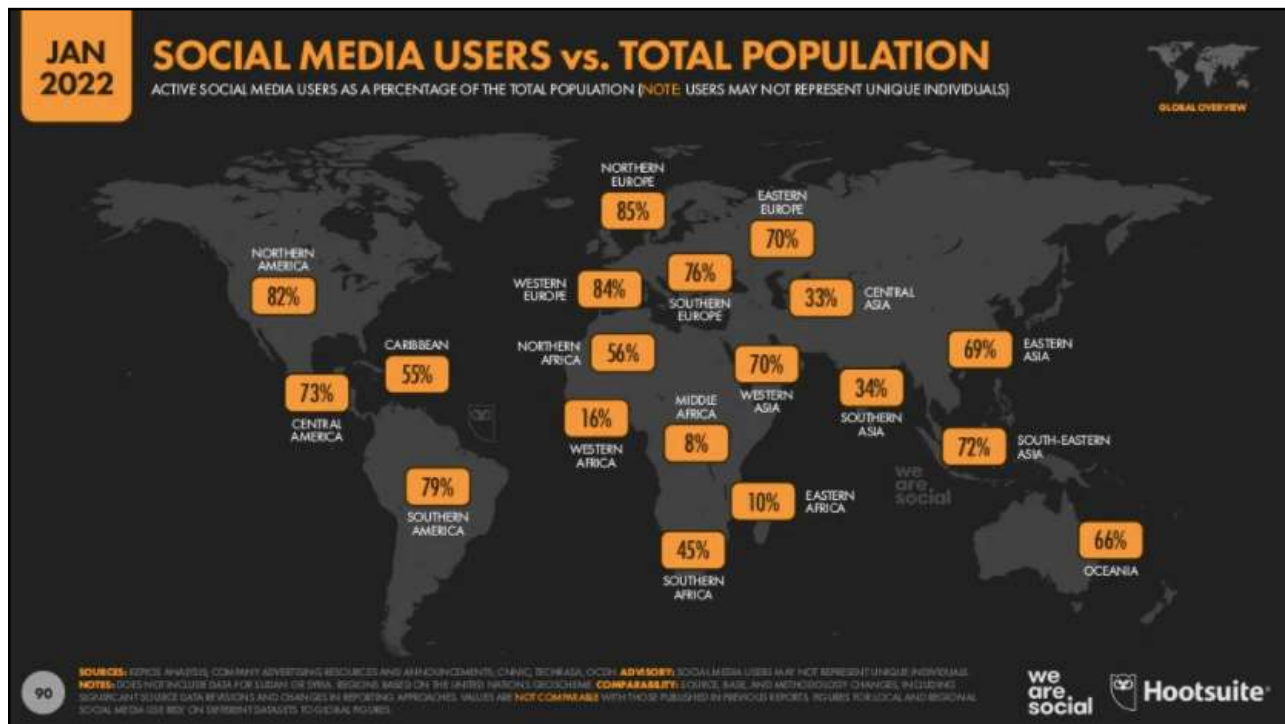
Traditional Media is About Me

- One way conversion,
- Restricted System,
- Mass marketing,
- Opaque,
- Professional Content,
- Polished Content,
- Economic Decision-making,
- Controlled Communication,
- Pre-produced Content,
- Passive Involvement

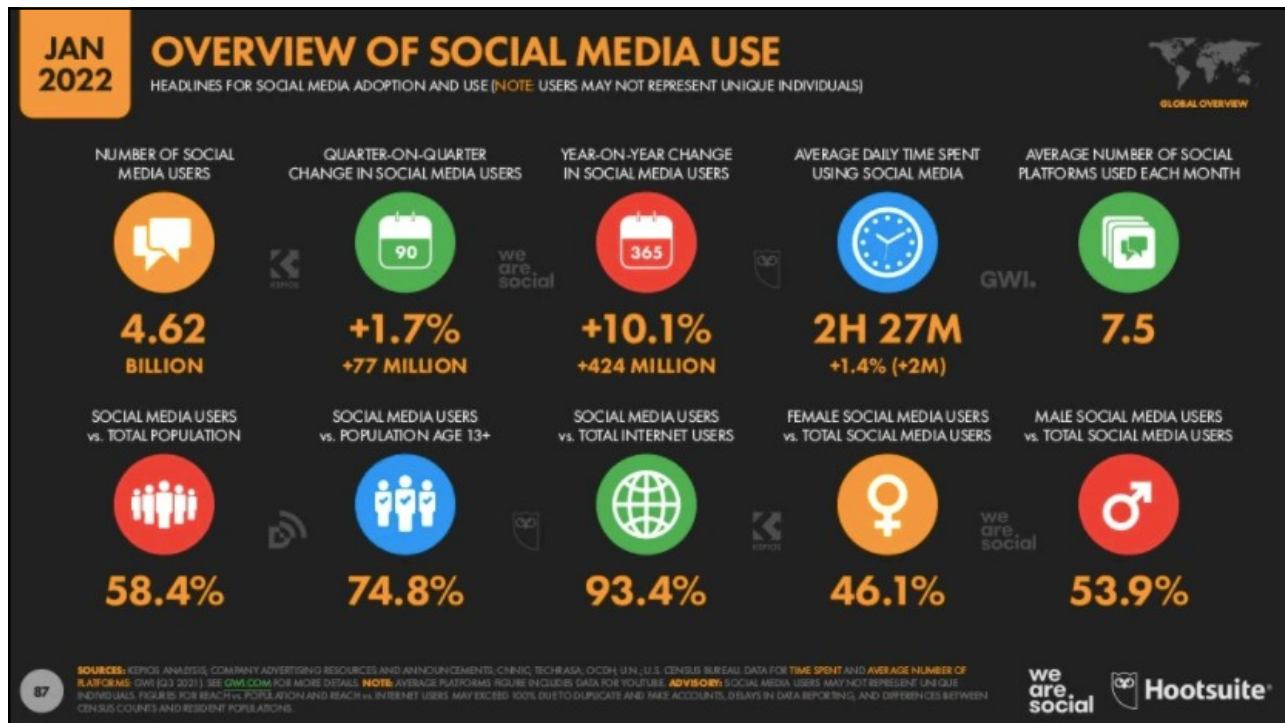
9



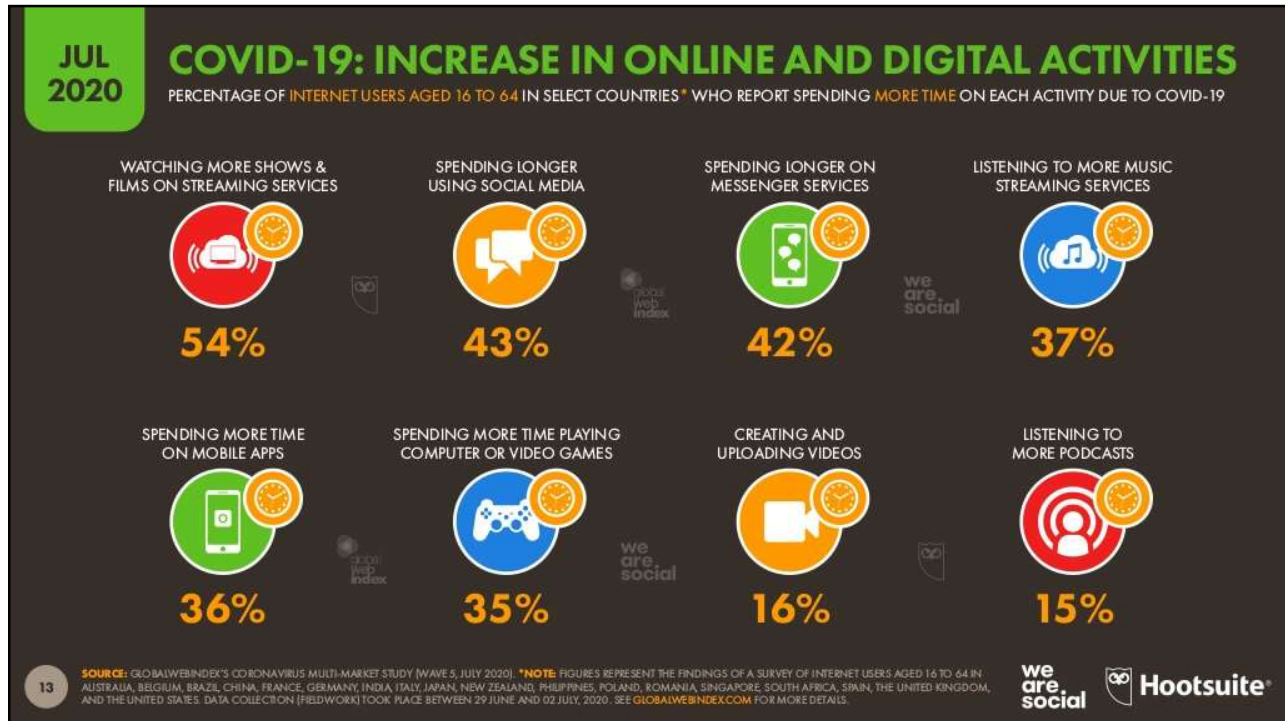
10



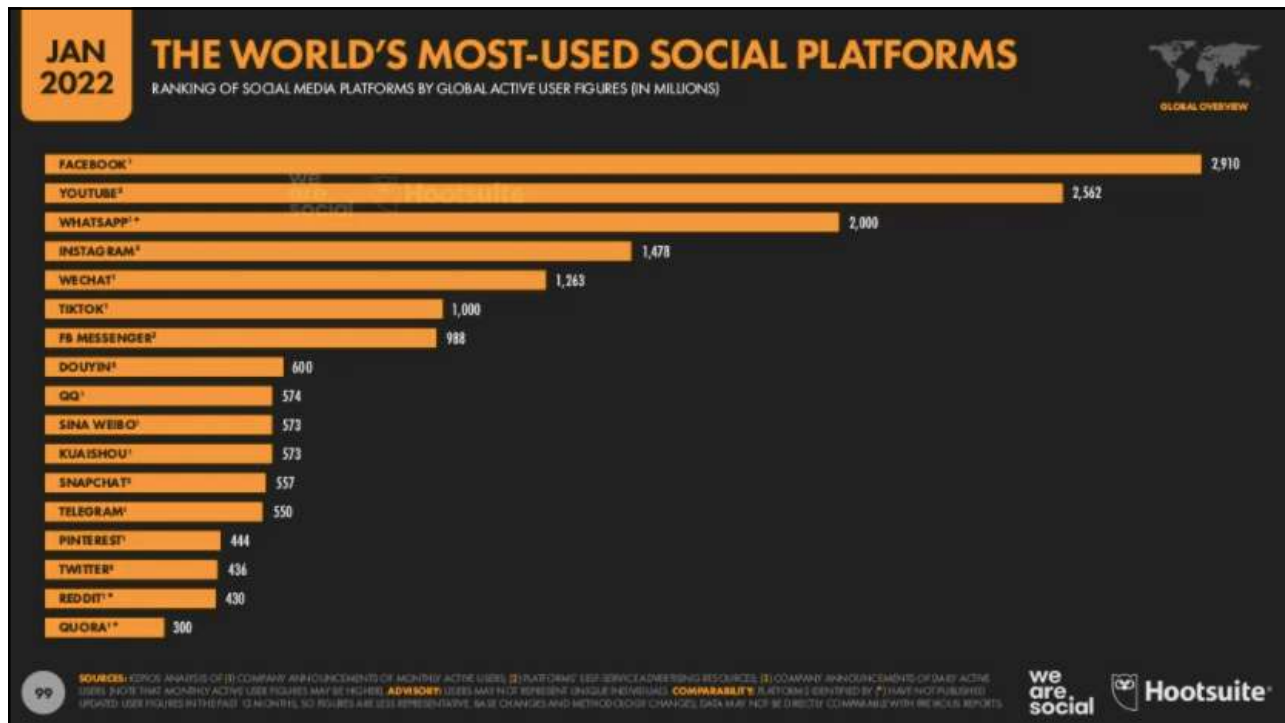
11



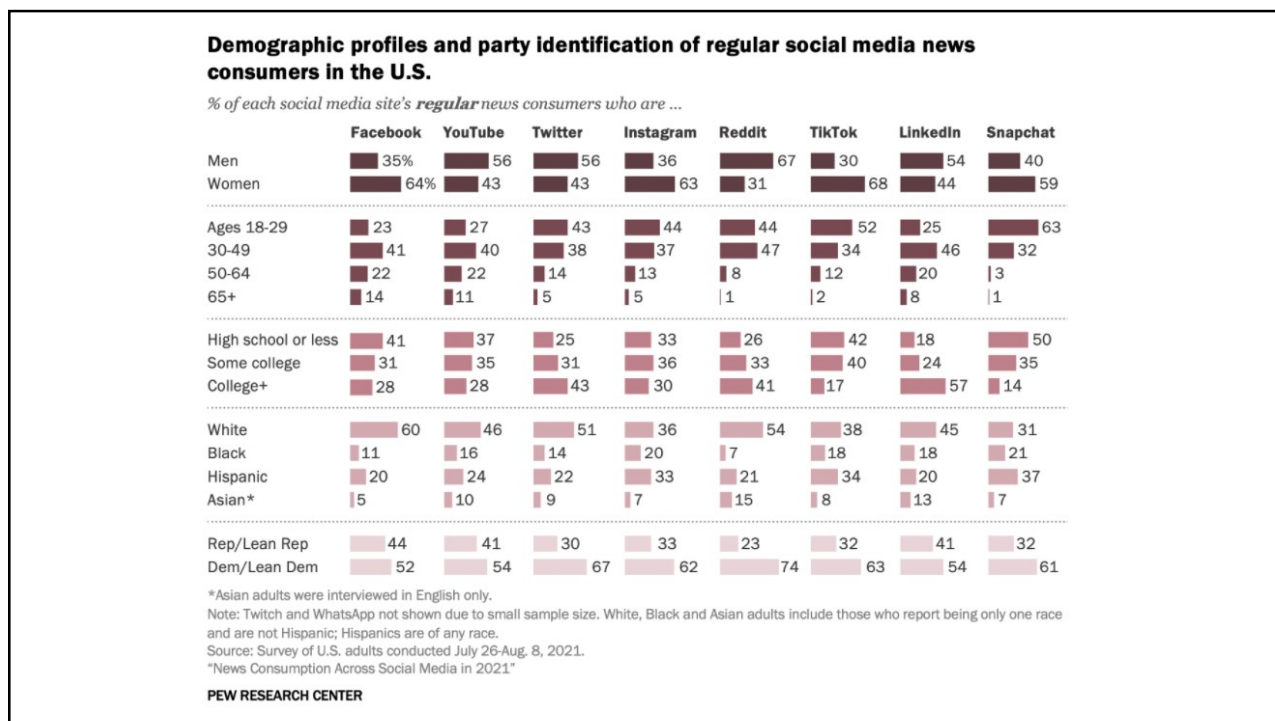
12



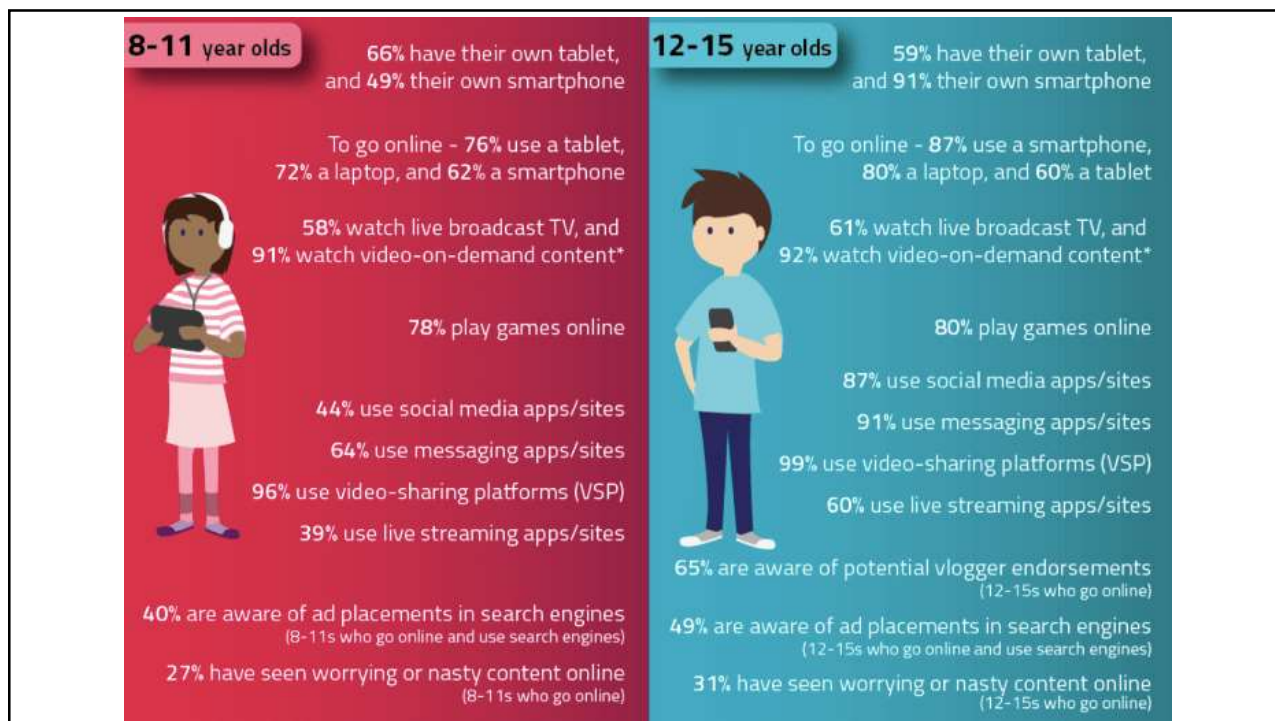
13



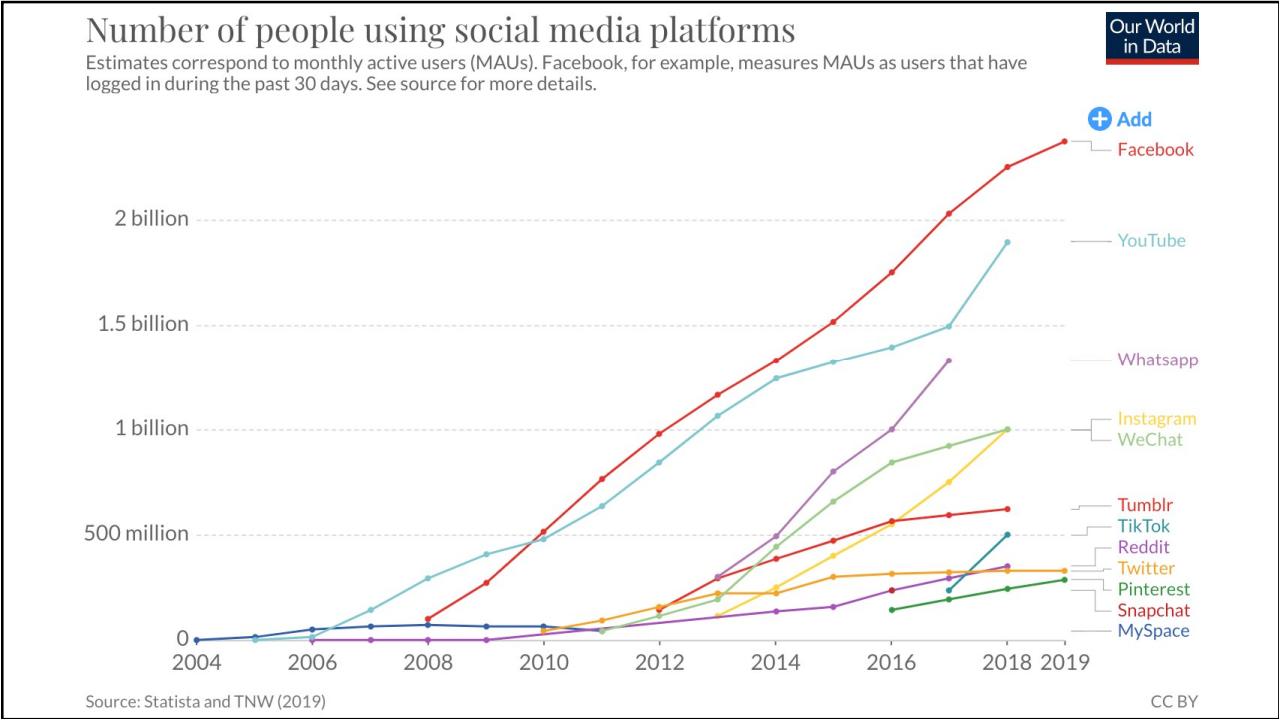
14



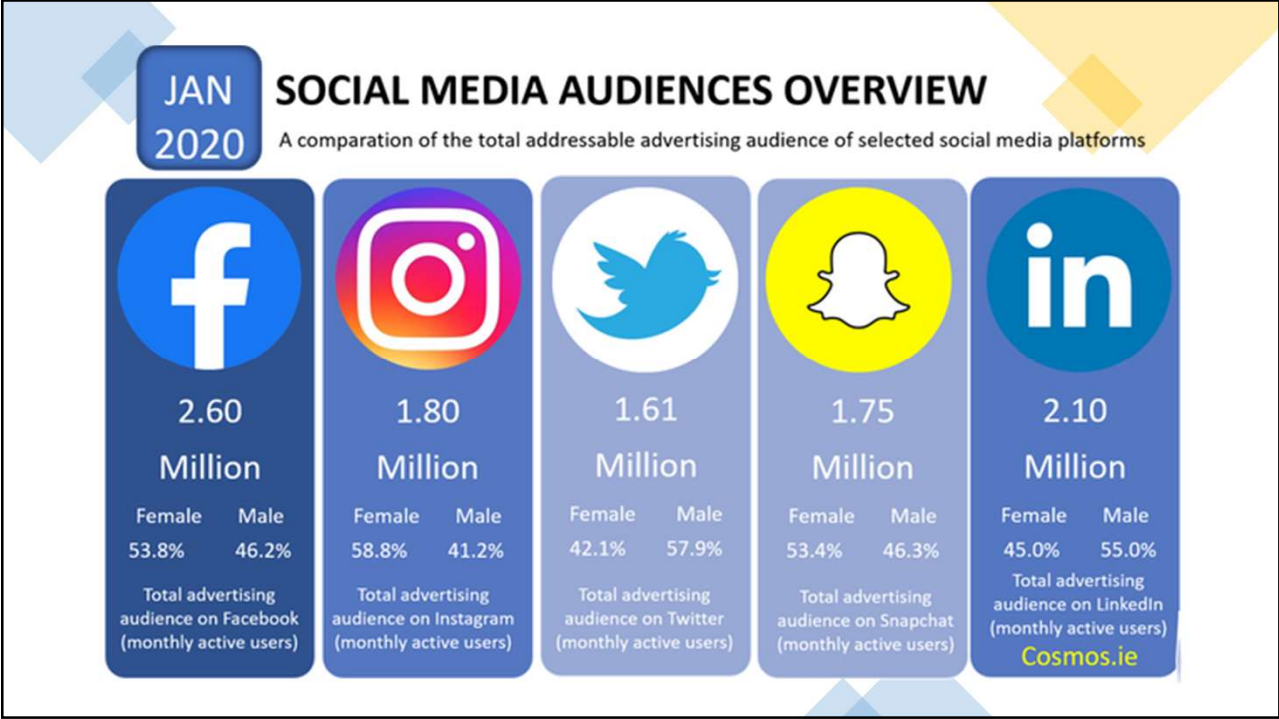
15



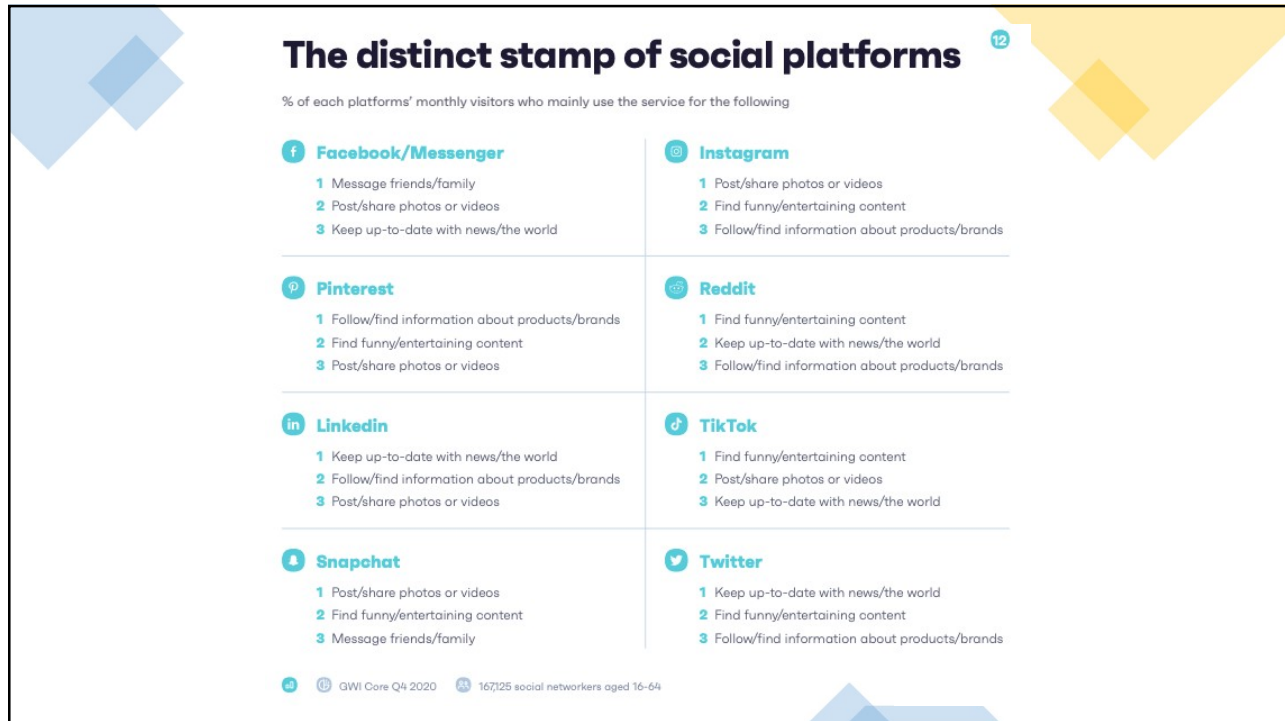
16



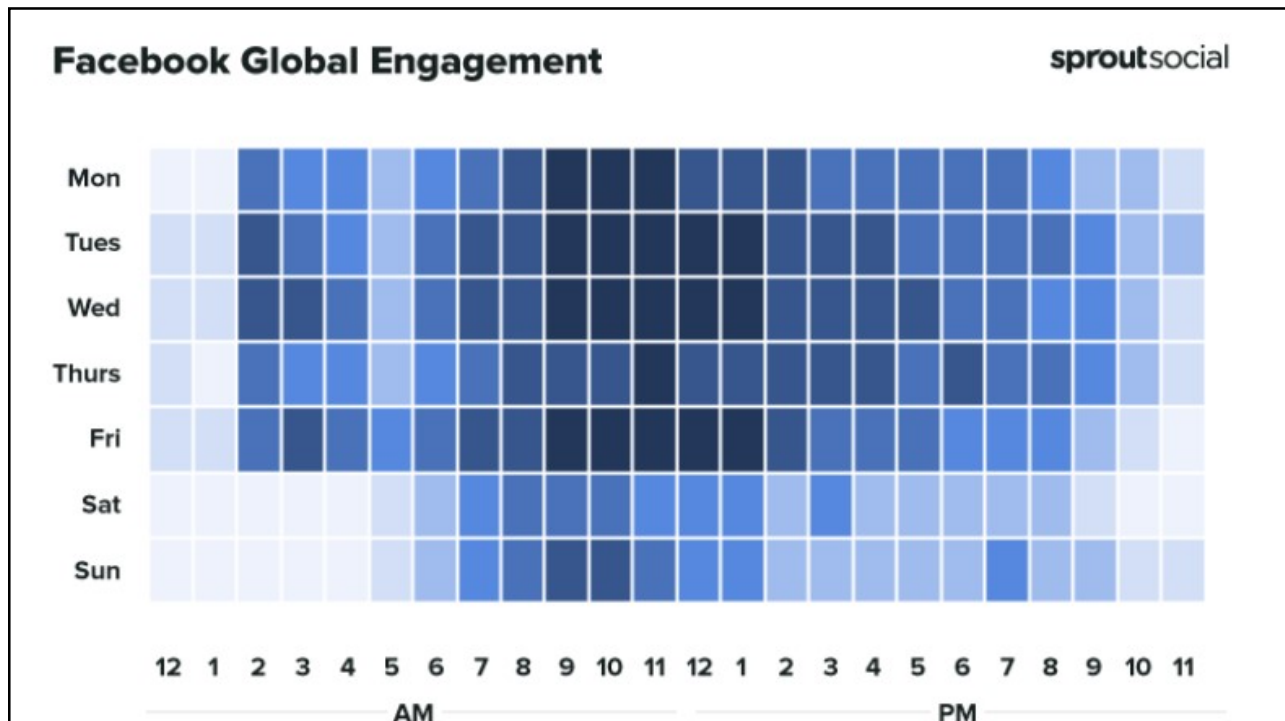
17



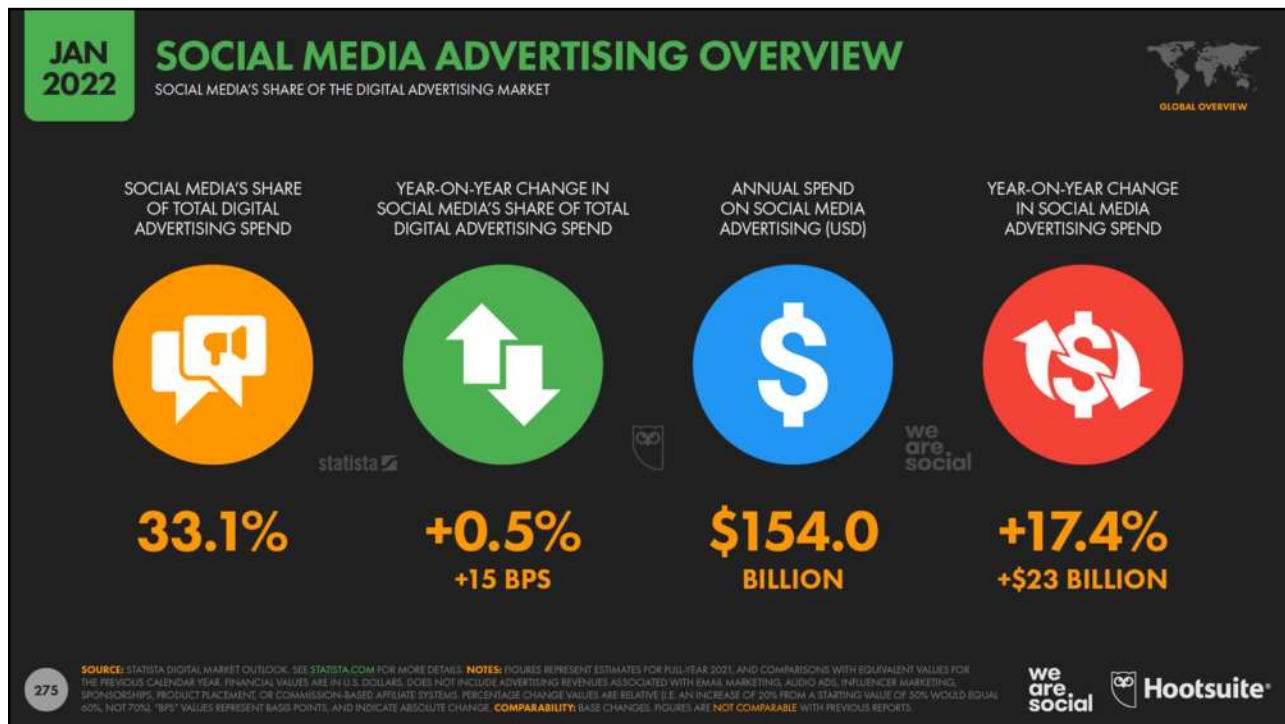
18



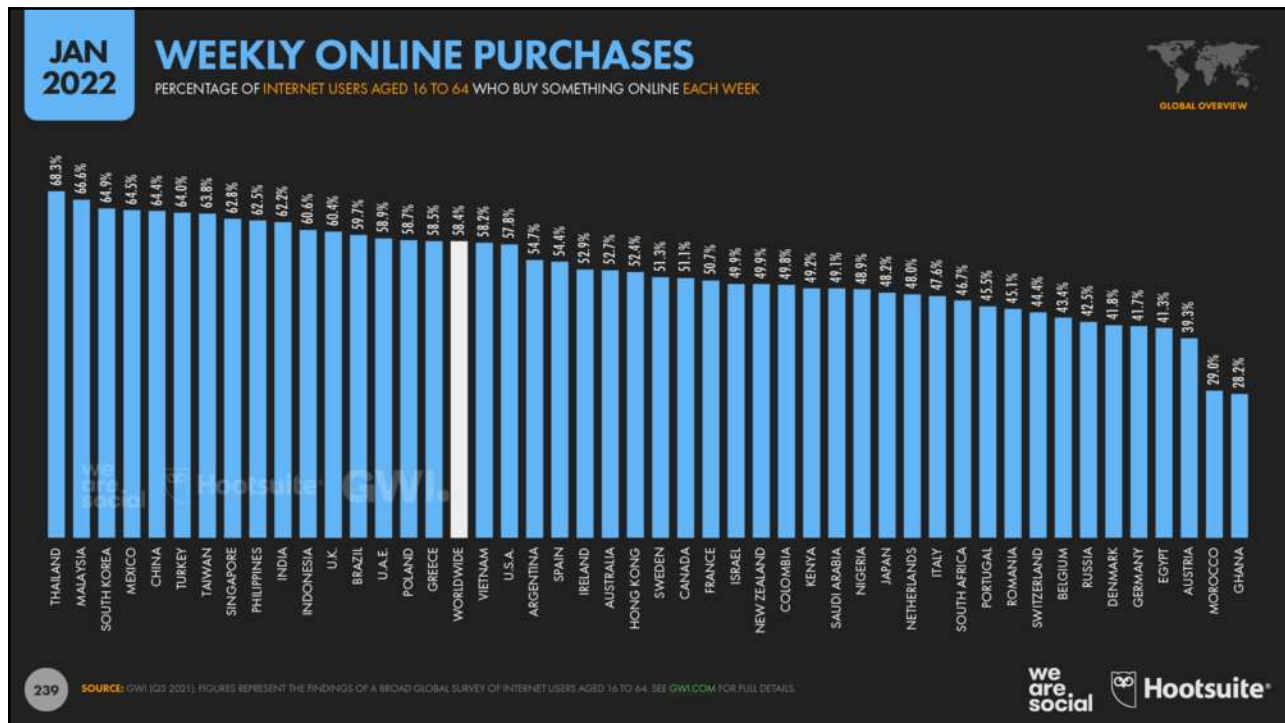
19



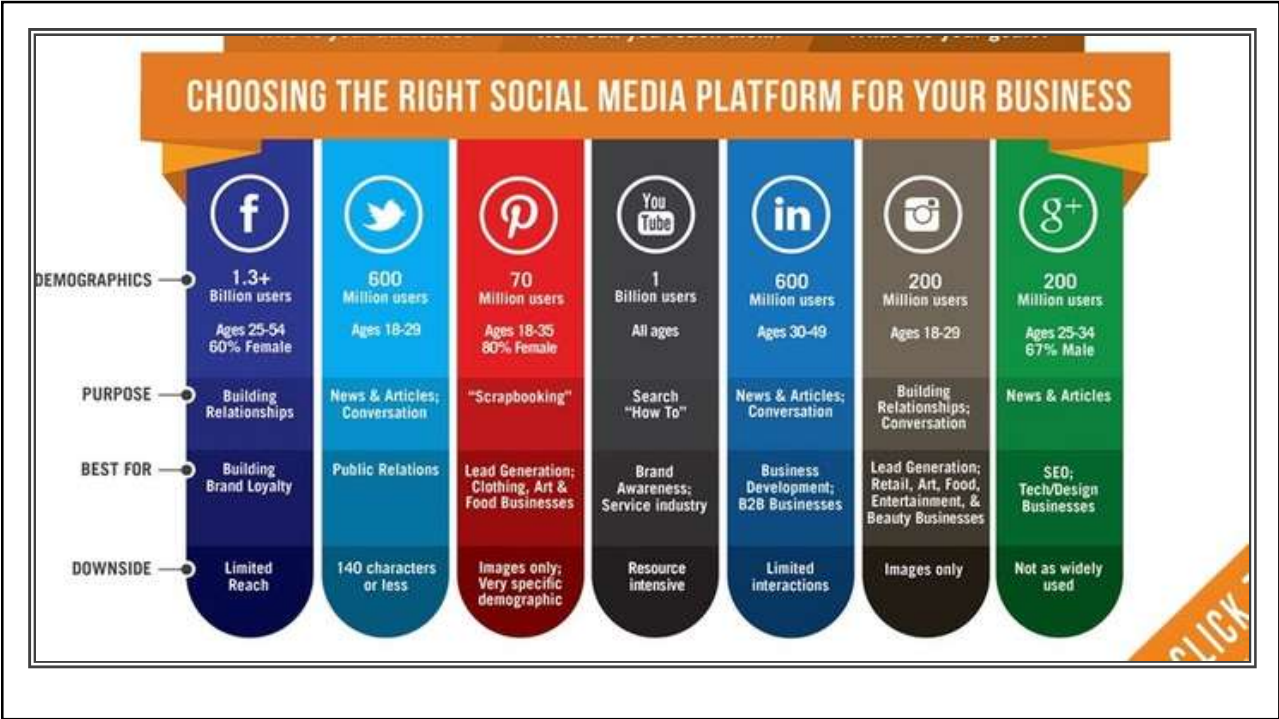
20



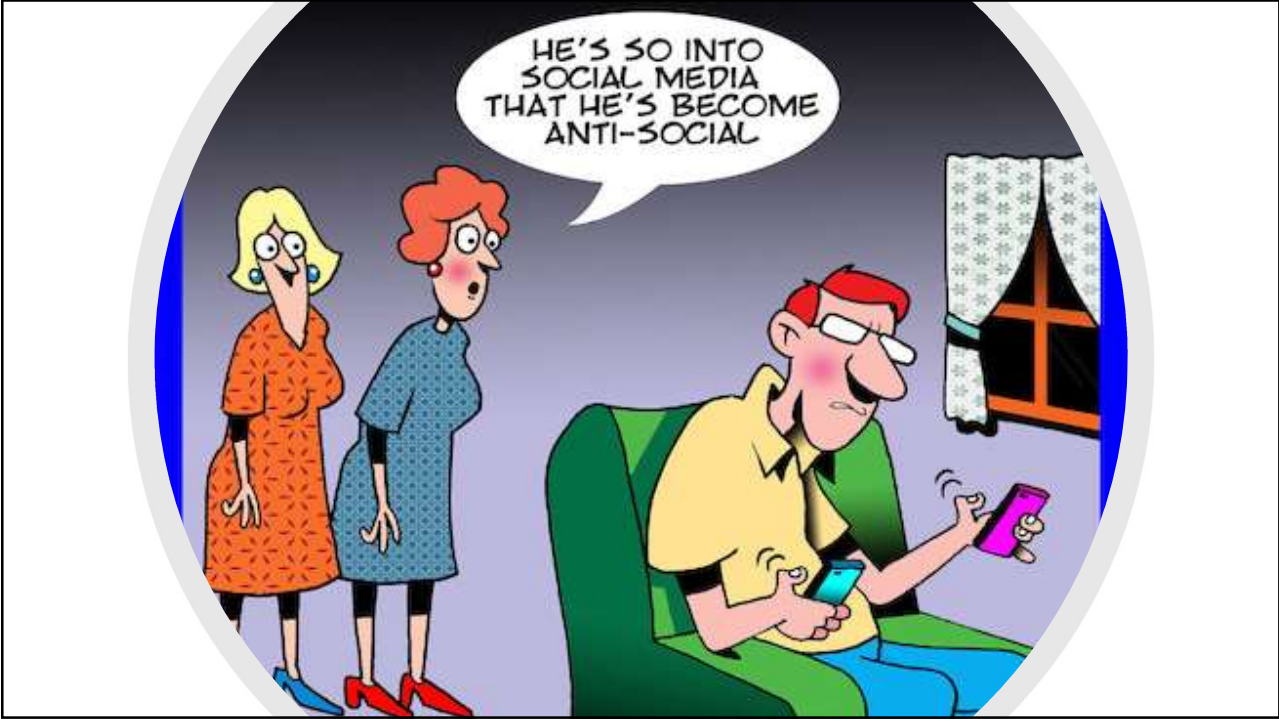
21



22



23



24