Lecture 01
Social Media Introduction
What is Social Media?

Web and Mobile based
Communication is interactive
Individuals, Communities, Organizations

Social media is the interaction among people in which they create, share and exchange information and ideas in virtual communities and networks.

~Wikipedia

Social media is the collective of online communications channels dedicated to community based input, interaction, content-sharing and collaboration.

~whatis.techtarget.com/definition/social-media
## Social Media Tools

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2012</th>
<th>2013/4</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>608M</td>
<td>955M</td>
<td>1.23B</td>
<td>1.71 B</td>
</tr>
<tr>
<td>Twitter</td>
<td>145M</td>
<td>500M</td>
<td>645M</td>
<td>320 M</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>75M</td>
<td>175 M</td>
<td>277M</td>
<td>400 M</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(100 M active)</td>
</tr>
<tr>
<td>Pinterest</td>
<td>11.7M</td>
<td>10M</td>
<td>70M</td>
<td>100 M</td>
</tr>
<tr>
<td>Google+</td>
<td>0</td>
<td>250M</td>
<td>343M</td>
<td>300 M</td>
</tr>
<tr>
<td>Instagram</td>
<td>1M</td>
<td>110M</td>
<td>200M</td>
<td>400 M</td>
</tr>
<tr>
<td>Tumblr</td>
<td>7M</td>
<td>65M</td>
<td>108.9M (Blogs)</td>
<td>305 M</td>
</tr>
<tr>
<td>Klout</td>
<td>750,000</td>
<td>100M</td>
<td>500M</td>
<td></td>
</tr>
<tr>
<td>WordPress</td>
<td>11.1M</td>
<td>66M (Blogs)</td>
<td>76.5 M</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>3M users</td>
<td>1B 4B views/day</td>
<td>1B+ users</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2B views/day</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Why Different Tools?

How do we choose which tools to use?
Effective Use of Social Media

Social media isn't about the tools or channels you use, it's about an expression of who you are & how you interact with others.
Privacy

Policies

Considerations
Things to Think About

• What are the advantages/disadvantages of using social networks?

• What are some of the ethical considerations needed when using social networks?

• How would a business utilize this social network?

• Is social media effective?

• What is your social media footprint?

• What is your social media “mission” statement?
SOCIAL MEDIA EXPLAINED (DONUT EDITION)

- I’m eating a donut
- I like donuts
- This is where I eat donuts
- Here’s a video of me eating a donut
- Here’s a vintage photo of my donut
- Here’s a pretty donut recipe
- Here’s a viral picture of my donut
- My skills include donut eating
- Now listening to “Donuts”
- I’m a Google employee who eats donuts