

Mankato Computer Technology University

THE BEGINNER'S GUIDE TO SOCIAL MEDIA

ADAPTED FROM [HTTPS://MOZ.COM/BEGINNERS-GUIDE-TO-SOCIAL-MEDIA](https://moz.com/beginners-guide-to-social-media)

[HTTP://MASHABLE.COM/2010/02/08/TED-TALKS-SOCIAL-MEDIA/#QBLEKLD.KKQI](http://mashable.com/2010/02/08/ted-talks-social-media/#QBLEKLD.KKQI)

Topics

- ▶ Introduction
- ▶ The Value of Social Media
- ▶ Social Media Best Practices
- ▶ Social Media and ROI
- ▶ Find the right network for you
- ▶ Facebook
- ▶ Twitter
- ▶ LinkedIn
- ▶ YouTube and Pinterest
- ▶ Blogging
- ▶ Other Social Options



What is the real meaning of social media?

- ▶ **Social media** refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in **real-time**. Many people define **social media** as apps on their smartphone or tablet, but the truth is, this communication tool started with computers.

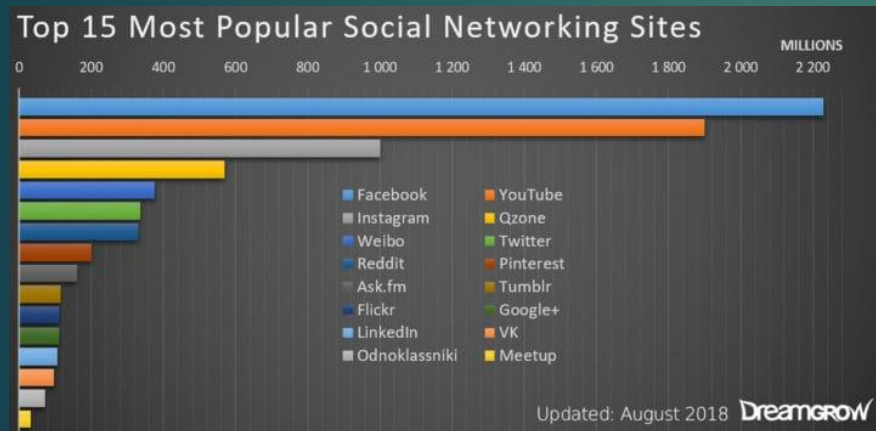
What is social media in simple words

- ▶ **Social media** refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. ... The ability to share photos, opinions, events, etc. in real-time has transformed the way we live and, also, the way we do business.

What are the top ten social media apps

- ▶ 1 – Facebook. This is easily the largest social networking site in the world and one of the most widely used. ...
- ▶ 2 – WhatsApp. ...
- ▶ 4 – WeChat. ...
- ▶ 5 – QZone. ...
- ▶ 6 – Tumblr. ...
- ▶ 7 – Instagram. ...
- ▶ 8 – Twitter. ...
- ▶ 9 – Google+ (No Longer Available)
- ▶ ...

Monthly Active Users



Social network	Monthly Active Users
Facebook	2,500,000,000
YouTube	2,000,000,000
Instagram	1,000,000,000
Qzone	563,000,000
Weibo	376,000,000
Twitter	330,000,000
Reddit	330,000,000
Pinterest	200,000,000
Ask.fm	160,000,000
Tumblr	115,000,000
Flickr	112,000,000
Google+	111,000,000
LinkedIn	106,000,000
VK	97,000,000
Odnoklassniki	71,000,000
Meetup	35,300,000

What is # used for in social media

- ▶ A hashtag is a word or keyword phrase preceded by a hash, also known as the pound sign (#). It's **used** within a post on **social media** to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag.

The six types of social media

Social Networks. Examples: Facebook, LinkedIn. ...

Bookmarking Sites. Examples: Pinterest, Flipboard, Diggs. ...

Social news. Examples: Digg. ...

Media Sharing. Examples: Pinterest, YouTube, Vimeo. ...

Microblogging. Examples: Twitter, Facebook. ...

Blog comments and forums. ...

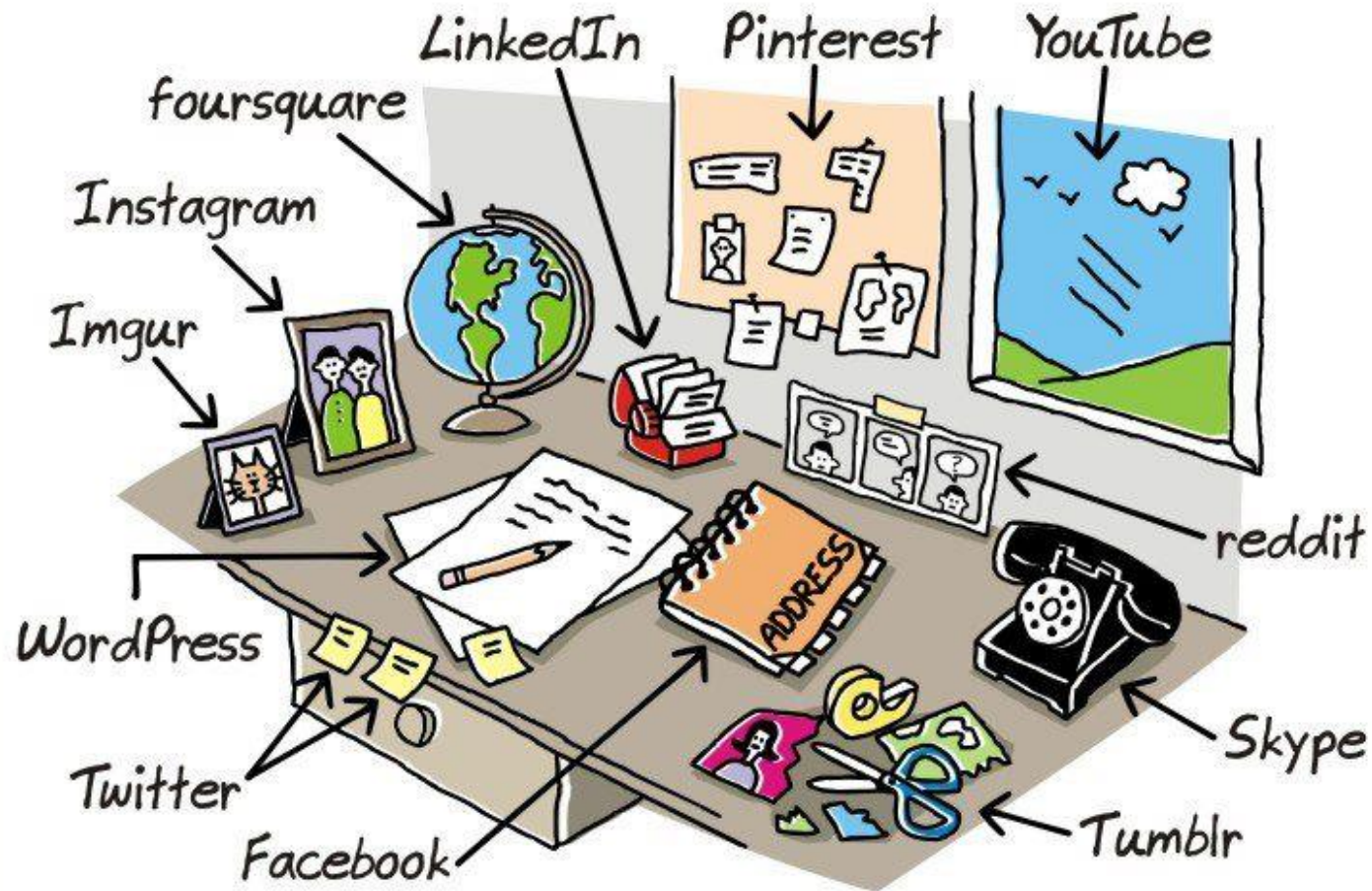
Social Review Sites. ...

Community Blogs.

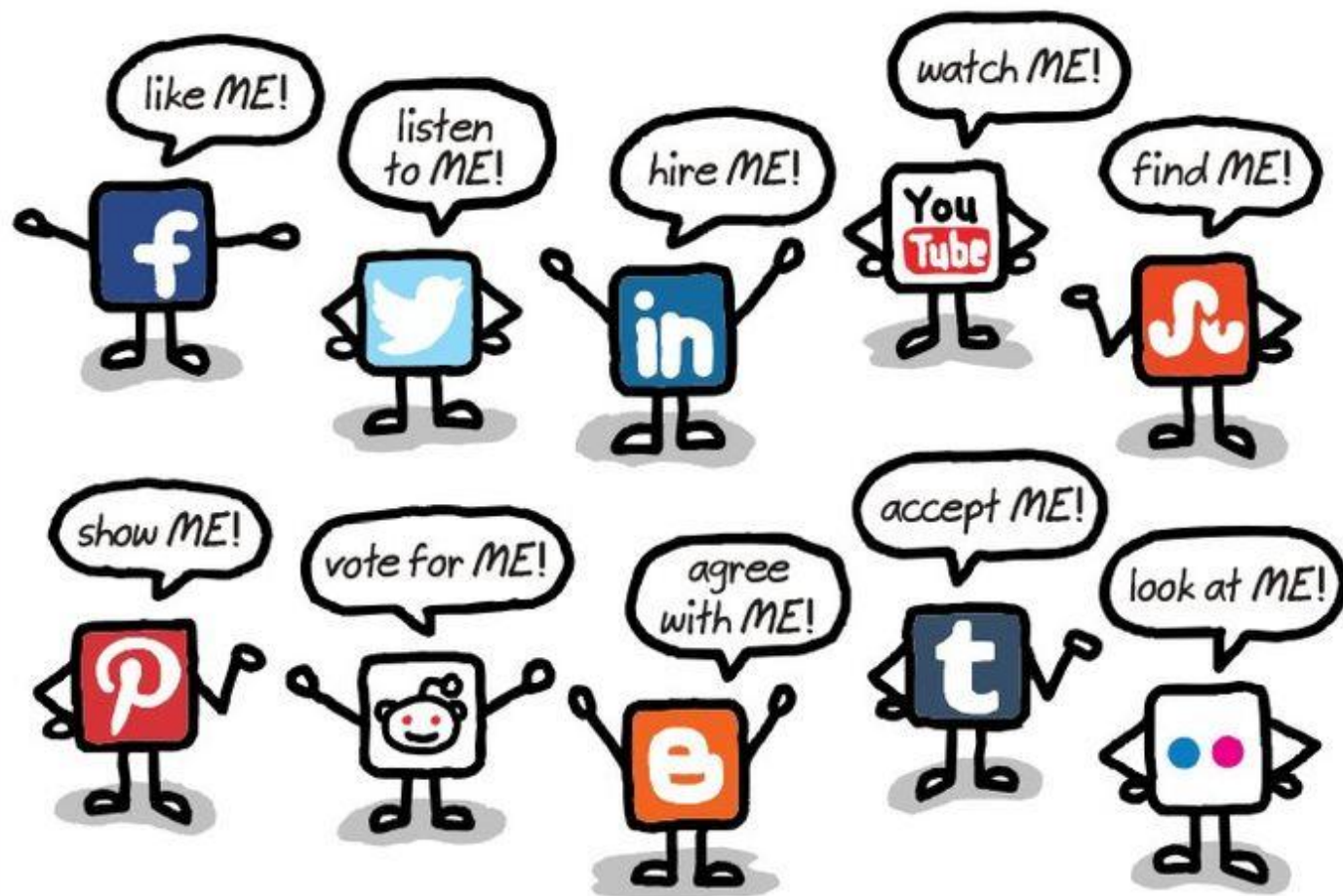
Is TikTok a social media app?

- ▶ **TikTok** (Chinese: 抖音; Dǒuyīn) is a Chinese video-sharing **social networking** service owned by ByteDance, a Beijing-based company founded in 2012 by Zhang Yiming. It is used to create short lip-sync, comedy, and talent videos. The **app** was launched in 2017 for iOS and Android in markets outside of China.

vintage social networking



Social MEdia





I'm eating a #donut.

facebook

I like donuts.



This is where I eat donuts.



Here's a vintage photo of my donut.



Here I am eating a donut.



My skills include donut eating.



Here's a donut recipe.



Now listening to "Donuts".



I'm a Google employee who eats donuts

Social Media Explained

SOCIAL MEDIA EXPLAINED



I Like Disney



I am at #Disney



This is where I am
at Disney



Watch me visit Disney



Look at this "Vintage Style"
picture of my time at Disney



Now listening to Disney music



Check out this recipe I got from
Disney



I am here at Disney...(repeat)
I am here at Disney...(repeat)



Come read about all the details
of my Disney Trip



This image of me at Disney
will disappear in 5 seconds

memoriesofdisney.com

SOCIAL MEDIA EXPLAINED

twitter 

« I need to pee »

facebook

« I peed »

foursquare

« This is where I pee »

Quora

« Why am I peeing ? »

You Tube

« Look at this pee ! »

Linked 

« I'm good at peeing »

Social Media: Pros & Cons

Pros

- Everyone's already there
- You've had it for years
- You can use it to stalk your high school friends and see how fat they've gotten.
- It's brand new and cool
- Supports GIFs
- Circles allow you to pick and choose who sees your various updates.
- Celebrities favor it
- Updates are short & sweet
- It's incredibly simple to use and can be utilized in creative ways.
- Your band totally has a website now.
- Full of sluts
- Vaguely nostalgic.

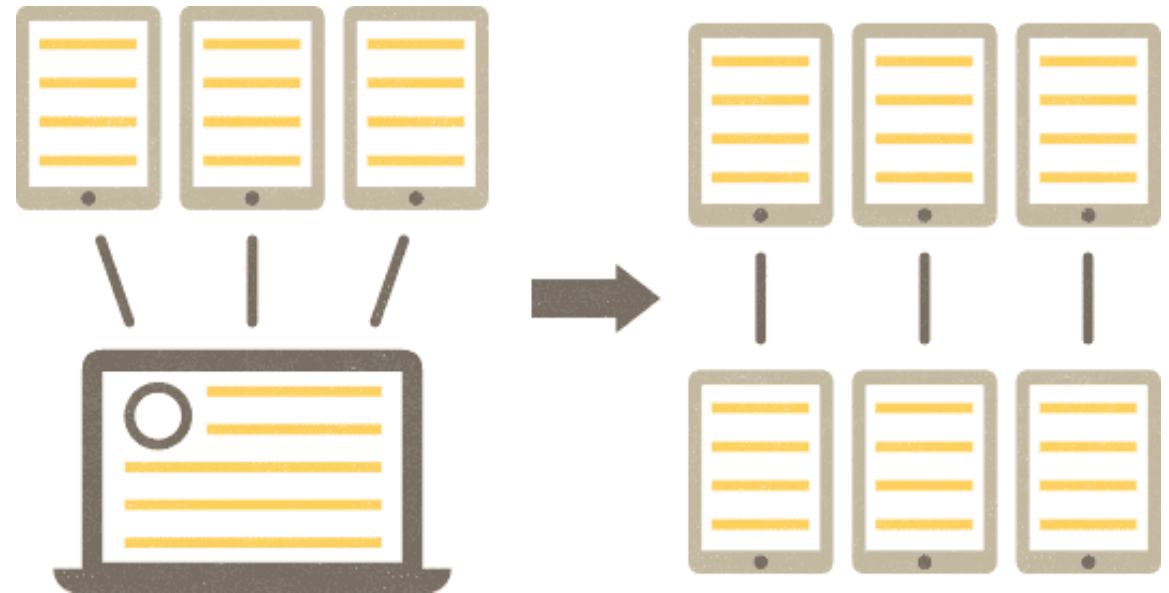


Cons

- Your Mom is on it
- Too little privacy
- Getting stalked by creepy old friends who always "like" your pictures.
- Nobody is really there yet
- Circles are hard to set-up
- Provides yet another way for Google to learn everything about you.
- Twitter wars are dumb
- Over-Tweeters
- Sometimes, 140 characters just isn't enough to describe your diarrhea in full detail.
- Totally dead
- Zero stock value
- Completely irrelevant and useless because it's not 2006 anymore.

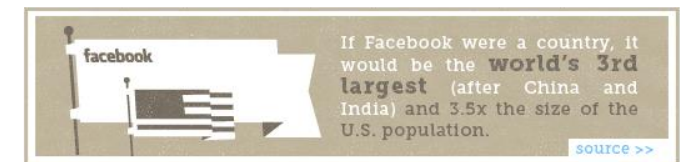
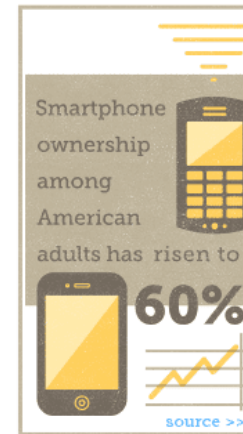
What is Social Media?

- ▶ "Social media" is a way for people to communicate and interact online.
- ▶ It has been around since the dawn of the World Wide Web
- ▶ in the last 10 years there was an increase in both the number and popularity of social media sites.
- ▶ It's called social media because users engage in a social context, which can include conversations, commentary and interactions.



Is social media just a fad?

- ▶ Over the last several years, there has been an explosion of growth in popular social media platforms like Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and many others.
- ▶ It's safe to say that the era of social media is just getting started.
- ▶ The whole world has seen the impact of the expansion.



The Value of social Media

- ▶ The ability to foster and engage with a community of other people.
- ▶ Engagement is at the heart of social media.
- ▶ Responsive communication, build relationships.
- ▶ The feelings of any community member toward you can range from resentment to adoration and beyond



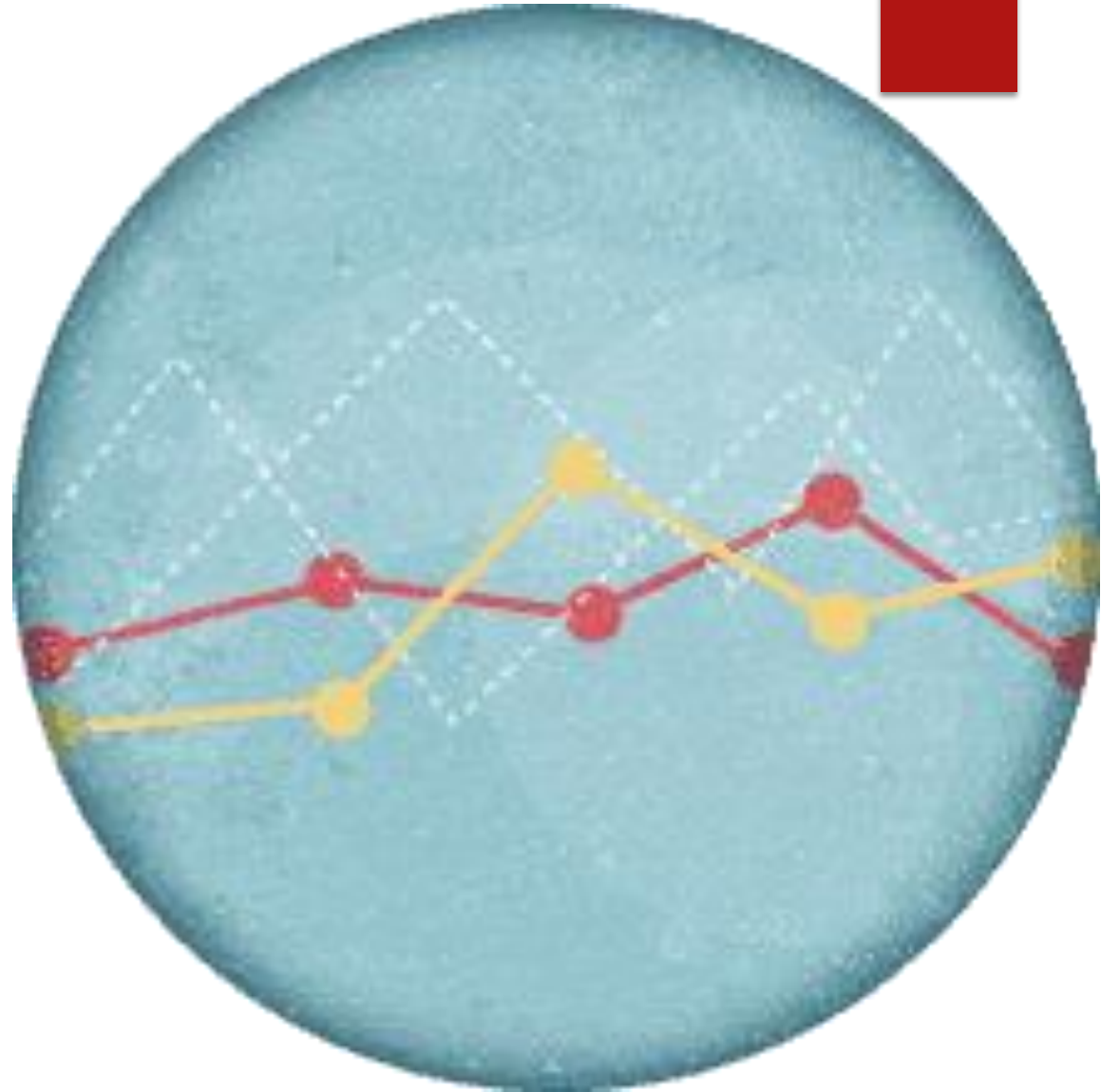
Social Media Best Practices

- ▶ **What Kinds of content to publish and share?**
- ▶ Share content that is relevant to you and your audience
- ▶ Add Value to the conversation, make things better
- ▶ Respond to existing conversations
- ▶ Jobs, Volunteering opportunities,
- ▶ * Jokes, safety first.
- ▶ Ask for help
- ▶ Monitor and Listen
- ▶ Keep it Simple



Social Media Metrics and ROI

- ▶ Followers/Fans
- ▶ Engagement
- ▶ Influence
- ▶ Conversation Drivers



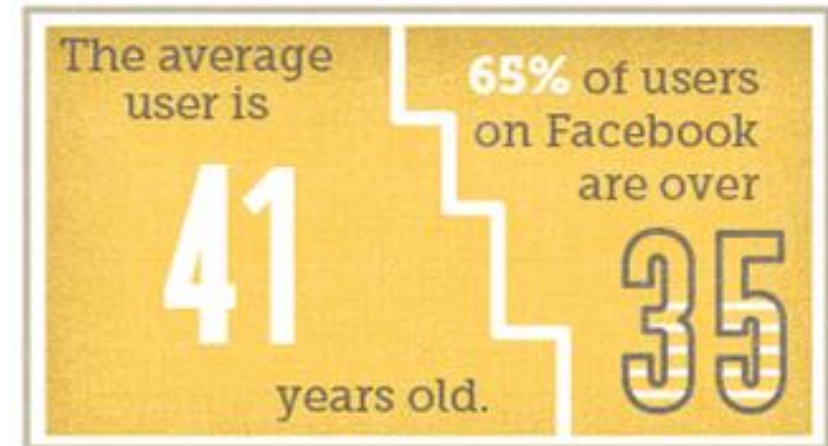
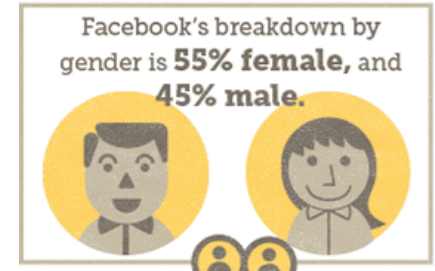
Finding the Right Social Network for You

- ▶ Which Social Network should I sign up for first
- ▶ Single vs Multiple Accounts
- ▶ How to get started
- ▶ What behavior do I like to show others
- ▶ Which sites line up with my values
- ▶ Where are my friends and what do I know about their online behavior
- ▶ My community?



Facebook

- ▶ When Facebook started in 2004, it was a bare-bones social network focused on connecting college students.
- ▶ Nine years and more than 1 billion active users later,
- ▶ Facebook has become the most widely-used social network to date and has shaped online interaction as we know it.
- ▶ From connecting distant friends and family members, to bridging the gap between brands and their communities, Facebook has taken the way we interact online to a whole new level.



How are people using Facebook?

1

- ▶ **Groups** are user-created and have varying levels of privacy and security, much like individual profiles.
- ▶ Users can organize groups around any topic or event they like.
- ▶ From professionally relevant groups to those organized around special interests, such as nutrition, the variety is limited only by interest of the users.
- ▶ These groups have undoubtedly been a welcome and sticky addition to the platform over time.

2

- ▶ **Events** allow users to organize around a point in time.
- ▶ Security here is fairly customizable, allowing for public, private, and somewhere-in-between events.
- ▶ A key feature here is the baked-in ability to export your Facebook events to other calendars.

3

- ▶ **Business pages** have been an evolutionary product for Facebook.
- ▶ Over the years, they have taken several different shapes.
- ▶ Facebook has recently added more features in terms of analytics, reporting, security, and access, as well as increased the richness available to those wishing to dive into Facebook advertising.

4

- ▶ **Facebook Messenger** is a new way to combine email, instant messenger, and Facebook messages.
- ▶ As new stand-alone group message services popped up throughout 2010 and 2011, Facebook clearly saw an opportunity and acquired one of the more popular group-messaging apps known as Beluga.
- ▶ They have since re-branded this app as Facebook Messenger. On iOS, Blackberry, and Android devices, this is a stand-alone app, but it also integrates across the Facebook app and web experiences.

Etiquette Tips and Guidelines

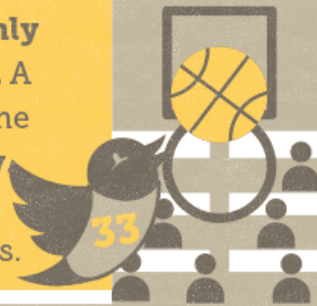
- ▶ **Don't spam:** This is a big no through all of marketing. Always be tactful, classy, and do not spam. This includes sending mass-event invites and messages and invitations to like your page
- ▶ **Respond:** Response times are going to vary but in social media timeliness is critical. Users expect things to happen much faster on social channels than on more traditional web channels like email.
- ▶ **Messages:** People can send your page private messages. So make sure to check them. The messages section functions like an email inbox.
- ▶ **Notifications:** The notifications box will show you the most recent likes, comments, wall posts, etc., on your page. Due to Facebook's focus on recent activity, you'll probably only receive comments and likes on recent posts, but the notifications can help track activity on older posts.
- ▶ **Say no to clustered updates:** With the notable exception of image albums, avoid making multiple updates within a short time span. It's just annoying to your followers, and you may lose the long-term attention of your audience.
- ▶ **@Name:** If you want to call out another public Facebook page or user, you can directly link to their Facebook page, which also notifies them that you're talking about them, by putting an @ and then typing their name. (Facebook will help your selection with a drop-down.) This also makes it clearer to whom you're addressing. Note that private users can't be called out in this way unless you're replying to a comment they left on your page.

Twitter

- ▶ Founded in 2006, Twitter's 140-character bite-size updates have transformed the world's access to real-time information.
- ▶ Its simple interface allows for sharing anything from breaking news to sports, to great content, to worldwide politics.
- ▶ In a time when we're oversaturated with media, Twitter also allows us to access what we need to know.
- ▶ Much of the reporting from the Arab Spring uprisings was done directly through Twitter.
- ▶ Through all of this, brands are joining the network not only to promote their messages, but also to quickly and succinctly address the needs of their customers.



Twitter now uses **only the bird as its logo**. A little-known fact: The bird's name is **Larry**. As in Larry Bird of the Boston Celtics.



Twitter users over-index as female compared to the rest of the Internet's base. **(55% f vs. 45% m)**



72%

of the active users on Twitter are between **18-49 years old**.



A large number of Twitter users, **70%, have at least some college education.**

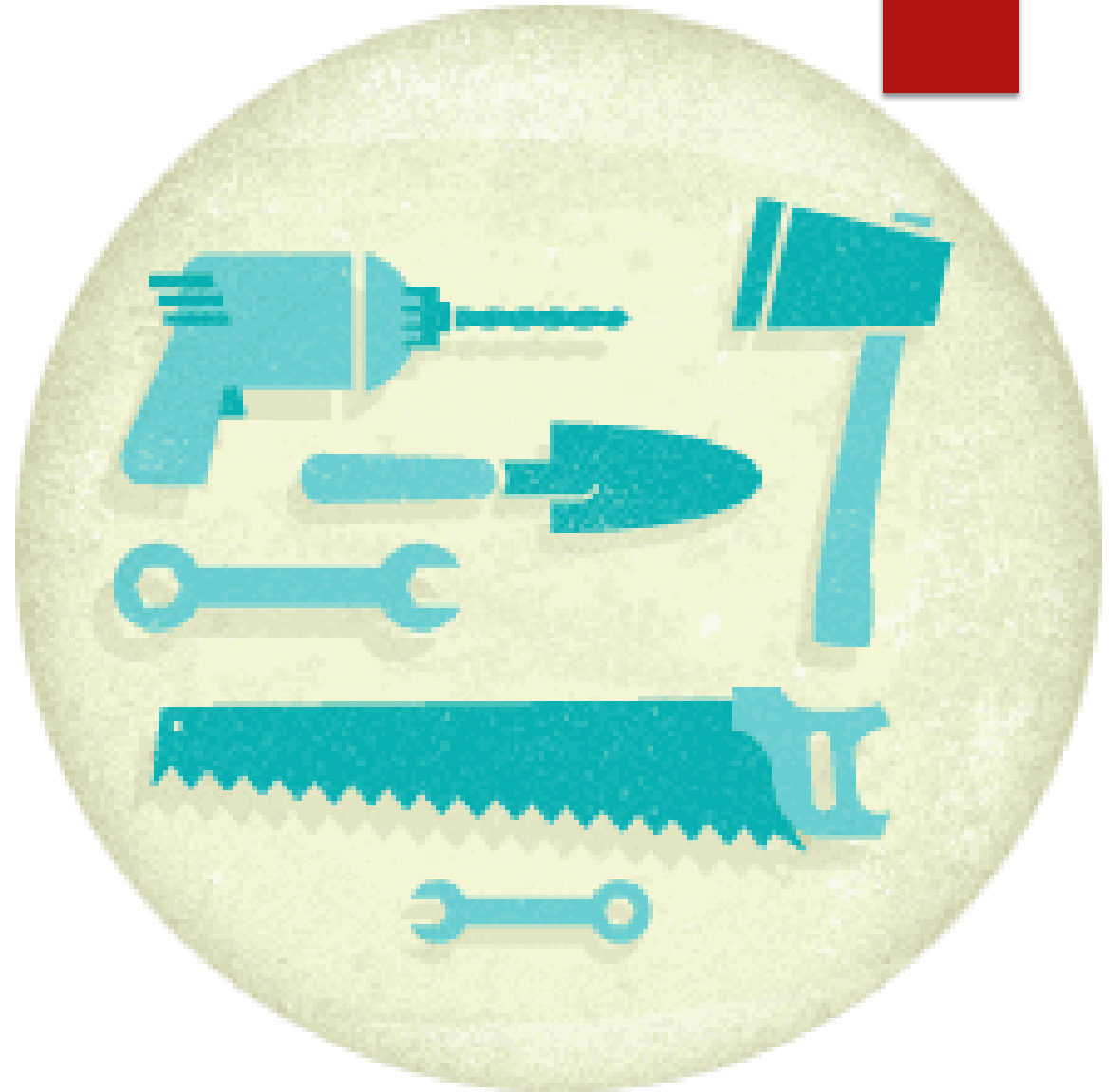
There are **400 million** tweets sent per day.

How are people using Twitter?

- ▶ Twitter has become a tool for everything from [facilitating the collapse of governments](#) to showing off your newborn.
- ▶ Through Twitter, [athletes](#) have added sideline commentary and Hollywood has dialed up the [drama](#).
- ▶ Consumers use the service to share and find content.
- ▶ For many, Twitter has replaced their RSS subscriptions and traditional news media.
- ▶ Due to its mostly public nature, Twitter's most powerful use is connecting people.
- ▶ The platform allows complete strangers to come together over common interests and ideas and to participate in conversations that range from the relatively mundane to the incredibly important.
- ▶ Participate in [Twitter chats](#) relevant to the interests of your brand's customers. You'll find like-minded people to help expand your network.
- ▶ Save searches for common interests or popular hashtags to find people talking about those topics.
- ▶ Use tools like [Followerwonk](#) or [Twellow](#) to find like-minded users. Also look at who they interact with and get engaged with those communities.
- ▶ Tools like [Xobni](#) and [Rapportive](#) integrate with Outlook and Gmail to help you uncover social profiles of people you already know.
- ▶ Twitter's [Discover](#) experience can help you dive into different conversations. Also, check out Twitter [Categories](#), which lets you browse the best accounts on a wide variety of topics.

Tips for success, Etiquette and Guidelines

- ▶ Be Interesting
- ▶ Add Value
- ▶ Be Responsive
- ▶ Don't Spam
- ▶ Use Direct Messages
- ▶ @ Replies
- ▶ # Hashtags
- ▶ Retweet
- ▶ Twitter Handles @username



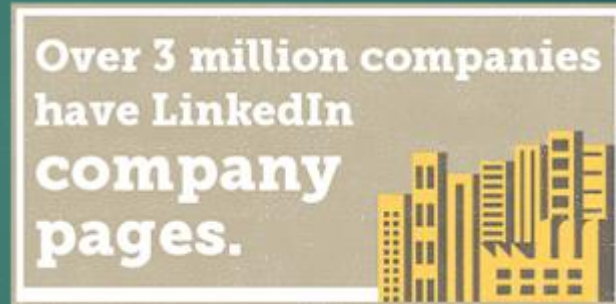
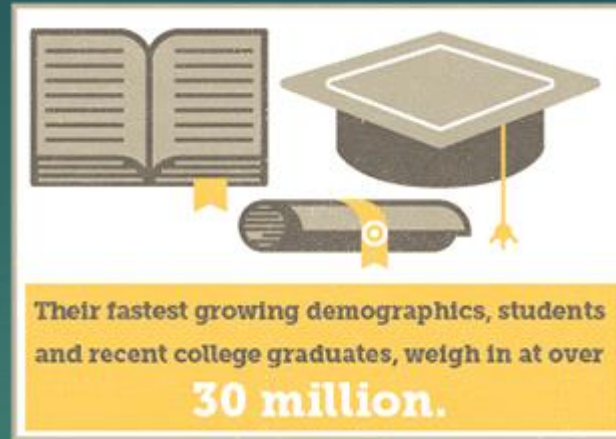
Etiquette Tips

- ▶ Add Value
- ▶ Engage
- ▶ Respond
- ▶ Don't Spam
- ▶ +Name
- ▶ Notifications



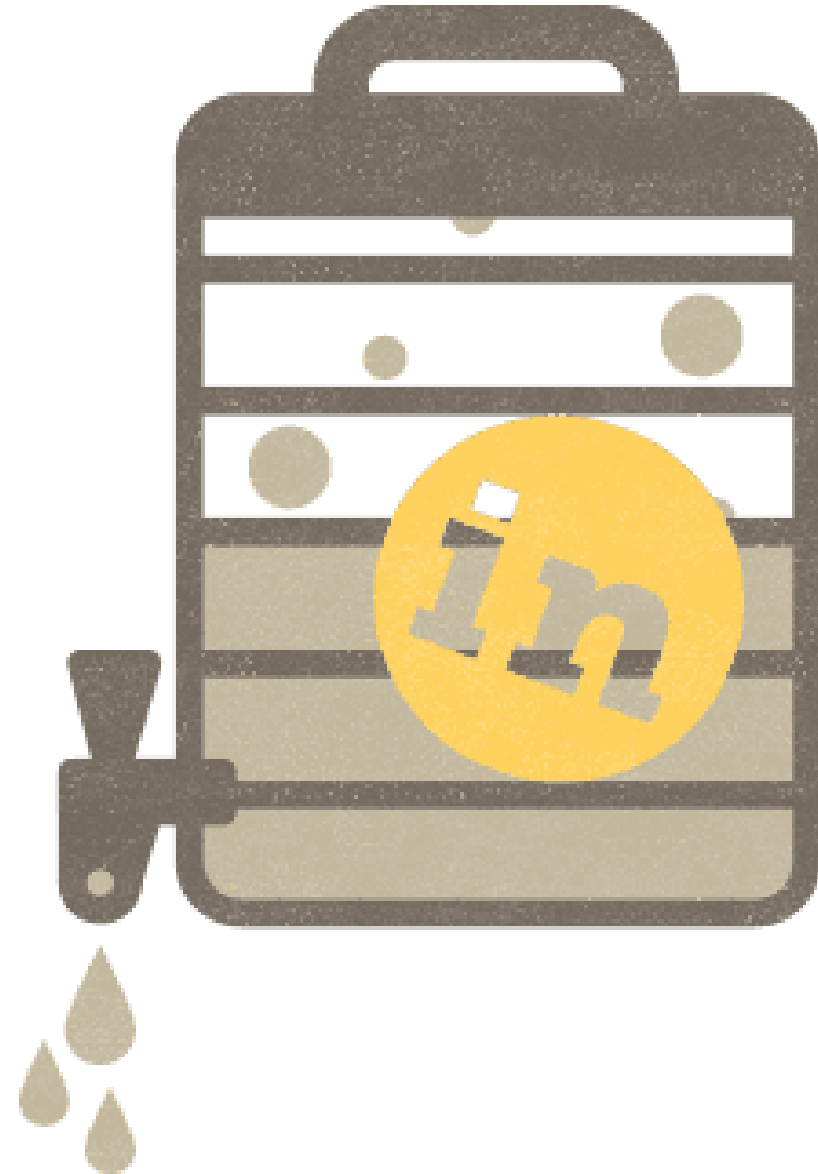
LinkedIn

- ▶ The world's largest professional social network connects colleagues with each other and businesses with current and potential employees, all while enabling community development and content sharing.
- ▶ LinkedIn's potential lies in its power to build authority, establish thought leadership, and cultivate a robust network.



How People are using LinkedIn

- ▶ If you took your water cooler, networking event, business card holder, and Rolodex, smooshed them together, and put that concoction up on a domain, you would approximate LinkedIn.
- ▶ People build out their profiles to showcase their professional background and resumes. They are able to connect with individuals they know or have worked with, leave each other recommendations, and find new connections. LinkedIn can also be a great place to look for and find a job, as it takes the utility of job boards and adds in the human connections that are so invaluable in finding the right position.
- ▶ For companies, especially recruiters, that is just the beginning. Business professionals have created their profiles and gotten recommendations from co-workers, making it a solid fit for brands looking to recruit new talent. LinkedIn allows hiring managers to search and filter candidates based on multiple factors, and users can join groups based on professional interests.



Strategies for Success

- ▶ Complete your personal profile thoroughly and [honestly](#).
- ▶ Find your connections and reach out. Every once in a while, pick someone you haven't talked to recently and send them a note—without needing anything—just to say hi or share something interesting that you think they'll enjoy.
- ▶ Link to your profile from your blog, Facebook, and/or Twitter accounts to help people find your profile. (In fact, if the content being shared is relevant, link back to those pages from your LinkedIn profile. Keep in mind, though, that those links might draw hiring managers to those associated pages.)
- ▶ Participate in Groups. Your personal authority and trust can be boosted, leading to new opportunities, leads, and connections. Note that this functionality is currently only available to individuals.
- ▶ As LinkedIn continues to become a place for people to share quality content, we will see more engagement around that content. Be a part of that movement: Share your own content and share high-quality content from others.



- ▶ A Business card is not an invitation to be annoying
- ▶ Cold Mail
- ▶ @responding
- ▶ Fix Broken Windows
- ▶ Be Genuine
- ▶ Recommendations
- ▶ Sharing Content
- ▶ Discussions

YouTube

- ▶ After its humble beginnings in 2005, YouTube has become more than just a place to watch cat videos.
- ▶ Eight years later, YouTube has morphed into the world's second-largest search engine, a driver of online culture, and a springboard for Internet fame.
- ▶ There's still plenty of cat videos to go around, but YouTube has its sights on bigger, better ideas.



- ▶ **Key stats and demographics**
- ▶ YouTube sees over one billion unique visits each month
- ▶ Over 6 billion hours of video are watched each month
- ▶ 100 hours of video are uploaded every minute
- ▶ Mobile devices account for more than 1 billion views each day
- ▶ According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- ▶ Thousands of YouTube channels are making six figures annually

Etiquette

- ▶ Engage Responsibly
- ▶ Comment Wisely
- ▶ Favoriting and Subscribing
- ▶ Uploading Videos



Pinterest

- ▶ Through beautiful images and easy-to-use "pinning," this website has taken the online community by storm.
- ▶ Following its beta launch in 2010, Pinterest provided a way for users to simply share and create image collections for hobbies, style, businesses, and more.
- ▶ Whether you're a business owner connecting with your users through images or simply trying to redecorate your home in DIY-fashion, Pinterest has something for just about everyone.



- ▶ **Key stats and demographics**
- ▶ Pinterest has 20 million monthly active users (70 million registered users)
- ▶ More than 50 million unique visitors per month
- ▶ 5 million "article pins" per day
- ▶ Women are five times as likely as men to use Pinterest
- ▶ Pinterest users in the US spend about an hour on the site each month
- ▶ Shoppers spend more on their purchases when referred from Pinterest—roughly twice as much as referrals from Facebook and Twitter.
- ▶ Pinterest drives more referral traffic than Twitter, LinkedIn, and Reddit combined.

How are People using Pinterest

- ▶ Image-based sharing is becoming increasingly important for brands and consumers alike. The effectiveness of imagery has led sites like Pinterest and Instagram to quickly become the new staples in daily digital life. In a world where people don't necessarily want to spend a lot of time reading, rich media helps users share, communicate, and consume stories quickly and easily in meaningful ways.



Etiquette

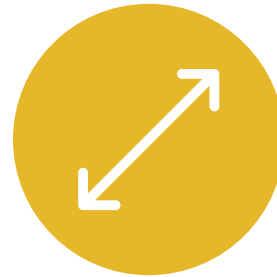
- ▶ Give Credit
- ▶ Change Captions
- ▶ Don't Flood
- ▶ Organize
- ▶ Group Boards
- ▶ Secret Boards
- ▶ Verify your site



Bloggging



First things first: This is nowhere near a comprehensive guide to blogging. There are dozens of good books written about creating, growing, and maintaining a blog, and if you're interested in going down that path, we'd recommend you find a few you like. We hope, though, that this provides enough background to give you a solid understanding of whether or not it's the right endeavor for you.



As web publishing has gotten easier, blogs have become more prevalent. Individuals with little to no technical experience can start up and run a blog using any number of different platforms. Consumers read blogs at greater rates now than ever before. Exact numbers are difficult to find, given how widely distributed blogs are, but there are more than [33 million new posts](#) each month using WordPress alone.

What does the blogosphere look like?



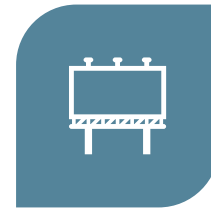
THERE ARE AN ESTIMATED 31 MILLION BLOGGERS IN THE US ALONE. [\[SOURCE\]](#)



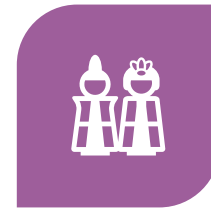
IN ONE SURVEY, ALMOST 87% OF BLOGGERS HAD BEEN ACTIVELY BLOGGING FOR AT LEAST TWO YEARS. [\[SOURCE\]](#)



57% OF BLOGGERS REPORT HAVING MORE THAN ONE BLOG. [\[SOURCE\]](#)



35% OF BUSINESSES BLOG AT LEAST ONCE EVERY MONTH. [\[SOURCE\]](#)



60% OF BLOGGERS REPORT TO BE MEN. [\[SOURCE\]](#)



NEARLY 2/3 OF [INFLUENCERS](#) EARN REVENUE FROM BLOGGING, BUT 80% OF THEM REPORT EARNING LESS THAN \$10,000 PER YEAR. [\[SOURCE\]](#)

How are People Using Blogs?

- ▶ Corporate
- ▶ Personal Diary
- ▶ Hobby or Interest
- ▶ Professional
- ▶ Community or Communal
- ▶ TIPS to be Successful
- ▶ Authority
- ▶ Content
- ▶ Timing
- ▶ Style
- ▶ Frequency
- ▶ Engagement

Social Media Doesn't Stop there

- ▶ Forums
- ▶ Instagram
- ▶ Snap Chat
- ▶ Quora
- ▶ Reddit
- ▶ That's it! Well, for now, anyway. Social media is an area that changes with every passing day.

