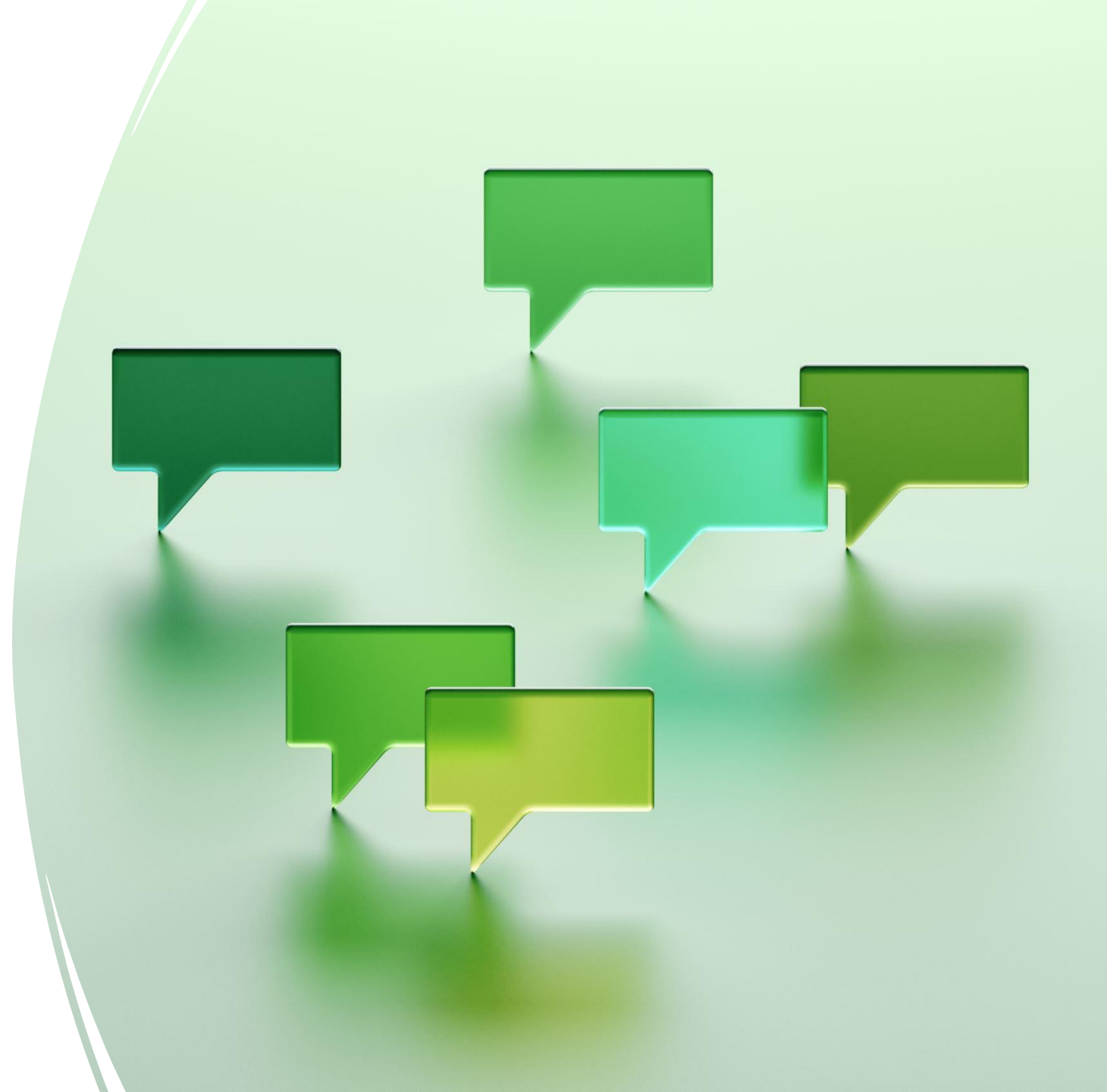# Social Media

Mankato Computer Technology

The Power of Social Media: Connecting, Engaging, and Influencing

- Today, we'll explore how social media can enrich your life and provide practical tips for getting started.

What is Social Media?

Definition: Explain what social media is and its primary purpose.

Evolution: Brief history of social media and its growth over the years.

Types: Overview of different types of social media platforms (e.g., networking, blogging, photo-sharing, video-sharing).

Why Social Media

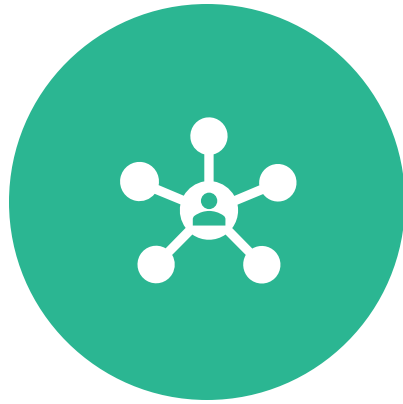STAY CONNECTED WITH FAMILY AND FRIENDS, NO MATTER THE DISTANCE.

ACCESS TO VALUABLE INFORMATION AND NEWS.

JOIN COMMUNITIES BASED ON HOBBIES AND INTERESTS.

Impact of Social Media

COMMUNICATION: HOW SOCIAL MEDIA HAS REVOLUTIONIZED COMMUNICATION, CONNECTING PEOPLE GLOBALLY IN REAL-TIME.

BUSINESS: DISCUSS THE INFLUENCE OF SOCIAL MEDIA ON BUSINESSES, MARKETING, AND CUSTOMER ENGAGEMENT.
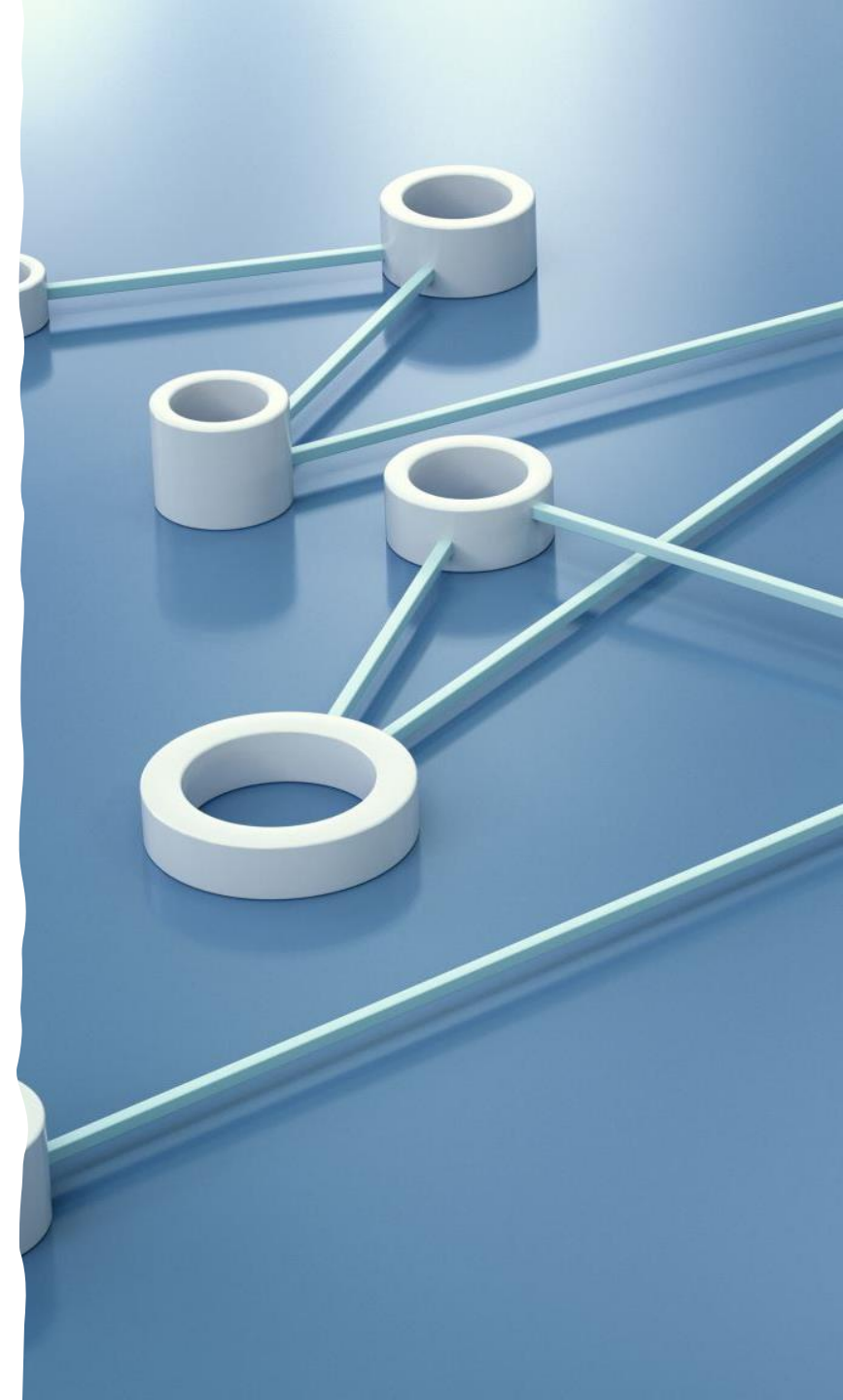
SOCIETY: EXPLORE THE SOCIETAL IMPACTS OF SOCIAL MEDIA ON CULTURE, POLITICS, AND ACTIVISM.

Benefits and Challenges

- Benefits: Highlight the positive aspects of social media, such as connectivity, information sharing, and community building.

- Challenges: Address concerns related to privacy, misinformation, cyberbullying, and addiction.

Global Social Media Penetration

As of 2021, approximately 4.33 billion people worldwide were using social media platforms, which accounts for about 55.1% of the total global population.

This figure has been steadily increasing over the years, indicating the widespread adoption and popularity of social media.

What is Social Media

- Social media refers to online platforms and websites that enable users to create, share, and interact with content and other users. These platforms facilitate the creation and exchange of user-generated content, including text, images, videos, and links. Social media has become an integral part of modern communication and has transformed how people connect, share information, and engage with others online.

Evolution of Social Media

- The evolution of social media spans several decades and has been driven by technological advancements, changing user behaviors, and societal shifts. Here's an overview of the key stages in the evolution of social media:

- Throughout its evolution, social media has become deeply ingrained in modern society, shaping communication, culture, and commerce on a global scale. As technology continues to advance, social media will likely continue to evolve, with new platforms and features emerging to meet changing user needs and preferences.

Social Media Timeline

1. **Pre-Internet Era (1970s-1990s):**
   1. Bulletin Board Systems (BBS): In the 1970s and 1980s, BBS allowed users to dial into a computer using a modem and interact with others by posting messages, sharing files, and playing games.
   2. Usenet: Usenet, established in the late 1970s, was a worldwide discussion system that enabled users to post and read messages on newsgroups dedicated to various topics.

2. **Emergence of the Internet (1990s):**
   1. Early Social Networking Sites: Websites like SixDegrees.com (launched in 1997) allowed users to create profiles, list friends, and send messages. However, these platforms had limited functionality and user adoption.
   2. Instant Messaging: Services like ICQ, AIM, and MSN Messenger gained popularity in the late 1990s and early 2000s, enabling real-time text-based communication between users.

3. **Rise of Web 2.0 (Early 2000s):**
   1. Blogging: Platforms like Blogger and WordPress made it easy for individuals to create and publish their own blogs, sharing their thoughts and opinions with a wider audience.
   2. Social Networking Sites: Friendster (2002), MySpace (2003), and LinkedIn (2003) introduced features like profiles, friend connections, and photo sharing, laying the foundation for modern social networking.
   3. Online Communities: Websites like Reddit (2005) and Digg (2004) fostered communities centered around sharing and discussing news, articles, and other content.

4. **Mainstream Adoption (Mid to Late 2000s):**
   1. Facebook: Launched in 2004, Facebook quickly rose to prominence, initially targeting college students before opening up to the general public. Its user-friendly interface, photo sharing, and news feed features contributed to its rapid growth.
   2. YouTube: Founded in 2005, YouTube revolutionized online video sharing, allowing users to upload, share, and discover videos on a wide range of topics.
   3. Twitter: Established in 2006, Twitter popularized microblogging, enabling users to share short messages (tweets) with their followers.

5. **Mobile and Visual Content (2010s):**
   1. Mobile Apps: The proliferation of smartphones and mobile apps made social media more accessible and convenient, leading to a shift towards mobile-first platforms like Instagram and Snapchat.
   2. Visual Content: Platforms like Instagram (2010) and Pinterest (2010) emphasized visual content, enabling users to share and discover images and videos.

6. **Current Trends (2020s):**
   1. Live Streaming: Platforms like Twitch and TikTok popularized live streaming and short-form video content, catering to younger audiences.
   2. Ephemeral Content: The rise of features like Stories on Instagram, Snapchat, and Facebook allows users to share temporary content that disappears after 24 hours.
   3. Niche Communities: Emerging platforms and online communities cater to specific interests and demographics, providing more targeted and specialized experiences.

Types of Social Media

1. **Social Networking Platforms:**
   1. Examples: Facebook, LinkedIn, Twitter, and MySpace (historically).
   2. Purpose: These platforms enable users to create profiles, connect with friends, colleagues, and acquaintances, and share updates, photos, videos, and links.

2. **Microblogging Platforms:**
   1. Examples: Twitter, Tumblr.
   2. Purpose: Microblogging platforms allow users to post short updates, often limited to a certain number of characters, and follow other users' posts in real-time.

3. **Photo Sharing Platforms:**
   1. Examples: Instagram, Pinterest, Snapchat (with its Stories feature).
   2. Purpose: Photo sharing platforms focus on sharing and discovering images and visual content. Users can upload, edit, and share photos and videos, often with added filters and effects.

4. **Video Sharing Platforms:**
   1. Examples: YouTube, TikTok, Vimeo.
   2. Purpose: Video sharing platforms enable users to upload, watch, and share videos on a wide range of topics, from entertainment and tutorials to vlogs and educational content.

5. **Social Bookmarking Platforms:**
   1. Examples: Reddit, Digg, StumbleUpon (now Mix).
   2. Purpose: Social bookmarking platforms allow users to discover, save, and share web content (such as articles, blog posts, and videos) with other users. Content is typically organized into categories or communities.

6. **Discussion Forums and Communities:**
   1. Examples: Reddit, Quora, Stack Overflow.
   2. Purpose: Discussion forums and communities facilitate conversations and knowledge-sharing on specific topics or interests. Users can ask questions, provide answers, and engage in discussions with other members.

7. **Professional Networking Platforms:**
   1. Examples: LinkedIn, XING.
   2. Purpose: Professional networking platforms focus on connecting professionals, employers, and job seekers. Users can create professional profiles, showcase their skills and experience, and network with other professionals.

8. **Messaging Apps:**
   1. Examples: WhatsApp, Facebook Messenger, WeChat.
   2. Purpose: Messaging apps enable private and group communication through text, voice, and video messages. Many messaging apps also offer additional features such as voice calls, video calls, and file sharing.

9. **Dating Apps and Websites:**
   1. Examples: Tinder, Bumble, OKCupid.
   2. Purpose: Dating apps and websites facilitate connections and interactions between individuals seeking romantic or platonic relationships. Users create profiles and can swipe, match, and chat with potential matches.

Platform Popularity

- Facebook remains one of the most popular social media platforms globally, with over 2.8 billion monthly active users as of 2021.

- Other major platforms include YouTube, WhatsApp, Instagram, and Facebook Messenger, each with over 1 billion monthly active users.

Demographics

- Social media usage varies across demographics. While younger demographics, particularly those aged 18-29, have historically been heavy users of platforms like Instagram, TikTok, and Snapchat, older demographics are increasingly joining social media platforms as well.

- The COVID-19 pandemic has also led to an increase in social media usage across all age groups as people turned to online platforms for communication, entertainment, and information.

Mobile Usage

- Mobile devices are the primary means of accessing social media for many users. As of 2021, over 90% of social media users access platforms via mobile devices.

- This trend highlights the importance of mobile-friendly design and content optimization for social media platforms and marketers.

Engagement Metrics

- Engagement metrics, such as likes, shares, comments, and views, continue to be crucial indicators of social media success for individuals, businesses, and organizations.

- Video content, in particular, has seen significant growth in engagement, with platforms like TikTok and YouTube driving this trend.

E-Commerce and Social Commerce

- Social media platforms have increasingly become hubs for e-commerce and social commerce activities, allowing users to discover, research, and purchase products directly within the platforms.

- Features like Instagram Shopping, Facebook Marketplace, and Pinterest's Buyable Pins have transformed social media into viable sales channels for businesses.

Privacy and Data Concerns

- Concerns about privacy and data security continue to shape social media usage patterns, with users becoming more conscious of how their data is being used and shared by platforms.

- This has led to increased scrutiny of social media companies' data policies and regulations, such as the implementation of GDPR in Europe and similar measures worldwide.

- The General Data Protection Regulation (GDPR) is a comprehensive data protection and privacy regulation that came into effect on May 25, 2018. It was implemented by the European Union (EU) to strengthen and unify data protection laws for individuals within the EU and the European Economic Area (EEA).

Common Social Media Platforms

There isn't a specific social media platform exclusively for any age demographic, but there are platforms that tend to attract adult demographics more than others due to their user interfaces, content, or focus. Here are a few examples:

1. Facebook

2. LinkedIn

3. Nextdoor

4. Reddit

5. Twitter

6. Instagram

7. YouTube

Facebook

- Facebook is widely used across age groups, but it has a significant presence of adult users, particularly those over 50. It offers features like groups and events that cater to various interests and communities.

- Great for reconnecting with old friends and family.

- Share updates, photos, and videos.

- Join groups related to your interests or hobbies.
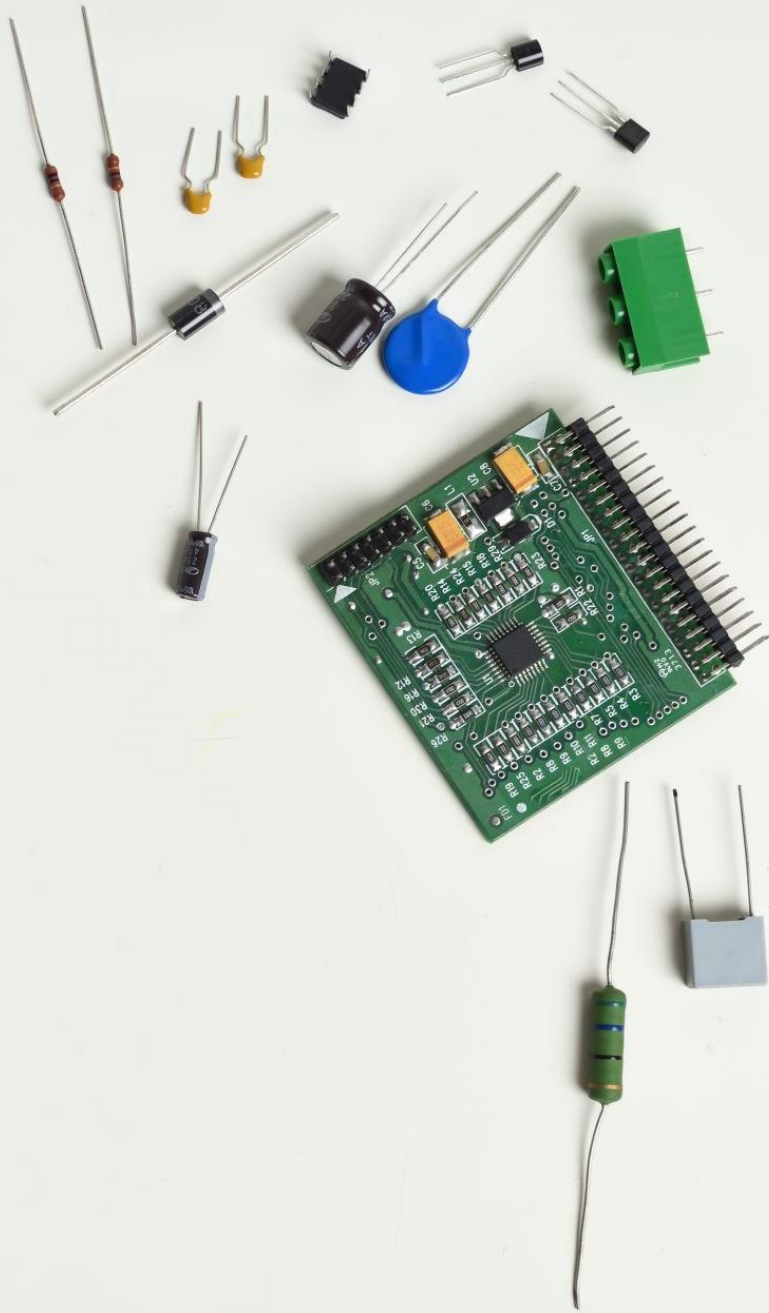
What is Facebook

- Facebook is a social networking platform launched in February 2004 by Mark Zuckerberg, along with his college roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes, while they were students at Harvard University. Originally designed as a platform for Harvard students to connect with one another, Facebook quickly expanded to other universities and eventually became available to anyone aged 13 and older with a valid email address.

Key Features and Functions of Facebook

Facebook allows users to create personal profiles, add friends, and communicate with them through various features such as posts, comments, likes, and private messages.

Profile: Users can create personal profiles with information such as their name, profile picture, cover photo, education, work history, and interests.

News Feed: The News Feed is the central feature of Facebook, displaying updates, photos, videos, and other content shared by friends and pages that users follow.

Friends: Users can connect with others by sending friend requests, accepting friend requests from others, and managing their list of friends.

Groups: Facebook Groups allow users to join or create communities based on shared interests, hobbies, or affiliations. Members can share posts, photos, events, and files within the group.

Pages: Facebook Pages are used by businesses, organizations, public figures, and brands to connect with their audience and share updates, promotions, and information.

Events: Users can create, discover, and RSVP to events such as parties, fundraisers, concerts, and community gatherings.

Messenger: Facebook Messenger is a standalone messaging app and platform integrated with Facebook, allowing users to send private messages, make voice and video calls, and share photos, videos, and other files.

Marketplace: Facebook Marketplace is a platform for buying and selling goods locally, similar to classified ads. Users can browse listings, message sellers, and arrange transactions.

Watch: Facebook Watch is a video-on-demand service where users can discover, watch, and share original videos, live streams, and shows created by creators and publishers.

Facebook conclusion

- Facebook has grown into one of the largest and most influential social media platforms globally, with billions of active users. It has had a profound impact on communication, social interaction, business, and culture, but it has also faced criticism and controversies related to privacy, data security, misinformation, and its influence on society.
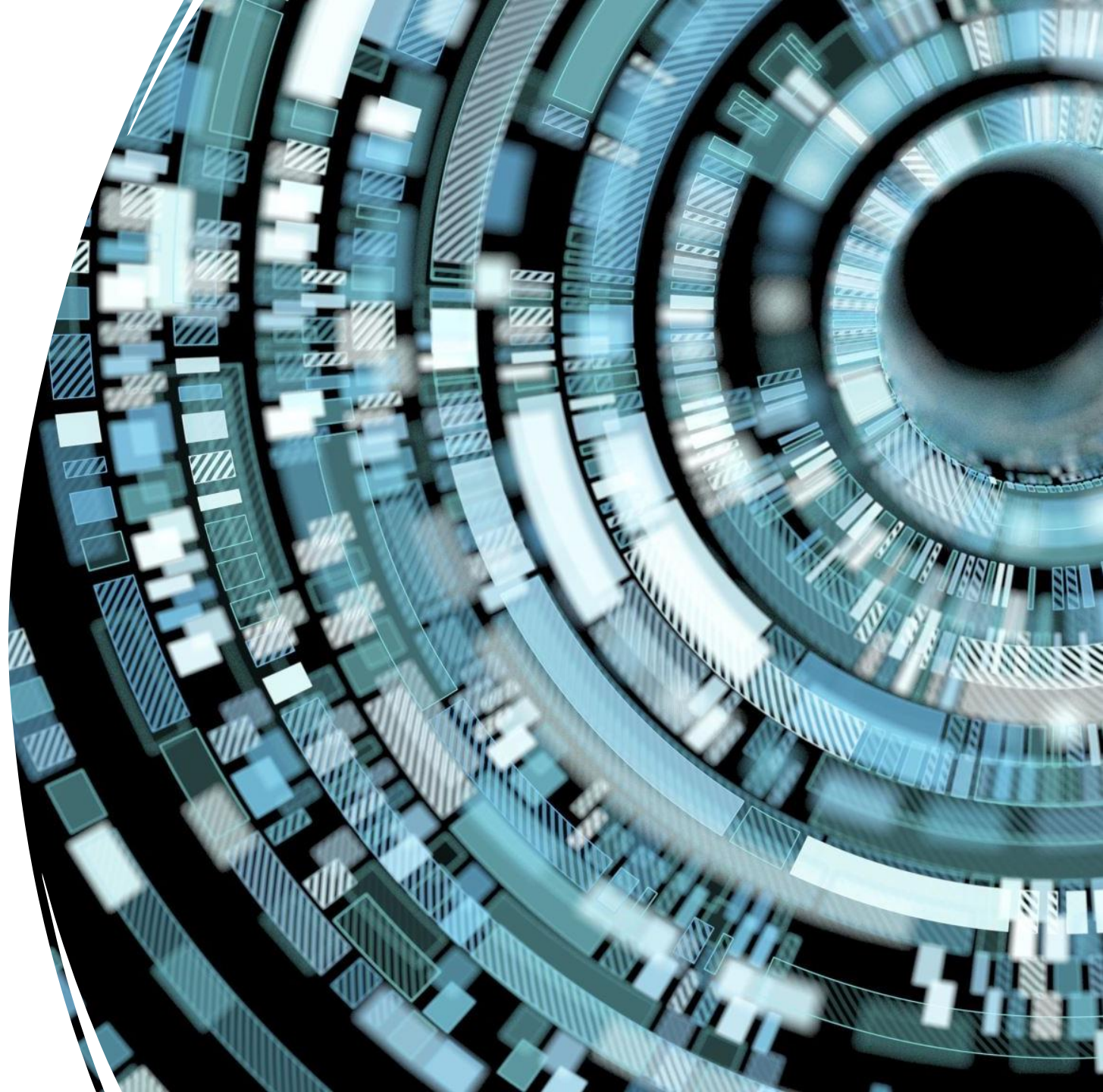
LinkedIn

- LinkedIn is a professional networking platform that tends to attract adult demographics, particularly professionals and those looking for career opportunities or business connections.

- Professional networking platform.

- Connect with colleagues and industry professionals.

- Showcase your skills and experience for potential job opportunities.

Nextdoor

- Nextdoor is a social networking service for neighborhoods. It's popular among homeowning adults for connecting with neighbors, local events, and community discussions.

- It was founded in 2010 it enables neighbors to connect, communicate, and engage with one another on a hyper-local level

Features of Nextdoor

1. **Neighborhood-based Networks:** Nextdoor operates on a neighborhood-centric model, where users must verify their address to join their specific neighborhood's network. This allows for localized discussions and interactions among neighbors who live in close proximity to one another.

2. **Member Verification:** To maintain trust and security within the platform, Nextdoor verifies that users actually live in the neighborhoods they claim to be part of. This is typically done through address verification methods.

3. **Communication Channels:** Nextdoor provides various communication channels for neighbors to engage with one another, including public posts, private messages, group chats, and event invitations.

4. **Local Recommendations and Resources:** Users can ask for recommendations, share information about local businesses and services, and seek help or advice from their neighbors.

5. **Safety and Security:** Nextdoor includes features aimed at enhancing neighborhood safety and security, such as crime and safety alerts, lost and found postings, and discussions about local safety concerns.

6. **Community Building:** Nextdoor facilitates community-building activities such as organizing neighborhood events, forming interest-based groups (e.g., gardening clubs, book clubs), and volunteering opportunities.

7. **Real Estate and Housing:** Nextdoor can also serve as a platform for real estate listings, housing discussions, and neighborhood-specific property information.

8. **Local Government and Services:** Some local governments and public agencies use Nextdoor to communicate with residents about local news, events, services, and emergency alerts.

Nextdoor Conclusion

- Overall, Nextdoor aims to strengthen community bonds and foster neighborly connections by providing a platform for neighbors to interact, share information, and collaborate on matters relevant to their local area. It has become a popular tool for neighborhood communication and engagement in many communities around the world.

Reddit

- While Reddit's user base is diverse, certain subreddits (topic-specific communities within Reddit) cater to adults' interests, such as r/RedditForGrownups.

Twitter or (X)

- Quick updates in 280 characters or less.

- Follow your favorite celebrities, news outlets, and organizations.

- Engage in conversations using hashtags.

Instagram

- Share photos and short videos.

- Follow friends, family, and influencers.

- Discover new places, recipes, and hobbies through visual content.

YouTube

- Watch entertaining and educational videos.

- Subscribe to channels that interest you.

- Learn new skills or hobbies through tutorials.

Tips for Getting Started

Start with one platform at a time.

Ask a family member or friend for help.

Explore privacy settings to control who sees your posts.

Don't hesitate to ask questions if you're unsure about something.

Enjoy the experience and have fun connecting with others!

Safety Tips

1. Be cautious about sharing personal information.

2. Avoid accepting friend requests from strangers.

3. Beware of scams and phishing attempts.

4. Report any suspicious activity to the platform.

Conclusion

- Social media can be a valuable tool for staying connected and engaged.

- With the right knowledge and precautions, you can enjoy all the benefits it has to offer.

- It's essential to explore these platforms to find the ones that best suit your interests and preferences. Additionally, adults find value in using multiple platforms to stay connected with family, friends, and communities.

- Thank you for joining us today!