Social Networking

What is Social Networking

- Social networking is the use of internet-based social media programs to make connections with
  - friends,
  - family,
  - classmates,
  - customers and
  - Clients

- **WikiPedia:**

A **social networking service** (also **social networking site**, **SNS** or **social media**) is an online platform that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

WHAT IS SOCIAL NETWORKING?

- A COMMUNITY OF PEOPLE WITH A COMMON INTEREST

- A WAY TO ESTABLISH PERSONAL RELATIONSHIPS

- INTERACT SOCIALLY
  - SCHOOL
  - CLUBS
  - SPORTS TEAMS
  - RELIGION
  - HOBBIES
  - OLITICS
  - WORKPLACE
  - ONLINE

Social Networks

LET'S TALK ABOUT THIS ONE!!!!!

ONLINE, SOCIAL NETWORKING IS A WEBSITE OR APPLICATION THAT ALLOWS USERS TO INTERACT WITH EACH OTHER.

Purpose of Social Networking

- Social networking can occur for
  - social purposes,
  - business purposes or
  - both

- Popular sites such as Facebook, Twitter, LinkedIn, Classmates.com and Yelp.

- Social networking is also a significant target area for marketers seeking to engage users.

History of social media

In Details

- Based on the **Six degrees of separation** concept

  The idea that any two people on the planet could make contact through a chain of no more than five intermediaries

Social networking establishes interconnected online communities (sometimes known as **social graphs**) that help people make contacts that would be good for them to know, but that they would be unlikely to have met otherwise.
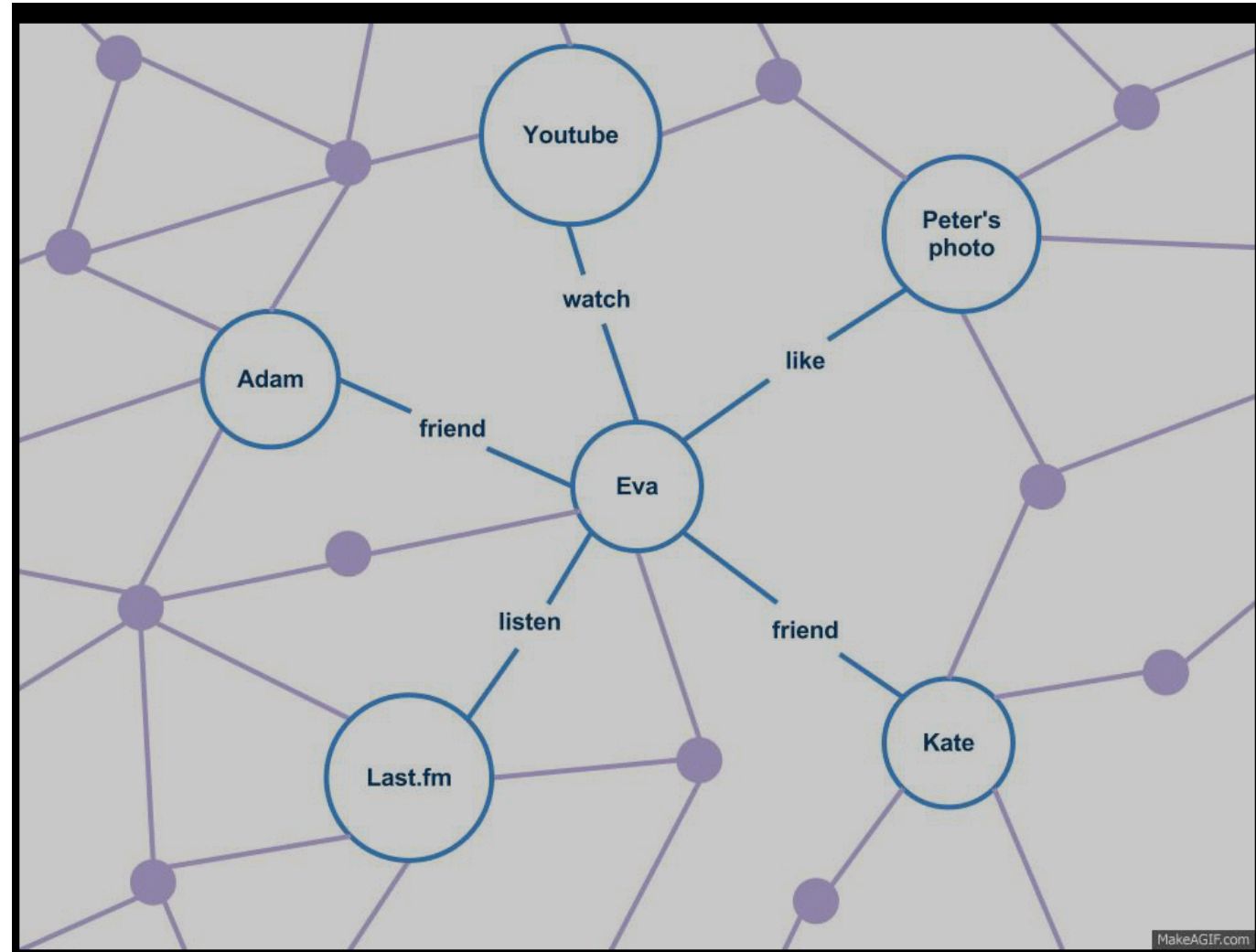
Social Graph

A social graph is a diagram that illustrates interconnections among people, groups and organizations in a social network. The term is also used to describe an individual's social network.

Example
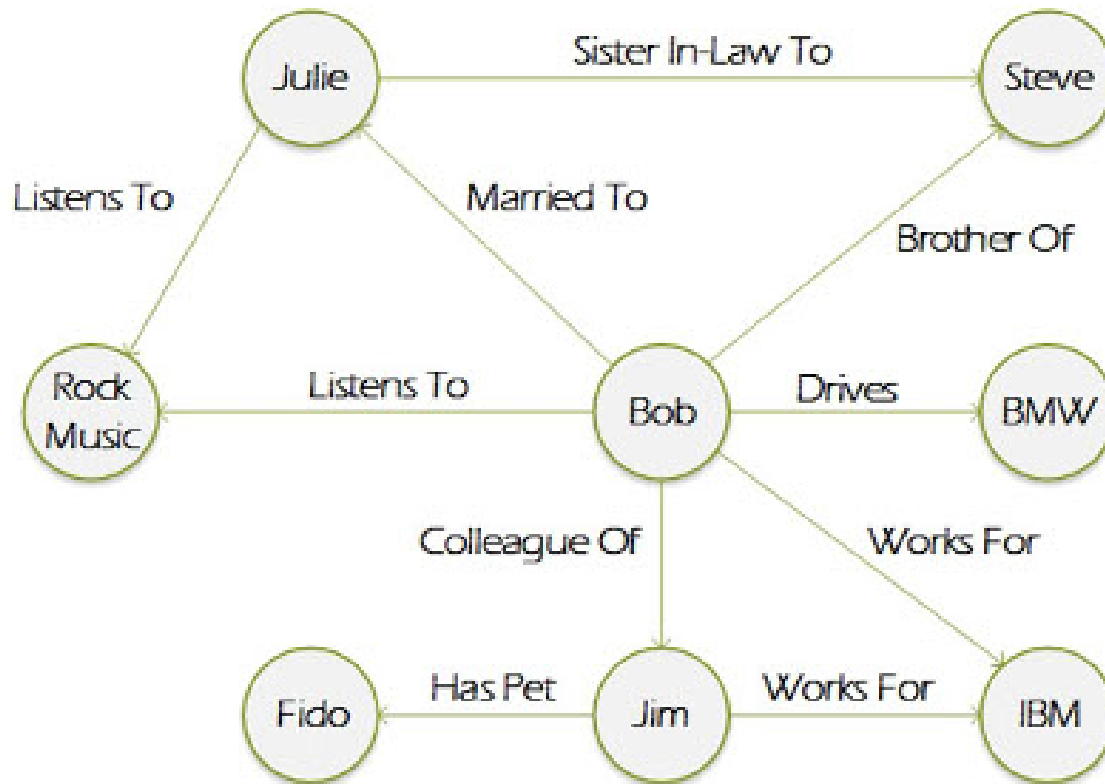
Facebook and social graphs

- CEO Mark Zuckerberg is credited with first using the term "**social graph**" in 2007 to refer to **the network of connections and relationships** documented by <u>Facebook</u> members.

- This animation shows the different types of relations between social objects. User **Eva** is a friend of **Adam** and **Kate**, though **Adam** and **Kate** are not friends themselves.

Link to Animation https://en.wikipedia.org/wiki/Social_graph#/media/File:Social_graph.gif

How to Discover Product Trends Using Social Media

- There is a great quote in marketing by [marketing guru Seth Godin](). He said,
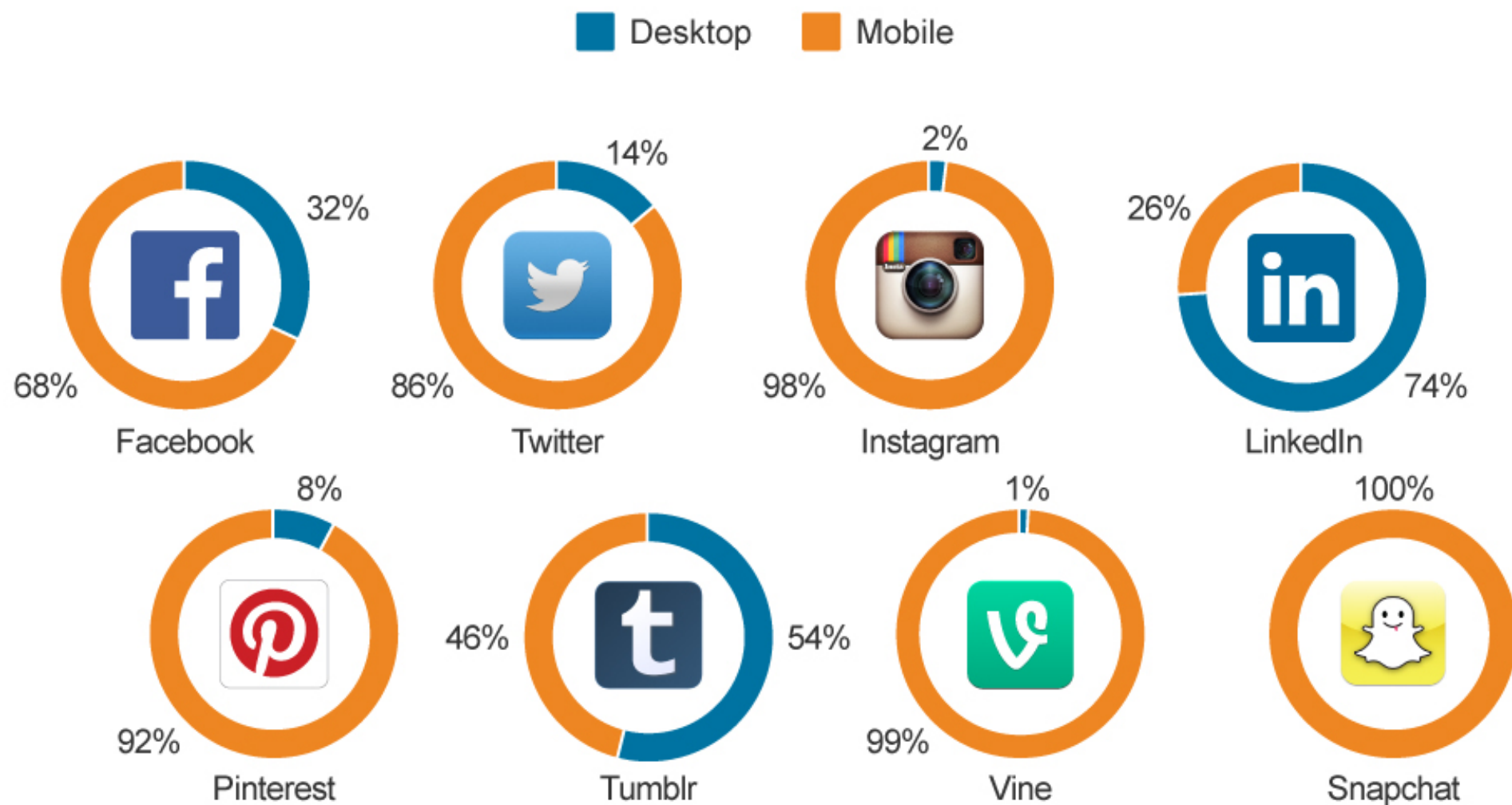
   "Don't Find customers for your products,

   find products for your customers."

- In other words, get **inside the minds of your customers** and find out what they want

   And this is pretty easy if you pay attention to **what's going on around you in social media**, advertising, entertainment, blogging, and food trends.

Most Social Networks Are Now Mobile-First

% of time spent on social networks in the United States, by platform*

■ Desktop   ■ Mobile

14%
2%
26%
32%

68%   86%   98%   74%

Facebook   **Twitter**   **Instagram**   **LinkedIn**

8%
1%
100%

46%   54%

92%   99%

Pinterest   **Tumblr**   **Vine**   **Snapchat**

* December 2013, Age 18+   Source: comScore   ⓒⓘ⊜   statista ⊿

Social Media Explained with coffee

f — I Like Coffee

Pinterest — Here is a collection of pictures & recipes of coffee drinks.

Twitter — I am drinking #Coffee

YouTube — Watch me as I drink coffee.

g+ — I am a Google employee who drinks coffee

foursquare — Here is where I drink coffee. I come here a lot, I am the Mayor.

in — I am good at drinking coffee

Instagram — Here is a vintage picture of me drinking coffee.

Popularity of Social Media

- The power of social networking is such that the number of worldwide users is expected to reach some 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population.

- An estimated 750 million of these users in 2022 are expected to be from China alone and approximately a third of a billion from India.

- The region with the highest penetration rate of social networks is North America, where around 70 percent of the population has at least one social account. As of 2017, 81 percent of the United States population had a social networking profile.

Facebook Trending

[According to Facebook,](#)

"Trending shows you topics that have recently become popular on Facebook. The topics you see are based on a number of factors including engagement, timeliness, Pages you've liked and your location. On a computer, the topics are grouped into 5 categories: All News, Politics, Science and Technology, Sports and Entertainment."

How to Enhance Social Engagement for Your Website

- **Understand your target audience and their needs and then see how can you serve them with newsworthy useful content.**

- **Avoid Awkward Moments by Knowing What People Are Saying About Your Brand – use some smart tools like Google Alerts, Hootsuite, and Social Mention**

- **Increase Your "Attractiveness" by Experimenting With Graphics and Video – photos, short videos, emotional titles, content with social cause, relevant current events**

- **Ask for Attention – feedback, survery, contest with giveaways, forum for Q&A and discussions**

"Appreciate their interest, reward their loyalty and celebrate their interaction."

— Gregory Allen Design

Today

- **Virtual Communities and Services** have **replaced** the traditional "**community and business centers"** in the social and work life of teens, young adults, and many others.

- When you use Virtual Communities and Services, YOU give a piece of YOURSELF to companies to make a PROFIT from YOUR BEING

Social Network Analysis

Social network analysis is the mapping and measuring of relationships and flows between people, groups, organizations, computers, URLs, and other connected information/knowledge entities. The nodes in the network are the people and groups while the links show relationships or flows between the nodes.

An example of a social Network diagram. The node with the highest Betweenness centrality is marked in yellow.