

Social Media

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What is Social Media?

- Social Media is defined by Boundless.com as interactive platforms where content is created, distributed and shared by individuals on the web.

What is it's purpose?

- To provide users with a rich experience, dynamic content, scalability, openness, and collective intelligence (B. , 2016, May 26).



Social Media vs. Mass Media

Similarities -

- Designed to reach large numbers of people
- Made to inform audiences

Differences -

- Social media reaches users in a shorter amount of time
- Social Media gives audiences an opportunity to give feedback



What do Individuals/Organizations do with Social Media?

Individual Level:



Organizational Level:



What kinds of social media are there?

- Blogs/Microblogs
- Collaborative Projects
- Content Communities
- Social Networking
- Virtual Worlds



Blog Platforms

- Tumblr
 - Each user has his or her own Tumblelog where they can publish short posts of text, images, quotes, links, video, audio, and chats (Gunelius, S, n.d.)
 - Acquired by Yahoo! In 2013
 - 550 million monthly users
 - 280.4 million blogs (Smith, C., 2017, March 18)



Microblog Platform

- Twitter
 - Consists of broadcasting daily short burst messages to the world, with the hope that your messages are useful and interesting to someone (Gil, P., n.d.)
 - A “Tweet” is only 140 characters available to share information.
 - 319 million users as of 2016
 - 750 tweets per second (Raymondi, N., 2013, January 18)



Collaborative Project

- Wikipedia
 - A free encyclopedia, written collaboratively by the people who use it.
 - 5,357,012 total articles
 - 41,677,432 total pages
 - 30,444,460 users with about 140,722 active (Statistics, 2017, March 16)



Content Communities

- Youtube
 - is a free video-hosting website that allows members to store and serve video content (What is YouTube? - Definition from WhatIs.com, n.d.).
 - Over 1 Billion users (Almost one-third of people on the internet)
 - More than half of Youtube views come from mobile devices



Social Networks

- Facebook
 - A popular free social networking website
 - Debuted in February of 2004
 - 1.86 Billion active monthly users



Virtual Worlds

- World of Warcraft
 - A Massively Multiplayer Online Role-Playing Game (MMORPG)
 - Released in 2004 by Blizzard Entertainment
 - Passed 10 million subscribers in 2016 after releasing it's 6th expansion called Legion (Kollar, P. , 2016, October 04).



How has Social Media Changed Over Time?

- Past Social Media endeavours:
 - AIM - 1997
 - Open Diary - 1998
- Advances in Social Media that came later:
 - Wikipedia - 2000
 - Myspace - 2003



What is Social Media like today?

- Blog: Tumblr
- Microblog: Twitter
- Content Communities: Youtube
- Social Networks: Facebook
- Virtual Worlds: World of Warcraft



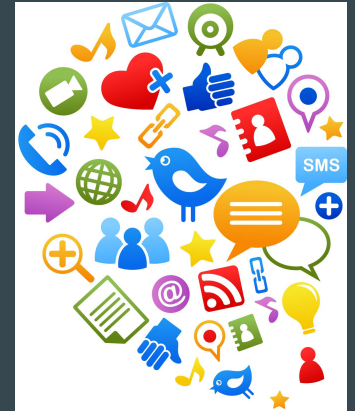
What is Web 1.0, and what is it like?

- Website hosts were primary content contributors
- Audience just received information from websites



What is Web 2.0, and what is it like?

- Allowed audiences to ‘like’ , create, and post images/statuses, as well as upload video content



What are the most important trends in Social Media today?

- Snapchat vs. Twitter

- Snap, Inc. is growing.
- Twitter is dying.



VS

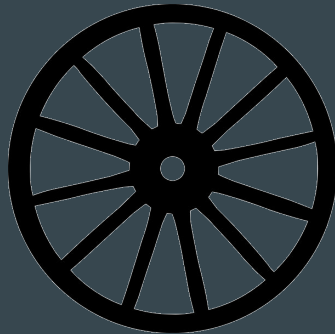


- Vicariously living through others

- Social media is opening new doors

Benefits for Nonprofits having a Social Media presence

- Council of Nonprofits gives multiple examples of the benefits of using social media :
 - Builds awareness
 - Organizational Growth
 - Empower Supporters



Why is Social Media right for Spokes of Hope Worldwide?

- Mass Production of the “Cycling for change” program

- The Strategic Objective can be reached!



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