

Interviewer: Scott
Interviewee: Carol Lindley
Time of Interview: 11/20/16 7:30PM

Q: Tell me about your social media habits.

A: My social media habits... I use it for advertising a great deal for my business. Facebook is the main one I use for my business. And I use it a lot to connect with other breeders for my business. And I use it for gaining new customers.

Q: Which social media sites/apps do you prefer and why?

A: Facebook because it's best for my business.

Q: How many social media sites/apps do you use?

A: Um, I use Instagram, too. I use that one for connecting with my existing customers. Facebook is more for maybe potential customers. I don't put my Instagram posts on Facebook, though.

Q: Which social media features do you use most and why?

A: Private groups. I can find a lot of private groups for breeders other where I can talk with other business owners who are maybe dealing with the same problems as me. Or sometimes we just complain about customers in a space that they don't have access to.

Q: How interested are you in trending social media topics and why?

A: Ehhhhh.... not so much. I think with this election I definitely followed more trending topics. When I'd see things about the election I'd look at them.

Q: Is social media your primary source for news?

A: No.

Q: What is then?

A: Gosh, anything from CNN news. And I have the CNN news app. Or the drudge app, or the local news apps. More reading stuff.

Q: Why don't you use social media as a news source?

A: I don't think they're legitimate or factual. So, no.

Q: Is there an aspect of social media that you dislike?

A: Um... well I don't know about social media but more about the people that use it... it opens up too many doors that invite inappropriate responses for things that maybe you put out. I don't like that people share maybe their opinions that they otherwise wouldn't have shared to your face but they do it here on social media.

Q: Why did you choose to join social media (eg. FB, Twitter, Reddit, etc)?

A: Becuase it is great news for my business. Connecting with friends and what they're up to, for sure. But yeah I think it's all mostly business-related and then I end up being drawn to other posts from there.

Q: If you could change social media in one way - big or small - what would that change be and why?

A: I actually know there are ways to block certain people from seeing your stuff, but I'd like a little bit more control over who can respond to each and every post of mine. You know, if it is business stuff then there are certain people that I don't want to be able to respond to that, because one negative response could be very bad news. And you have to monitor that, a lot as a business owner.

Q: Can you summarize for me, what social media means to you?

A: For me it means I have been able to save a lot of money on advertising. I used to, years and years ago, have to pay for this advertising group to get my name out there. And I no longer have to do that. Social media is a great place to advertise and it lets me find and market to the people I actually want to be marketing to.