

Interviewer: Scott

Interviewee: Jordan Lindley – 22 yrs old – Manager of Marketing at Headrush TV

Time of Interview: 11/19/16 10:30 PM

Q: Tell me about your social media habits.

A: I try to stay off of Facebook. I'll post things when I feel like what I have to say is worth saying but I'll scroll through Instagram or Twitter but I don't really post a lot. Mostly to keep in touch with people.

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

A: I prefer Instagram. The reason why is because I use it more for the Head Rush TV as I'm the director or marketing for them. I post a lot for them because... well because it's my job. I prefer Instagram just because I got used to it quickly and it's easy to scroll through and if I'm really really bored it's like looking through a picture book. But yeah, Instagram or Twitter over Facebook. Facebook has the constant advertisement videos that are always there. And I don't want to be rude but a lot of people's posts are just... venting and I often don't want to be the receiver of vent sessions.

I like my social media quick. Scroll through and be done. Instagram and Twitter are great for that. But Facebook... you can really get sucked in.

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

A: I like the event banners you can put on your photos with SnapChat. Like on election day, if you took a picture of yourself it lets you put "I voted" stickers on the photo. It can be tacky, but I still think it's cool because there are often times I'm in the city and I check SnapChat and I'm like 'oh, I didn't even know an event was going on, I should check that out'. I don't know it's cool to also get event information out there in a marketing way too.

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

A: I do that on Twitter to see what everybody's tweeting about. When I interned for Microsoft in college I had to look up tech events and I went to hashtags for that. And I could often find that info right in some of the trending pages.

Q: Is social media your primary source for news?

A: No, no, no.

Q: What is then?

A: I have an app called Brief Me. It lists the top trafficked news articles from any news sites for the day. And at the end of the day it shows you the top three. And it's a gamble, because it could be anything from the New York Times to BuzzFeed. You can also look at top articles by categories like sports or politics. And that's where I get a lot of my stuff.

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

A: Mainly because no matter where you go for news, there's a bias. And if your getting your news fed from one website and then through someone else's voice your getting even more of a skew before you even read the article. It's backwards, you know? I want the content first and then maybe see how people feel about it. It's like playing telephone and by the time it reaches you it's just got such a spin on it.

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

A: I guess it's more of a complaint about the internet as a whole... I mean there's a lot of negativity on social media. Like I said before, it's a great platform for people to complain. They have their right to, and I do it too sometimes but every now and then it can be draining and you just have to step away for a bit. Also, I dislike how often I tend to go on it.

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

A: For Facebook... it's about seeing what's going on in my friends' lives through their statuses. Instagram, again for work. And also if I think I took a good photo. I also look up people on Instagram that I know I'll never meet and somehow I'm okay with that. I mean if their posts are interesting I'll maybe follow them. I follow a lot of guitar players and musicians and poets and I just like to view their art.

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

A: It's hard to go through the gripes I have with social media because a lot of them are with the people that I find there and not the network itself. Which sounds like the most cynical thing in the world...

Maybe having more of a priority system? Or better organization? The Tweet Deck app is great because you can organize the people you follow into different columns which makes it way more manageable. And that's nice because Twitter can sometimes feel just like a wall of information at times.

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

A: I mean, you can use it for anything really. Especially when it comes to presenting yourself. I mean personally or as a company. So it's become this critical marketing cog that even older companies are picking up on. It's about sharing really. Just hopefully not over-sharing.

Notes:

Jordan seemed to have an over-all positive outlook about social media. He's also a heavy user of trending topics on Twitter. He felt really strong about 'content first' though. Meaning that he wants to know what's happening first, and then see what people are saying about it.

This echoes responses from another interview of mine. It makes me wonder if it's worth exploring a set up where the user can maybe read a brief summary of a news story first and then scroll to all the chatter about that trending story. Not sure how that would be implemented, but just a thought.