



CMAA5022 / EMIA6500R / CSM160021 -Spring 2026

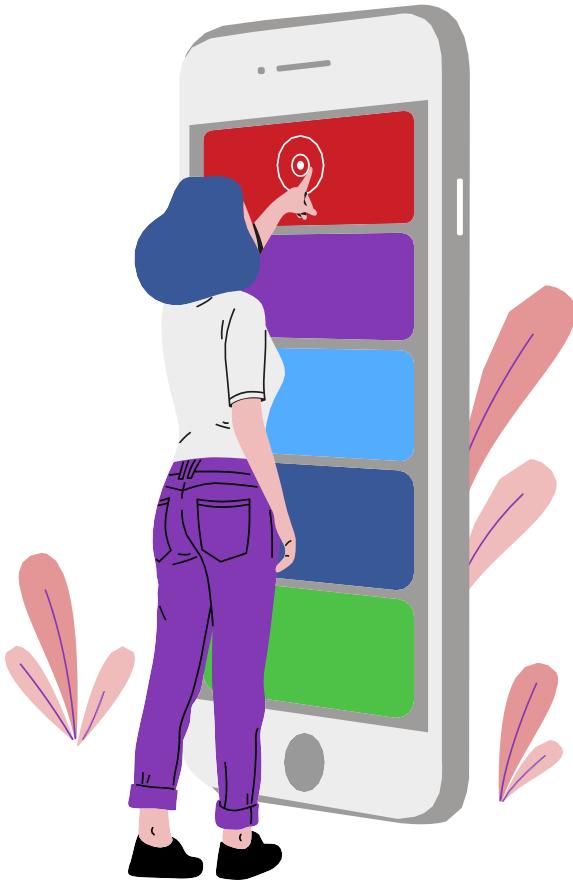
Social Media for Creatives

Lecture 01

Introduction and Why is Social
Media Matters for Creatives?

Professor Pan HUI; FRI 15:00 – 18:00

Today's Outline



01

What is Social Media?

Understanding the keys in social media

02

Why is Social Media essential for Creatives?

Social Media and its relevance to Creative Professionals

04

Course Introduction

Overview of the course syllabus, objectives, and assessment

05

MetaClassroom Orientation



The Social Media Era

The use of social media for *personal*,
health, *fashion*, *education*,
political, and *business* relationships
is one of the most noticeable changes
in human life during late modernity.



If you make customers unhappy
in the physical world, they might
each tell 6 friends. If you make
customers unhappy on the
Internet, they can each tell
6,000 friends.

Jeff Bezos
CEO at Amazon.com

What is Social Media?

According to the Oxford Dictionary...

Social Media is “websites and applications that enable users to create and share content or to participate in social networking.”

1

According to literatures ...

Social Media is “a computer-based technology that facilitates sharing of ideas, thoughts and information through the building of virtual networks and communities.”

2

More About...

3

- It usually includes personal information, documents, videos, and photos.
- The most popular sites are *Facebook, YouTube, Twitter, WhatsApp, Instagram, Tiktok...*



More about Social Media:

Advantages

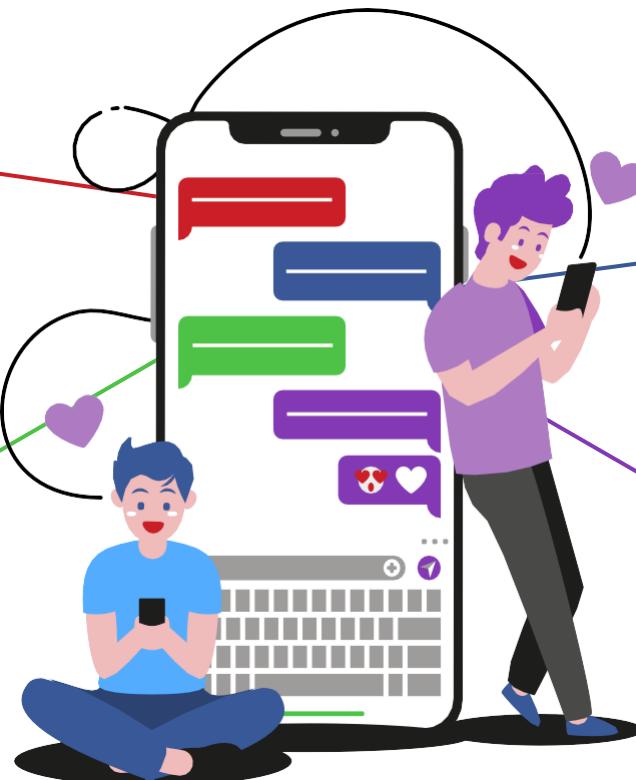
- Connectivity and Education
- Helping Others and Promotion

- Information and Updates
- Building Campaigns and Communities
- Awareness and Altruistic Causes

Disadvantages

- Cyberbullying
- Hacking
- Addiction

- Fraud and Addiction
- Cheating and Relationship Issues
- Fake News



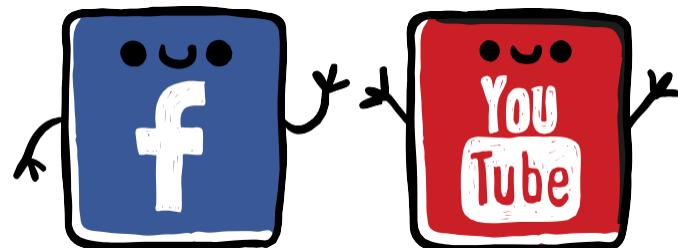
Social Media Infographics

Users Worldwide 2024

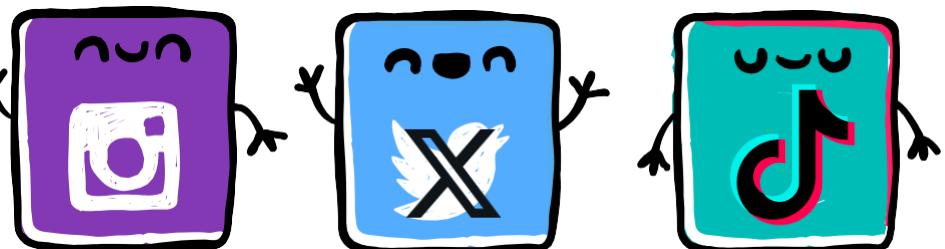
2.5 billion monthly active users (MAU)

619 million monthly active users (MAU)

YouTube



X / Twitter



Facebook

3.05 billion monthly active users (MAU)

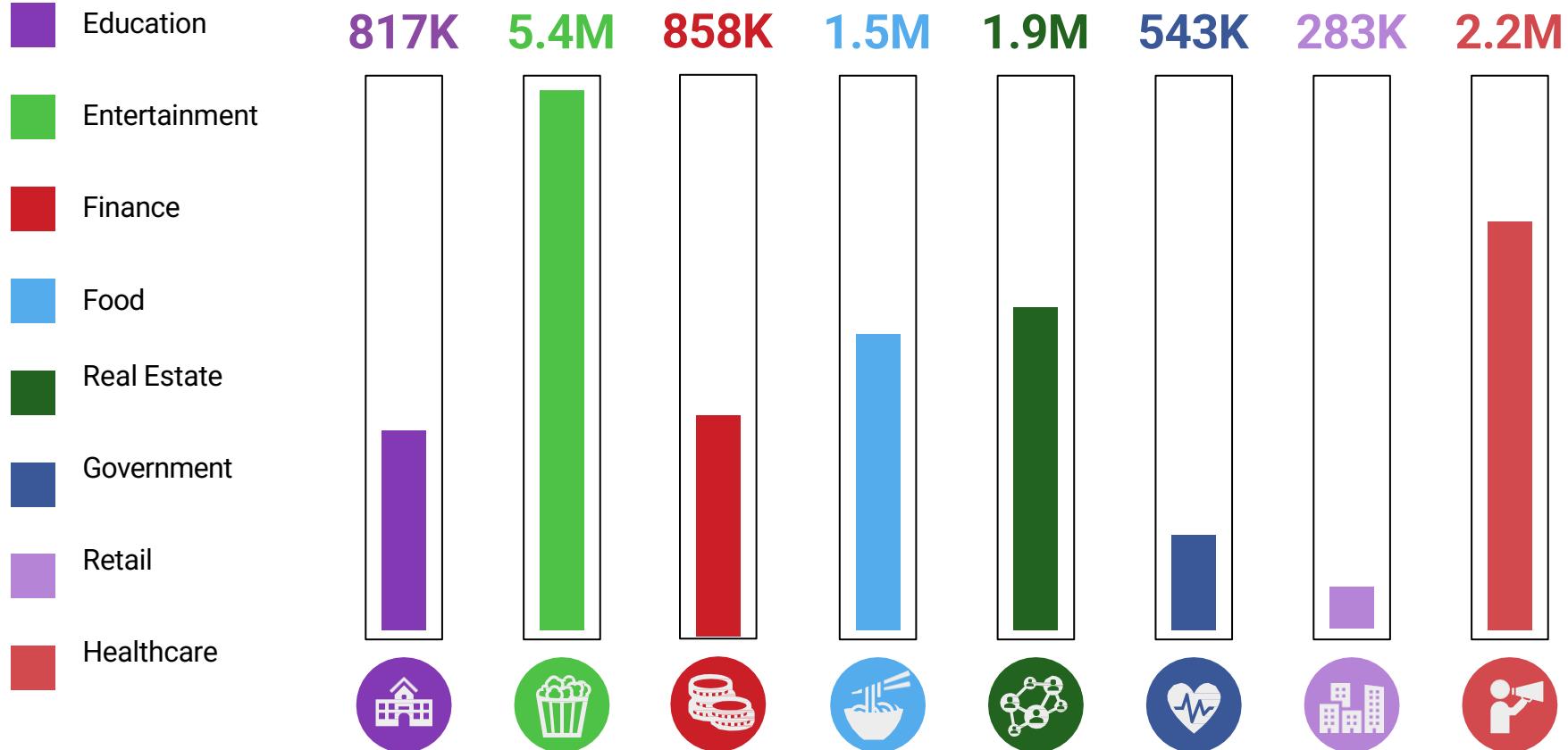
Instagram

2 billion monthly active users (MAU)

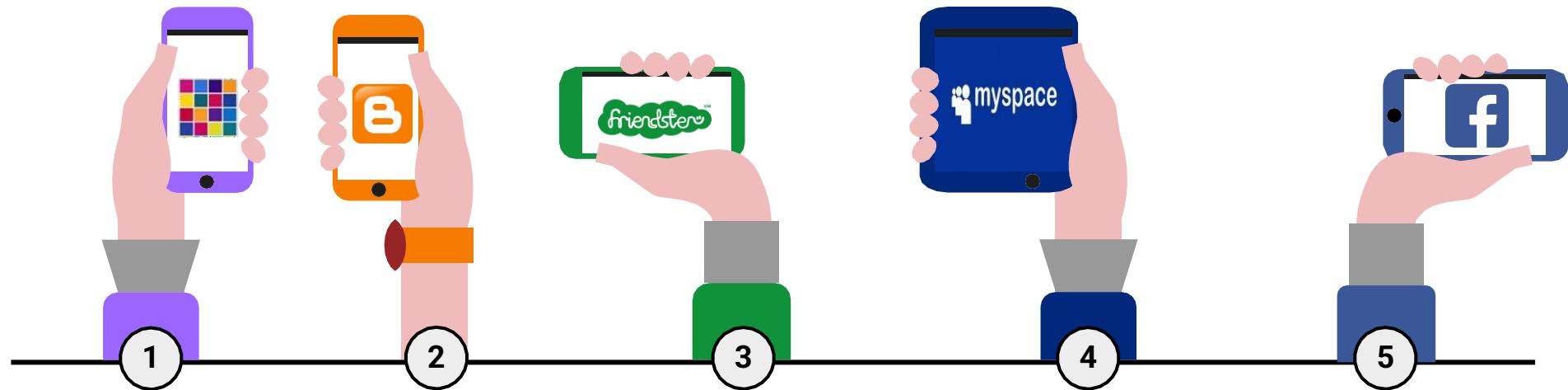
TikTok

1.56 billion monthly active users (MAU)

Facebook Page Benchmarks and Impressions 2024 (Q2)



What is Social Media? The **HISTORY** of Social Media (1)

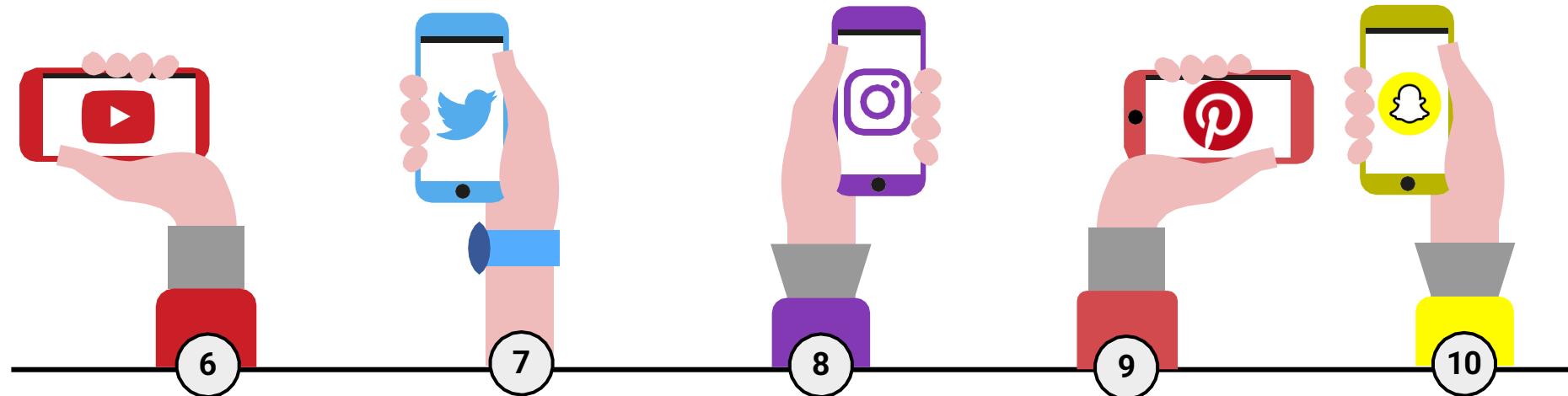


Early Beginnings

Rise

Social Network Boom

What is Social Media? The **HISTORY** of Social Media (2)



Microblogging and Instant Sharing

Visual Content and Mobile – Diversified Formats

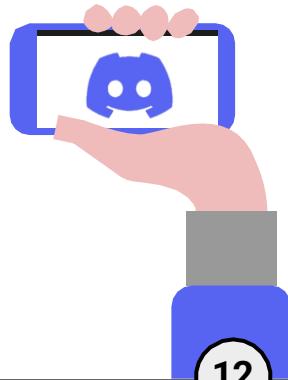
What is Social Media? The **HISTORY** of Social Media (3)



11
Twitch

2011

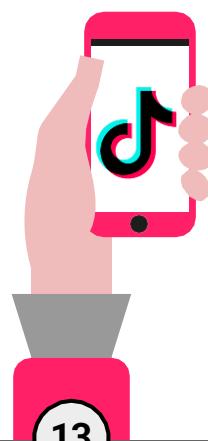
A live streaming platform primarily focused on video game content and interact through chat



12
Discord

2015

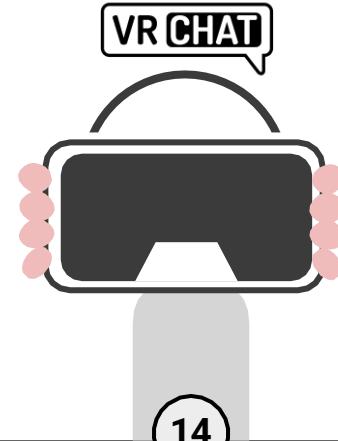
Originally designed for gamers, Discord support from gaming to study groups, collaboration in real-time



13
TikTok (Douyin)

2016

It gained popularity for its short-form video format, to sets of music, leading to viral trends/challenges



14
VRChat

2017

An immersive virtual reality platform allows exploration in virtual worlds and avatars

Gaming and Community Platforms

The Rise of TikTok and Future Directions...

Social Media and its Future

Emerging Trends Now



Short-form Video

Rise of platforms like TikTok with bite-sized content



AR and VR

Integration of AR filters & VR experiences



Social Commerce

Seamless integration of ecommerce with interactions



Decentralization

Blockchain technology's role prioritizes user privacy



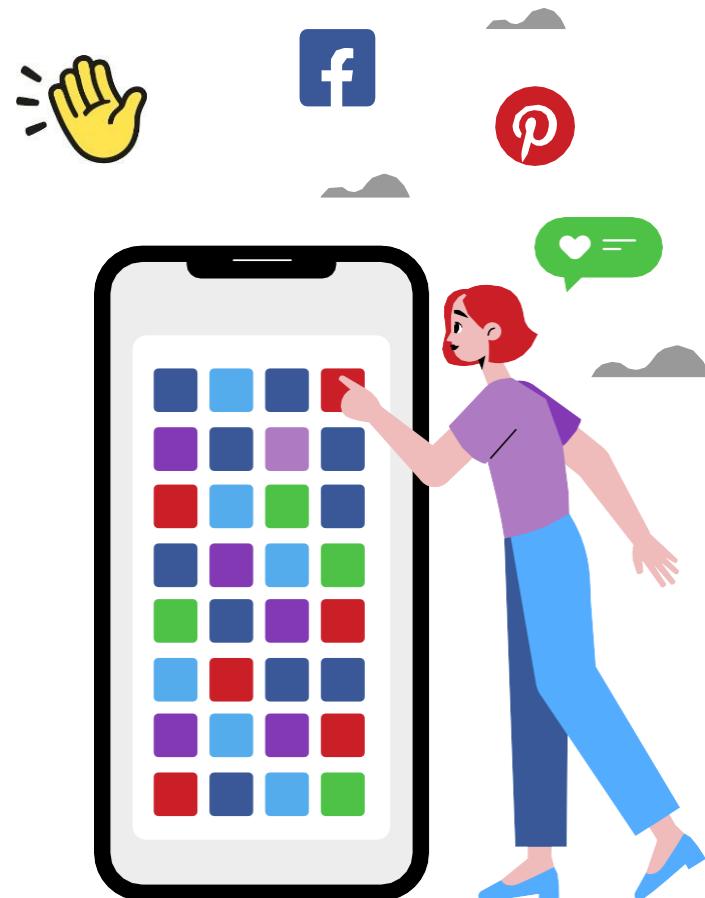
Niche Communities

Shift from mass audiences to smaller, targeted communities

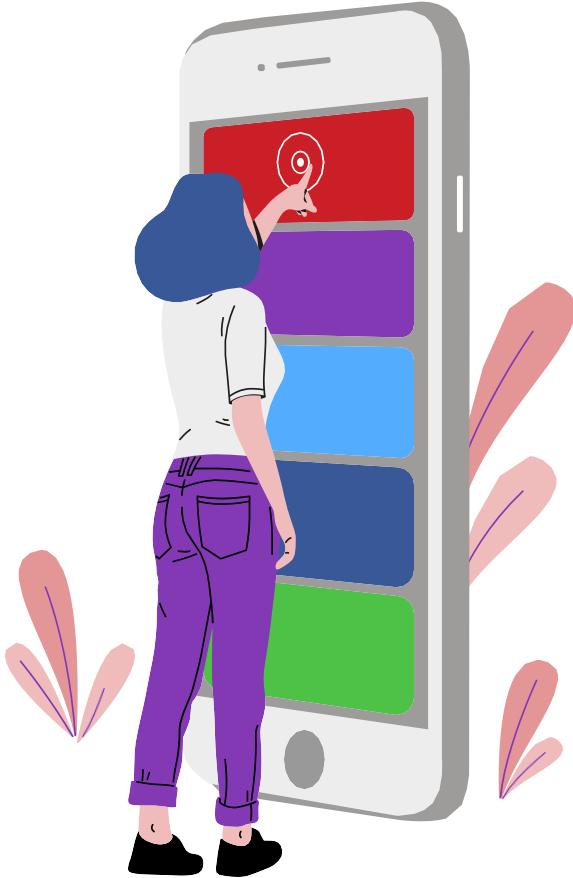


More Challenges ...

- Data privacy and security
- Misinformation and fake news
- User trust and engagement



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Icebreaker

Welcome to the Creative Connection

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Tutorial: How to Interact with our Guest?!

Demonstration on how to use our responsive digital teacher

Social Media Covers in Today's Class

X (Twitter)

Fast-paced real-time **updates**, thought leadership, and **niche** conversations



3

YouTube

Long-form video content, tutorials, and storytelling



2

VRChat

An **immersive platform** for social interaction in virtual reality



6



1

Facebook

Building **communities** and sharing diverse content across **demographics**



4

Instagram

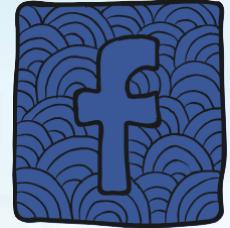
Go-to hub for **visual storytelling**, creativity, and personal branding



5

TikTok

Short-form video creativity, trends, and viral engagement



Facebook

- Since its inception in **February 2004**, Facebook has grown exponentially
- It is now part of the company **Meta Platforms**
- Over **1.56 billion people** use Facebook daily!
- **76% dominated by women** and 30% of those women are checking in multiple times per day!
- According to Statista, more than **2.8 billion people** use Facebook every month.
- The average Facebook user spends **almost an hour a day** on the platform.
- **98.5%** of user accounts access the platform via **mobile phone**



Facebook

Brands and individuals build a **community** that can connect with global audience and showcase professional identity, **accessing analytics** and boosting visibility.

Facebook is indexed by search engines and is navigated **SEO**.

Facebook page: Starbucks, a well-known brand, where coffee meets community, one cup at a time



The screenshot shows the Starbucks Facebook page. At the top is a large cover photo featuring two Starbucks cups (one brown, one white) and some pistachios on a reflective surface. Below the cover photo is the Starbucks profile picture. To the right of the profile picture is the page name "Starbucks" with a blue verified checkmark, followed by the handle "@Starbucks · Food & beverage company". On the far right is a blue "Send message" button with a message icon. Below the profile picture and page name is a navigation bar with links for "Home", "About", "Videos", "Photos", and "More". To the right of the navigation bar are buttons for "Like", "Send message", and more options. The main content area starts with an "About" section containing the company's mission statement and a note that 36,234,416 people like the page. There are also buttons for "Create post", "Photo/video", "Check in", and "Tag people". A recent post from Starbucks is visible, stating "Starbucks updated their cover photo. 20h · Infinitely nice, hot or iced. 🍀 Pistachio Cream Cold Brew and Pistachio Latte." with three dots indicating more options.

YouTube



- Since its launch in **2005**, YouTube has grown into a large online community.
- It is **the second most visited social media platform** after Facebook
- YouTube had **more than 2.1 billion users**, resulting in over one billion hours of video being viewed per day and over 500 hours of video being uploaded each minute
- About **37% of all mobile traffic in the world** goes to and from YouTube.
- According to YouTube, their mission statement is to "**give everyone a voice and show them the world.**"
- YouTube earns around \$15 billion a year.



YouTube and Influencers / Celebrities

As a **cultural phenomenon**, YouTube has **transformed** the way we consume media, allowing users to upload, share, and engage with video content globally. It has become a significant platform for **entertainment, education, and community building**.

Celebrities/ Singers/ Popular cultural groups, and more love to use YouTube as a medium to **share and spread their latest updates/music videos as personal/group brandings**.

The image displays six YouTube channel profiles arranged in a 3x2 grid:

- Alan Walker**: Channel banner for "WALKERWORLD 2.0 OUT NOW". Profile picture shows Alan Walker in a hoodie. Bio: "ALAN WALKER WALKERWORLD 2.0 OUT NOW". Subscribers: 46.3M. Videos: 702. Description: "WalkerWorld 2.0. The complete album. Out now! ...更多資訊". Link: alanwalker.link/walkeworld2.0 和另外 6 個連結.
- BLACKPINK**: Channel banner for "BLACKPINK". Profile picture shows the group. Bio: "BLACKPINK". Subscribers: 95.6M. Videos: 603. Description: "BLACKPINK Official YouTube Channel ...更多資訊". Link: blackpink.link/jennie_yousandme 和另外 5 個連結.
- Justin Bieber**: Channel banner for "HONEST JUSTIN BIEBER". Profile picture shows Justin Bieber in a yellow jacket. Bio: "JUSTIN BIEBER HONEST JUSTIN BIEBER". Subscribers: 74.6M. Videos: 249. Description: "Help change the world. JUSTICE the album out now <https://JustinBieber.link.to/Junior> ...更多資訊". Link: justinbieber.link/to/Justice 和另外 5 個連結.
- BTS**: Channel banner for "BANGTANTV". Profile picture shows the group. Bio: "BTS". Subscribers: 79.6M. Videos: 2.6K. Description: "This is the official YouTube channel of BTS. 방탄소년단 공식 유튜브 채널입니다. ...更多資訊". Link: bts.ibright.com 和另外 6 個連結.
- Billie Eilish**: Channel banner for "THE TORTURED POETS DEPARTMENT". Profile picture shows Billie Eilish. Bio: "Billie Eilish". Subscribers: 54.2M. Videos: 142. Description: "All's fair in love and poetry... New album THE TORTURED POETS DEPARTMENT ...更多資訊". Link: taylorSwift.link/theTorturedPoetsDepartment 和另外 3 個連結.
- Taylor Swift**: Channel banner for "THE TORTURED POETS DEPARTMENT". Profile picture shows Taylor Swift. Bio: "Taylor Swift". Subscribers: 60.5M. Videos: 285. Description: "All's fair in love and poetry... New album THE TORTURED POETS DEPARTMENT ...更多資訊". Link: taylorSwift.link/theTorturedPoetsDepartment 和另外 6 個連結.

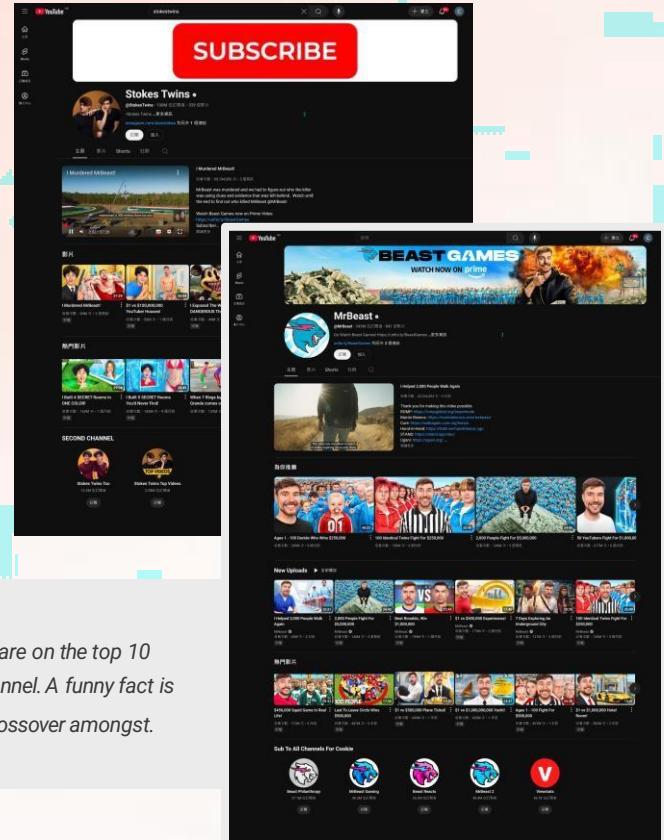
▲ Global celebrities create own profile and channels with around 100M+ subscribers.



YouTube and Influencers

- As the mission states “give everyone a voice and show them the world,” individual who builds a grassroots online presence through video content and interact with their viewers/subscribers are called YouTubers /Influencers.
- YouTube began publishing a list of its most-subscribed channels in April 2006.
- Since May 2006, when Smosh occupied the top position with just 2,986 subscribers, we now have MrBeast as the most subscribed channel.
- The list of most subscribed channels:
[https://en.wikipedia.org/wiki/List_of_most-subscribed_YouTube_channels](https://en.wikipedia.org/wiki/List_of_most_subscribed_YouTube_channels)

▶ ▶
MrBeast and Stokes Twins are on the top 10 list of most subscribed channel. A funny fact is these YouTubers usually crossover amongst.

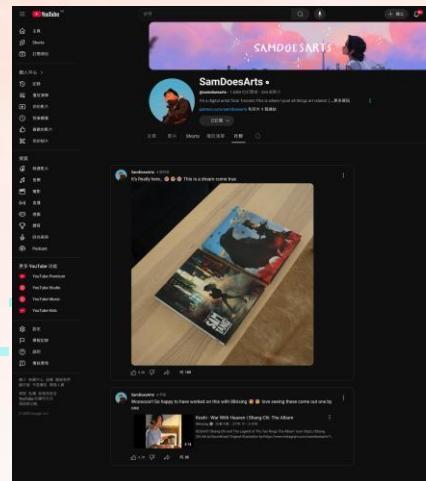


YouTube and Arts Community

- Content creators and arts lovers introduce their channels as a **medium to promote and share** their artworks, **introduce** new and creative drawing methods, **monetize** via selling arts or tutorials, as well as to teach and film **online tutorials**, so as to build a larger **community** with the same interests, connected by the **recommendation system** on YouTube.
- YouTube is not just a platform for promotion—it's a **creative playground** where content creators can express their vision, educate, and connect with a worldwide audience.
- It transforms brands and creators into storytellers, **redefining how art are consumed online**.



▲ Professional artists also share their experience on YouTube. Here Laura is a Disney artist who share her tutorial.



▲ YouTubers in arts field build their community to share updates, posts, interests. SamDoesArts is one of the examples with over 1.63 million views.



▲ 100 Days Drawing Challenge on Flipbook is a timelapse-like method. Filmed 3 years ago, this video reaches 22 million views.



▲ Amateur artists share the timelapse and painting process, attracting large fanbase.





YouTube and New Idea

- Autonomous Sensory Meridian Response, aka **ASMR**, refers to a **tingling sensation** that some individuals experience in response to specific auditory, visual, or tactile stimuli.
- It is commonly **triggered by various sounds or actions**, such as whispering, tapping, crinkling, brushing, or personal attention scenarios.
- Key characteristics of ASMR include **triggers, relaxation and calmness**, scientific research on its benefits for **relaxation and stress reduction**, and as **cultural phenomenon** with livestreams, podcasts, and more.



▲ Coromo Sara is a Japanese ASMR video creator with over 2.75 million subscribers. She has a lot of creative ideas, such as ASMR triggers on face (makeup).

Dog lovers also prefer dog ASMR!!!





X (Previously known as Twitter)

- X has **over 400 million active users** globally as of 2021!
- There are more than **229 million daily active users** on X.
- 59.2% of users on X are between the age of 25 to 49 years old.
- 28.8% of users are female and **71.2% of users are male** on X.
- An average user spends 3.39 minutes/day on X.
- **69% of users in the US** say they get **news** from X.
- Social media such as X provide **politicians** the opportunity to bypass media gatekeepers and communicate directly with key publics.
- X is quite popular among **B2B marketers** with 67% of B2B marketers using X.



More about X

- The **hashtag (#)** was first introduced on Twitter in 2007 by user Chris Messina, who suggested using it to group related tweets. Hashtags have since become **a standard across social media platforms** and are widely used for campaigns and movements.
- In July 2023, **Elon Musk** announced the rebranding of **Twitter to X** as part of his vision to create an "everything app." The change reflects Musk's ambition to expand the platform's capabilities beyond social media to include various services like payments and more.

More about X

- Twitter has played **a significant role in political movements and social change**, including the **Arab Spring** in 2010-2011, **MeToo** movement in 2017, and the **Black Lives Matter** movement. It has become a powerful tool for activism and public discourse.
- A significant portion of Twitter's activity comes from **automated accounts or bots**. While some bots provide valuable information (like weather updates), others can **spread misinformation or spam**.



Twitter and President Trump

Donald J. Trump 59.1K Tweets

Donald J. Trump @realDonaldTrump

45th President of the United States of America USA

Washington, DC Vote.DonaldTrump.com Joined March 2009

50 Following 87.6M Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

Donald J. Trump @realDonaldTrump • Jan 8, 2021
To all of those who have asked, I will not be going to the Inauguration on January 20th.

Donald J. Trump @realDonaldTrump • Jan 8, 2021
The 75,000,000 great American Patriots who voted for me, AMERICA FIRST, and MAKE AMERICA GREAT AGAIN, will have a GIANT VOICE long into the future. They will not be disrespected or treated unfairly in any way, shape or form!!!

reza hadi mogavi @RezaHMogavi

You might like

Elon Musk @elonmusk

Joe Rogan @jrogeran

Bill Gates @BillGates

Trends for you

Trending in Hong Kong SAR China

Shanghai 6,649 Tweets

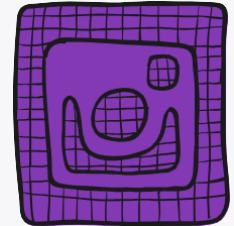
Politics - Trending

Beijing 21.2K Tweets

Trending in Hong Kong SAR China

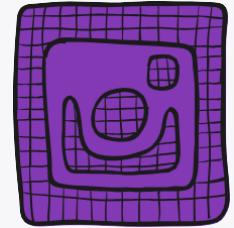
Valentine's Day 89.5K Tweets

As we all know, Donald J. Trump is a well-known fan of Twitter.



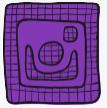
Instagram

- A recent survey on Instagram's user count shows that the figure is expected to **hit 1.47 billion** worldwide in 2025.
- Instagram is **the 9th most-Googled** search term.
- Instagram's audience is **52.2% male**.
- The likelihood that an Instagram user also has an account on another social platform is **99.9%**.
- 83% of Instagram users, for example, are Facebook users, while 56% are also on X and 52% also use TikTok.

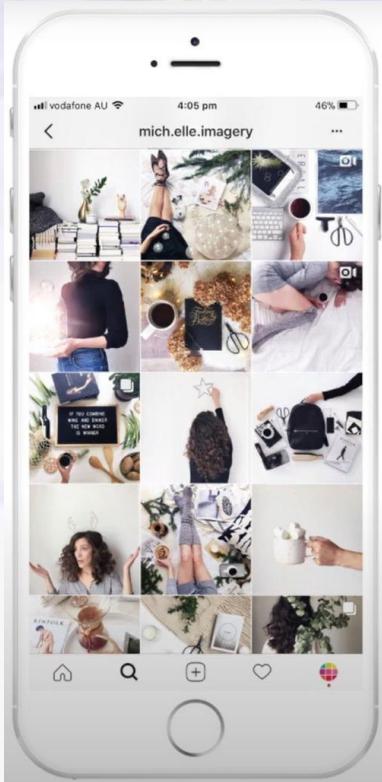


Instagram

- Instagram is **the most-downloaded app** in the world. TikTok comes in at second place, followed by Facebook and WhatsApp
- Instagram is **Gen Z's favorite social platform**. Global internet users aged 16 to 24 prefer Instagram to all other social platforms
- Users spend an average of **11.7 hours/month** on Instagram



Instagram and Creativity





Instagram and Artists

The screenshot shows the Instagram profile of the artist Takashi Murakami. The profile picture is a circular portrait of him wearing a colorful, multi-layered hat. The bio reads: "takashipom" with a blue checkmark, "Follow" and "Message" buttons, "8,910 posts", "2.5M followers", and "5,256 following". Below the bio, it says "Takashi Murakami Artist @murakami.flower2022 murakamiflowers.kaikaikiki.com" with another blue checkmark. The main feed displays several photos: one of him waving from behind a colorful, rounded object; a close-up of his face; him standing next to a large red artwork; a group photo of three people; and a photo of a crowded gallery space.

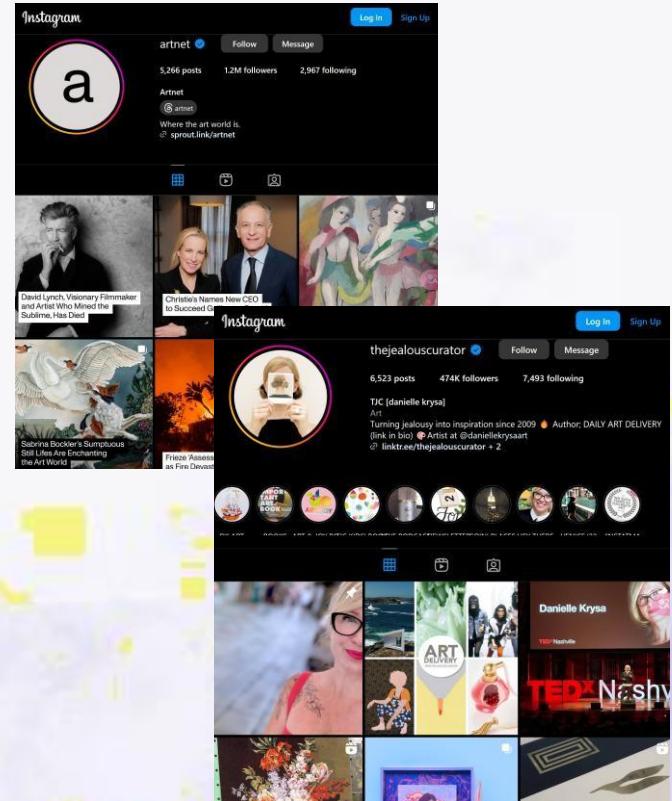
Takashi Murakami's
Most Famous Artworks
on Instagram



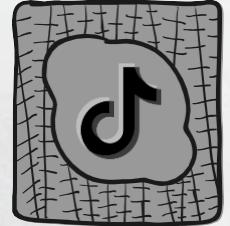


Instagram and Art Community

- Instagram serves as **a vast source of inspiration for artists**, with countless accounts dedicated to various art forms, styles, and techniques.
- Creatives can **explore** different genres, discover new artists, and stay updated on **trends** in the art world.
- For example, **@artnet** and **@thejealouscurator** curate and share a diverse range of artistic content, providing followers with fresh ideas and perspectives.



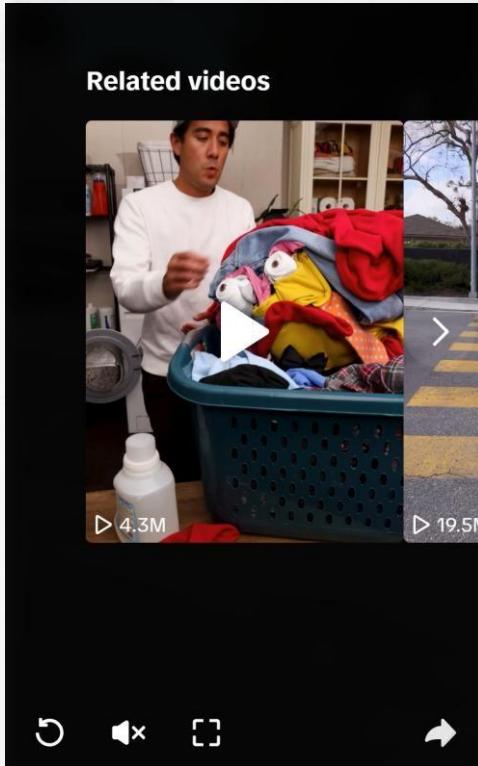
TikTok



- It is one of the most **prominent and popular Chinese social media products** all over the world to date
- TikTok has over **1.53 billion users** as of 2023. 1 billion out of those are monthly active users, and reach **1.8 billion** as of 2024.
- TikTok is used by **30.25%** of the world's internet users.
- Over **3 billion** people have downloaded TikTok as of 2023.



TikTok and Creative Videos

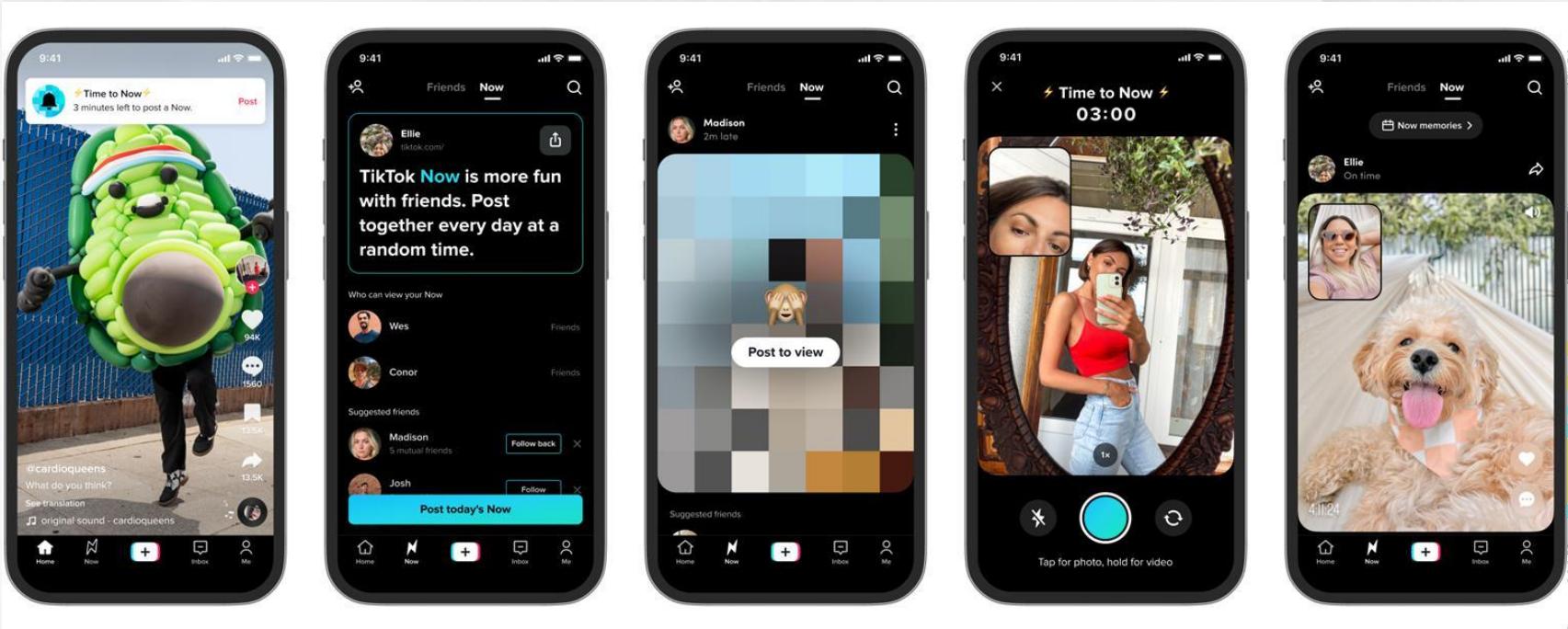


- **Short, captivating videos** that keep viewers hooked.
- The undisputed King of mind-blowing TikTok strikes again. **Zach King** currently holds the title for most viewed TikTok video of all time, with a whopping **2.3 billion** views with the Harry Potter's magic.

◀ Zach King is most known for his "magic vines," which are six-second videos digitally edited to look as if he is doing magic. These creative videos have attracted millions and followers all around the world.



TikTok and Creative Videos





TikTok and Creative Videos: Making Jewelry out of Bacteria on Tik Tok

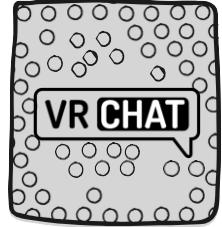


A Dundee design graduate has gone viral on TikTok for making jewelry from her own bacteria.

The bio-designer takes samples from her body and then allows them to develop into colors. These colors are then used to dye materials such as cotton clothing or resin for jewelry as a sustainable alternative. The graduate has shared the journey with her 83,000 followers on TikTok. Some videos have garnered over 10 million views.

w

VRChat

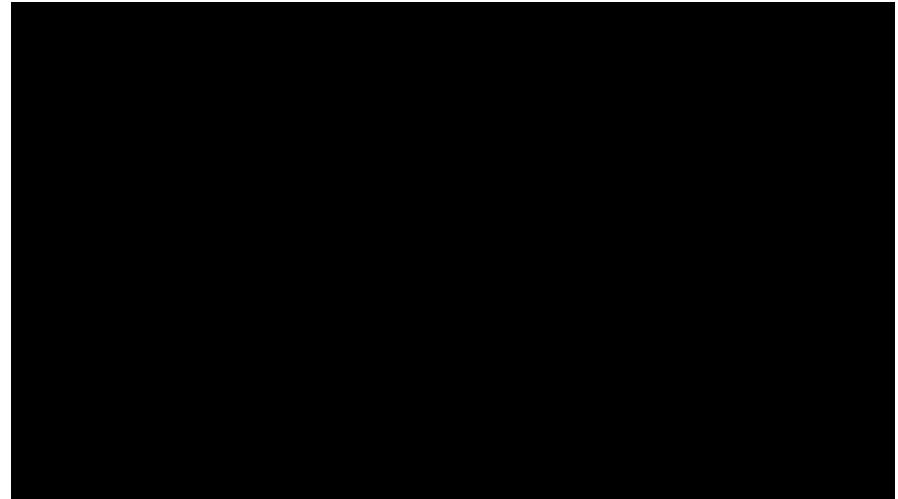


- It is a free-to-play, massively multiplayer online virtual reality social platform.
- It allows players to choose 3D models (avatars) to represent themselves and to wander through various game spaces (worlds) and interact with other users.
- VRChat is the closest expression to the “Meta-universe” etymology, providing modes of communication other than verbal interaction: *gestures, facial expressions and movement feedback*, which rely on whole-body tracking technology, it allows interaction across the screen, much like *face-to-face communication*.
- There are over 10 million unique avatars and hundreds of thousands VRChat worlds

VRChat



▲ VRChat Teaser. <https://www.youtube.com/watch?v=PWLp4RFQlg> VRChat offers an endless collection of social VR experiences by giving the power of creation to its community. Whether you're looking for new VR experiences or have an idea of your own, VRChat is the place to be.



▲ S.Y.N.C. Is a VRChat short film (2022). This is a teaser trailer by Legend50210, showing how VRChat can also support the virtual environments with storytelling element, showcasing how creativity is embedded and how individual creators can make good use of the platform as a medium to produce good works.

Now, it's time to meet our AI lecturers for today's lecture!



**BEATRICE
ROSSI**

- Age: 29
- Gender: Female
- Background: Cultural Sociologist
- Nationality: Italian
- Expertise: Researches social media's impact across different cultures



**LIAM
O'REILLY**

- Age: 32
- Gender: Male
- Background: Game Designer & Developer
- Nationality: Irish
- Expertise: Expert in gamification and user engagement.



**MAYA
CHEN**

- Age: 45
- Gender: Female
- Background: Social Media Strategist & Digital Marketer
- Nationality: Chinese
- Expertise: Specialist in social media trends and strategies.



**DAVID
JOHNSON**

- Age: 40
- Gender: Male
- Background: Multimedia Artist & Content Creator
- Nationality: American
- Expertise: Focuses on multimedia integration in social media.

Future of Social Media and Creatives

AR/VR/MR Integration

Social media platforms are increasingly **incorporating immersive features**, allowing users to interact with virtual elements in real-world settings.

Short-Form Content Dominance

Short videos (*like TikTok, YouTube Shorts, Reels*) are expected to continue their rise, with platforms prioritizing **bite-sized content for quick consumption**.



AI-Powered Personalization

Algorithms will become even more sophisticated, providing **highly personalized content feeds** based on user behavior and preferences.

Decentralization

Decentralized social networks could shift control from big tech companies, giving users **greater ownership** of their data.

Increased Focus on Mental

Platforms may implement features aimed at promoting **mental well-being**.

So... Why is Social Media essential for Creatives?

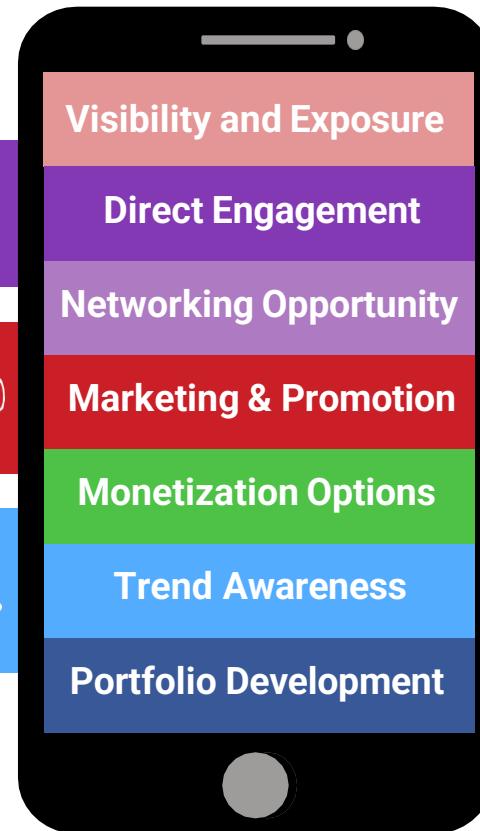
Interact directly with their audience, receiving feedback and building a loyal followers / communities



Cost-effective marketing tool allows creatives to promote their work, services without traditional advertising



Creatives can stay updated on industry trends and popular culture, helping them to remain relevant and inspired



Showcase to global audience



Facilitate connections with creatives, industry professionals, influencers



Monetization features, such as sponsored posts, merchandise sales, or subscription models, providing income opportunities



Allow creatives to curate and maintain an online portfolio for potential clients

All You Need to Know About Our Course!



<https://christiep-academic.github.io/Social-Media-Course/>

QnA