

FACEBOOK USERS ARE ULTIMATELY NOT DETERRED BY BEING AD VEHICLES

Posted on December 5, 2012 by Lindsey

It was hard to miss the influx of [copyright posts](#) strewn all over everyone's Facebook live feed a couple weeks ago. Duped by a mere chain letter-like hoax, Facebook users copied and pasted a status stating their uploaded material is legally theirs under a couple obscure laws. While the carbon copied status made a feeble attempt at protecting one's photos and verbiage, avoiding ever being taken advantage of, there's an underlying protest against someone's involvement in Facebook being applied to a company's profit gain.



The pink elephant in the social media room here is how people, and their stuff on Facebook, have been used for marketing purposes from the inception of the site. The way people's information on Facebook is used as advertising tools is indicated through the advertisements that appear in the

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margin of everyone's profiles, ostensibly prompted by the users' likes and followings. Yet it seems as though FB members ultimately don't care if their information is utilized for something outside of simply sharing life updates. The copyright status may have highlighted the dissatisfaction in Facebook blatantly stealing one's content and personal preferences, yet simply being an active member of the social medium automatically [includes you as advertising demographics fodder](#) – and it hasn't dissuaded the general public yet.

After eight years, 1 billion members and Mark Zuckerberg-only-knows how many thumbs up, it is evident Facebook is an institution of modern technology – not going anywhere, anytime soon. Clearly people have an affinity for posting photos of their kids, sharing what pair of shoes they got a deal on, where they'll be eating out etc. Call it bragging or a form of narcissism – there is a certain sense of fulfillment in pervading personal news, and people want to be seen and feel acknowledged. Even if it's in the form of a friend's comment or passing "like." Yet nothing, not even a public profile holding memories and allowing you to stay connected, comes for free.

If the only cost of broadcasting everything from your last furniture purchase down to your current blood sugar level, is that it helps determine advertisement targets, so be it. Seemingly the feeling of being noticed outweighs being subtly, or not so subtly, incorporated into a company's marketing plan. Until, of course, a marketing giant like Google or Apple uses one of your status updates in a tag line – then they should at least cut you a check.

How do you think your company has directly benefited, advertising wise, by gleaning information from people's profiles and preferences?

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For auto advertising, "social-mobile" is the next big thing
<http://t.co/Ps7ay1zz>

NRA silences Facebook page
<http://t.co/hfy6Utsf>

Facebook reportedly to release its own Snapchat competitor
<http://t.co/OyooPyKa>

Holiday party photos are up on Facebook! Check them out and tag your friends
<http://t.co/KkpWeqSx>

On Instagram, a thriving bazaar taps a big market
<http://t.co/hsnDHE69>

Social media predictions of 2013
<http://t.co/oxn8IehI>

Dear parents, please use this Memory Jar app instead of posting baby pics on Facebook
<http://t.co/Slffugid>

We're deeply saddened by what has happened in Newtown, Connecticut. Our thoughts are with the families affected.

A brand's best use of Facebook:

engage with the superfans
<http://t.co/3aWzXQtd>

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attended our holiday party last
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