UNIT:V
The Concept of Social Media

What is social media ?

- Computer-based technology

- Facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities

- Content includes personal information, documents, videos, and photos.

Understanding Social Media

- Businesses - wanted to take advantage of a popular new communication method to reach out to customers.

- The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

- Globally, there are more than 3 billion social media users.

- According to the Pew Research Center, social media users tend to be younger.

- Nearly 90 percent of people between the ages of 18 and 29 used at least one form of social media.

- Further, these users tend to be better educated and relatively wealthy, or earning over $75,000 per year.

KEY TAKEAWAYS

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

- Social media typically features user-generated content and personalized profiles.

- An estimated 69 percent of Americans used social media as of 2018

Many Forms of Social Media

- Social media may take the form of a variety of tech-enabled activities.

- These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews and much more.

- Even governments and politicians utilize social media to engage with constituents and voters.

- For individuals, social media is used to keep in touch with friends and extended family.

- Some people will use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions.

- Those who engage in these activities are part of a virtual social network.

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- *Over one-fifth of an individual's online time is spent on social media.*

- Social media's role in helping businesses is significant.

- It facilitates communication with customers, enabling the melding of social interactions on e-commerce sites.

- Social media can help in building customer relationships through loyalty programs linked to social media.

Common features:

- Social media are interactive Web 2.0 Internet-based applications.

- User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, is the lifeblood of social media.

- Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

- Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.

Mobile social media

➤ Mobile social media refer to the use of social media on mobile devices such as [smartphones](#) and [tablet computers](#).

➤ Mobile social media differ from others because they incorporate the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity).

According to [Andreas Kaplan](#), mobile social media applications can be differentiated among four types:[21]

- *Space-timers* (location and time sensitive): Exchange of messages with relevance mostly for one specific location at one specific point in time (e.g. [Facebook Places](#) [WhatsApp](#); [Foursquare](#))

- *Space-locators* (only location sensitive): Exchange of messages, with relevance for one specific location, which is tagged to a certain place and read later by others (e.g. [Yelp](#); [Qype](#), [Tumblr](#), [Fishbrain](#))

- *Quick-timers* (only time sensitive): Transfer of traditional social media applications to mobile devices to increase immediacy (e.g. posting [Twitter](#) messages or [Facebook](#) status updates)

- *Slow-timers* (neither location nor time sensitive): Transfer of traditional social media applications to mobile devices (e.g. watching a [YouTube](#) video or reading/editing a [Wikipedia](#) article)

Viral content

- Some social media sites have potential for content posted there to spread *virally* over social networks.

- Users will reshare content posted (by another user) to their social network, leading to further sharing.

- Many social media sites provide specific functionality to help users reshare content,

- Eg. Twitter's retweet button, Pinterest's pin function, Facebook's share option or Tumblr's reblog function.

- Businesses have a particular interest in viral marketing tactics because a viral campaign can achieve widespread advertising coverage radio commercials.

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- Nonprofit organizations and activists may have similar interests in posting content on social media sites with the aim of it going viral.

- A popular component and feature of Twitter are retweeting.

- Twitter allows other people to keep up with important events, stay connected with their peers, and can contribute in various ways throughout social media.

- When certain posts become popular, they start to get retweeted over and over again, becoming viral.

- Hashtags can be used in tweets, and can also be used to take count of how many people have used that hashtag.

Bots

- Internet bots have been developed which facilitate social media marketing.

- Bots are automated programs that run over the Internet.

- Chatbots and social bots are programmed to mimic natural human interactions such as liking, commenting, following, and unfollowing on social media platforms.

- Some bots are negatively affecting the marketing data causing a "digital cannibalism" in social media marketing.

- "Cyborgs", a combination of a human and a bot, are used to spread fake news or create a marketing "buzz".

- Cyborgs can be bot-assisted humans or human-assisted bots.

- An example is a human who registers an account for which they set automated programs to post, for instance, tweets, during their absence.

Most popular social networks

#	Network Name	Number of Users (in millions)
1	Facebook	2,270
2	YouTube	1,900
3	WhatsApp	1,500
4	Facebook Messenger	1,300
5	WeChat	1,040
6	Instagram	1,000
7	QQ	806
8	QZone	563
9	Tik Tok	500
10	Sina Weibo	411

11	Twitter	330
12	Reddit	330
13	Baidu Tieba	300
14	Skype	300
15	LinkedIn	303
16	Viber	260
17	Snapchat	255
18	Line	203
19	Discord	200
20	Pinterest	291
21	Telegram	200
22	Tinder	100

Social media mining

- Social media "mining" is a type of [data mining](#), a technique of [analyzing data](#) to detect patterns.

- Social media mining is a process of representing, analyzing, and extracting actionable patterns from data collected from people's activities on social media.

- Google mines data in many ways including using an [algorithm](#) in [Gmail](#) to analyze information in emails.

- Facebook has partnered with many data mining companies such as [Datalogix](#) and [BlueKai](#) to use customer information for [targeted advertising](#).

- Some social media outlets have added capture time and [Geotagging](#) that helps provide information about the context of the data as well as making their data more accurate.

Ownership of content

- Social media content is generated through social media interactions done by the users through the site.

- There has always been a huge debate on the ownership of the content on social media platforms because it is generated by the users and hosted by the company.

- Added to this is the danger to security of information, which can be leaked to third parties with economic interests in the platform, or parasites who comb the data for their own databases.

- The author of *Social Media Is Bullshit*, Brandon Mendelson, claims that the "true" owners of content created on social media sites only benefits the large corporations who own those sites and rarely the users that created them.

Privacy

- Privacy rights advocates warn users on social media about the collection of their personal data.

- Some information is captured without the user's knowledge or consent through electronic tracking and third party applications.

- Data may also be collected for law enforcement and governmental purposes, by social media intelligence using data mining techniques.

- Data and information may also be collected for third party use.

Key Principles for Social Media Managers:

- Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool.

- Authenticity, honesty and open dialogue are key.

- Social media not only allows you to hear what people say about you, but enables you to respond. Listen first, speak second.

- Be compelling, useful, relevant and engaging. Don't be afraid to try new things, but think through your efforts before kicking them off.

Popular Social Media Tools and Platforms:

- **Blogs:** A platform for casual dialogue and discussions on a specific topic or opinion.

- **Facebook:** The world's largest social network, with more than 1.55 billion monthly active users (as of the third quarter of 2015). Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.

- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).

- **YouTube & Video:** Video hosting and watching websites.

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- **Flicker:** An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.

- **Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.

- **Snapchat:** A mobile app that lets users send photos and videos to friends or to their "story." Snaps disappear after viewing or after 24 hours. Currently, we are not allowing individual departments to have Snapchat accounts, but asking that they contribute to the Tufts University account.

- **LinkedIn Groups:** A place where groups of professionals with similar areas of interest can share information and participate in conversations.

Nature of social media:

1. **Web space**

The website should provide the users free web space to upload content.

2. **Web address**

The users are given a unique web address that becomes their web identity. They can post and share all their content on this web address.

3. **Build profiles**

Users are is asked to enter personal details like name, address, date of birth, school/college education, professional details etc. The site then mines the personal data to connect individuals.

4. **Connect with friends**

Users are encouraged to post personal and professional updates about themselves. The site then becomes a platform to connect friends and relatives.

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5. **Upload content in real time**

Users are provided the tools to post content in real time. This content can be text, images, audio, video or even symbolic likes and dislikes. The last post comes first, giving the site freshness.

6. **Enable conversations**

Members are given the rights to comment on posts made by friends and relatives. The conversations are a great social connect.

7. **Posts have time stamp**

All posts are time stamped, making it easy to follow posts.

Core Characteristics

User-based:

➥ Online social networks, on the other hand, are built and directed by users themselves. Users populate the network with conversations and content.

➥ The direction of that content is determined by **anyone** who takes part in the discussion.

Interactive:

➥ Social network is not just a collection of chatrooms and forums anymore.

➥ Websites like Facebook are filled with network-based gaming applications

➥ These social networks are quickly becoming a pastime.

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Community-driven:

- Social networks are built and thrive from community concepts.

- This means that just like communities or social groups around the world are founded on the fact that members hold common beliefs or hobbies, social networks are based on the same principle

Relationships:

- Unlike the websites of the past, social networks thrive on relationships.

- The more relationships that you have within the network, the more established you are toward the center of that network.

- Like the concept most pyramid schemes are focused on, within online social networks, the concept really works in a powerful way.

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Emotion over content:

- Another unique characteristic of social networks is the emotional factor.

- While websites of the past were focused primarily on providing information to a visitor, the social network actually provides users with emotional security and a sense that no matter what happens, their friends are within easy reach.

The Language of Social Media:

One can communicate quickly, effectively and, most importantly, efficiently because written exchanges are concise and shared between all the friends you are connected with.

On Twitter there's a 140 character limit

LOL! OMG! TTYL!

Acronyms

➡ The use of acronyms (an abbreviation formed from the initial letters of other words and pronounced as a word) are now commonplace substitutes to whole sentences.

➡ LOL (laugh out loud), OMG (Oh my God), TTYL (talk to you later) are just a few that demonstrate how social media speeds things up by lessening the need to write longer phrases and reduces space.

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Emoticons

- Emoticons -a representation of a facial expression such as a smile or frown, formed by various combinations of keyboard characters and used to convey what the user is feeling or to express the intended tone without actually having to write it.

- A whole host of words originating from social media and the wider Internet have become so commonplace that they've now slipped into popular usage, and we don't even realize it.

- Just a few interesting words that have their origins in technology are blogosphere (the collective word for personal websites called blogs), troll (someone who creates conflict online by starting arguments or upsetting people) and buzzword (a word or phrase that is fashionable at a particular time or in a particular context).

- Another curious phenomenon we've seen in recent years is the reappropriation of existing words and words based on brands to refer primarily to their social media context.

- Reappropriation is the cultural process by which a group claims words that were previously used in a certain way and gives them a new meaning. In this way the people who engage with social media are quite literally creating new words and giving new meanings to existing words.

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- 'Friended' and 'unfriended' are two examples of words that have been given a new meaning due to their usage online.

- 'Like' and 'viral' are other popular examples of words that have had their meaning reappropriated by social media.

- 'Google' is the world's leading search engine and it has become so universal in its usage that the phrase 'Google it' has virtually replaced the phrase 'search for it' in common speech.

Content and Context in Social Media:

- Social media success relies on your ability to communicate with your audience in the way the social network you are using dictates

- Keep the content geared towards what the users on that network are used to, the content they enjoy consuming.

- We should dig into best practices on each network a bit to give you a guideline to work within.

LinkedIn is the network that people attend to business.

- It should be straightforward.

- Content on LinkedIn should be posted in the early morning or around lunch time, so that there's plenty of time left during business hours for people to see it.

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- Twitter is where people head to for news.

- Journalistic, broadcast style content works best, and clicking through to the link should be the call-to-action.

- Google+ is the most sophisticated network of them all.

- Facebook is the nosiest network of them all. Light-hearted, funny and image- centric or video content will work magic for you here.

Popular Social Media Formats and Promotion:

1. **Facebook – 2.23 billion MAUs**

- There are more than 65 million businesses using Facebook Pages and more than six million advertisers actively promoting their business on Facebook

- It's easy to get started on Facebook because almost all content format works great on Facebook — text, images, videos, live videos, and Stories.

- Facebook algorithm prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends

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2. YouTube – 1.9 billion MAUs

- [YouTube](#) is a video-sharing platform where [users watch a billion hour of videos every day](#).

- To get started, you can [create a YouTube channel](#) for your brand where you can upload videos for your subscribers to view, like, comment, and share.

- Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google

3. WhatsApp – 1.5 billion MAUs

- [WhatsApp](#) is a messaging app used by people in over 180 countries.

- WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases.

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4. Messenger – 1.3 billion MAUs

- [Messenger](#) used to be a messaging feature within Facebook,
- Businesses can now advertise, create chatbots, send newsletters, and more on Messenger.

- **5. WeChat – 1.06 billion MAUs**
- [WeChat](#) grew from a messaging app, just like WhatsApp and Messenger, into an all-in-one platform.
- Besides messaging and calling, users can now use WeChat to shop online and make payment offline, transfer money, make reservations, book taxis, and more.
- WeChat is most popular in China and some parts of Asia.

6. Instagram – 1 billion MAUs

- [Instagram](#) is a photo and video sharing social media app.
- It allows you to share a wide range of content such as photos, videos, Stories, and live videos
- It has also recently launched [IGTV](#) for longer-form videos.

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7. QQ – 861 million MAUs

- QQ is an instant messaging platform that is extremely popular among young Chinese.

- It also enables users to decorate their avatars, watch movies, play online games, shop online, blog, and make payment.

8. Tumblr – 642 million MUVs

- Tumblr is a microblogging and social networking site for sharing text, photos, links, videos, audios, and more.

- People share a wide range of things on Tumblr from cat photos to art to fashion.

9. Qzone – 632 million MAUs

- Qzone is another popular social networking platform based in China, where users can upload multimedia, write blogs, play games, and decorate their own virtual spaces.

- According to several people on Quora, Qzone seems to be more popular among teenagers

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10. Tik Tok – 500 million MAUs

- Tik Tok (also known as Douyin in China) is a rising music video social network.

- It was the world's most downloaded app in the first quarter of 2018, beating Facebook, Instagram, and other social media apps.

11. Sina Weibo – 392 million MAUs

- Sina Weibo is often known as Twitter for Chinese users (since Twitter is banned in China).

- It has features similar to Twitter — 140-character microblogging, uploading of photos and videos, commenting, and verification of accounts.

12. Twitter – 335 million MAUs

- Twitter is a social media site for news, entertainment, sports, politics, and more.

- What makes Twitter different from most other social media sites is that it has a strong emphasis on real-time information— things that are happening right now.

- Twitter is also often used as a customer service channel

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13. Reddit – 330 million MAUs

- [Reddit](), also known as the front page of the Internet, is a platform where users can submit questions, links, and images, discuss them, and vote them up or down.

- There are subreddits (i.e. dedicated forums)

- Besides submitting your content to Reddit and participating in discussions, you can also [find content ideas]() and [advertise on Reddit]().

14. Baidu Tieba – 300 million MAUs

- [Baidu Tieba]() is a Chinese online forum created by Baidu, the largest Chinese search engine in the world.

- My interpretation of [Wikipedia's description]() is that Baidu Tieba seems to be similar to Reddit, where users can create a forum thread on any topic and interact with one another.

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15. LinkedIn – 294 million MAUs

- [LinkedIn](#) is now more than just a resume and job search site.

- It has [evolved into a professional social media site](#) where industry experts share content, network with one another, and build their personal brand.

- LinkedIn also offers [advertising opportunities](#), such as boosting your content, sending personalized ads to LinkedIn inboxes, and displaying ads by the side of the site.

16. Viber – 260 million MAUs

- On the surface, [Viber](#) is quite similar to major social messaging apps such as WhatsApp and Messenger. It allows users to send messages and multimedia, call, share stickers and GIFs, and more.

- However, Viber presents [many more opportunities for businesses](#).

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17. Snapchat – 255 million MAUs

- [Snapchat](#) is a social media app that focuses on sharing photos and short videos (as known as snaps) between friends.

- It made [the Stories format](#) popular, which eventually proliferated on other social media platforms like Instagram.

- **18. Pinterest – 250 million MAUs**

- [Pinterest](#) is a place where people go to discover new things and be inspired, quite unlike most social media sites where engagement is the primary focus.

- According to Pinterest, [78 percent of users say that content on Pinterest from brands are useful](#) .

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19. Line – 203 million MAUs

- Line is a multi-purpose social messaging app that allows users to message, share stickers, play games, make payments, request for taxis, and shop online.

- It is the most popular messaging app in Japan and is also popular in other areas in Asia.

20. Telegram – 200 million MAUs

- Telegram is similar to most social messaging apps and is often known for how secure it is as a messaging app.

21. Medium – 60 million MAUs

- Medium is an online publishing platform with a social network element. It's free to publish on Medium and free to read most articles.

- Some articles are reserved for only paying members.

MEMES:

An internet meme can be almost any idea or concept expressed in some form of content on the web, which is why it can be so completely difficult to drill down to a real definition.

It can be a photo, a video, a person, an animal, a fictional character, an event, a song, a belief, an action, a GIF, a symbol, a word or anything else.

Notable Memes Across the Internet

- Advice Animals are a common meme theme, which are images of animals that express reactions via short text captions.

- The weird horse dance performed in Psy's Gangnam Style music video that went viral back in 2012 is even considered an internet meme.

- Every internet meme has its own unique story. The best ones literally burst out of nowhere, only to mysteriously show up and take over your Twitter feed, Facebook feed, Tumblr

- There's one particular website, however, that is highly recommended to check out if you're interested in finding out the origin and history behind a particular meme. Part of the Cheezburger Network, Know Your Meme specializes in tracking down internet memes and the entire viral stories behind them

- You can use the search bar on Know Your Meme to search for any particular meme of your choice. A complete page of information, related memes, viral spread and even a timeline for search interest will be displayed.