#SocialMedia

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Social Media

Academic Technology
DIVISION OF INFORMATION TECHNOLOGY
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Agenda

1. What is social media?
2. The social media landscape
3. Popular tools and services
   1. Facebook
   2. Twitter
   3. LinkedIn
   4. Others
4. Networks and platforms
5. Cross-network interaction
6. Q&A and group discussion
What is it?

Media, socially!

More helpful general definition: *Media where the end-users are both producers and consumers of content*
Social Media Landscape 2015

Publishing: WordPress, Medium, TypePad, overblog, LiveJournal, LinkedIn, Xing

Networking: Mixi, Viadeo, Renren, Tinder, Nextdoor, Notabli

Sharing: Twitter, Tumblr, Wikia, Pinterest, Fancyn, Lyst, MySpace, Polyvore, Shopstyle

Discussing: Behance, Dribbble, Vimeo, Dailymotion, YouTube, SlideShare, Deezer, Spotify, GitHub, Reddit, Line, GitHub, Quora, Yammer, DISQUS, StudiZ, Baidu, Tagged, Muut

FredCavazza.net
Types of Social Media

- The Big Three Two
- Sharing
- Publishing
- Discussing
- Gaming
- Networking
- Localization
- Crowdsourcing
The Big Three Two

- Facebook
- Twitter
- Google+
Facebook

The 500-pound Gorilla of Social Media
The Big Three: Facebook

- Biggest Social Media Network by Far: 1.2 billion and counting
- Primary Point of Integration on the Web
- Biggest Source of Revenue: Advertising
- Share photos, videos and links, post status updates, send messages, check-in at locations, integrate with games, create events, Like posts and Pages
Twitter

Experience the World 140 Characters at a Time
Twitter

- Based on “Microblogging” – tweets are messages of at most 140 characters

- Follow people you’re interested in, get followed, and broadcast tweets to your network

- Biggest Source of Revenue: Advertising (as sponsored tweets)

- Send tweets, add #hashtags to indicate content or context, use @ to tweet to other users
Google+

RIP Google’s Venture into Social Media

Has broken into Photos and Streams
Facebook

1.3 Billion Accounts and Growing: The One Platform To Rule Them All
Twitter

300,000,000+ Active users

Professional Technical Education | wisc.edu/pte
Pinterest

Millions of Users and Climbing: Pin What You Love
UW Social Media

- Facebook    UWMadison
- Twitter     @UW-Madison @buckybadger #Badgers
- LinkedIn    University of Wisconsin-Madison
- Google Plus University of Wisconsin-Madison
- Pinterest   UWMadison

- go.wisc.edu
- wisc.edu/social-media-statement.php
- universityrelations.wisc.edu/policies/social-media.php
Tips

- Use personal accounts however you see fit, but be thoughtful

- For professional or UW accounts,
  - Be genuine
  - Be active!
  - Know your audience, whether personal or public
  - Listen and respond thoughtfully
  - Follow UW social media guidelines
Learn More

- facebook.com/help
- support.twitter.com
- learn.linkedin.com
- google.com/support/plus
- pinterest.com/about/help/