

Social Media

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SLIDE 1: Cover

Let's talk a little about the new, evolving, ever expanding world of social media.

SLIDE 2: Unit 7 Overview

It's a hard topic to take on, since the players old and new are in constant flux, development, mergers, transformational expectations and sudden failure. Still, it's a trend that is likely to continue, and has become a given part of most of our lives – especially for younger folks and those in business and social programs.

We'll take a quick look at some of the larger players on the social media field – keeping in mind what is true today may look like a ridiculous assumption come tomorrow.

And we'll consider ways to assess a social media campaign that may have impressed you with its strategy and tactics.

SLIDE 3: Social Media Platforms

There is a growing number of social media platforms serving a worldwide user base ... any many more that serve specific nations such as China and Russia. Some of the larger platforms striving for a global membership are developing custom sites targeting individual countries, languages and cultures.

SLIDE 4: Facebook

Of course the largest of all platforms – at least as of this recording – is Facebook. They now claim a membership larger than many countries of the world. You can post your own personal pages, company pages, and share postings with your friends and family around the world with minimal effort and no cost. And it's very easy to tie your Facebook pages to your website – which should naturally be the aim of much of your social media efforts – routing your social media networks to your website pages.

SLIDE 5: Google+

Google Plus is a fast riser and maybe a fast faller in the social media marketplace. It has a similar feel to Facebook in what it offers – but benefits as well by tying in other Google properties such as YouTube, Gmail, Google Maps ... and other pieces of the vast Google universe.

SLIDE 6: Twitter

Twitter and its tweets have become ubiquitous – short blasts of life updates, favorite quotes, jokes, business tips, retweets and hashtags – all very useful as well for directing traffic to your core website.

SLIDE 7: LinkedIn

LinkedIn is a smaller but very valuable site for professional networking. You aren't going to be posting recipes or kitten clips, but you can build powerful networks of professionals and groups and in your field, as well as share your resume, portfolios of your work, and receive recommendations and endorsements from colleagues that may help with your career development.

SLIDE 8: YouTube

There's the popular YouTube site – a great destination for a growing repository of just about any kind of video you are looking for – musical, news, corporate, educational ... and just fun recreational. You can create your own company or personal channel for your posted videos. And if by chance you should post a funny kid or animal clip – you may go viral and reach millions of viewers around the world, and even monetize it with the use of Google advertisements.

SLIDE 9: Pinterest

And there are a number of up-and-comers including Pinterest – useful for sharing pictorial collections and how-to's.

SLIDE 10: Instagram

Instagram – another photo sharing social media platform.

SLIDE 11: FourSquare

And FourSquare – which shares your location and favorite spots with your network of contacts.

SLIDE 12: Tumblr

And Tumblr ... which provides a clearing house for blogs of all sorts. And no doubt you have another platform or two that you like not included here.

SLIDE 13: Conclusion

So here is something for you to try ...

Find a social media campaign that may have impressed you – especially one that is integrated across several social media platforms and funnels traffic to a central website. What sorts of postings do they use on their social media? How effective are those posts to generate traffic towards their website?

Well that's quick look at some of the social media out there ... at least as of today. You can find more in-depth resources at the links posted here, which also lead to course materials I provide my students through universities in California.

For now, we'll see you next time.