Social Media 101: The Very Basics

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Social Media 101

Tell me you didn’t just say that...
Social Media 101

- Remember the title - the very basics...
- What is social media?
- Peer-to-Peer applications that are characterized by:
  - User-Generated Content
  - Collaboration
  - Community
  - Information-Sharing
Social Media 101

- These capabilities have made social media very popular as:
  - People can now search and customize content (information)
  - Can connect with people around the globe
  - Essentially people/organizations become their own media channel
  - Mobile access
Social Media 101
Social Media 101

- Screens are ubiquitous. Look up!
“The average high school kid today has the same level of anxiety as the average psychiatric patient in the early 1950’s.”

–Dr. Robert Leahy, *Psychology Today*
Social Media 101

- A multitude of platforms, but most popular are:
  - Facebook
  - Twitter
  - Instagram
  - Snapchat
  - YouTube
  - Pinterest
  - LinkedIn
  - Yik-Yak
Social Media 101

- Today we are focusing on:
- Facebook
- Twitter
- Instagram
- Snapchat
- Yik-Yak
Facebook

- 1 billion daily active users
- 1.55 billion monthly active users
- 894 million mobile daily active users
- 1.39 billion monthly active mobile users
Facebook

• “Share” content with “friends” or by “liking” company page
• No length restriction
• Most populated social media platform
• Heavily used by adults and seniors
Twitter

- Twitter:
- 320 million monthly active users
- 500 million tweets sent per day
- 5,787 per second
- 80% of active Twitter users are on mobile
- Very popular in sport industry
Twitter

- Accounts begin with the “@” sign
- Hashtags – uses the # to group conversations
  - Aggregate Content
  - Search Tool
  - Express Personality
Twitter

- **Tweet** = Message (limited to 140 characters)
- **Re-Tweet** = Re-transmitting a message either “as is” or adding unique commentary
- **Follower** = someone who subscribes to another Twitter user’s account
- **Mention** = posts by other users that mention your Twitter account name
Instagram

- Instagram:
- 400 million monthly active users
- 80 million photos per day shared
- 3.5 billion likes daily
Instagram

- Photo and video (15 seconds) sharing site
- Can use variety of filters to enhance photographs
- “Follow” other users
- Commenting and private messaging functions
Social Media Popularity

- Snapchat:
- 100 million active users
- 30% of US Millennials access Snapchat regularly
- 8,796 photos shared per second
- 6 billion daily video views
- Story function allows merging of content
Social Media Popularity

- Snapchat:
  - Predicated on “disappearing” videos and photos (10 seconds)
  - However, multiple ways to save snaps
- Apps
- Screenshots
- Many teens and young adults believe snaps can’t be traced
Social Media Popularity

- Yik Yak:
  - Anonymous posting app (no login required)
  - Localized (anyone within 1.5 mile radius can read)
  - Extremely popular with High School students
  - Some schools have started banning Yik-Yak from their wireless networks
Social Media & Teens

- 95% of teens 12-17 use the Internet
- 80% of online teens use social media
- 77% use Facebook
- 24% use Twitter
- Growth in visual platforms (Instagram, Snapchat)
Social Media & Teens

- Issues:
  - Validation
  - Cyberbullying

New home of cyberbullying? Yik Yak gossip app takes off in high schools
Social Media & Teens

- Issues:
- Future Impact

Many colleges turn to social media to help screen applicants

Posted: June 25, 2014 5:00 a.m.
Social Media & HS Athletes

- Given the high social media use by teens & the popularity of sports, HS athletes are under microscope with social media:
  - Especially relevant as recruiting industry has grown exponentially
  - Ease for people to access content (media, fans, parents)
  - “Tattling/Reporting”
High school wrestlers suspended from state tourney for 'lynching' photo
What some are calling a racist photograph apparently made in jest by high school athletes is no laughing matter to New Jersey school officials.

Utah high school football coach suspends entire team for cyberbullying incident

POSTED 1:11 PM, SEPTEMBER 25, 2013, BY CNN WIRE, UPDATED AT 01:12PM, SEPTEMBER 25, 2013
Count 1: That his and his parents' complaints and letters to school officials, and his posts on Twitter, were protected by the First Amendment and that his "ill treatment and ultimate removal" from the varsity team "was a direct retaliation against him for the Constitutionally protected activity...". Because of this, Johanson "suffered humiliation and embarrassment, a loss of liberty, and the lost opportunities for both personal enrichment and potential scholarships."
How to Use Social Media

- Building Relationships
- Branding and Messaging
- Feedback Mechanism
- Shaping Discussion
Why Social Media Matters

- Dominant usage by student-athletes. Do you know what they are doing? Are they getting education on social media?

- Audience is exponentially increased for both good and bad

- They ARE creating a digital legacy – will they like how their legacy reads?

- Would they be fine if their parents, grandparents, pastor, coach, sponsor, etc. read it?
How to Start

- Observe – Look at brands/organizations that are active on social media and see what they do

- Jump In! – Don’t be afraid to take risks! Not everything you do will be a home run and that’s OK!

- Overcoming resistance – social media can be a differentiator but requires investment and buy-in.

- There should be consistency in online and offline personality and character…you’re only responsible for your responses. Make your digital legacy read well!
For organizations, the power of social media lies in building and developing relationships!
“The question isn’t whether we DO social media, the question is how WELL we do it.”

–Erik Qualman