

Social Media

What is it?

- A form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content

What are the major Benefits?

- Cost
- Reach

Social Media Landscape



Popular Networks

- E-Blogger**
Share Your Thoughts
- Instagram**
Share Your Life with Friends Through a Series of Pictures
- Pinterest**
Collecting and Organizing Things You Love
- YouTube**
Broadcast Yourself
- Twitter**
Follow Your Interest
- Facebook**
Give People the Power to Share and Make the World More Open and Connected

Suitable for Social Marketing Application and use with Environmental Strategies

Tricks of the Trade

The Message:

- 140 Characters or Less
- Relevant, useful, and interesting
- Easy to understand and share
- Friendly, conversational, and engaging
- Action-oriented

The Jargon:

- # Hashtag
- @ Tag/Mention
- ↻ Re-post/Share
- 👍 Like
- 👤 Follow/Friend
- 📄 Status/Post

CDC's Guide to Writing for Social Media

Social Media & Condition Change

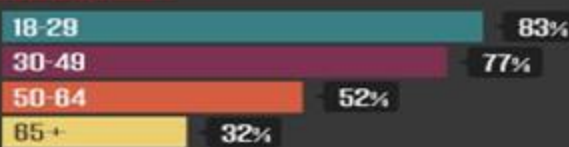
The diagram features four interlocking gears. Three red gears are arranged in a circle at the top, labeled 'E-Blogger', 'Facebook', and 'Twitter' (top gear); 'Instagram', 'YouTube', and 'Pinterest' (left gear); and 'E-Blogger', 'Facebook', and 'Twitter' (right gear). A larger green gear is positioned at the bottom, labeled 'CONDITIONS: Cultural Practices, Opportunities, Prices, Laws and Policies, Norms'. Arrows indicate a clockwise flow between the gears.

WHICH DEMOGRAPHICS USE SOCIAL MEDIA?

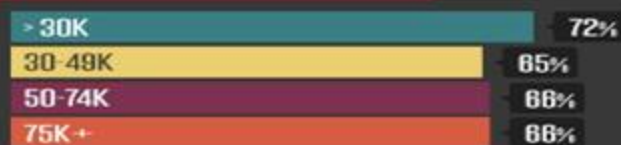
BY SEX



BY AGE



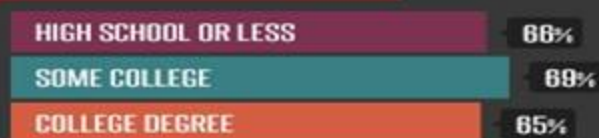
BY HOUSEHOLD INCOME



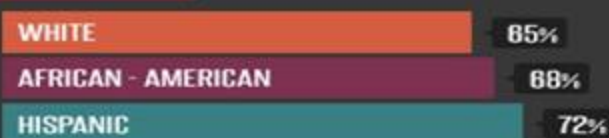
BY POPULATION DENSITY



BY EDUCATION LEVEL



BY RACE



WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?

PINTEREST: Rural residents, women, whites, some level of college education or higher, middle to higher income

FACEBOOK: Women, 18-29 year olds

INSTAGRAM: African-Americans, Hispanics, urban residents, 18-29 year olds, women

TWITTER: 18-29 year olds, African-Americans, urban residents

WHICH SOCIAL MEDIA SITES DO ONLINE ADULTS USE?



INTERESTING FACTS ABOUT AGE AND SOCIAL MEDIA

- Unsurprisingly, stratification of age in social media use has remained the same since 2005: there has consistently been higher social networking usage amongst the youngest demographic (18-29 year olds), and less usage as age increases
- Although 18-29 year olds have always maintained the highest percentage of social media usage, their overall usage dropped for the first recorded time in December 2012, from 92% to 83%—their lowest recorded usage in over two years.
- While every demographic dropped its social media usage in December 2012, the only age demographic that increased its usage during that period was 30-49 year olds, who increased from 73% to 77%

Activity

Instructions:

Each table will pick a social network assignment from the bag. Considering the basic function of the assigned network

1. Develop a message (text, photo/video concept) that would work as part of a social marketing strategy geared toward preventing underage drinking among college aged girls 18-20 years old.
2. Which three conditions would you be affecting in order for this to be considered part of an Environmental Strategy.

How do you know its working?

Klout Score:
www.klout.com

*Representative of your overall social media influence

*Scores are determined over a large period of time, and is not necessarily representative of your number of followers and friends or activity but your ability to drive action with your content

*Scores range between one and 100 with the average Klout score being 40.



Network Tracking/Profile Statistics

- Audience Demographics
 - Age, Gender
 - Geographical Information
- Points of Access
- Numbers
