SOCIAL MEDIA
Raman Kaur
What is Social Media?

• Virtual communities in which people create, share or exchange information

Social Networks  Blogging  Content Creation  Immersive Gaming
What is Social Media?

• Virtual communities in which people create, share, or exchange information
Who uses Social Media?

- Facebook: 1.19bn
- YouTube: 1bn
- Google+: 300m
- SoundCloud: 250m
- Twitter: 232m
- LinkedIn: 181m
- Instagram: 150m
- Pinterest: 70m
- Tumblr: 50m*
Who uses Social Media?

- Facebook
- Instagram
- Pinterest
- LinkedIn
- Twitter

[Bar chart showing usage by age groups (18-29, 30-49, 50-64, 65+)]
Companies use Social Media too!

<table>
<thead>
<tr>
<th>Platform</th>
<th>Percentage of Companies Who Use Social Media Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vine</td>
<td>1</td>
</tr>
<tr>
<td>Snapchat</td>
<td>5</td>
</tr>
<tr>
<td>Pinterest</td>
<td>40</td>
</tr>
<tr>
<td>Instagram</td>
<td>45</td>
</tr>
<tr>
<td>Google+</td>
<td>52</td>
</tr>
<tr>
<td>YouTube</td>
<td>56</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>68</td>
</tr>
<tr>
<td>Twitter</td>
<td>74</td>
</tr>
<tr>
<td>Facebook</td>
<td>90</td>
</tr>
</tbody>
</table>
Election 2012
Social Media Rankings

How the 2012 presidential candidates stack up in the world of social media

Barack Obama
36,072,492

_scaled down to 1/12 of actual social score/size ratio._

Gary Johnson
164,516

Mitt Romney
1,495,531

Buddy Roemer
22,579

Michele Bachmann
496,656

Newt Gingrich
1,611,128

Ron Paul
697,124

Jon Huntsman
38,628

Rick Santorum
100,838

Rick Perry
292,449

ALL DATA IS VALID AS OF JANUARY 3RD, 2012 © 3:48PM
About a third of 18- to 29-year-olds name social media as most helpful type of source for learning about the 2016 presidential election.

Among those who learned about the 2016 presidential election in the past week, % who say the most helpful type of source is ...

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Social Media</th>
<th>Cable TV News</th>
<th>News Website/App</th>
<th>Local TV</th>
<th>Radio</th>
<th>Late Night Comedy</th>
<th>Network Nightly News</th>
<th>National Paper in Print</th>
<th>Issue-Based Group</th>
<th>Local Paper in Print</th>
<th>Candidate or Campaign</th>
<th>National Paper in Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-29</td>
<td>35%</td>
<td>21%</td>
<td>18%</td>
<td>10%</td>
<td>11%</td>
<td>6%</td>
<td>7%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>30-49</td>
<td>12%</td>
<td>21%</td>
<td>19%</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>10%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>50-64</td>
<td>14%</td>
<td>25%</td>
<td>19%</td>
<td>19%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
<td>10%</td>
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<td>1%</td>
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</tr>
<tr>
<td>65+</td>
<td>17%</td>
<td>43%</td>
<td>17%</td>
<td>10%</td>
<td>13%</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

PEW RESEARCH CENTER
How do Millennials Use Social Media?

Millennials Rack Up 18 Hours of Media Use Per Day
Average time millennials in the U.S. spend interacting with media per day (hh:mm)*

- Browse the internet: 03:34
- Social networking: 03:12
- Watch live TV: 02:19
- Play video games: 01:47
- Watch timeshifted TV: 01:47
- Go to the movies: 01:15
- Listen to the radio: 01:15
- Use email, text, texting apps: 01:04
- Talk about news/products/brands: 01:04
- Read print magazines/newspapers: 00:32
Political Use

How does your student loan debt make you feel? Tell us in 3 emojis or less.

9:49 PM - 12 Aug 2015

Follow

Hillary Clinton

Donald J. Trump

The official Twitter profile for Donald Trump: donaldtrump.com

YouTube: DonaldTrump

Facebook: DonaldTrump

New York, NY

donald@trump.com

Joined March 2009

Tweet to Donald J. Trump
EXECUTIONS IN 2014

In what countries did death penalty use worsen last year? Improve? And which called it quits on this broken system?

LEARN MORE ›
Case Study: the Gulabi Gang

- In India, a group of individuals known as the Gulabi Gang is standing up for women.
Discussion

• How can social media be utilized more effectively with this case study?
  • What went right and what went wrong?
  • Is violence the answer?
    • Why did the women of the Gulabi Gang resort to such drastic measures?