

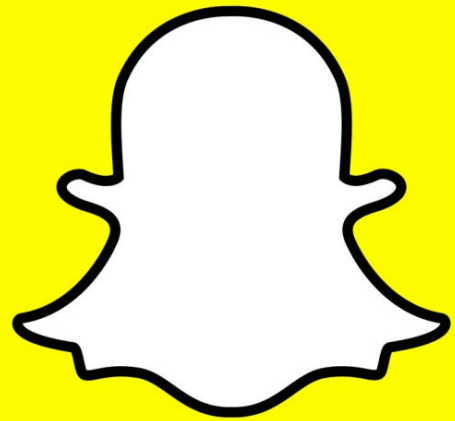


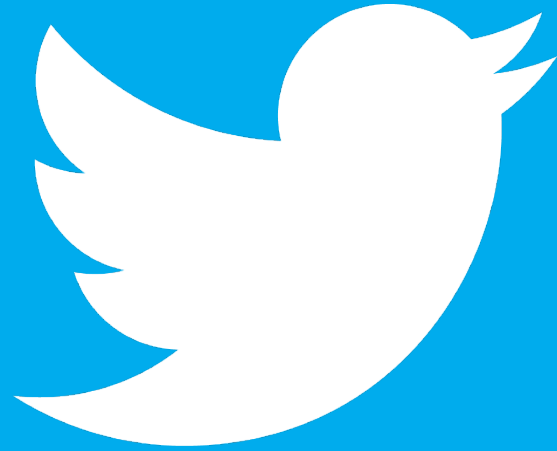
# **SOCIAL MEDIA**

Raman Kaur

**You Tube**









**tumblr.**



Did you know

Did you know...

Did you know

?

?

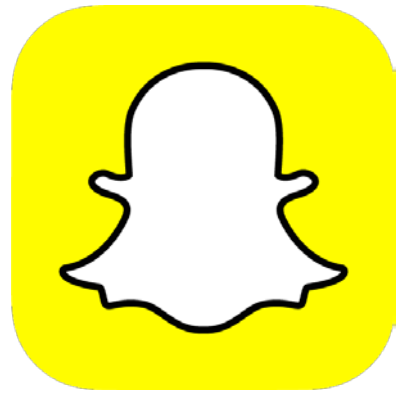
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# What is Social Media?

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



Social Networks



Blogging



Content Creation



Immersive Gaming

# What is Social Media?

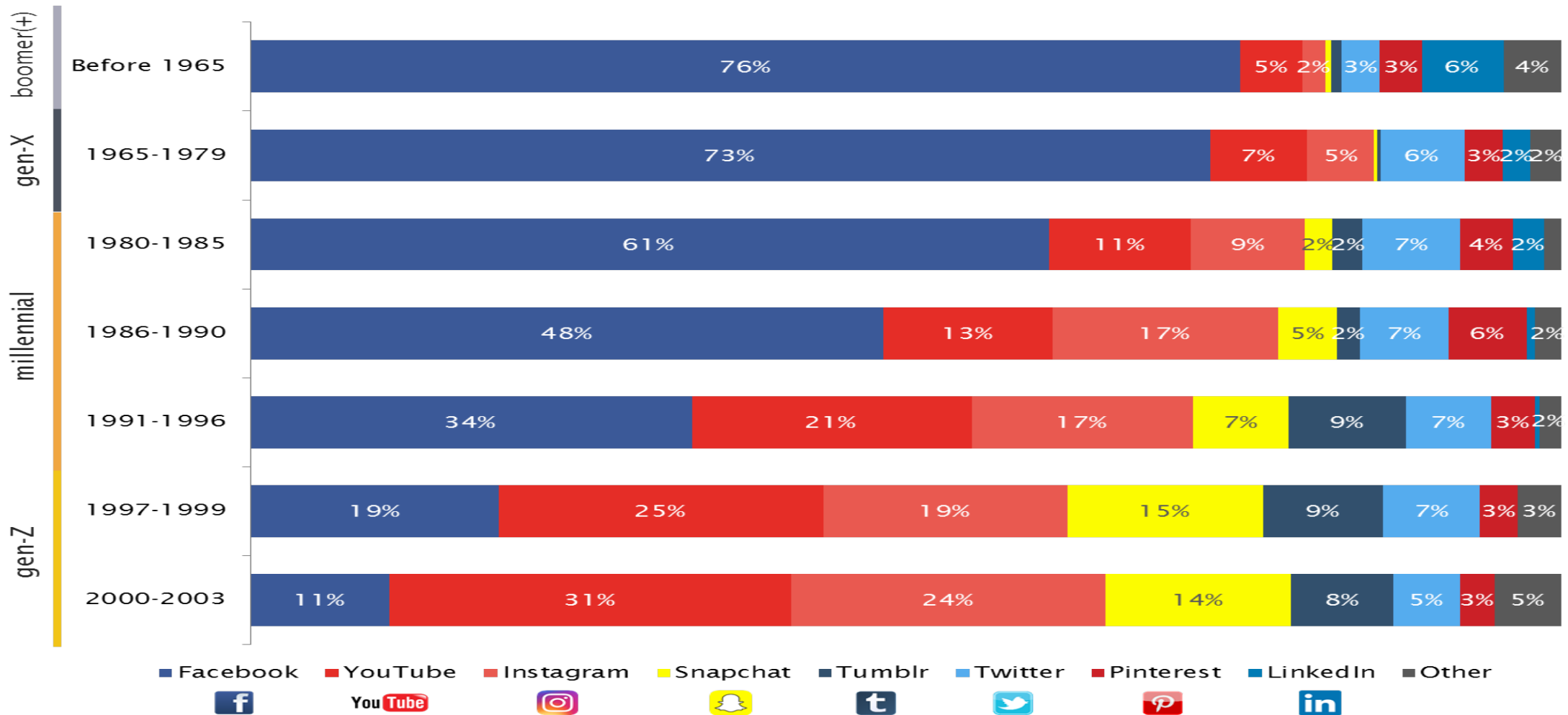
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- Virtual communities in which people create, share, or exchange information



# Who uses Social Media?

Favorite social media platform by birth-year (2016)



Source: genYZ segmentation study preliminary results Aug. 2016 (n=4,298)

# Who uses Social Media?

## SOCIAL MEDIA FACT SHEET

### FACEBOOK

Most popular

1.9  
BILLION

unique  
monthly  
users



predominantly female

83% of online women

75% of online men

AGES  
18-49

best place to reach Millennials and Generation X

Generation X spends almost 7 hours per week on social media

75%

of users spend 20 minutes or  
more on Facebook every day

### YOUTUBE

Better than TV

1

BILLION

unique  
monthly  
users



predominantly male

55% male

41% female

AGES  
18-49

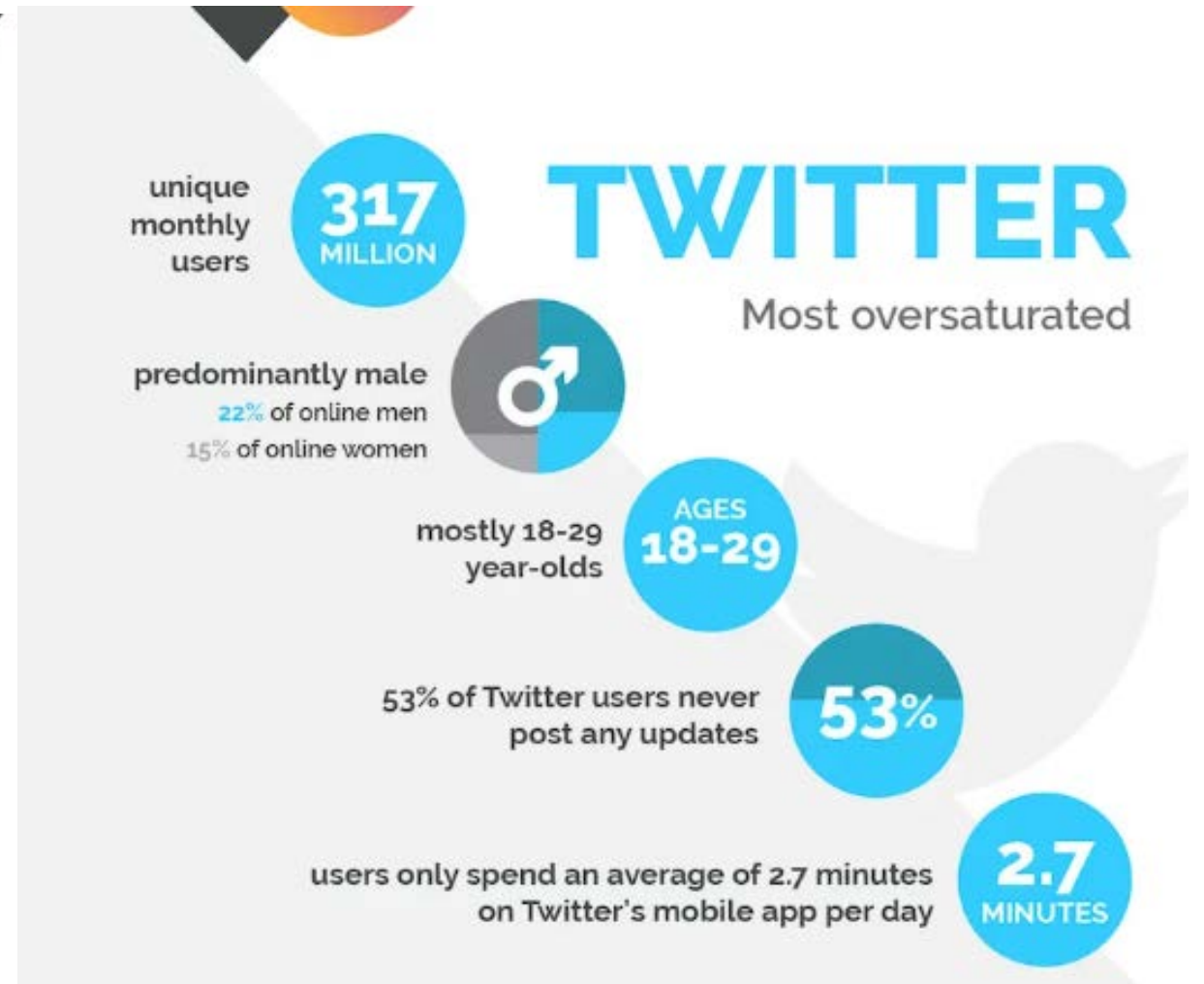
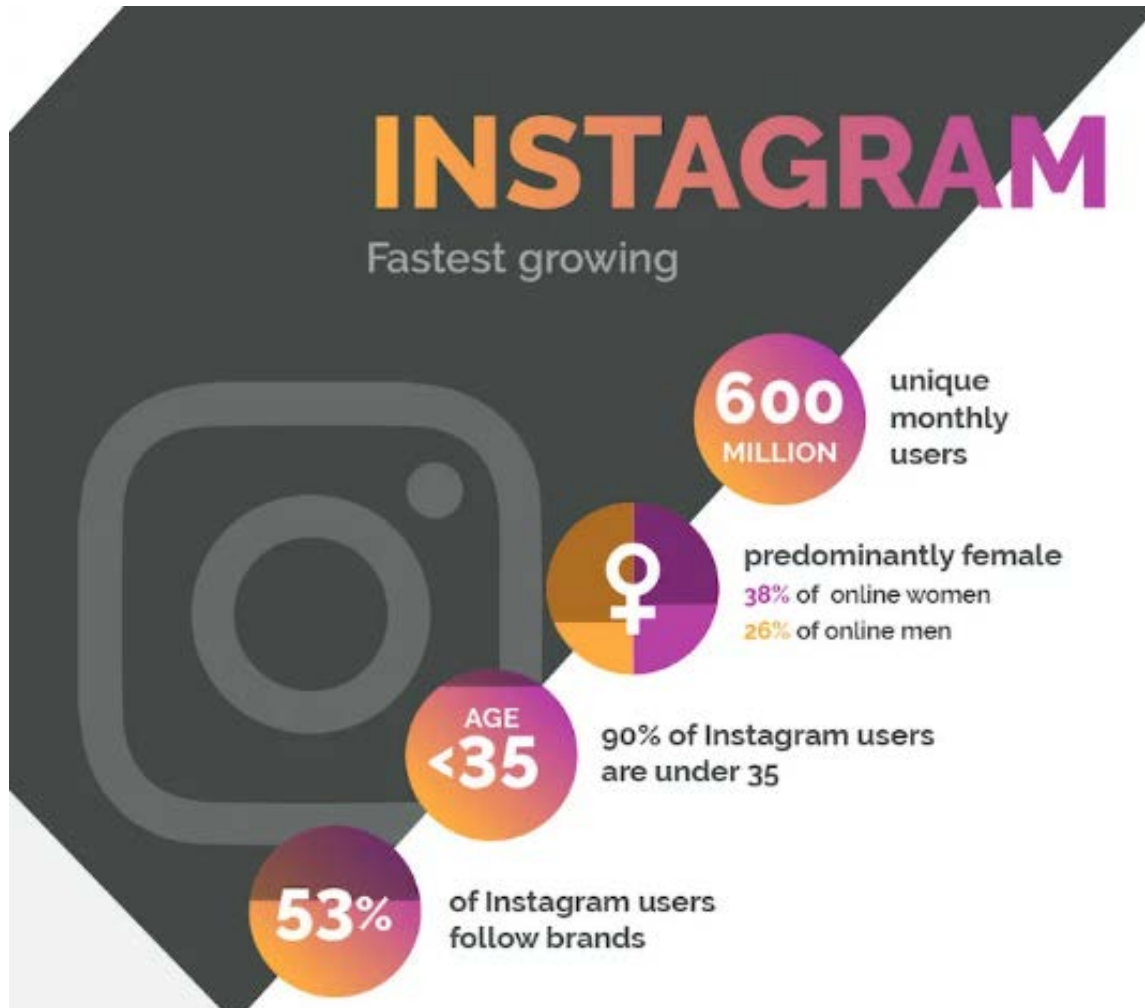
YouTube reaches more 18-34  
and 35-49 year olds **than any  
cable network in the U.S.**

~2

MILLION

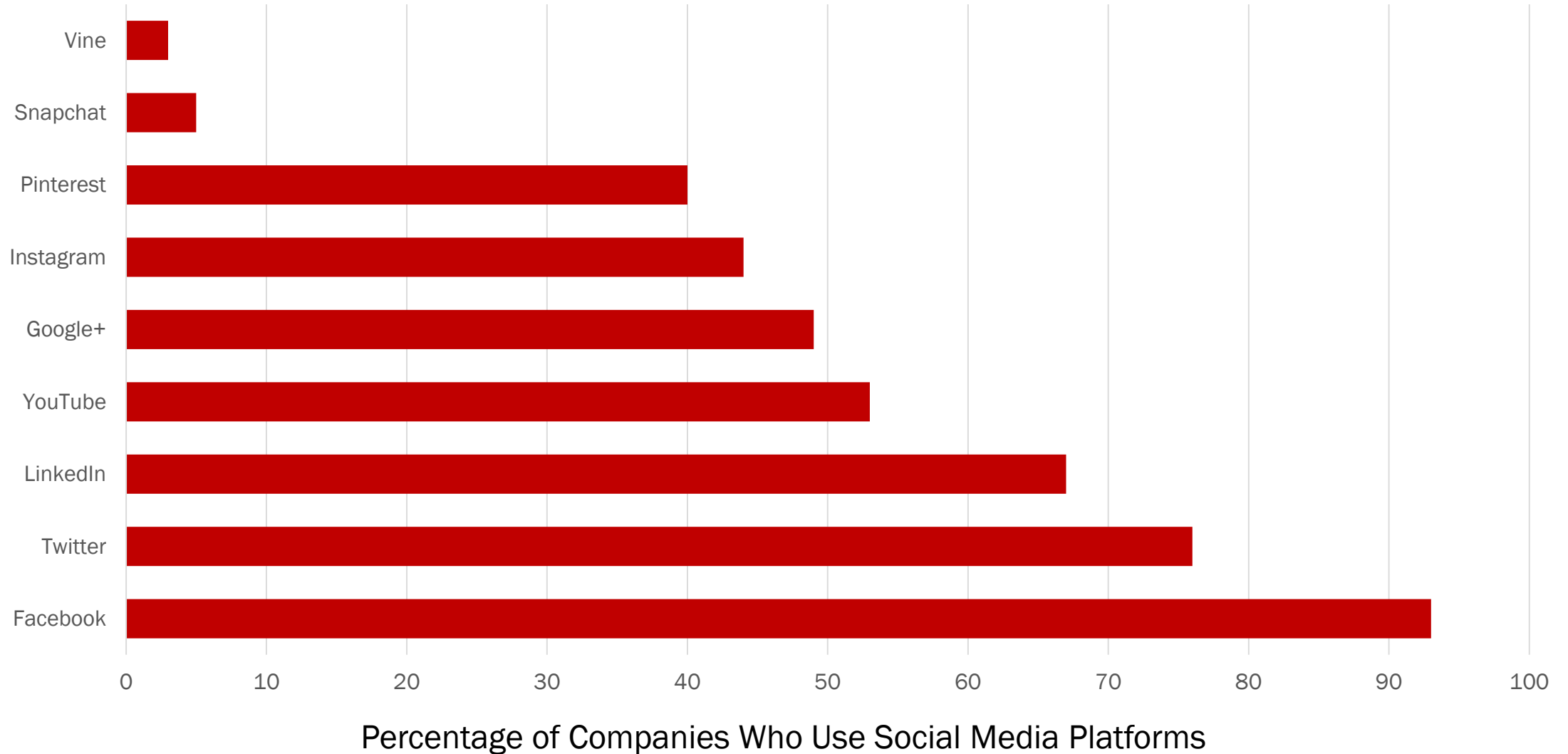
video views  
per minute

# Who uses Social Media?



# Companies use Social Media too!

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# Political Use



## Democrat Rivals



 2.5 million

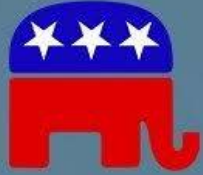
 3.2 million

 5.5 million

 1.5 million

 845K

 825K



## Republican Frontrunners



 5.8 million

 1.9 million

 1.3 million

 6.3 million

 838K

 1.2 million

 1 million

 90K

 92K

# Personal Use

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The image shows the Tumblr login page. The background is a dark, textured illustration of a forest scene with trees and a path. The text 'tumblr.' is prominently displayed in white. Below it, there is a sign-up form with three input fields: Email, Password, and Username. A blue 'Sign up' button is positioned below the form. At the bottom, there is a link that says 'Explore Tumblr' with a circular icon containing a magnifying glass.

tumblr.

Follow the blogs you've been hearing about.  
Share the things you love.

Sign up

 Explore Tumblr




# Business Use

The image shows a screenshot of the McDonald's website. At the top left is the golden arches logo. A navigation menu on the left includes links for Food, I'm lovin' it, Our Story, Careers, Locations, Search, Contact Us, Services, and Websites. The main content area features a large image of Chicken Select Tenders with a dipping sauce. Text on the page includes "new Chicken Select Tenders", "They're back and better than ever.", and a call to action "GET 'EM BEFORE THEY'RE GONE >". Below the main image are three smaller promotional banners: "The taste you love and love to share." with a \$5 icon, "Get the latest news on our people." with a photo of a smiling woman, and "Ronald McDonald House Charities." with the Ronald McDonald logo. The footer contains links for Corporate, Privacy, Terms & Conditions, Subscriptions, and copyright information. Social media icons for Facebook, Twitter, YouTube, Instagram, and Tumblr are also present.

Home My Meal Builder 0 items Share



Food  
I'm lovin' it   
Our Story  
Careers  
Locations  
Search  
Contact Us  
Services  
 Websites  
Our food. Your Questions.

**new** **Chicken Select Tenders**  
They're back and better than ever.  
**GET 'EM BEFORE THEY'RE GONE >**



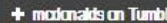
At Participating McDonald's for a limited time. © 2015 McDonald's

The taste you love and love to share.  \$5

Get the latest news on our people. 

Ronald McDonald House Charities. 

Corporate • Privacy • Terms & Conditions • Subscriptions • ©2010-2015 McDonald's. All Rights Reserved

 Like 56m  Follow  YouTube  View on Instagram  FOLLOW  + mcdonalds on Tumblr

# Organizational Use

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# Case Study: the Gulabi Gang

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



# Discussion

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- 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?