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?

Favorite social media platform by birth-year (2016)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>boomer(+)</td>
<td>76%</td>
<td>73%</td>
<td>61%</td>
<td>48%</td>
<td>34%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>gen-X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>6%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>6%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>YouTube</td>
<td>Instagram</td>
<td>Snapchat</td>
<td>Tumblr</td>
<td>Twitter</td>
<td>Pinterest</td>
</tr>
</tbody>
</table>

Source: genYZ segmentation study preliminary results Aug. 2016 (n=4,298)
Who uses Social Media?

### FACEBOOK
- **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
- **1 BILLION** unique monthly users
- Predominantly male: 55% male, 45% 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?

**Instagram**
- Fastest growing
- 600 million unique monthly users
- Predominantly female: 38% of online women, 26% of online men
- Age: 90% of Instagram users are under 35
- 53% of Instagram users follow brands

**Twitter**
- Most oversaturated
- 317 million unique monthly users
- Predominantly male: 22% of online men, 15% of online women
- Age: Mostly 18-29 year-olds
- 53% of Twitter users never post any updates
- Users only spend an average of 2.7 minutes on Twitter’s mobile app per day

Age distribution:
- 18-29
- 30-49
- 50-64
- 65+

Social Media Platforms: Facebook, Instagram, Pinterest, LinkedIn, Twitter
Companies use Social Media too!

Percentage of Companies Who Use Social Media Platforms
Political Use

Democrat Rivals
- Hillary Clinton: 2.5 million Facebook, 5.5 million Twitter, 845K Instagram
- Bernie Sanders: 3.2 million Facebook, 1.5 million Twitter, 825K Instagram

Republican Frontrunners
- Donald Trump: 5.8 million Facebook, 6.3 million Twitter, 838K Instagram
- Marco Rubio: 1.9 million Facebook, 1 million Twitter, 90K Instagram
- Ted Cruz: 1.3 million Facebook, 1.2 million Twitter, 92K Instagram
Personal Use
Business Use
Organizational Use
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?