Social Media
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Examples
• Facebook
• YouTube
• Myspace
• Twitter
• Del.icio.us
• Digg
• Etc…

Why You Should Care
• eMarketer (2007) estimated by 2011 one-half of all Internet users will use social networking regularly.
• By 2015, 75% use

What is Social Media?
• Social Network
• User Generated Content (UGC)
• Social Bookmarking

Social Network
• Online communities of people who share interests and activities,
• … or who are interested in exploring the interests and activities of others.
• Examples: Facebook, MySpace, LinkedIn, Orkut
• Falls to analysis with tools in Ch. 9
User Generated Content (UGC)

• or Consumer Generated Media (CGM)

• Defined: Media content that is publicly available and produced by end-users (user).

• Usually supported by a social network

• Examples: Blogs, Micro-blogs, YouTube video, Flickr photos, Wiki content, Facebook wall posts, reddit, Second Life…

Social Bookmarking

• A method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

• Based on communities;
  – The more people who bookmark a piece of content, the more value it is determined to have.

• Examples: Digg, Del.icio.us, StumbleUpon, and reddit…, and now combinations

Social Media Principles

• Who you are
  – Personalization

• Who you know
  – Browse network

• What you do
  – Generate an activity stream
  – Share an activity stream
  – Process an activity stream

Generate an activity stream

• Automatic
  – Google History, Google Analytics

• Blog

• Micro-blog
  – Twitter, yammer, identi.ca

• Mailing groups
  – Google groups

• Social network tools
  – Facebook, Digg, FriendFeed
Share activity stream

- Web pages
  - Twitter, Facebook, friendFeed…
- email
- Sms
  - twitter
- IM
  - Twitter…
- RSS Feeds

Process activity streaming

- Overwhelming amount of information
  - Need for abstraction
- Collaborative analysis
- Automatic formatting

Tactics for Any Budget

- Host a blog
  [make a node]
- Participate on industry leading blogs and conversations
  [make links]
- Host or sponsor a podcast
  [make node and link maker]
- Host/participate on discussion boards
  [make a node and links]
- Try Viral video
  [make a link maker]
- Create a group on a social network
  [make a subnet maker]
- Add social bookmarking links to your content
  [make links]
Best Practices

- Attempt to leverage an existing social networks.
  [reuse networks]
- Listen and study the community before you enter the discussion
  [understand, apply cognitive]
- Converse and don’t shout
  [Cognitive-social]
- Be prepared to relinquish control of the brand [social]
- Be honest and transparent about your involvement [cognitive-social]
- Learn through experimentation