

# Social Media Revolution

**facebook**®

# Social Media Revolution

- 96% of millennials (2000+) have joined a social network
- 80% of companies use social media for recruitment
- Years to reach 50 millions users:
  - Radio took 38 years
  - TV took 13 years
  - Internet took 4 years; iPOD took 3 years
  - **Facebook add 200 million users in 1 years! (1 billion users thus far)**
    - *Fastest growing segment is 55-65 year old females...*
- Facebook tops Google on weekly traffic; Also ousts pornography as the #1 activity on the web
- Based on population, Facebook would represent the 3<sup>rd</sup> largest country
- Social Branding: 78% of consumers trust peer recommendations versus 14% of consumers trust advertisement (Ex: LinkedIn recruiting)
- 24 of 26 largest newspapers are experiencing record declines in circulation
- 1 in 8 married couples meet on social media (including me)

# Social Media Revolution

*What happens in Vegas stays on...*



# Social Media Revolution

We no longer search for the news, products and services; they will find us...

“We don’t have a choice on *whether* we do social media, the question is *how* well we do it”

Erik Qualman (Author and Motivational Keynote Speaker, Socialnomics)

# Why Facebook?

One platform for all social network services...

- Connect and share updates and photos with your friends (versus email everyone on contact list)
- Invite friends to join groups and events (versus use calendars or external online forums, ex: yahoo groups)
- Chat and email friends (versus other chatting services)
- Play games and use applications with friends (versus other online gaming site without friends)
- Connect/follow businesses, organizations, and celebrities as well as hold them accountable (versus formal contacts or media relations)
- Build a personal webpage (versus the need to buy domain, build, and host personal website on some other server)
- Use Facebook to sign onto other websites (versus the need to remember multiple logins)

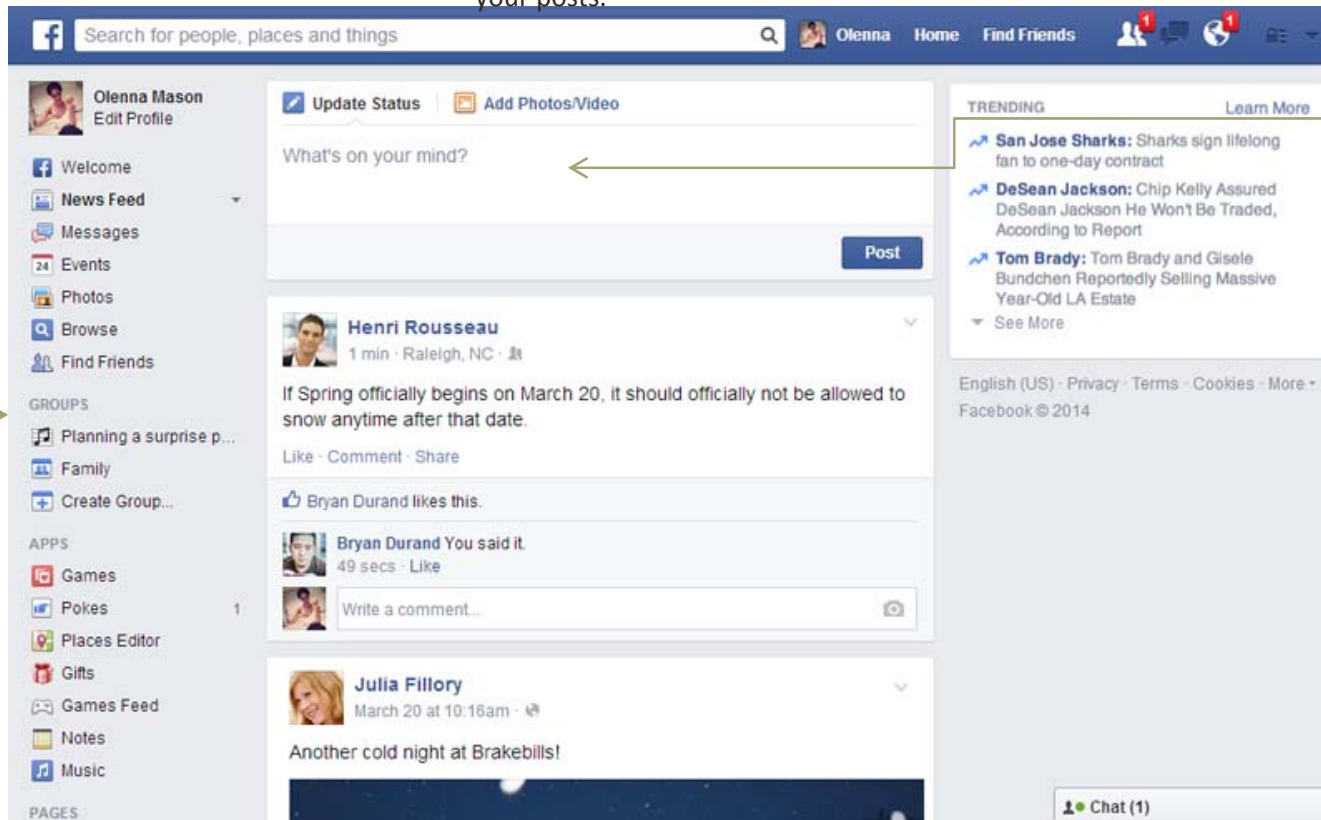
# Facebook Homepage

**Search bar:** You can use the search bar to search for friends, Facebook Pages, Apps, and more.

**Timeline:** You can click your name to toggle to Timeline view and edit your posts.

**Recent Activity:** You'll be notified about recent activity on Facebook, including Friend Requests, Messages, and Notifications

**Menu:** You can navigate to other parts of Facebook, such as your upcoming events, photos, groups, apps, and more.



**Publisher:** You can share status update, photos, links, and more.

The information you share in the Publisher will be posted on your friends News Feed and your Timeline.

**News Feed:** The News Feed is a stream of posts and updates from your friends and the Facebook Pages you follow.

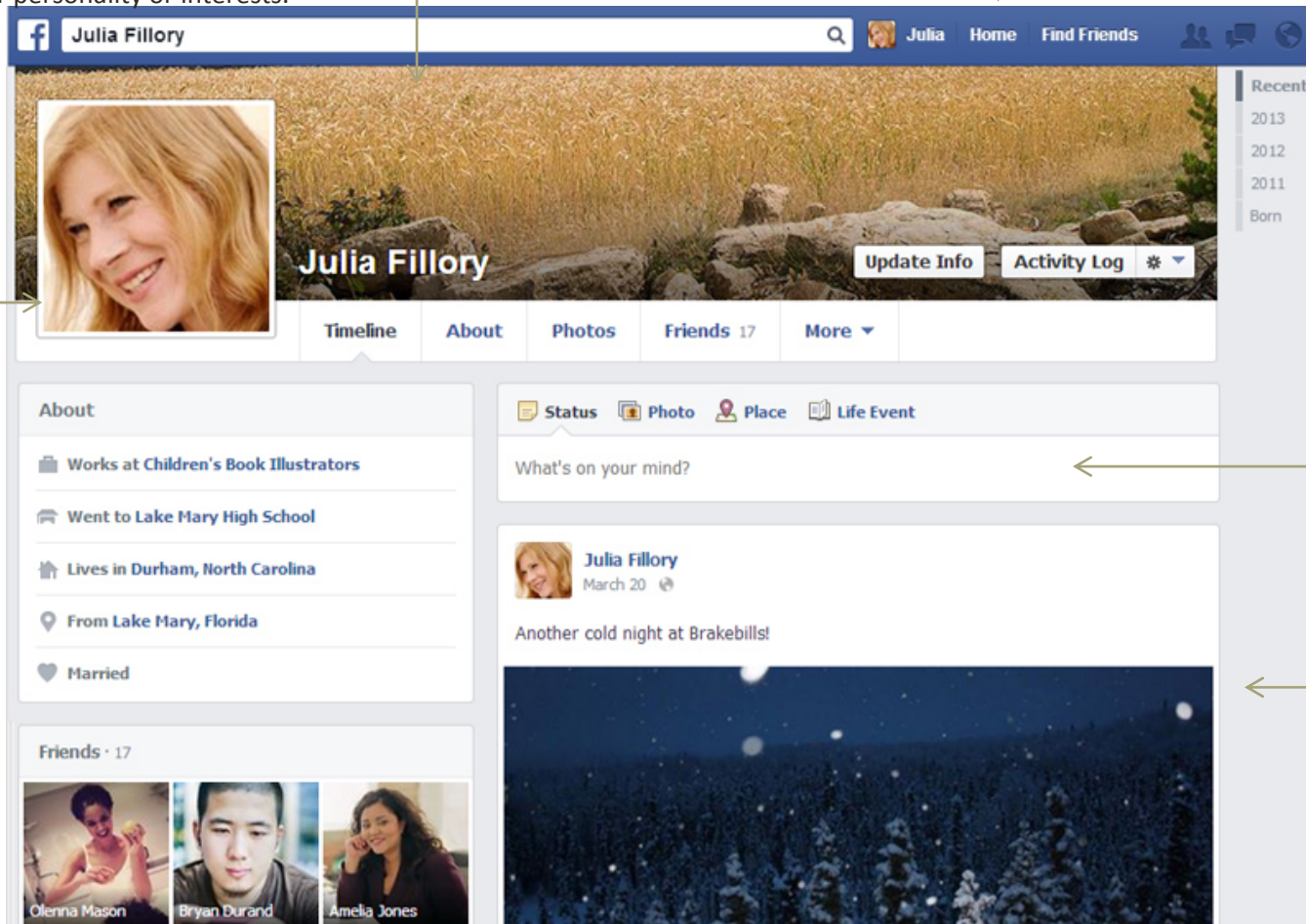
**Chat:** You can chat with other friends who are currently signed in to Facebook.

# Facebook Timeline

**Cover Photo:** Your Cover photo is a large picture that is only visible on your Timeline. A Cover photo doesn't have to be a picture of yourself. Instead, you might choose something that expresses your personality or interests.

**Homepage:** You can click on "Home" to toggle to the Homepage view and view all news feeds.

**Profile Picture:** Your profile picture represents you across Facebook. This is the picture your friends will see when you share and comment on Facebook.



**Publisher:** Just like on the Home page, you'll use the Publisher to share a status update, photos, links, and more. The information you share in the Publisher will be posted here and on your friends' News feeds.

**Timeline:** The Timeline includes your posts and activity, as well as things that your friends have posted on your Timeline.

# Facebook Privacy

- General
- Security
- Privacy**
- Timeline and Tagging
- Blocking
- Notifications
- Mobile
- Followers
- Apps
- Ads
- Payments
- Support Dashboard
- Videos

## Privacy Settings and Tools

<b>Who can see my stuff?</b>	Who can see your future posts?	Friends	<a href="#">Edit</a>
	Review all your posts and things you're tagged in		<a href="#">Use Activity Log</a>
	Limit the audience for posts you've shared with friends of friends or Public?		<a href="#">Limit Past Posts</a>
<b>Who can contact me?</b>	Who can send you friend requests?	Everyone	<a href="#">Edit</a>
	Whose messages do I want filtered into my Inbox?	Basic Filtering	<a href="#">Edit</a>
<b>Who can look me up?</b>	Who can look you up using the email address you provided?	Friends	<a href="#">Edit</a>
	Who can look you up using the phone number you provided?	Friends	<a href="#">Edit</a>
	Do you want other search engines to link to your timeline?	No	<a href="#">Edit</a>



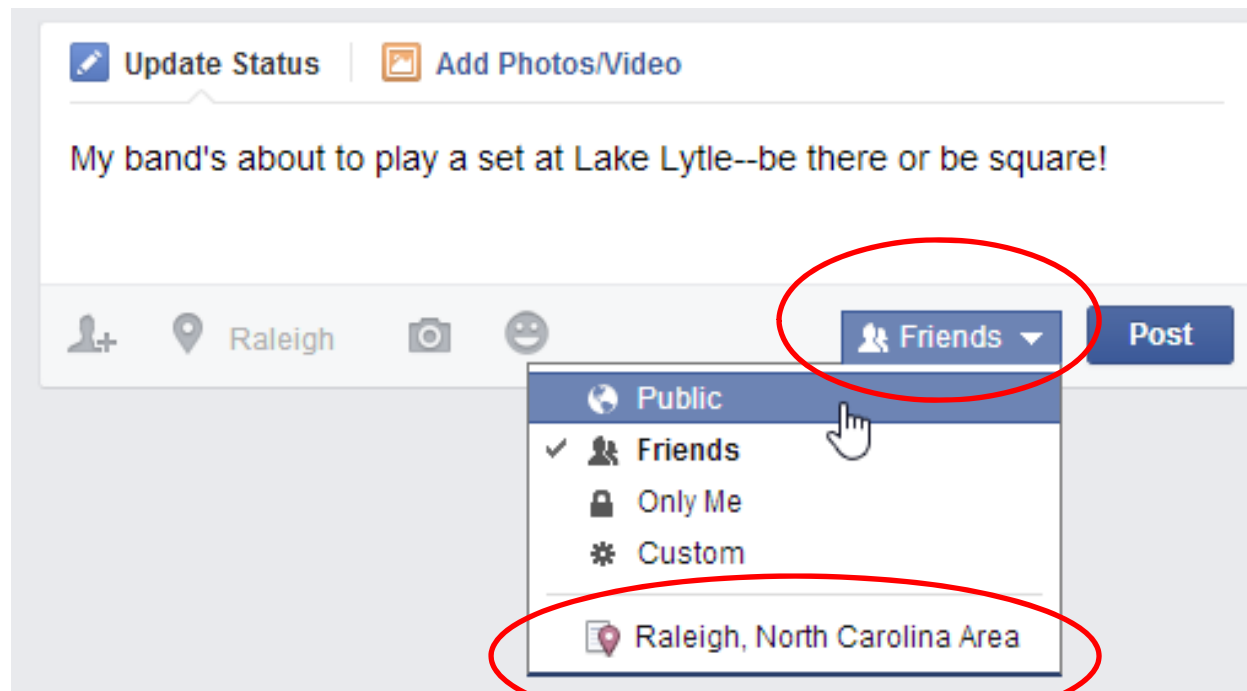
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## Timeline and Tagging Settings

Who can add things to my timeline?	Who can post on your timeline?	Friends	Edit
	Review posts friends tag you in before they appear on your timeline?	On	Edit
Who can see things on my timeline?	Review what other people see on your timeline		View As
	Who can see posts you've been tagged in on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
How can I manage tags people add and tagging suggestions?	Review tags people add to your own posts before the tags appear on Facebook?	On	Edit
	When you're tagged in a post, who do you want to add to the audience if they aren't already in it?	Friends	Edit
	Who sees tag suggestions when photos that look like you are uploaded?	No One	Edit

# Facebook Privacy



# Will you sign up tonight?

## Sign Up

It's free and always will be.

### Birthday

Why do I need to provide my birthday?

Female  Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

# Questions

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# References

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- Facebook Stats: <http://newsroom.fb.com/company-info/>
- Huffington Post: [http://www.huffingtonpost.com/2008/09/17/study-social-networking-s\\_n\\_127122.html](http://www.huffingtonpost.com/2008/09/17/study-social-networking-s_n_127122.html)
- Social Media Revolution: <https://www.youtube.com/watch?v=0eUeL3n7fDs>