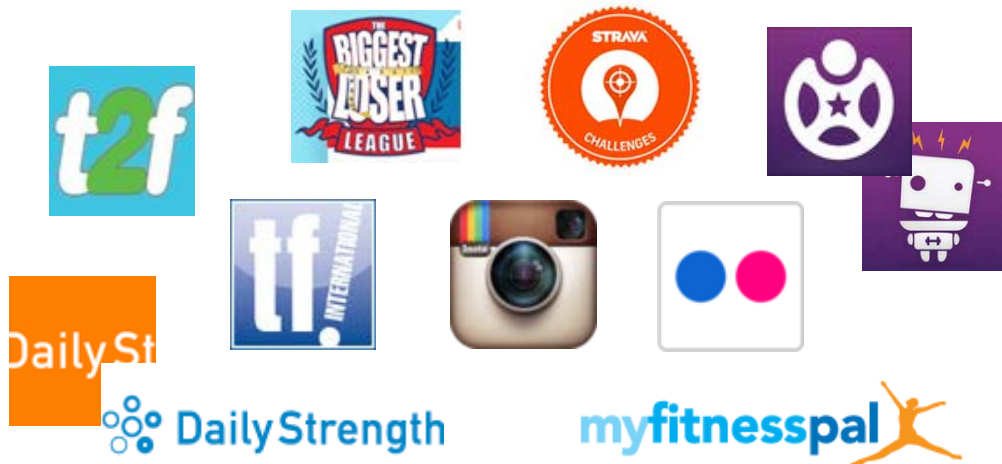


SOCIAL MEDIA TOOLS ANALYSIS



3 fat chicks on a diet!®



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PURPOSE

The purpose of this report is to summarize 10 social media sites based on an analysis using the Seven Building Blocks of Social Media.



1. THE BIGGEST LOSER LEAGUE

Intended Audience & Demographics

The Biggest Loser League is a social networking site for fans of the NBC show, The Biggest Loser. This site is intended for both males and females wanting to lose weight, improve their current level of fitness, or to find support and encouragement through the many resources offered by the site.

Purpose

The Biggest Loser League website and social media outlets used, are designed to help fans meet their own weight loss goals. On this site, users can interact with other fans, compete in league challenges, share tips and track their weight loss progress. There is also a variety of information regarding food and nutrition, types of exercise, and professional recommendation. The goal of the League is to be a supportive and helpful community for those trying to make positive lifestyle changes and lose weight as a result.

Information Sharing and Interaction Design

The Biggest Loser League website is designed for interested individuals to share and receive information related to their fitness and nutrition goals. The types of information shared on the website is very broad because of the subject matter and includes news, motivation, personal updates, quick tips, educational materials, and fitness and training resources. There is also a place where users can share photos and success stories. This is done via blogs, Facebook, Twitter, and static posts.

Relationship Strategy

Relationships are established by participation in blogs, tweets, information sharing, becoming part of a group, or signing up to be part of a weight loss Challenge with other members.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Relationship*, followed closely by *Sharing* and *Groups*. While nearly all the building blocks are used for this site, Reputation is the one that is least leveraged. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Medium] Users create profiles and provide information about goals
2. Conversations – [Medium] Users participate in blogs, tweets, and posts
3. **Sharing** – [High] Users supply personal stories, goals, ideas, challenges, and victories.
4. Presence – [Low] Users are not able to see who is on or offline.
5. **Relationships** – [Very High] Users bond with other users through their common goals using site tools.
6. Reputation – [Low] Users are not engaged in ways that assess reputation.
7. **Groups** – [Medium] Users participate in structured challenges and join groups.



2. MY FITNESS PAL

Intended Audience & Demographics

Similar to the Biggest Loser League, My Fitness Pal is a social networking site for members interested in tracking their food intake via an electronic food diary, calories burned through exercise, and tracking their progress. This site is intended for both males and females wanting to lose weight, improve their current level of fitness, or to find support and encouragement through the many resources offered by on the site and free mobile application (app). There is also a single sign on using Facebook for interested users. This is just one example about how users interact, share, and build relationships.

Purpose

To provide food logging tools at no cost and availability to an extensive food and exercise database and links to communities of members who share similar goals.

Information Sharing and Interaction Design

At MyFitnessPal.com, they focus on making sure members can log meals as quickly and easily as possible. Members interact with other members via emails, blogs, tweeting, online groups, and posting to community forums.

Relationship Strategy

Relationships are established by participation in blogs, tweets, information sharing, becoming part of a group, and emailing group members. In addition, My Fitness Pal has Main Forums which all members can participate and they offer Groups which contain their own message forums.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Groups*, followed by *Sharing* and *Relationship*. Nearly all the building blocks are used for this site as well. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. **Identity** – [Medium] Users create profiles and provide information about goals
2. **Conversations** – [Medium] Users participate in blogs, tweets, and posts
3. **Sharing** – [High] Users supply personal stories, goals, ideas, challenges, and victories.
4. **Presence** – [Low] Users choose the level they reveal their online status through privacy settings
5. **Relationships** – [High] Users bond with other users through their common goals using site tools.
6. **Reputation** – [Low] Users are not engaged in ways that assess reputation.
7. **Groups** – [Very High] Users participate in structured challenges and join groups.



3. TEEN FITNESS CONNECTION

Intended Audience & Demographics

This site has a community outreach mission. It is intended for both males and females between the ages of 13-19 who need referrals to clubs or organizations to help them get involved in healthy activities to lose weight, improve their fitness levels, and stay out of trouble and off the streets.

Purpose

To help teens make connections in their own communities to get off the streets, get out of trouble, away from boredom, and into a healthy, productive lifestyle.

Information Sharing and Interaction Design

Teen Fitness Connection has a website that contains many helpful resources for teens and families. This site has many features geared for teens looking to improve their fitness levels. There are fitness and nutrition advice and suggestions, member giveaways, featured videos, and communalities. Members can also subscribe to receive posts and comments.

Relationship Strategy

Relationships are established by participation in local fitness facilities, martial arts clubs, dance studios, etc. Members do not form relationships with each other through this website. However, Teen Fitness Connection does encourage members to keep in touch and receive updates through Twitter and message forums.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Sharing* followed by *Conversations* and *Relationship*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Low] Users only provide personal information for registration
2. **Conversations** – [Medium] Users participate in blogs, tweets, and posts
3. **Sharing** – [High] Users exchange information via tweets and message boards.
4. Presence – [Low] Users do not know the online status of other members.
5. **Relationships** – [Medium] Users do not establish relationship on this site.
6. Reputation – [Low] Users are not engaged in ways that assess reputation.
7. Groups – [Low] Users do not participate in groups.



4. STRAVA

Intended Audience & Demographics

Strava is a site design for athletes with busy lives who train solo a majority of the time and who still want camaraderie and friendly competition that drive them to achieve their best through training with others. Strava also offers a single sign on through Facebook for interested users. For users taking advantage of the mobile app or Facebook features offered through the site, find the level of interaction and relationship among other members increases. Currently, Strava is focused on the needs of avid cyclists and runners.

Purpose

To provide the means to put workouts and races into context with athletes all over the world and allow them to experience social *fitness*.

Information Sharing and Interaction Design

Information is logged via the online or mobile application where athletes share, compare and compete with each other's personal fitness data. Strava lets athletes track their own rides and runs to analyze and quantify their performance. Information is shared in online public profiles, blogs, and tweets.

Relationship Strategy

Strava makes fitness a social experience, providing motivation and camaraderie even if they're exercising alone. Athletes are encouraged to run or ride a segment (specific section of road or trail) and compare their effort against past efforts, as well as other athletes who've run or ridden the same segment. They can see where they rank and start moving up the leaderboards.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Identity*, *Sharing*, and *Reputation*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. **Identity** – [High] Users provide significant data to populate their profiles.
2. Conversations – [Low] Users can choose to participate in blogs, tweets, and posts
3. **Sharing** – [High] Users exchange information online and via tweets and blogs.
4. Presence – [Low] Users do not know the online status of other members.
5. Relationships – [Low] Users do not establish relationship on this site.
6. **Reputation** – [High] Users are measuring their performance against other athletes.
7. Groups – [Medium] Users participate in groups to socialize or encourage others.



5. FITOCRACY

Intended Audience & Demographics

Fitocracy is a website and mobile app for those who might need some extra incentive to work out, or for fitness types who'd enjoy the interactive and game-like elements. Fitocracy is designed for men and women at any fitness level looking for a fun way to accomplish their goals.

Purpose

Fitocracy's mission is to make fitness a more fun, more addictive experience. Designers want users to Play Fitocracy to beat challenges, push boundaries, and show friends who's the boss.

Information Sharing and Interaction Design

Members review online feeds, dashboard, and then log their workouts to accrue and track points and levels. Members join groups with others who are at similar fitness levels and use the Dashboard to control their Fitocracy persona and the kind of content that is public. There is also information online related to fitness and nutrition that members can access.

Relationship Strategy

By participating in Play Fitocracy, users are able to interact with each other using the dashboard, blogs, and tweets.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Identity*, *Sharing*, and *Reputation*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. **Identity** – [High] Users provide significant data to populate their profiles.
2. Conversations – [Low] Users can choose to participate in blogs, tweets, and posts
3. **Sharing** – [High] Users exchange information online and via tweets and blogs.

4. Presence – [Low] Users do not know the online status of other members.
5. Relationships – [Low] Users do not establish relationship on this site.
6. **Reputation** – [High] Users are measuring their performance against other athletes.
7. Groups – [Medium] Users participate in groups.



6. TWIT2FIT

Intended Audience and Demographics

Twit to Fit is a Twitter account that anyone can follow or participate with.

Purpose

To get support and encouragement from your fellow Tweepers!

Information Sharing and Interaction Design

Information sharing is done through tweets. There are tips, news articles, updates, motivational thoughts, etc...

Relationship Strategy

Relationships are established by following the Twitter site as well as fellow tweeters.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Conversation* followed by *Sharing* and *Reputation*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Low] Users provide data to populate their profiles.
2. **Conversations** – [High] Users participate by posting tweets
3. **Sharing** – [High] Users exchange information via tweets.
4. Presence – [Low] Users do not know the online status of other members.
5. Relationships – [Low] Users do not establish relationship on this site.
6. **Reputation** – [Medium] Users are sharing personal and related material for other user's benefit.
7. Groups – [Low] Users do not participate in groups.



7. 3 FAT CHICKS

Intended Audience and Demographics

This website is a collection of forums. It is intended for anyone seeking to find or share experiences, advice, information related to losing weight or improving their fitness levels.

Purpose

To provide a place for users to share information and provide and receive encouragement.

Information Sharing and Interaction Design

Information is shared in a variety of ways. Since it is user driven, the information varies greatly and includes but is not limited to news, recipes, encouragement, personal stories, rants, with blogging being the predominant way of communicating.

Relationship Strategy

Users participate in forums and chats which are how users stay connected.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Conversation*, *Sharing*, and *Relationship*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Low] Users are not required to establish profiles.
2. **Conversations** – [High] Users can choose to participate in blogs, forums and chats.
3. **Sharing** – [High] Users exchange information online and via tweets and blogs.
4. Presence – [Medium] Users know the online status of other members.
5. **Relationships** – [High] Users establish relationship through participation on this site.
6. Reputation – [Low] Users are not assessing their standing against others.
7. Groups – [Medium] Users can choose to participate in community forums.



8. DAILY STRENGTH

Intended Audience and Demographics

DailyStrength was built to enable people facing life challenges to a) simply and easily communicate their progress with friends, family, supporters, and have those people respond with encouragement and help, and to b) find others facing the same circumstances, and exchange experiences, treatments and even hugs within a safe community setting. With both a website and mobile app available, members can fully take advantage of all the features, including a single sign on with Facebook.

Purpose

To be a positive force for everyone who faces challenges in their lives.

Information Sharing and Interaction Design

DailyStrength is a collection of safe, anonymous, online support groups focused on over 500 specific challenges to help people overcome their personal challenge or support a loved one through theirs.

Relationship Strategy

This site provides customized features to serve their users, including We've developed many unique, customized features to serve our users, including: communities, 24/7/365 group support, supporters and advisors, wish them well alerts, treatments, recommendations, latest news, photos, journals, email, and updates.

How the Seven Building Blocks are used

The top three primary building blocks for this site are *Relationship*, *Conversations*, and *Groups*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Low] Users only provide information for registration.
2. **Conversations** – [High] Users can choose to participate in blogs, tweets, and posts
3. **Sharing** – [Medium] Users exchange information online and via tweets, blogs, and emails.
4. Presence – [Low] Users do not know the online status of other members.
5. **Relationships** – [High] Users do not establish relationship on this site.

6. Reputation – [Low] Users do not assess others.
7. **Groups** – [High] Users participate in groups.



9. INSTAGRAM

Intended Audience and Demographics

Instagram is a fun and quirky way to share life with friends through a series of pictures. This site is for use by any age 13 or older.

Purpose

To allow users to experience moments in their friends' lives through pictures as they happen.

Information Sharing and Interaction Design

Pictures are taken via mobile phone and can then be shared using Flickr, Facebook, and Twitter. All pictures on Instagram are public and can be seen by anyone using Instagram unless a user chooses to make their account private, then only people who follow them on Instagram can see their photos.

Relationship Strategy

Users are able to share special moments in their lives with their friends and family keeping them in touch when they can't be together.

How the Seven Building Blocks are used

The top primary building blocks for this site are *Sharing*, *Relationships* and *Reputation*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Medium] Users provide data to register for an account and can share photos and links to other social media accounts.
2. Conversations – [Low] Users do not participate in conversations.
3. **Sharing** – [High] Users exchange information online and via tweets, Facebook, and Flickr.
4. Presence – [Low] Users do not know the online status of other members.
5. **Relationships** – [High] Users share pictures with friends and family.
6. **Reputation** – [Medium] Users shared content requires adherence to posting rules for each site.
7. Groups – [Low] Users do not participate in groups.



10. FLICKR

Intended Audience and Demographics

Flickr is an online photo management and sharing application. This site is for all users age 13 or older.

Purpose

To help people make their photos available to the people who matter to them and to enable new ways of organizing photos and video.

Information Sharing and Interaction Design

Pictures and video are taken by the users and then can be transferred to other social media accounts or storage devices.

Relationship Strategy

Users are able to take pictures and video and then organize them into collections they can share with others.

How the Seven Building Blocks are used

The top primary building blocks for this site are *Sharing*, *Relationships* and *Reputation*. The ranking of High, Medium, and Low are used to indicate the extent each building block is used by the site followed by the way a user engages that building block.

1. Identity – [Low] Users only provide data to register for an account.
2. Conversations – [Low] Users do not participate in conversations.
3. **Sharing** – [High] Users exchange information online and via tweets, Facebook, and Flickr.
4. Presence – [Low] Users do not know the online status of other members.
5. **Relationships** – [High] Users share pictures with friends and family.
6. **Reputation** – [Medium] Users shared content requires adherence to posting rules for each site.
7. Groups – [Low] Users do not participate in groups.

RECOMMENDATIONS FOR IMPROVEMENT FOR EACH SITE:

1. **The Biggest Loser League:** Remove animated advertisements or move location. Very distracting.
2. **My Fitness Pal:** Screen database for duplicates and eliminate errors.
3. **Teen Fitness Connection:** Correct broken links and faulty functionality.
4. **Strava:** Expand database to include other sports.
5. **Fitocracy:** Make navigation easier by using common names for user options.
6. **Twit 2 Fit:** Create an online location where users can experience community too.
7. **3 Fat Chicks:** Find a way to ensure the integrity of posted information.
8. **Daily Strength:** Really awesome site. Not sure what to recommend.
9. **Instagram:** Incorporate way to ensure posted public material is not offensive.
10. **Flicker:** Incorporate way to ensure posted public material is not offensive.

CONCLUSION

Social media has a vast reach and as many intended audiences as there are topics. The social media tools reviewed in this report all have one goal in common: to share information. Table 1 below captures the results of the top three building blocks of social media for each of the 10 reviewed sites. The results reveal the number to instances each building block was one of the top three. *Sharing* was a surprising first place followed by *Relationships*. The purpose of the social media outlet greatly influenced which building blocks were used to shape the users experience. When more than one avenue of access was available (i.e. Online and mobile), or there were other options for sharing or linking of accounts (i.e. single login using Facebook or links to Twitter), users interactions and sharing become more prevalent.

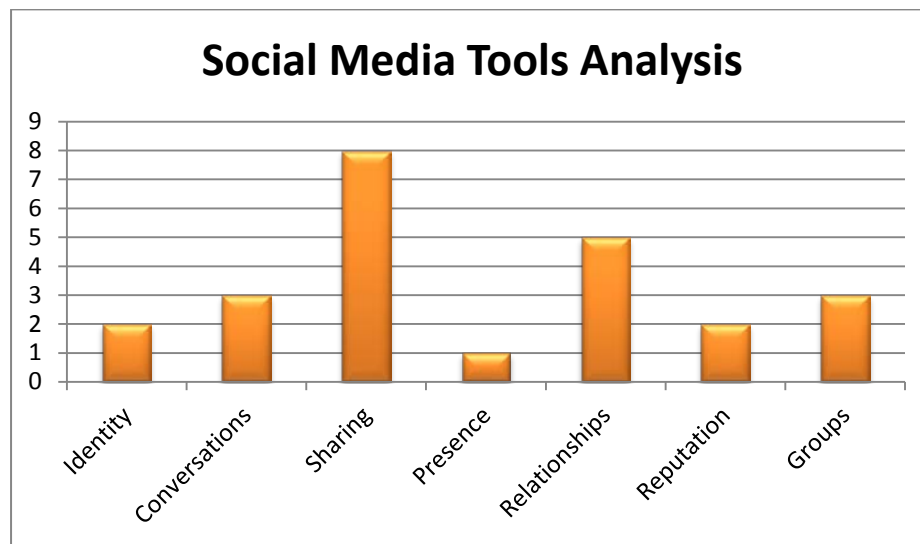


Table 1: Social Media Tools Analysis