

TCO 691

Social Media Management

Week One

May 20, 2013

Dr. Codone

Tonight's Agenda

- Introduction to class:
 - syllabus
 - schedule
 - assignments
 - bibliography
 - tools
- Introduction to social media/social networking
- Discussion of readings
- Explanation and plans for Assignment One

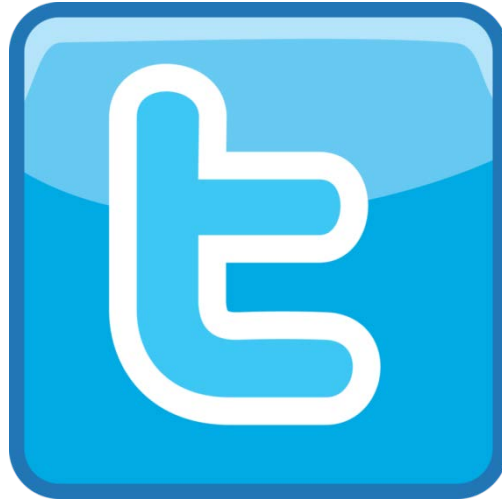
Course Objectives

1. Review and compile research in social media into an annotated bibliography reflecting a particular research trend in social media across industries.
2. Analyze existing social media/social networking applications available for organizational communication, information sharing, international communication, documentation and project management, and personal networking and create a written summary.
3. Conduct a comprehensive evaluation of an organization's social media profile, including the intended audiences, communication strategy (purpose), integration of applications used, organizational profiles, information deployment (content shared), deployment management (schedule and frequency of content sharing), and recommendations for expansion.
4. Utilize at least two social media tools and social media management tools to share information and administratively control, schedule, and manage information-sharing in an integrated, consistent method.
5. Identify and compile best practices in social media usage and social media management at the organizational level.

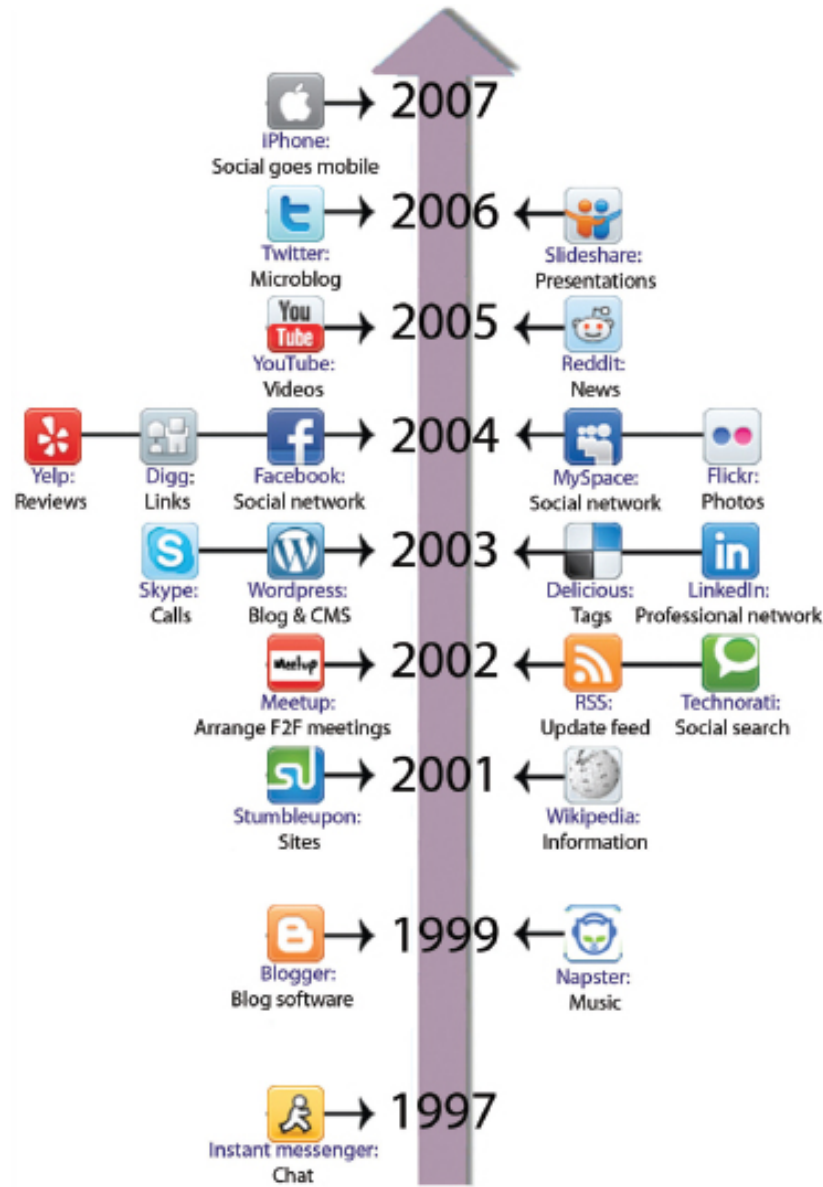
Opening discussion

- How do you personally use social media?
- How does your organization use social media, and do you participate?
- What is your overall acceptance of social media on a scale of 1-10, 1 being dislike, 10 being like?
- What do you most want to learn this summer?

Most common sites for me



Intro to Social Media



Pew Internet SM Demographics

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

A collage of various social media and online community logos, including Twitter, LinkedIn, Habbo, Meetup, Xing, Facebook, MyYearbook, MyLife, Flixster, PerfSpot, Netlog, and many others.

www.soravjain.com

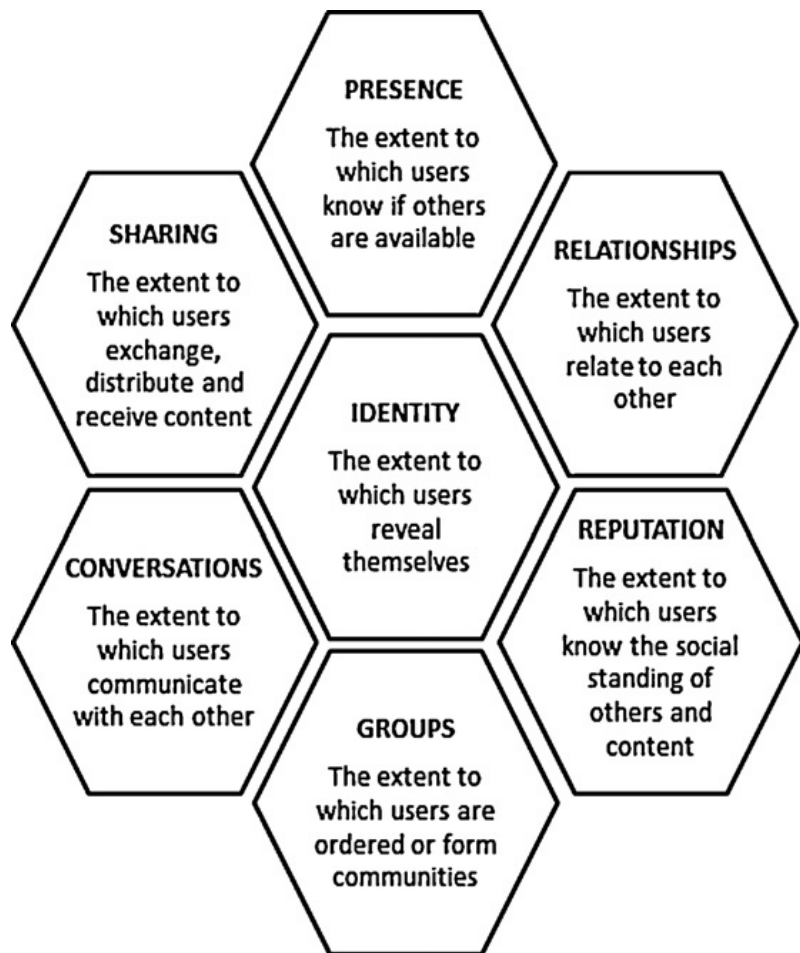
Yahoo buys Tumblr



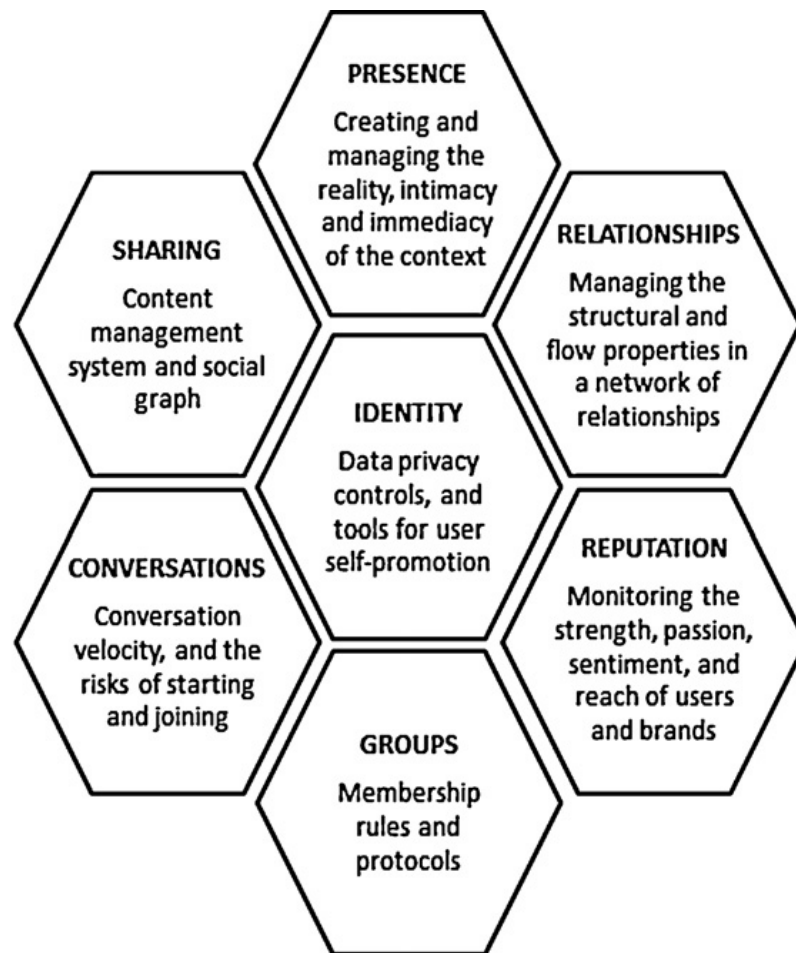
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Building Blocks of Social Media



Social Media Functionality



Implications of the Functionality

Social media? Get serious! Understanding the functional building blocks of social media

Jan H. Kietzmann *, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre Business Horizons (2011) 54, 241—251

4 C's of social media

- cognize, congruity, curate, and chase

Social Networking

- Sites that allow users to connect and interact but may not provide mechanisms for media sharing.

Social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other.

– (Early Facebook, MySpace, Friendster)

- **Social Media** is now used interchangeably for social networking and social media.

Social Media Definition

Social Media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the **creation and exchange of User Generated Content (UCG)**.

- Key elements: **social presence, media richness, and social processes** (self-presentation, self-disclosure)

Social Media – social presence

- **Social presence** is influenced by the intimacy (interpersonal vs. mediated) and immediacy (asynchronous vs. synchronous) of the medium
- The higher the social presence, the larger the social influence that the communication partners have on each other's behavior.

Social Media – media richness

Media richness theory (Daft & Lengel, 1986) is based on the assumption that the goal of any communication is the resolution of ambiguity and the reduction of uncertainty.

-- *states* that media differ in the degree of richness—the amount of information they allow to be transmitted in a time interval—and that some media are more effective than others

Characteristics of SM compared

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Low – lurkers, browsers

Medium – more engaged interactions

High – almost complete immersion

Social Media – self disclosure

- **Self-disclosure**-- the conscious or unconscious revelation of personal information (e.g., thoughts, feelings, likes, dislikes) that is consistent with the image one would like to give.

Mobile Social Media

- Pew Research Center estimates that by 2020, a mobile device will be the primary Internetconnection tool for most people in the world.
- NOTE: *written in 2010; this is mostly already true*



Social Media Management Tools

- Buffer
 - Tweetdeck
 - Hootsuite
 - *Others*
-
- *These are used to schedule, plan, and distribute content via automated posting across networks.*

Case Study – Red Cross

- Red Cross use of social media – discuss



**American
Red Cross**

Conclusion

- Discussion of Assignment 1
- Wrap-up, questions
- What to do for next week