

# WELCOME TO SOCIAL MEDIA 101

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6:30-8:00pm

City Lab, 600 A Street

# What We're Going to Cover

1. What is social media? (10 min)
2. Facebook (30 min)
3. Twitter (30 min)
4. Wrap (15 min)

# Evolution of Modern Communications

- 1950-1970s** Lots of communications networks, disjointed, not inter-networked.
- 1980s** Finally, an “internet protocol” that unified those networks, globally → the “Internet” as we know it.
- Early 1990s** Mainstream use of email
- Mid 1990s** Mainstream use of WWW

# The First Generation Web

## Mid 1990s

The “World Wide Web” became an exciting new way for business & organizations to distribute information.

“One-to-many”

Static

“Electronic brochures”

# The Second Generation Web

## Early 2000s

Web 2.0 came along, and with it, the birth of social media.

Interactive

Participatory

Two-way

Many-to-many

# What is Social Media?

Sharing media – words, music, photos, video – online in a way that encourages interaction and a sense of community

## KEY CONCEPTS:

Connection  
Communication  
Community

# Social Media Overview

## *Writing, sharing, opining*

Blogging: Blogger, Typepad, Wordpress

Micro blogging: Twitter

## *Media Sharing*

Video sharing: YouTube, Vimeo

Photo sharing: Flickr, Picasa

Music sharing: Pandora, LastFM

Publishing sharing: Scribd

Livecasting: Ustream, Skype

# Social Media Overview

## *Networking, connecting*

Social networking: Facebook, MySpace  
Professional networking: LinkedIn

## *Other*

Location sharing: Foursquare, Brightkite  
Bookmark sharing: Delicious  
Collaboration: Wikis  
Social news: Digg, Mixx, Readit  
Network aggregation: Friendfeed



# The “Modern” Web

Networking  
Interactive  
Participating  
Authenticity  
Transparency  
Lack of privacy

# Here's the Thing...

Massive communications revolution

Being defined & refined as we live it

Fire hose of information & communication

Silly to ignore it!