



Social Media

How to use: facebook

What is Social media?

Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of the World Wide Web, and that allow the creation and exchange of user content." (Wikipedia 2014)

What is Facebook?

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. (Dean, A. 2014)



History on facebook

Facebook was launched in February 2004. It was founded by Mark Zuckerberg his college roommates and fellow Harvard University student Eduardo Saverin. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area. By September 2006, to everyone of age 13 and older to make a group with a valid email address.



Reasons for using Facebook

- It is a medium of finding old friends(schoolmates..etc)
- It is a medium of advertising any business
- It is a medium of entertainment
- Sharing your photos and videos
- Connecting to love ones



What makes Facebook popular?

- The adding of photos
- News feed
- The “Like” button
- Facebook messenger
- Relationship status
- Timeline



Some hidden features of Facebook

- File transfer over FB chat
- See who is snooping in your account
- An inbox you didn't know you have
- You Facebook romance*
- Save your post for later



What is Twitter?

Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.

Retrieved 29/1/2015 <https://support.twitter.com/articles/13920-new-user-faqs>



Twitter's history

- Twitter began as an idea that Twitter co-founder Jack Dorsey had in 2006. Dorsey had originally imagined Twitter as an communications platform. Groups of friends could keep tabs on what each other were doing based on their status updates. Like texting, but not.
- During a brainstorming session at the podcasting company Odeo. Jack Dorsey proposed this SMS based platform to Odeo's co-founder Evan Williams. Evan, and his co-founder Biz Stone by extension, gave Jack the go-ahead to spend more time on the project and develop it further.
- In its early days, Twitter was referred to as "twtr". At the time, a popular trend, sometimes to gain domain name advantage, was to drop vowels in the name of their companies and services. Software developer Noah Glass is credited with coming up with the original name twtr as well as its final incarnation as Twitter.

Retrieved 29.1.15 <http://twitter.about.com/od/Twitter-Basics/a/The-Real-History-Of-Twitter-In-Brief.htm>



About Twitter

Twitter rapidly gained worldwide popularity, with more than 100 million users who in 2012 posted 340 million tweets per day. The service also handled 1.6 billion search queries per day. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet." As of December 2014, Twitter has more than 500 million users, out of which more than 284 million are active users.

(Wikipedia)



How to use Twitter

<https://www.youtube.com/watch?v=JoxbjIE8cPM>



What is Instagram?

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. Instagram was designed to allow its users to experience moments in your friends' lives through pictures as they happen. It is about a world connected through photos.

Retrieved 29/01/2015 [instagram.com/about/faq/](https://www.instagram.com/about/faq/)



What is Instagram? Cont'd

www.youtube.com/watch?v=N92MQ9o4Feo



About Instagram

- Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012 and over 300 million as of December 2014. Instagram is distributed through the Apple App Store, Google Play, and Windows Phone Store. Support for the app is available for iPhone, iPad, iPod Touch, and Android handsets.
- The service was acquired by Facebook in April 2012 for approximately US\$1 billion in cash and stock. In 2013, Instagram grew by 23%, while Facebook, as the parent company, only grew by 3%.

(Wikipedia)



Other social media sites

- LinkedIn
- Pinterest
- Google Plus+
- Tumblr
- Flickr

End of presentation



THANK YOU