

Social Media

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Twitter - overview



- ▶ “Twitter is a micro-blogging network of real-time posts that are limited to ~~140~~ 280 characters or less”



Choose 5 or more people to “follow” - friends, relatives or celebrities



Start or join a conversation with a simple tweet - images and videos can be attached



If you see something you like, retweet it to spread the word instantly



Hashtags connect Tweets that talk about the same thing, in one place

Twitter - statistics



- ▶ 330 million monthly active users - 134 million daily active users
- ▶ 63% of twitter users are aged between 35 and 65
- ▶ 500 million tweets are sent every day
- ▶ The “Face With Tears of Joy” emoji is the most popular emoji on Twitter and has been used more than 2 billion times



Twitter - most followers



Barack
Obama



Katy Perry



Justin
Bieber



Rihanna



Taylor Swift



Lady Gaga



Ellen
DeGeneres

The Most Followed Accounts on Twitter

1. Barack Obama (109m **followers**)
2. Katy Perry (108.1m **followers**) ...
3. Justin Bieber (106.8m **followers**) ...
4. Rihanna (93.7m **followers**) ...
5. Taylor Swift (84.8m **followers**) ...
6. Cristiano Ronaldo (80.2m **followers**) ...
7. Lady Gaga (79.5m **followers**) ...
8. Ellen DeGeneres (78.7m **followers**) ...



Instagram - overview

- ▶ Instagram is a social networking app made for sharing photos and videos from a smartphone
- ▶ Instagram is like a simplified version of Facebook (and is owned by FB) with a focus on images
- ▶ 1 billion monthly active users; 500 million daily active users
- ▶ The “Like” button is hit an average of 4.2 billion times every day
- ▶ 65% of Instagram users are aged between 18 and 29



Instagram - most followers



millions

Cristiano Ronaldo	185	Footballer	 POR
Ariana Grande	165	Musician and actress	 USA
Dwayne Johnson	158	Actor and professional wrestler	 USA
Selena Gomez	157	Musician and actress	 USA
Kim Kardashian	148	Reality TV personality and businesswoman	 USA
Kylie Jenner	147	Reality TV personality and businesswoman	 USA
Beyoncé	133	Musician	 USA
Lionel Messi	132	Footballer	 ARG
Neymar	126	Footballer	 BRA

Facebook - overview



- ▶ “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”





Facebook - key features

- ▶ News feed. The primary system through which users are exposed to content posted on the network
- ▶ Friends. Two people are Facebook friends once the receiving party accepts a friend request, and they can then see each others' posts
- ▶ Timeline. Shows all posts in chronological order



Likes and Reactions. The Like button enables users to interact with others' status updates, comments and photos



Facebook Messenger. Enables users to send text messages to each other, and use voice and video too

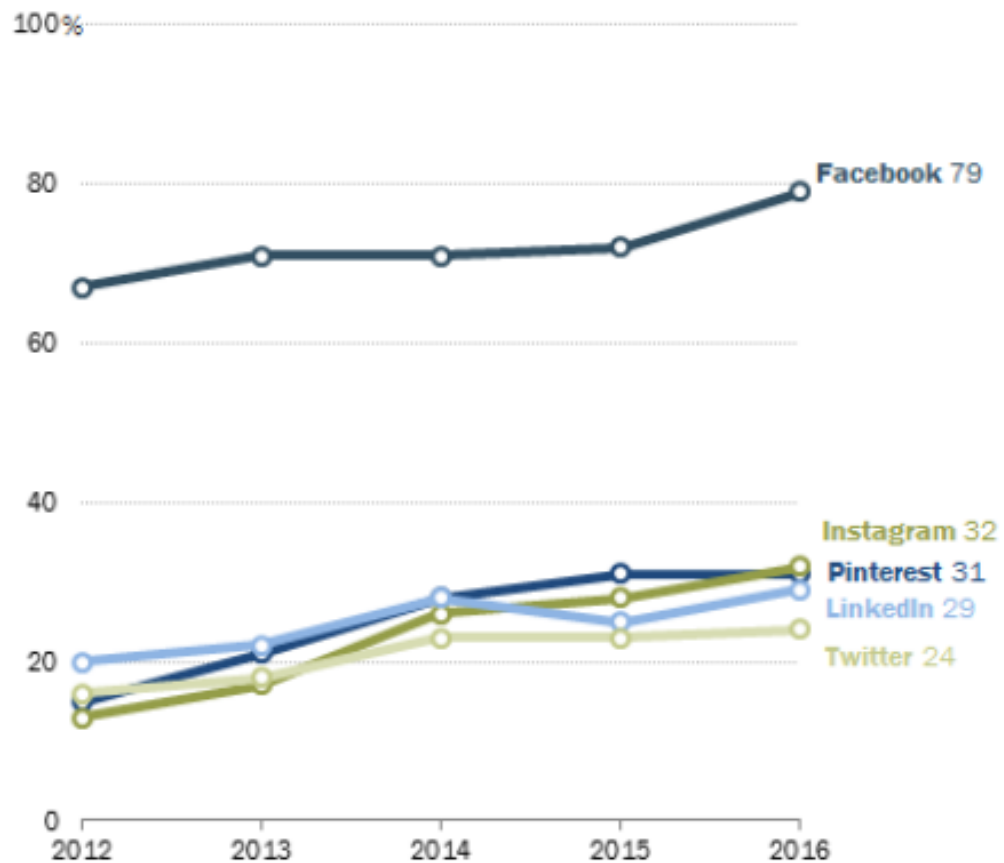
- ▶ Notifications. Tell the user that something has been added to his or her profile page
- ▶ Groups. Are a way of enabling a number of people to come together online to share information and discuss specific subjects.

Facebook - statistics



Facebook remains the most popular social media platform

% of online adults who use ...





Facebook - statistics

- ▶ 2.41 billion monthly active users (22% of the world's population); 1.59 billion daily active users
- ▶ 50 million businesses have FB pages
- ▶ 30% of FB users are aged 25-34
- ▶ 5 new profiles created every second
- ▶ In every minute; 510,000 comments are posted; 293,000 statuses are updated; 136,000 photos are uploaded
- ▶ **83 million fake profiles**

Whatsapp - overview



- ▶ “WhatsApp is free to download messenger app for smartphones - it uses the internet to send messages, images, audio or video and works on all types of smartphones”
- ▶ Allows users to set up ‘closed’ groups for sharing information
- ▶ Uses end-to-end encryption to ensure messages are secure, but.....
- ▶ ...the assailant involved in the London terror attack that left three pedestrians and one police officer dead – and dozens more wounded, used WhatsApp minutes before the rampage. Because the messages sent by and to attacker Khalid Masood were encrypted, officials were unable to access them.

Whatsapp - statistics



- ▶ Launched in 2009 and bought by Facebook in 2014
- ▶ 1.5 billion active monthly users in 180 countries; 300 million daily active users
- ▶ Every day:
 - ▶ More than 2 billion minutes of voice and video calls are made
 - ▶ 100 million voice calls and 55 million video calls are made
 - ▶ More than 65 billion text messages are sent

Pinterest - key features



- ▶ “Pinterest is a social network that allows users to visually share, and discover new interests by posting images or videos to their own or others' boards and browsing what other users have pinned”
- ▶ Pins. Ideas that people on Pinterest create, find and save from around the web
- ▶ Boards. Arrange your Pins into related subjects.
- ▶ Home Feed. Relevant Pins, people and brands based on your recent activity, as well as Pins from the people, topics and boards you choose to follow.
- ▶ Profile. All of the Pins you save, boards you create and Pins you try are stored in your profile

Pinterest - statistics



- ▶ Launched in 2010; over 300 million monthly active users
- ▶ 200 billion pins; 4 billion boards
- ▶ Majority of active 'pinner' are aged under 40.





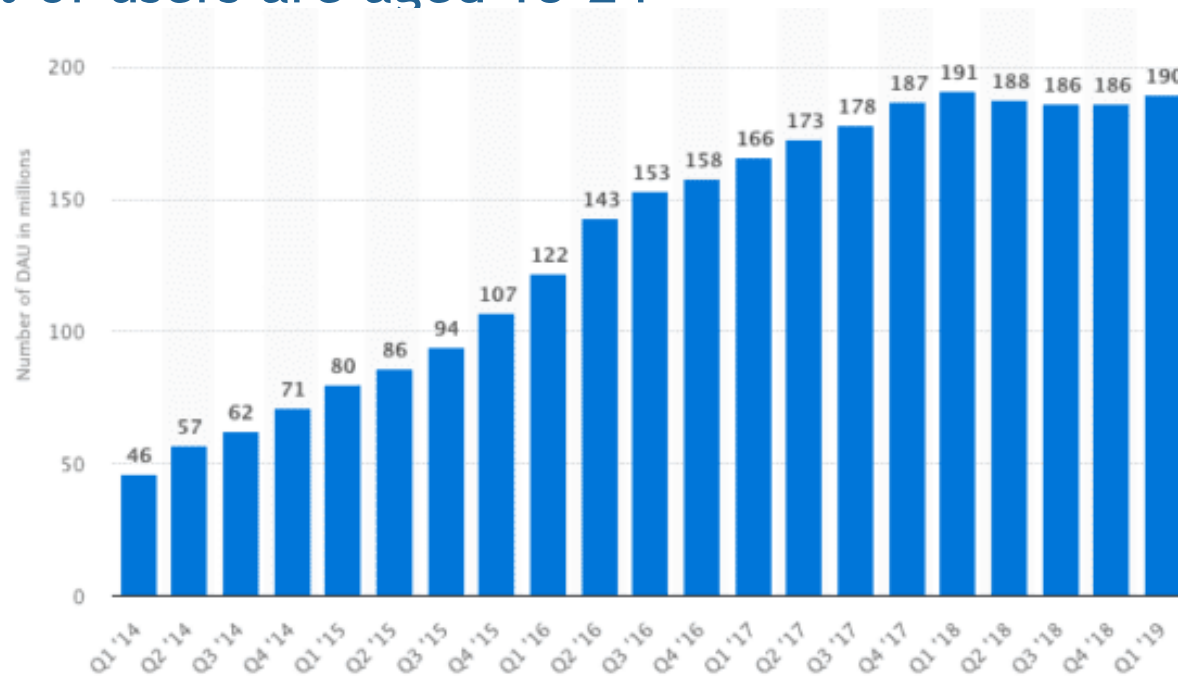
Snapchat - overview

- ▶ Snapchat is a mobile, social media application and is a way to create bite-sized pieces of content, aka “Snaps”
- ▶ Snaps stay on the app for 24 hours, then disappear. Users cannot save something sent to them
- ▶ The default screen is the camera page, making it easy to shoot a quick video or take a picture
- ▶ Snapchat also has a messaging feature, where you can:
 - ▶ Comment on specific snaps
 - ▶ Send private snaps to a friend, or multiple friends
 - ▶ If you don't reply to a private snap, it disappears in 24 hours

Snapchat - statistics



- ▶ Launched in July 2011
- ▶ 310 million monthly active users; 200 million daily active users
- ▶ 3.5 billion snaps are posted daily
- ▶ 39% of users are aged 18-24



iMessage



- ▶ “iMessage is Apple’s free instant messaging service for devices like iPhone, iPad, and Mac”
- ▶ Allows users to send texts, documents, photos, videos, contact information, and group messages over the Internet
- ▶ Similar to WhatsApp but restricted to Apple devices
- ▶ All iMessages are encrypted and can be tracked using delivery receipts
- ▶ 1.3 billion active monthly users
- ▶ 200,000 iMessages sent every second



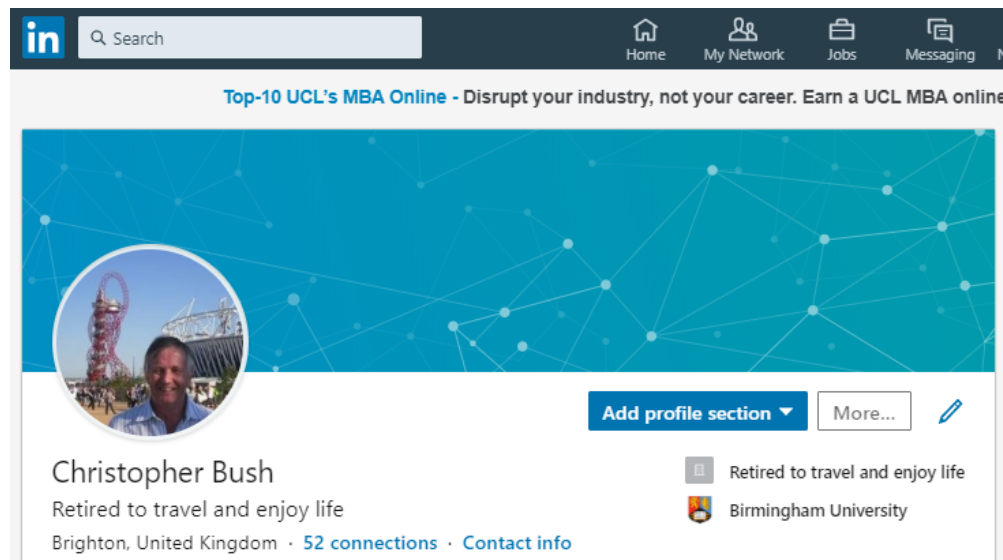
LinkedIn - key features

- ▶ “LinkedIn is a social networking site designed specifically for the business community”
- ▶ LinkedIn users create professional, resume-like profiles that allow other site members to learn more about their business background, areas of expertise and groups or organizations they belong to
- ▶ Main features are:
 - ▶ Keep in Touch
 - ▶ Get Help
 - ▶ Search for Jobs
 - ▶ Hire new employees

Linkedin - statistics



- ▶ Launched in 2003 - owned by Microsoft
- ▶ 610 million members in 200 countries
- ▶ 300 million monthly active users; 120 million daily active users
- ▶ 27 million profiles in the UK; 60% male, 40% female
- ▶ More than 1/3 of LinkedIn members are in upper management positions



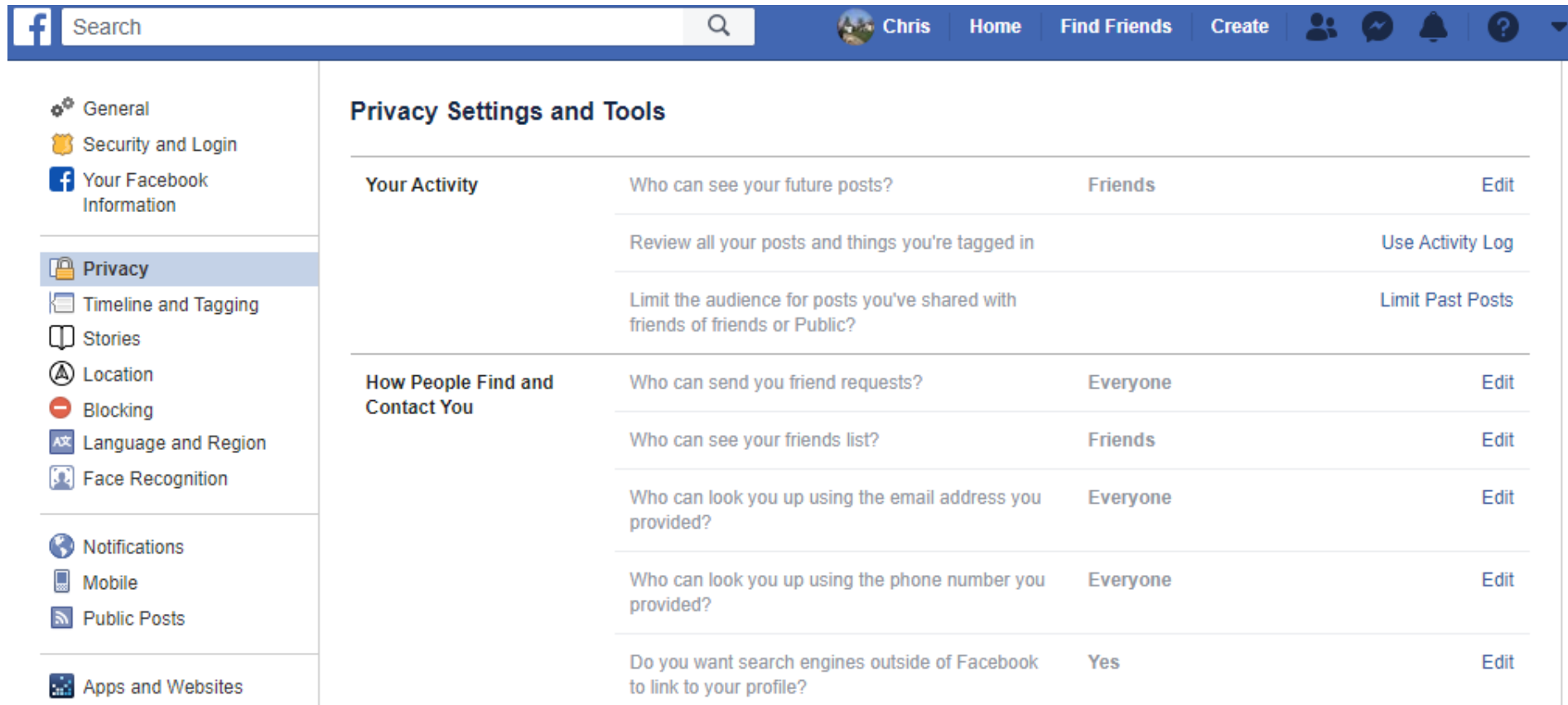
YouTube



- ▶ “YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos”
- ▶ Created in February 2005 - bought by Google in November 2006
- ▶ Key features:
 - ▶ Playback. View any uploaded video without having to download it
 - ▶ Uploading. All YouTube users can upload videos of up to 15 minutes duration
 - ▶ Comments. Thumbs up or down or more detailed comments
 - ▶ Create Playlists. Save videos for later viewing
 - ▶ Sharing. Use any other social network to share videos with friends
- ▶ 1.9 billion users worldwide

Social Media Security Concerns - Privacy

- ▶ All Social Media platforms have Privacy Settings - set them carefully and take advice if unsure



The screenshot shows the Facebook interface with the 'Privacy' settings page selected. The left sidebar lists various settings categories, with 'Privacy' highlighted. The main content area, titled 'Privacy Settings and Tools', is divided into two sections: 'Your Activity' and 'How People Find and Contact You'. Each section contains a table of settings with their current values and an 'Edit' link.

Privacy Settings and Tools			
Your Activity	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
How People Find and Contact You	Who can send you friend requests?	Everyone	Edit
	Who can see your friends list?	Friends	Edit
	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want search engines outside of Facebook to link to your profile?	Yes	Edit

Social Media Security Concerns - Posts

- ▶ Should I post holiday photos on Social Media platforms?
- ▶ Yes - but only if you trust all of your “friends”



Social Media Security Concerns - Cookies

- ▶ Should I accept Cookies from all sites?
- ▶ Cookies are files you can delete. ... You probably do not want to block all cookies, because that would really limit the quality of your Internet experience. You can set your browser to ask your permission before accepting a cookie though, and only accept them from Web sites you trust.

Useful references

- ▶ How to set-up a Twitter account <https://www.slideshare.net/SMforbeginners/introduction-to-twitter-presentation>
- ▶ Twitter help guide <https://help.twitter.com/en/twitter-guide>
- ▶ Getting started on Instagram <https://help.instagram.com/454502981253053/>
- ▶ How to set up Facebook <https://www.lifewire.com/tutorial-how-facebook-works-2654610>
- ▶ 10 Essential Facebook tips for absolute beginners <https://www.makeuseof.com/tag/essential-facebook-tips-beginners/>
- ▶ How to use WhatsApp <https://www.wikihow.com/Use-WhatsApp>
- ▶ All About Pinterest <https://help.pinterest.com/en-gb/guide/all-about-pinterest>
- ▶ How to Use Snapchat <https://support.snapchat.com/en-US/a/how-to-use-snapchat>
- ▶ Imessage: The Ultimate Guide <https://www.imore.com/imessage>
- ▶ How to Use YouTube <https://www.lifewire.com/how-to-use-youtube-2655498>