

Social Media

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May and June 2023

Edition #1



5 types of Social Media

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1 Social networking

- Facebook
- Twitter

This is an online community of individuals who share interests, exchange messages, share information or cooperate with each other on activities.

It is used for entertainment but a lot of businesses also use it for promoting their products, message costumers and get feedback from them.

2 Media Sharing networks

- Instagram
- Pinterest
- TikTok

As the name already reveals, over platforms like this you can share networks, such as infographics, images, short-form and long-form videos.

The people enjoy scrolling on networks like these to relax and have fun, but they are also used for finding inspirations and information as well as shopping.

3 Discussion Networks

- Discord
- Reddit
- Quora

Those platforms are used whenever someone has a specific question or answers to give. It is also used for discussions and to connect with communities of people with similar interests.

4 Social Blogging Networks

- Tumblr
- Medium
- Blog Meets Brand

Blogs can be good for sharing information with other people. It can sometimes explain a subject better and help readers understand difficult topics.

5 Review Networks

- Google Business Profile
- Yelp
- Trip Advisor

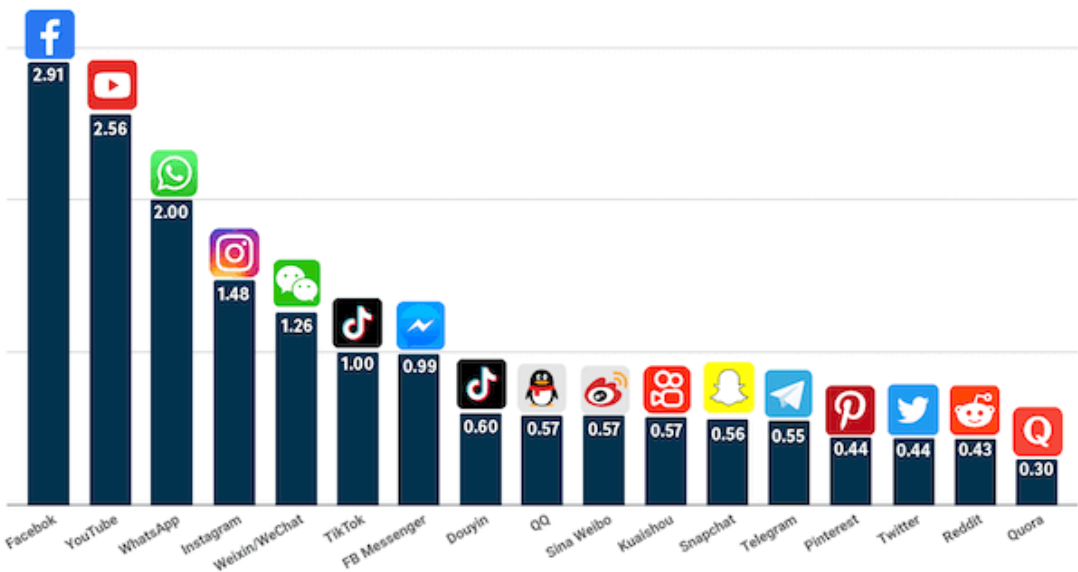
Review Networks directly connect companies and consumers. On platforms like this you can read and write feedback. This has become essential to the customer journey and is very important for every brand.

The advantages for companies

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With social media you can reach a lot of costumers at once. You can attract them, get their feedback and build customer loyalty. Moreover, you can learn about your costumers, keep up with industry trends as well as keep an eye on you competitors. You can gain insight into where you need to improve and what not to do by looking through your competitors' social media posts. Not to forget is the pro, that through social media you can boost your website traffic. Ideally, your social media post should send your readers direktly to your online shop or to your website.





Most popular social networks worldwide

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“No one uses facebook anymore”, that’s a phrase nearly all of use have already heard once, but from the figures it is apparent that the most popular social media platform is actually still facebook, followed by Youtube. On the third place, there is WhatsApp: It has 2.00 Billion active users monthly. The results of the present study also demonstrate that there are 1.48 Billion user on Instagram, 1.26 Billion users on WeChat and 1.00 Billion users on TikTok.

As Snapchat is also very popular in Austria it may surprise you, that worldwide it is only on place 12, with 0.56 Billion users and telegram is only on the 13th place, with 0.55 Billion users. Pinterest and Twitter both have 0.44 Billion users. Also very interesting is, that social networks like Tripadvisor or LinkedIn are not even on the list, while the chinese instant messaging software called “QQ” has 0.57 Billion users and the Chinese microblogging website “Sina Weibo” is on the 10th place worldwide with 0.57 Billion users.

Questions & Answers

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Who is the founder of Whats App?

Jan Koum and Brian Acton

What was the first ever social media platform?

SixDegrees

When was facebook founded?

On the 4th of February 2004

How many social media users are there worldwide?

4.9 billion

How many social media users are there in Austria?

7.3 million

How many women are using social media?

75 %

How many men are using social media?

77%

How much time does one spend on social media daily in Austria?

1h 22min on an average

The Founder of WhatsApp



JAN KOUM

Jan Koum was born in 1976 to a Jewish family in Kyiv, Ukraine. He grew up really poor. His father worked in construction, his mother stayed at home with him. After his mother died in 1991, he moved to america to start a new chapter. Two years after immigrating to the U.S., Koum taught himself computer programming. “I had so much fun in the early days learning about networking, security, scalability, and other geeky stuff,” he explains.

He went to school at San Jose State University, but after only one year, he quit because of a job at Yahoo. During his freshman year at San Jose Stae he worked on the security team, where he met his future business partner, Brian Acton, while working on a project at Yahoo. The idea of WhatsApp is based on his own personal experiences. When he was younger, communication with his family was irregular because it was extremely expensive. That’s why he wanted to provide a solution for those in similar circumstances by creating an easy-to-use cross-platform messaging app that made phone calls and texts more accessible to friends and families. The WhatsApp app launched on the 3rd May of 2009, but at first it totally floped. Luckily, a month later, Apple updated the software for iPhones to allow push notifications.

This made WhatsApp more popular. The new version, which released in November was a huge success. Next, they began seeking investors who could help their messaging service scale. Acton got several former colleagues at Yahoo to invest \$250,000 in the business. Koum kept working on improving the app and making it functional for more users. In 2014, Facebook made WhatsApp’s co-founders an offer they couldn’t refuse: \$19 billion dollars. While both Koum and Acton stuck around in partnership with Facebook for a few years, they eventually left due to issues regarding advertising and users’ privacy protection.

In addition, J. Koum supports charitable causes. The Koum Family Foundation donated \$10 million dollars to Stanford University in 2018 and has given tens of millions of dollars to Jewish and Israeli-related causes.



Which social media app are you?

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What is your favourite colour?

- Red (1)
- Pink (3)
- Green (2)
- Yellow (4)

What is you favourite food?

- Salad (1)
- Pizza (4)
- Pasta (3)
- Soup (2)

What holiday destination would you choose?

- Maldives (3)
- Mallorca (4)
- Germany (2)
- America (1)

What do you think is most important?

- Being free and happy (1)
- Having lots of friends (3)
- Being rich and successful (2)
- I don’t know (4)

How much time do you spend on social media daily?

- less than 1 hour (2)
- less than 2 hour (1)
- less than 3 hours (4)
- more than 3 hours (3)

It’s a Friday night. What do you do?

- Meeting my friends of course. We will be out all night! (4)
- I will probably stay at home, but maybe next week. (2)
- I am definitely not going anywhere. I love to have time for myself. (1)
- I am probably going to a restaurant with my closest friends, but I will definitely be home before midnight. (3)

Key: Now summarize the numbers in the brackets of your chosen answers.
If you got 1 – 6 points you are pinterest
If you got 7 - 12 points you are WhatsApp
If you got 13 - 18 points you are Instagram
If you got 19 – 24 points you are Snapchat

Social Media Content Statistic for Buisnesses



There are chances that
51% of people
would unfollow brands on social media if they post irritating content



27%
of users would mark the brand as spam and block



8 out of 10
marketers use visual assets in their social media marketing



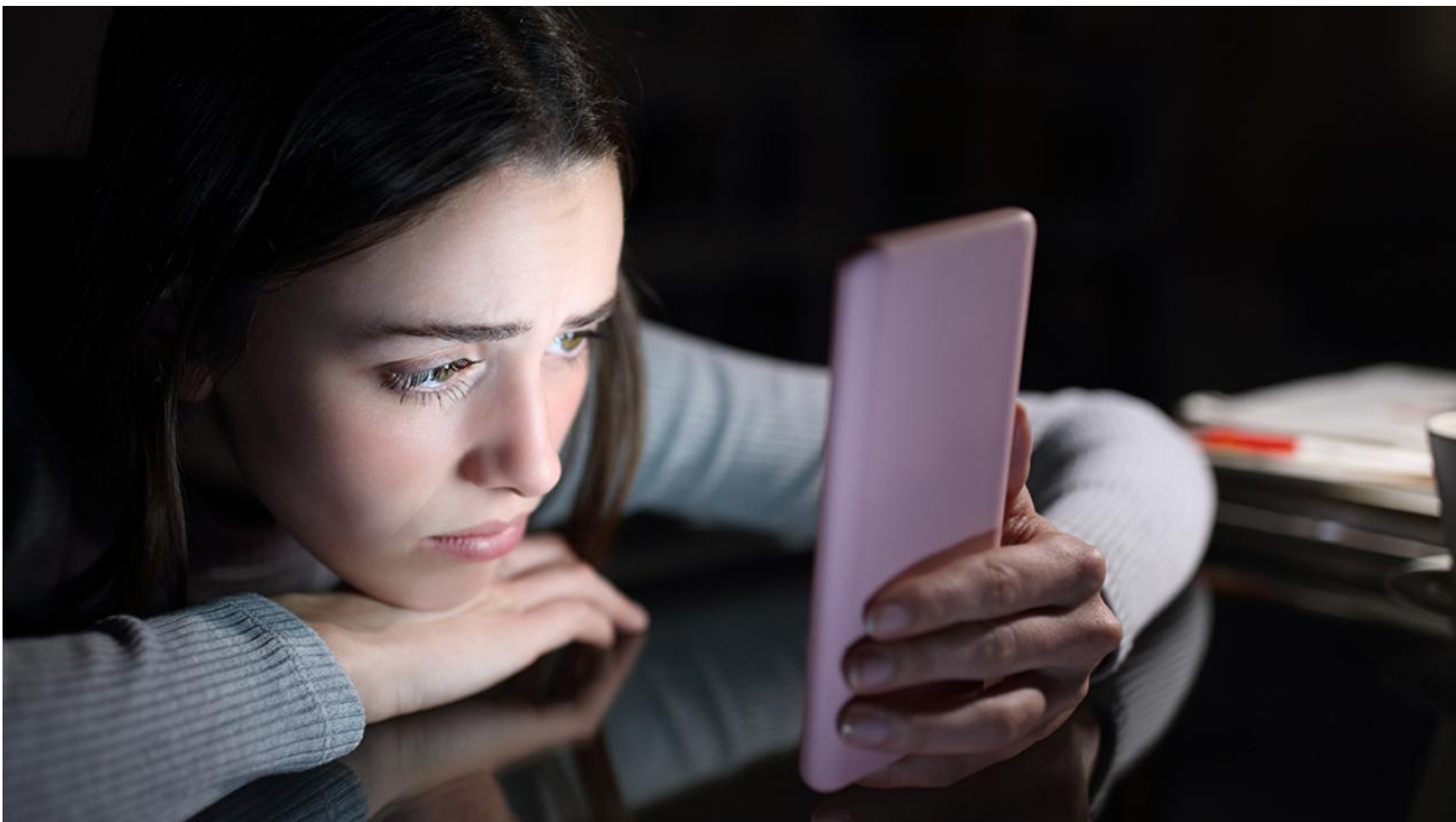
93%
of businesses gain a new customer due to a video posted on social media



LinkedIn is #1 platform that B2B marketers use to distribute content at
94 percent



85%
of B2B marketers use Twitter to distribute content



The negative effects of social media

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Insecurity about your life and appearance:

By this time a lot of people already know that a lot of images on social media are manipulated. However, it is not always easy to accept that, because sometimes you can’t prove or be 100% sure if a picture is edited or if they used a filter. That’s why a lot of people feel uncomfortable with their looks.

Fear of missing out:

People on the internet only show their highlights and try to present only the good parts o their life. Sites such as Facebook and Instagram seem to cause feelings that others are having more fun or living better lives than you are. But keep in mind, this is not reality.

Social media addiction:

The fear of missing out can also lead to a social media addiction. You pick up your phone every few minutes to check for updates, or respond to messages, even if that means you are getting less sleep, are taking risks while you’re driving, or prioritizing social media interaction over real world relationships. Conservative estimates suggest that roughly 10 percent of Americans are addicted to social media.

Isolation:

As you may think, that social media might make you feel less lonely, because you can communicate and interact with other people, a study at the University of Pennsylvania found out, that high usage of social media actually increases the feelings of loneliness.

Depression and anxiety:

Studies show that depression among teenagers and young adults has gotten more common over the past decade. As the use of social media also increased a lot during the last decade, there might be a connection between those two developments. Experts think that connecting with people online is less emotionally fulfilling than connecting in person. Humans need face-to-face contact to be mentally healthy. Nothing reduces stress and boosts your mood faster or more effectively than eye-to-eye contact with someone who cares about you. The more you prioritize social media interaction over in-person relationships, the more you’re at risk for developing or exacerbating mood disorders such as anxiety and depression.



Cyber bullying:

Bullying through the internet often happens in form of insults, threats, exposures or harrasments and is a huge problem in todays society. Of course before social media existed, people were also getting bullied, but mobbing only happed at school or when you are out. Cyberbullying follows you home. Added to this, Cyberbullying is accessible for a wide rage of people, so that Strangers can see the insults. Sometimes, the victim does not even know that mean photos or untruths are published. Moreover, what is posted once in the internet is forever. Even though the content can be deleted you never know, who has already copied or safed it. In addition, cyberbullying happes way faster, because you can just leave a mean comment and do not have to talk to the people in person.

What can I do against all these negativ aspects?

- ✓ Spend less time on social media
- ✓ Turn off notifications and only check social media at certain times
- ✓ Move social apps off of your home screen
- ✓ Put your phone on silent or use “do not disturb” features



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