

SOCIAL MEDIA: WHAT IS IT?

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- SOCIAL: The human connection
 - Sharing experiences, ideas and thoughts



■ MEDIA = The mechanism we use to make connections with others.

- Written word
- Telephone
- Radio
- TV
- Email
- Websites
- Videos
- Photographs
- Mobile phones
- Texting

- SOCIAL MEDIA = using technology to effectively reach out and connect with others.



■ SOCIAL MEDIA COMPONENTS:

- Communications
- Public relations
- Marketing
- Personal connecting

■ SOCIAL NETWORKING

- Old as mankind
- Need to share thoughts, ideas and feelings
- TODAY: Facebook, LinkedIn, Myspace



Half of adults in U.S. are users of social networks, study says

■ Boomers have posted a sharp rise

ASSOCIATED PRESS

SAN FRANCISCO — Half of all American adults are now on social networks, slightly more than a year ago, and use among baby boomers is growing, according to a new study.

A report released last week by the Pew Internet & American Life Project found that, of the U.S. adults who use the Internet, nearly two-thirds use social networks such as Facebook or Twitter.

Among baby boomers aged 50 to 64, 32 percent said they use a social networking site on a typical day. That's up sharply from 20 percent a year ago.

Seniors also are testing the waters of social networking, said Mary Madden, co-author of the report.

"The graying of social



NICHOLAS KAMM : AFP / GETTY IMAGES FILE

140 CHARACTERS OR LESS: Online social networks are most popular with young adults and women.

networking sites continues, but the oldest users are still far less likely to be making regular use of these tools," she said.

Online social networks are most popular with young adults and women, and the "power users" of the social Web are women aged 18 to 29, the report found. Of this group, 89 percent use social networks, and 69 percent do so on an average day.

The report found "no significant differences"

in use of social networks based on race, ethnicity, household income, education level or whether people live in urban, rural or suburban areas.

Pew also asked respondents to describe their social networking experience in one word. The most common word, by far, was "good."

The survey was conducted April 26 to May 22 among 2,277 adults. The margin of error is plus or minus 3.7 percentage points.

- Facebook launched February 2004
 - As of July 2011, 800 million active users
 - Zuckerberg DOB: 5/1984



■ PHOTO SHARING

- “Picture worth a thousand words”
- Flickr = 4 billion photos housed
- Plus other sites such as photoswarm, smugmug, etc.

- VIDEO

- YouTube



■ MICROBLOGGING

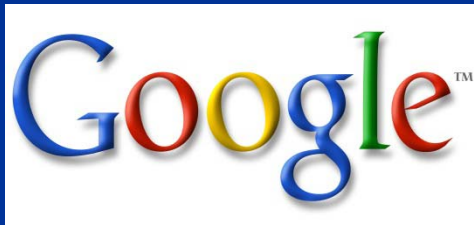
- Text messaging on steroids
- i.e. Twitter (140 characters)

■ LIVECASTING

- Livecasting is broadcasting video live
- Companies are beginning to use
- Wayne's World



■ INTERNET SEARCH



■ MOBILE

- Mobile phones are less expensive than laptops and desktops
- Phones:
 - Email
 - Photos
 - Audio
 - Video
 - Blogging



New cartel target: social media users

■ Messages left on 2 bodies cite anti-gang blogs

By DUDLEY ALTHAUS
HOUSTON CHRONICLE

MEXICO CITY — Placards left with the tortured bodies of two people hanging from a Nuevo Laredo overpass warn that the same fate awaits social media devotees who keep information flowing by text Twitter, blogs and other means as gangsters muzzle the news media in much of Mexico.

"This is going to happen to all the internet busybodies," said one of the notes signed with a Z, presumably for the Zetas gang that controls Nuevo Laredo. "Listen up, I'm on to you."

Many Mexican newspapers and broadcasters have self-censored under constant gangster siege. Reporters have been killed, newsrooms attacked. Government officials often prove less than forthcoming with timely and accurate information. Twitter, Facebook, blogs and text messaging all have filled the void, becoming primary news sources in scores of Mexican communities, even for family members in the U.S., as gangs battle cartel rivals and security forces.

The messages found in Nuevo Laredo on Tuesday, with the bodies of a man and a woman in their 20s, directly threatened two popular blogs that specialize in reporting gang-related news. *Please see MEXICO, Page A10*

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ABA – Institute on Securities Fraud - Social Media Impact on Jury Trials

1. People have been “Tweeting” since biblical times
2. Instant information and communication
3. Talking → Reading → Phoning → Googling
4. Information savvy jurors check out all participants
5. Facebook story about what a witness posted
6. Messages conveyed on your Internet sites
7. Conduct internet research on your witnesses too!
8. NEVER directly or indirectly contact a juror