



LAUGH!



OK...

what is

**Social
Media**





 **KAIKKIALLA**

Informaatioteknologian tiedekunta – Jyväskylän yliopisto

WEB
BLOG
SITE
MARKET
SOCIAL
INTER-
ACTIVE
COMMUN-
ITY
GLOBAL
COMPUTER
VIRAL
MEDIATION



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 20% MALE

♀ 80% FEMALE



150 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

THERE ARE OVER **67 MILLION** TWITTER USERS



6,000 TWEETS ON AVERAGE

HAPPEN EVERY SECOND



328 MILLION ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW



AGE 25 TO 34 AT 29.7% OF USERS IS THE MOST COMMON AGE DEMOGRAPHIC

USERS SHARE



1 MILLION LINKS EVERY 20 MINUTES



2.01 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING APP ALL AROUND PICTURES AND NOW 60 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING

PICTURES CONSUMERS CAN RELATE TO



MOST FOLLOWED BRAND IS



NATIONAL GEOGRAPHIC



700 MILLION ACTIVE USERS



SNAPCHAT

APP FOR SENDING VIDEOS AND PICTURES THAT DISAPPEAR AFTER BEING VIEWED

10+ BILLION VIDEO VIEWS DAILY

ROUGHLY 70% OF USERS ARE FEMALE



MOST USED PLATFORM AMONG 12 - 24 YEAR OLDS



300+ MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

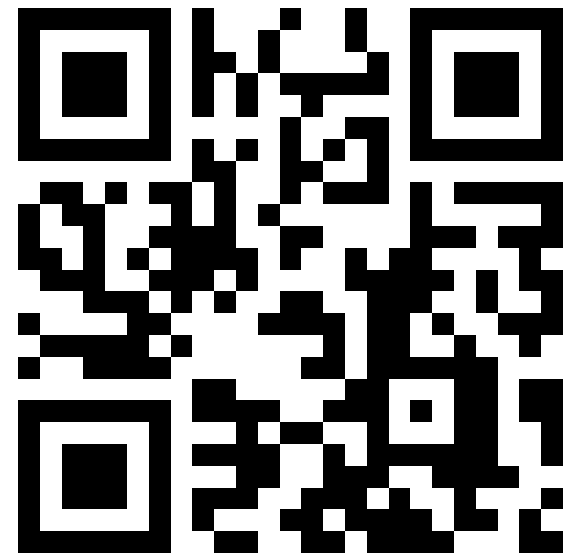
BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



70% OF USERS ARE OUTSIDE THE U.S.



106 MILLION MONTHLY ACTIVE USERS



<https://urly.fi/PsZ>

WHAT IS REAL?

Are You Living an Insta Lie? Social Media Vs. Reality



**Any
Thoughts?**

THINK

before you:



Is it... True?
Helpful?
Inspirational?
Necessary?
Kind?

The Internet is forever.
Don't develop a bad reputation.

Dos and Don'ts when using social networks



Join at **kahoot.it**



Kahoot!



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QUESTION & ANSWER



Any Questions, Comments, Thoughts, Ideas?