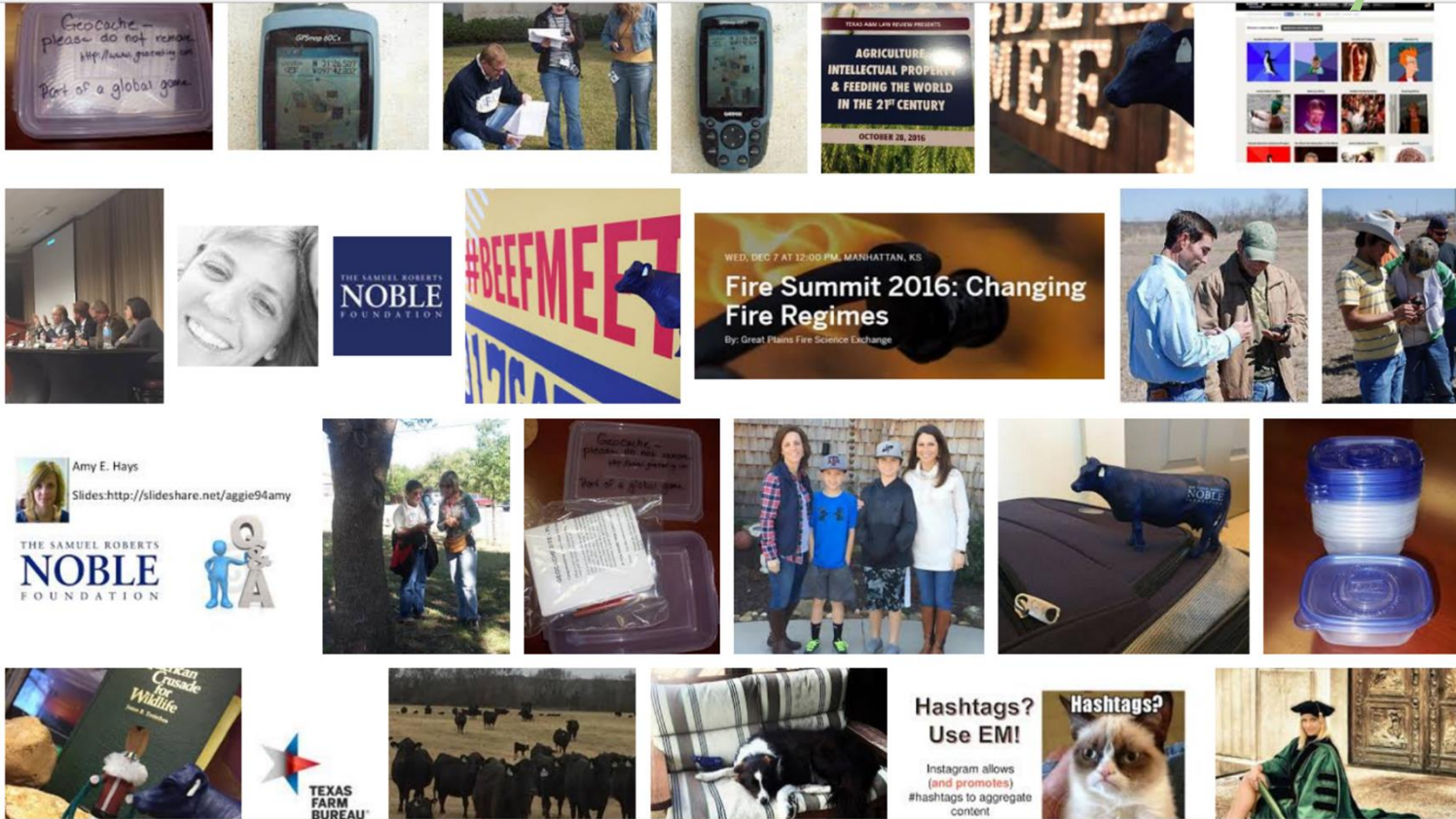


# @aggie94\_amy

# Amy E Hays



## Finding Your Tribe

# One Network to Rule Them All





# Social Media Explained



-  I'm eating bacon
-  I like bacon
-  I have skills including eating bacon
-  This is where I eat bacon
-  Watch me eat my bacon
-  Here's a vintage photo of my bacon
-  Here's a recipe with bacon
-  I work for Google and eat bacon
-  I'm listening to music about bacon

# SOCIAL MEDIA EXPLAINED WITH coffee



I Like Coffee



Here is a collection of pictures & recipes of coffee drinks.



I am drinking #Coffee



Watch me as I drink coffee.



I am a Google employee who drinks coffee



Here is where I drink coffee. I come here a lot, I am the Mayor.



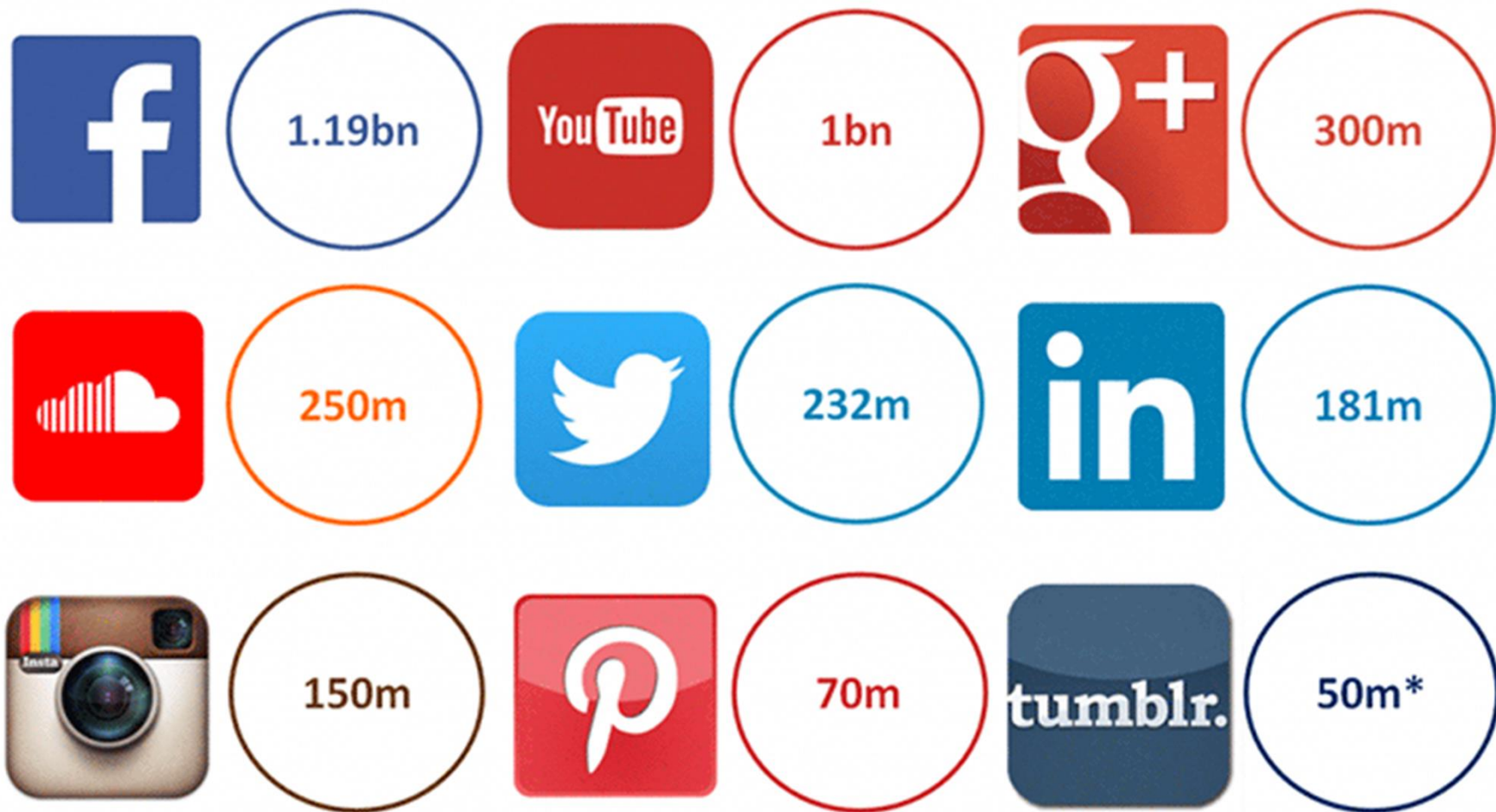
I am good at drinking coffee



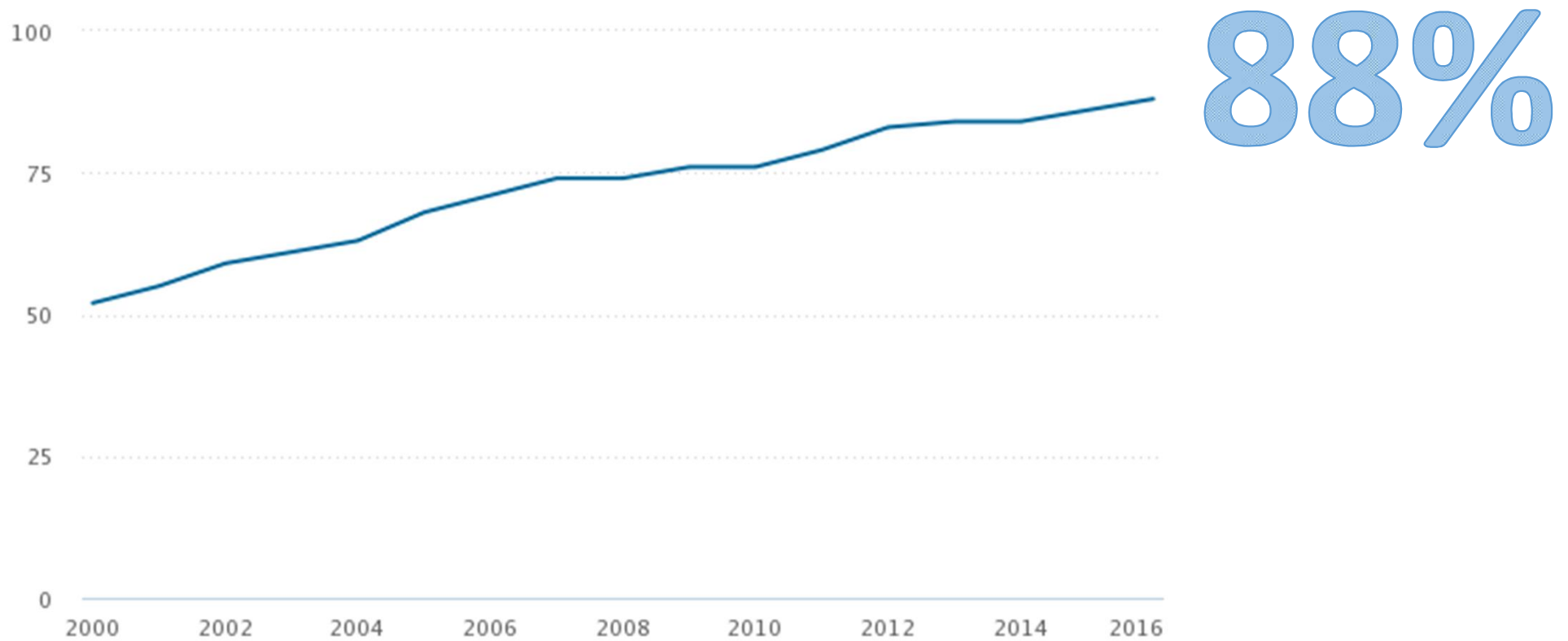
Here is a vintage picture of me drinking coffee.

socialab

## Active Monthly Users of the 'Big 9'



*% of U.S. adults who use the internet*



Source: Surveys conducted 2000-2016. Data for each year based on a pooled analysis of all surveys conducted during that year.







**PEW RESEARCH CENTER**



## SIGNIFICANT DIFFERENCES BY AGE, RACE, GENDER AND PARTY ID ON USE OF SOCIAL MEDIA MEDIA

April 2015

On which of the following platforms do you have an account?

						
<b>ALL 18-29</b>	83%	44%	39%	34%	33%	15%
<b>18-24</b>	83%	51%	43%	33%	42%	19%
<b>25-29</b>	82%	34%	35%	35%	20%	8%
<b>College</b>	88%	58%	49%	38%	55%	21%
<b>Democrat</b>	83%	50%	45%	34%	35%	19%
<b>Republican</b>	87%	44%	37%	42%	37%	9%
<b>Independent</b>	81%	38%	35%	30%	28%	14%
<b>White</b>	86%	41%	40%	38%	36%	14%
<b>Black</b>	75%	48%	42%	25%	23%	14%
<b>Hispanic</b>	78%	49%	37%	29%	29%	14%
<b>Male</b>	80%	34%	38%	12%	28%	10%
<b>Female</b>	86%	53%	41%	56%	38%	19%
	<b>Facebook</b>	<b>Instagram</b>	<b>Twitter</b>	<b>Pinterest</b>	<b>Snapchat</b>	<b>Tumblr</b>

## AVERAGE DAILY TIME SPENT ON SOCIAL

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**YOUTUBE**

**40 MINUTES**



**FACEBOOK**

**35 MINUTES**



**SNAPCHAT**

**25 MINUTES**



**INSTAGRAM**

**15 MINUTES**



**TWITTER**

**1 MINUTE**

@aggie94\_amy

How Much Time Do People Spend on Social Media?  
[Infographic] January 04, 2017 [Evan Asano](#)  
Social Media Today



Platform	How do you influence	Goal
Facebook	Relationship	Let's talk about it
Twitter	Timely information	Help people discover best information
LinkedIn	Expert voice	Share credible information and resources
Pinterest	3 <sup>rd</sup> largest search engine	Contribute to a topic
Instagram	Show reality	Expose people to real stories/photos