Section 1: A brief observation of the joys of Social Media
Welcome to Politics in 2017

What has Social Media Done to Politics?

Leightweight chocker Marco Rubio looks like a little boy on stage. Not presidential material!

Hillary Clinton

The last thing we need is a president who brings more name-calling and temper tantrums to Washington.

Bernie Sanders

You have families out there paying 6, 8, 10 percent on student debt but you can refinance your homes at 3 percent. What sense is that?
Hillary Clinton @HillaryClinton · 10 Aug 2015
Cost won't be a barrier to an education. Debt won't hold you back. Read Hillary's plan: 📚 [hrc.io/college](http://hrc.io/college)

$1.2 trillion
The amount 40 million Americans owe in student debt.
New College Compact

Jeb Bush @JebBush
@HillaryClinton

The increase in student debt under this Democratic White House.

Hillary Clinton: mortgaging the future of college grants for 4 more years.

2.05 PM · 10 Aug 2015
Hillary Clinton @HillaryClinton · 10 Aug 2015
@JebBush Fixed it for you 😊

Jeb Bush @JebBush · 10 Aug 2015
@HillaryClinton fixed your logo for you 😊
Can you remember a time without Cell Phones? / Internet?

Conversations were more face-to-face
Now, to yell at someone, or be rude.
All you need is a cell phone.

Section 2
Social Media Explained
The Age of Constant Contact

Let's tell a Story and see who can relate
Back in the pre-cellular, you went to work where there was a “terminal” and when you went home, you had a TV, and a Radio. That’s it.

In the 80s, “Personal” home computers became fashionable, like the Commodore 64.
Then People started getting these things
In the 90s

And this in the 90s
In the 00’s, Cell phones evolved

In the 00’s, Laptops became really a thing
From 2005 – 2008, Myspace was the thing as far as social Media was concerned.

So in 2005, it was possible you had a Laptop, Internet at home, a cell phone, used Myspace at home.
Then, in 2007

And Now we have This
Worldwide, there are over 1.86 billion monthly active Facebook users (Facebook MAUs) which is a 17 percent increase year over year. (Source: Facebook as of 02/01/17) What this means for you: In case you had any lingering doubts, statistically, Facebook is too big to ignore.

There are 1.15 billion mobile daily active users (Mobile DAU) for December 2016, an increase of 23 percent year-over-year. (Source: Facebook as of 2/01/17) This is hugely significant and shows the dramatic growth of mobile traffic on Facebook.

1.23 billion people log onto Facebook daily active users (Facebook DAU) for September 2016, which represents a 18% increase year over year (Source: Facebook as of 02/01/17) The Implication: A huge and vastly growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for your marketing efforts.

There are 1.74 billion mobile active users (Mobile Facebook MAU) for December 2016 which is an increase of 21% year-over-year (Source: Facebook as of 02/01/17).

On average, the Like and Share Buttons are viewed across almost 10 million websites daily. (Source: Facebook as of 10/2/2014)

In Europe, over 307 million people are on Facebook. (Source: Search Engine Journal) The Takeaway: This isn’t just a U.S. phenomenon - a worldwide market is available via Facebook.

Age 25 to 34, at 29.7% of users, is the most common age demographic. (Source: Emarketer 2012) What this means for you: This is the prime target demographic for many businesses’ marketing efforts, and you have the chance to engage these key consumers on Facebook.

Five new profiles are created every second. (Source: ALLFacebook 2012) The Implication: Your potential audience on Facebook is growing exponentially.
Facebook

- **Facebook users are 76% female (out of 100% of all females) and 66% male (out of 100% of all males).** This is a stat one that you really have to think about because it's comparing the percentage of all females against the percentage of all males who are on Facebook. Sorry for the confusion. To dig a little deeper take a look at this study which does a much better job at explaining the nuances – Source: Brandwatch – https://www.brandwatch.com/2015/01/men-vs-women-active-social-media/) The Takeaway: Since this isn't a large statistical difference, you should be able to effectively reach both genders on Facebook.

- **Highest traffic occurs mid-week between 1 to 3 pm.** (Source: Bit.ly blog) On another note, a Facebook post at 7pm will result in more clicks on average than posting at 8pm (Source: Forbes). Go figure. How this can help you: You have the potential to reach more consumers and drive higher traffic to your site during peak usage times, but people may be more likely to be more engaged in the evenings. This statistic may be a factor when you are planning social communication scheduling. (Also consider that Facebook has a global audience, so you may want to plan around the time zone of your key market.)

- **50% of 18-24 year-olds go on Facebook when they wake up.** (Source: The Social Skinny) What this means for you: Facebook is important to these users, and potentially, if done correctly, so is the content you post on it.

- **One in five page views in the United States occurs on Facebook.** (Source: Infodocket 2012) How this helps you: This is a huge market on the web; if you use social media marketing efforts on Facebook well, you could have huge returns to show for it.

Twitter

- There are 310M monthly active users
- A total of 1.3 billion accounts have been created
- Of those, 44% made an account and left before ever sending a Tweet
- Only 550 million people have ever sent a Tweet
- 500 million people visit the site each month without logging in
- 29.2% of US social media users are Twitter users
- 80% of active users access the site via mobile
- 208 is the average number of followers
- 391 million accounts have no followers at all
- Katy Perry has the most followers, with over 87m
- Journalists make up 24.6% of verified accounts
- 83% of the world’s leaders are on Twitter
- 79% of accounts are held outside of the U.S.
- Twitter estimates 23m of its active users are actually bots

Instagram

- Instagram has over 500 million active monthly users
- Over 40 billion photos have been shared
- Instagram clocks up 3.5 billion likes every day
- On an average day, 80 million photos are shared
- Instagram usage has doubled in the last two years
- Selena Gomez has the most amount of followers, with 69.5m
- Over 60% of users log in daily, making it the second most engaged network after Facebook
Registered users can then vote submissions up or down to organize the posts and determine their position on the site's pages. The submissions with the most positive votes appear on the front page or the top of a category. Content entries are organized by areas of interest called "subreddits". The subreddit topics include news, science, gaming, movies, music, books, fitness, food, and image-sharing, among many others. The site's terms of use prohibit behaviors such as harassment, and moderating and limiting harassment has taken substantial resources.[6]

As of 2016, Reddit had 542 million monthly visitors (234 million unique users), ranking #7 most visited website in US and #24 in the world.[7] Across 2015, Reddit saw 82.54 billion pageviews, 73.15 million submissions, 725.85 million comments, and 6.89 billion upvotes from its users.
Snapchat Now...
Snapchat IPO Day 1 Market Value at $22.8 Billion

Snapchat - Quick Facts

158 Million Daily Active Users (DAU)
301 Million Monthly Active Users (MAU)
2.5 Billion Snaps per Day
In North America Alone, there are 68 Million DAU

The Average DAU checks their Snapchat App, 18 times per day
Facebook Depression
Researchers have proposed a new phenomenon called “Facebook depression,” defined as depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression. Acceptance by and contact with peers is an important element of adolescent life. The intensity of the online world is thought to be a factor that may trigger depression in some adolescents. As with offline depression, preadolescents and adolescents who suffer from Facebook depression are at risk for social isolation and sometimes turn to risky Internet sites and blogs for “help” that may promote substance abuse, unsafe sexual practices, or aggressive or self-destructive behaviors.

-American Academy of Pediatrics
http://pediatrics.aappublications.org/content/pediatrics/127/4/800.full.pdf

Amy’s baking company
SLEEPING OR DEAF

This pic of Conservative MP for Elmet and Rothwell, Alec Shelbrooke, resting his eyes during a debate is going viral.

Happy womens day

Look like a girl Act like a lady Think like a man Work like a boss

#HappyWomensDay
Too greedy

epicurious
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

epicurious
Boston, our hearts are with you. Here’s a bowl of breakfast energy we could all use to start today: epi.us/LjGHa8

Joan Rivers
26 minutes ago via Instagram · 📹
This is being replaced by an iPhone 6 (not the fat one). I got this one in 2010, and after 4 years, my only complaint is that apps are now designed for bigger screens, and the battery is getting tired. Never had a case for it, since it was most beautiful on its own. Great achievement in design. Great product. #apple #iPhone #tech
Keeping work and personal separate

Your life on social media
Where does your information live?

How accessible are you?
Ashley Madison Hack: 10,000 Gov’t Officials’ Email Addresses on Leaked Ashley Madison List
Are you entitled to privacy on Social Media?

geolocation
Best practices for Local Gov

SECTION 4
WHAT NOT TO DO ON SOCIAL MEDIA

- Respond to critiques
- Lie
- Over-advertise
- Under-advertise
- Entertain

CONTENT APPROVAL

Do not let the intern run your social media!
INTERACTING WITH THE PUBLIC

#LOCALGOV

SOCIAL MEDIA AS AN INFORMATION GATEWAY

USING SOCIAL MEDIA TO CONVEY INFORMATION TO YOUR AUDIENCE
SOCIAL MEDIA AS AN INFORMATION GATEWAY

SOCIAL MEDIA IN AN EMERGENCY SITUATION

WHAT SOCIAL MEDIA DOES DURING AN EMERGENCY AND HOW TO EFFECTIVELY USE IT
Situational Awareness: Situational awareness refers to a state of understanding in which the following occur:

- Knowing and understanding what is happening around you
- Predicting how it will change with time
- Being unified with the dynamics of your environment (i.e., contextualization with the current environment given specific factors, variables, goals, and objectives)

SOCIAL MEDIA IN AN EMERGENCY SITUATION

REAL-TIME SITREP
SITUATIONAL REPORT


SOCIAL MEDIA IN AN EMERGENCY SITUATION

USE SOCIAL MEDIA TO:

MONITOR
ANALYZE
REACT

ANALYZING THE COLLECTIVE SOCIAL RESPONSE

ARE YOU USING SOCIAL MEDIA TO GAUGE PUBLIC OPINION OF THE CONTENT YOU POST?

Facebook Page Insights
Tweetdeck
Hootsuite
Security Concerns

WHAT HAPPENS ISIS USES SOCIAL MEDIA?
"ISIS has grasped the effectiveness of social media, culminating in its strategic decision to show the beheading of American journalist James Foley on August 19. It first uploaded the video to YouTube and tweeted a graphic blow-by-blow series of stills showing the knife cutting his throat, the removal of his head, and the placement of his severed head on his lifeless body. This act created an earthquake on social media, as thousands of these tweets went viral."


WHAT HAPPENS WHEN SOCIAL MEDIA GETS HACKED?
SECURITY CONCERNS

There's no denying it: we got hacked. Here's what we learned and what you can learn, too.

On Wednesday, August 12, at approximately 3:30am, a barrage of malicious postings found their way to three of the University of Michigan’s most popular Facebook pages: Michigan Football, Michigan Basketball, and Michigan Athletics. Our Department of Information Technology Services (ITS) was first alerted to the inappropriate content by our user community. Community members across many of our other social properties also reached out with comments and direct messages. By 5am ITS in turn had notified the University Director of Social Media, the Office of Public Affairs and Internal Communications, and the Department of Public Safety and Security.
SECURITY CONCERNS

HOW DO WE PREVENT ACCOUNT THIEF?
SECURITY CONCERNS

- Facebook will never send official communication via Messenger.
- Never enter your password anywhere but facebook.com. Scammers often set up fake pages to look like a FB login page so it’s important to always check that you’re really logging into www.facebook.com.
- Watch out for fake pages/apps as well as “official” links using URL shorteners such as the gl links from the phishing messages.
- Try to keep the number of admins to a minimum
- Ensure that Admin and Editor roles have login approvals turned on. This will add an additional layer of security when someone attempts to login from an unrecognized device.

What are login approvals? How do I turn this setting on?

Login approvals are a security feature similar to login alerts, but with an extra security step. If you turn on login approvals, you’ll be asked to enter a special security code each time you try to access your Facebook account from a new computer, phone or browser.

To turn on login approvals:
- Go to your Security Settings
- Click the Login Approvals section
- Check the box and click Save Changes
SECURITY CONCERNS

HOW TO MANAGE ACCOUNTS AND CREDENTIALS
SECURITY CONCERNS

WHAT TO DO WHEN A DEVICE GETS STOLEN

SECURITY CONCERNS
SECURITY CONCERNS

COMPROMISING PHYSICAL SECURITY WITH SOCIAL MEDIA
SECURITY CONCERNS

WHEN OVER SHARING BECOMES DANGEROUS