



## Social Media Overview

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### Facebook

- Founded in 2004
- 840+ Million active users
- 483 million daily active users logged onto Facebook in December 2011
- People spend over 700 billion minutes per month on Facebook

#### Facebook Personal Accounts

Allow you to share thoughts, photos, videos, games, and more with family and friends. Anyone over the age of 13 can create a Facebook account. Personal accounts are meant for individual people, not their pets, businesses, or interests.

#### Facebook Groups

Facebook groups are meant for small groups of people who share the same interests. It might be a discussion group focused on knitting, reading, motorcycles, movies, and, well, just about everything. Anyone can create a group.

#### Facebook Pages

Pages are meant for businesses, Buildings, Locations, Entertainers, and Artists. Only representatives of the above are allowed to create a page. Creating a Facebook page gives you a bigger web presence. Facebook pages show up in Google searches.

#### Business Pages

- Victory Motorcycles
- AccountingCoach.com
- American Airlines
- Zappos
- Beverly Hospital

These are just a few examples

# Twitter

- Twitter is a micro-blogging service
- Founded in 2006
- Over 100 million active users
- Over 230 million tweets per day

## 2 Key Events for Twitter

Dec 21, 2008 – Continental Airlines jet veers off runway in Denver.  
News of the accident was first broadcast by a passenger via twitter.  
<http://twitter.com/#!/2drinksbehind/status/1069832870>

Jan 15, 2009 – US Airways flight 1549 made a miracle landing on the Hudson.  
A commuter on a nearby ferry broadcast the very first image of the plane in the water via Twitpic.  
<http://twitpic.com/135xa>

## Who Uses Twitter?

- Politicians
- Law Enforcement
- News Organizations
- Hospitals
- Businesses
- Realtors
- Famous People
- Regular People

## Here's Who

- Sarah Palin: <http://twitter.com/#!/SarahPalinUSA>
- Boston PD: [http://twitter.com/#!/Boston\\_Police](http://twitter.com/#!/Boston_Police)
- CNN: <http://twitter.com/#!/CNN>
- Mass General Hospital: <http://twitter.com/#!/MassGeneralNews>
- Barnes & Noble: <http://twitter.com/#!/BNBuzz>
- For Sale By Owner: <http://twitter.com/#!/FSBORE>
- Ashton Kutcher: <http://twitter.com/#!/aplusk>

## Why Companies Tweet

Companies can use Twitter to:

- Share information
- Gather market intelligence and insights -  
<http://business.twitter.com/advertise/analytics/>
- Build relationships with people who care about the company.

## LinkedIn

- Founded in 2002 by Reid Hoffman
- As of February 9, 2012, LinkedIn has more than 150 million members in over 200 countries and territories.
- There were 4.2 billion professionally-oriented searches on LinkedIn in 2011.

### Why Use LinkedIn?

- LinkedIn Profiles appear in Google searches
- Make connections with other colleagues in your profession
- Upload your resume
- Search for Jobs
- Post job openings
- Make or receive recommendations
- Discuss job-related topics and trends

### Basic Account

Basic accounts are free

You can:

- Make connections
- Search for jobs
- Upload resumes
- Make or receive recommendations
- Participate in groups

### Premium Accounts

- Places you at the top of a job search as a featured applicant.
- Post job openings in your company
- Find contractors or business partners
- Provides refined filters in various searches

## Useful Sites

Facebook Help: <http://www.facebook.com/help/?ref=pf>

Twitter Help: <http://support.twitter.com/>

LinkedIn Help: <http://help.linkedin.com/app/home>