






**C'MON
LOUDER!**




Make Some


noise!

Cheer!

Stomp Your Feet!



**... anyone
recognise this fella
from last night's get
together?**







What is Social Media?





Officially, social media is "an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio."

<http://www.wikipedia.org>



It's also
a fancy way
to describe
the zillions
of conversations
people
are having
online
24/7.



WITH A LANGUAGE OF ITS OWN

LOL

BRB

CYF

SFF

IHY

IFB

OOMF

WTV

L8TR

DM

IMO

IDK

IDGAF

CTO

TTYL

OMG

BFF

WTF

TFTA

FML

RT

YOLO

IKR

YRL

Why should I care?

A VERY ACTIVE GLOBAL NETWORK

THE NUMBER OF:

INTERNET USERS IN THE WORLD



2,468,177,398

A VERY ACTIVE GLOBAL NETWORK

THE NUMBER OF:

GOOGLE SEARCHES TODAY



2,498,796,392

A VERY ACTIVE GLOBAL NETWORK

THE NUMBER OF:

E-MAIL MESSAGES SENT TODAY



234,091,504,640

5,000,000,000

The number of minutes spent on Facebook each day.





100,000,000

The number of YouTube videos viewed per day.

A large, ancient tree with a thick, gnarled trunk and a wide, spreading canopy of green leaves. The tree is the central focus of the image, set against a background of a lush forest with other trees and a field of tall grass in the foreground. The lighting is bright, suggesting a sunny day.

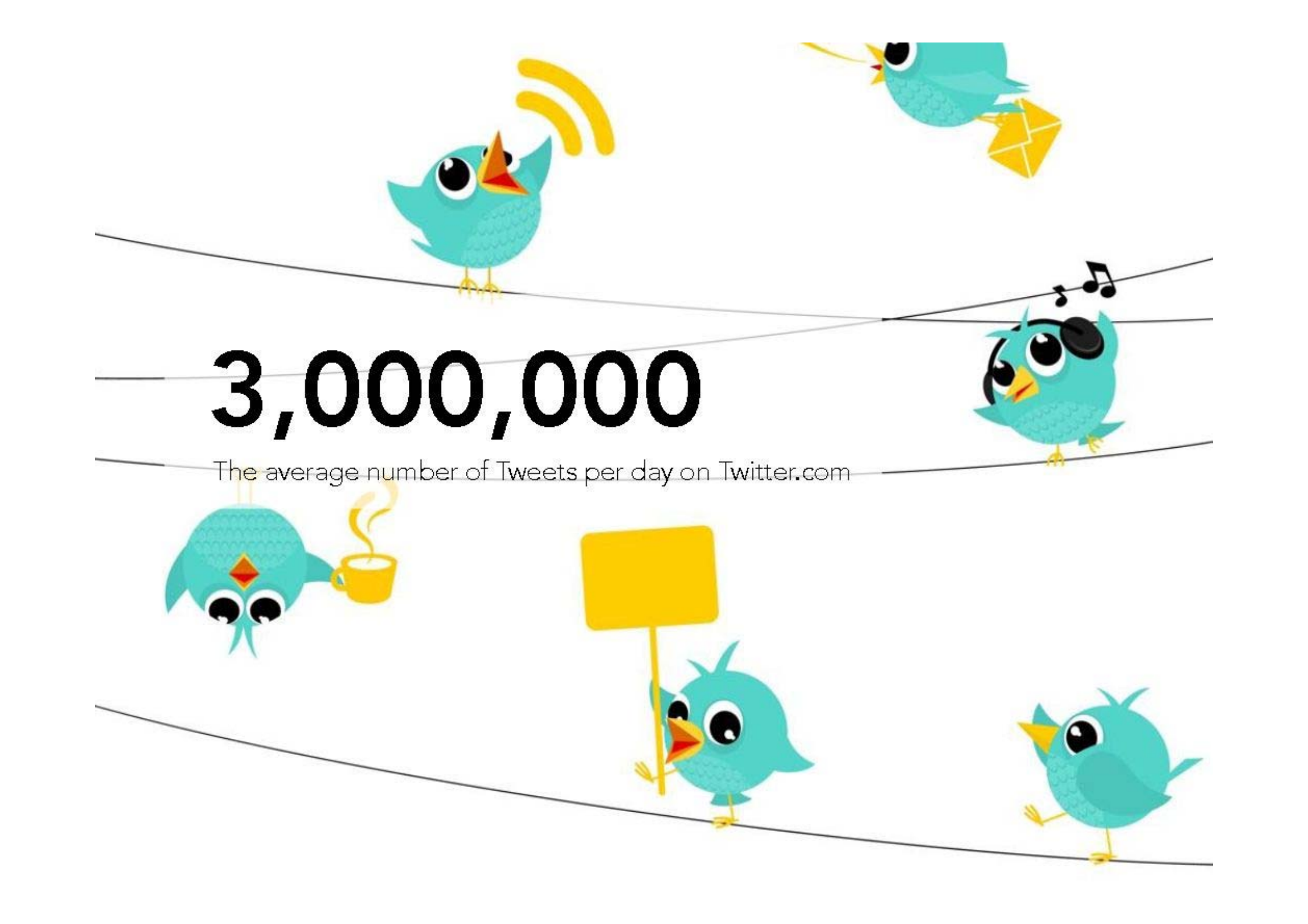
412.3 YEARS

The length of time it would take to view every YouTube video.



Nester Ellinpoulos





3,000,000

The average number of Tweets per day on [Twitter.com](https://twitter.com)

13,000,000

The number of articles available on Wikipedia.



WIKIPEDIA
The Free Encyclopedia

1,000,000,000

The amount of content
(web links,
news stories,
blog posts,
notes,
photos,
etc.)
shared each week
on Facebook.





Australia



Total
population:
22,262,501



Total
internet users:
18,129,727



Active
Facebook users:
12,800,000



2 hours 5 minutes

Average time that social media users
spend each day using social media

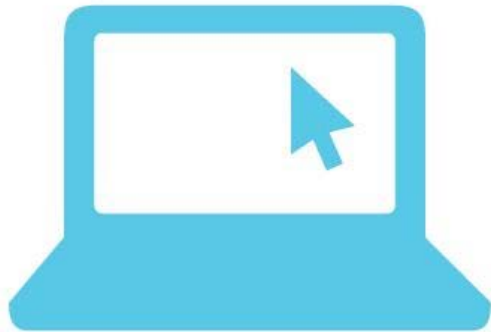
BECAUSE VISITING SOCIAL SITES IS NOW THE 4TH MOST POPULAR ONLINE ACTIVITY—AHEAD OF PERSONAL EMAIL.

Nielsen, Global Faces & Networked Places, 2009





Australia





Top Social Networks by Percent of Internet Users Who Accessed in the Past Month

-  Facebook (53%)
-  Twitter (14%)
-  Google+ (14%)
-  LinkedIn (11%)
-  Instagram (7%)



Top Social Networks by Percent of Internet Users Who Own an Account

-  Facebook (81%)
-  Twitter (42%)
-  Google+ (30%)
-  LinkedIn (23%)
-  Instagram (15%)



Australia



10.8M

Australian social media users access
social media on a mobile device





Aileen Storey



WORLD POPULATIONS

 1. FACEBOOK

 2. CHINA

 3. INDIA

 4. TENCENT

 5. WHATSAPP

 6. GOOGLE+

 7. LINKEDIN

 8. UNITED STATES

 9. INSTAGRAM

 10. TWITTER

THE **LinkedIn** AGE LIMIT
HAS BEEN LOWERED TO

13



GRANDPARENTS ARE THE FASTEST GROWING DEMOGRAPHIC ON TWITTER

#



**MORE PEOPLE OWN A
MOBILE DEVICE**



**THAN A
TOOTHBRUSH**



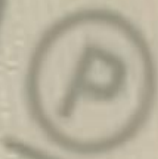
**... but
don't
be
scared**



SOCIAL MEDIA IS NOT ABOUT BEING EVERYWHERE

GB USA MEX

**ONE SIZE
DOES NOT
FIT ALL**



Von links bügeln/ Iron inside out/
repasser sur l'avers / 只熨裏面



They are tools

Nicholas Wills

DON'T ASSUME SOCIAL MEDIA
IS THE ANSWER TO EVERYTHING.





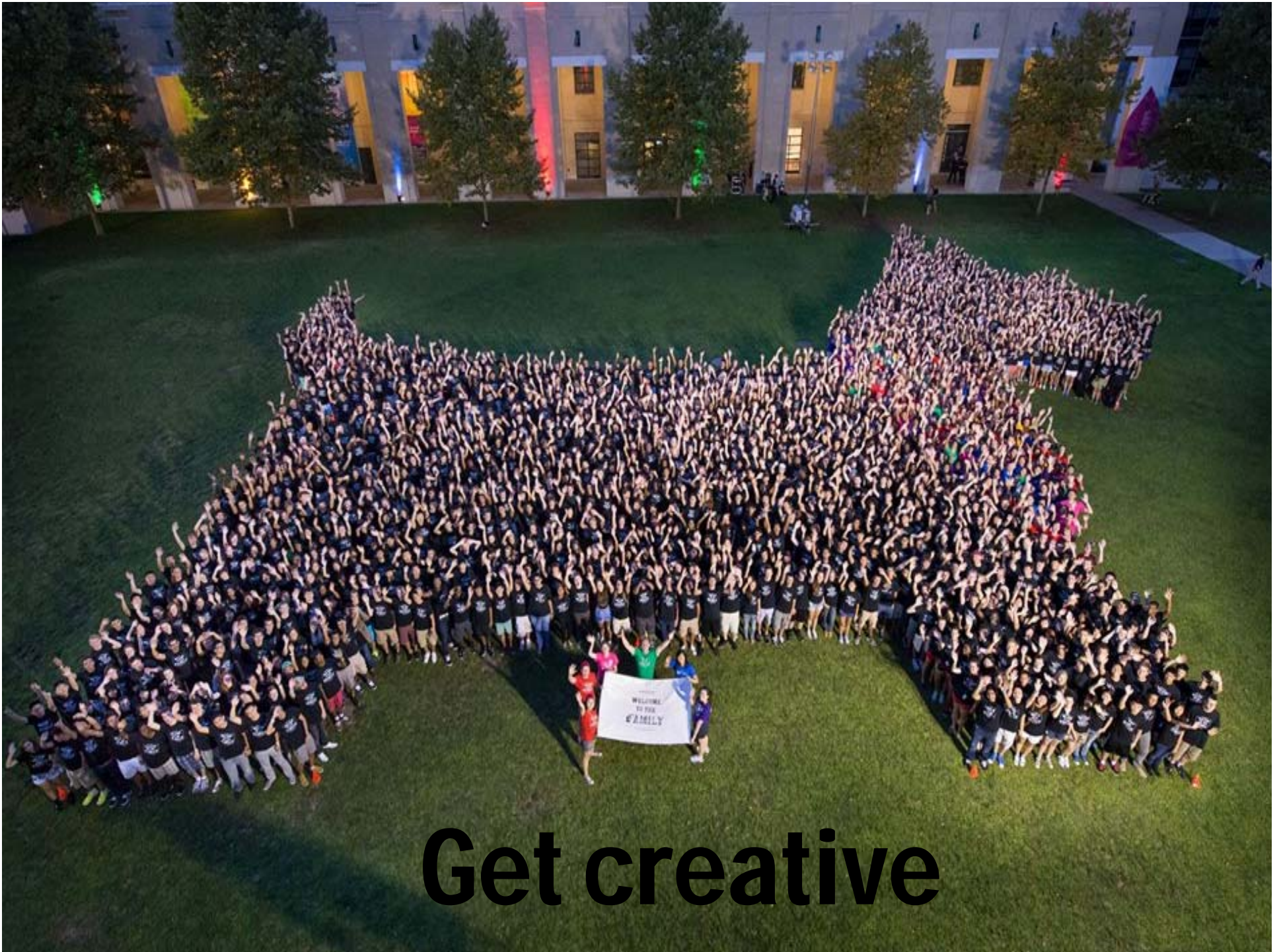
**HAVE
AGO**





IF YOU
NEVER
TRY

YOU'LL
NEVER
KNOW



Get creative



Make a video

An anatomical diagram of the human nervous system is shown on a piece of paper held by a hand. The diagram illustrates the brain, spinal cord, and peripheral nerves, with various structures labeled. A prominent feature is a set of thick, black lines drawn over the diagram, tracing a path from the brain down the spinal cord and branching out to various parts of the body. A dark grey horizontal band with white text is superimposed over the center of the image.

MAKE SURE YOU HAVE A PLAN

A close-up photograph of a person's hands holding a printed page. The page shows a social media interface. At the top, there's a browser address bar with 'http://www.yahoo.com' and a search bar. Below that, a profile for 'Tom Taylor' is visible. The main content is a post from 'Ben Terrett' with a purple 'LIKE' button. The text of the post says 'Like Move View Tom T's photostream on Flickr'. Below the post, it says '9 seconds ago via Yahoo! - Unlike - Comment' and 'You like this.' At the bottom, it says 'By Ben Terrett'. A large, semi-transparent dark grey banner with the text 'GO BEYOND THE LIKES' in white, bold, sans-serif font is overlaid across the middle of the image. The background shows a person's chin and neck, and a string of colorful bunting flags hanging from the ceiling.

GO BEYOND THE LIKES

LIKE



Ben Terrett



Like

Move View Tom T's photostream on Flickr

9 seconds ago via Yahoo! - Unlike - Comment

You like this.

By Ben Terrett

A photograph showing two people from behind, sitting on a concrete ledge. The person on the left is wearing a bright red long-sleeved shirt and has dark hair with a blue and green headband. The person on the right is wearing a grey long-sleeved shirt and has dark, curly hair. They are looking towards a large, colorful mural in the background. The mural features various figures and patterns in shades of blue, pink, purple, and green. The scene is outdoors with a grassy area in the foreground.

INTO MAKING MEANINGFUL CONNEC

Tamara Bartlett

**HERE'S THE HEART OF THE
MATTER: THE ESSENCE OF
SOCIAL MEDIA IS KNOWING YOUR
AUDIENCES AND ENGAGING THEM
IN SOMETHING THEY LOVE.**

*Thank
You*

**You can find me at:
contact@theprguy.com.au
www.theprguy.com.au**

