

# SOCIAL MEDIA: Ask Me Anything

Lisa Leone Boms • Raheem Dawodu Jr., Office of Campus Life



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**Please take the pre-test at your seat!**

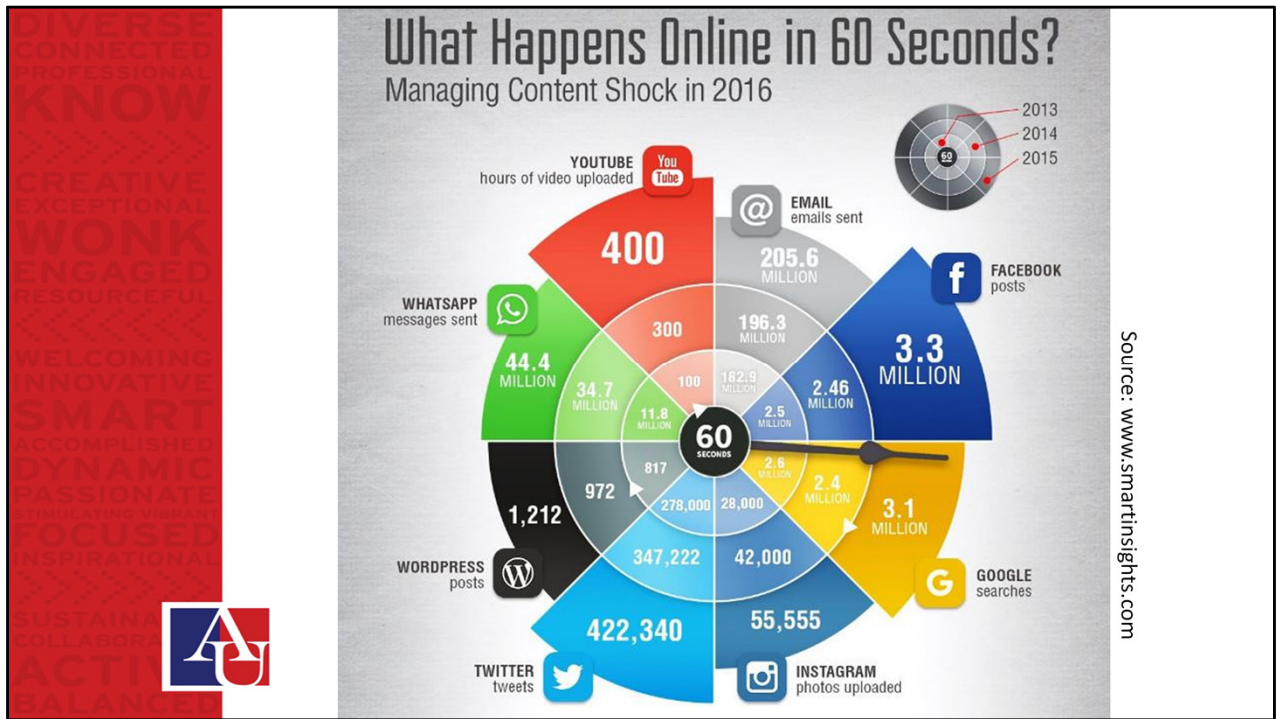
**Get ready to ask us anything!**

**We will talk about the following social media platforms:**

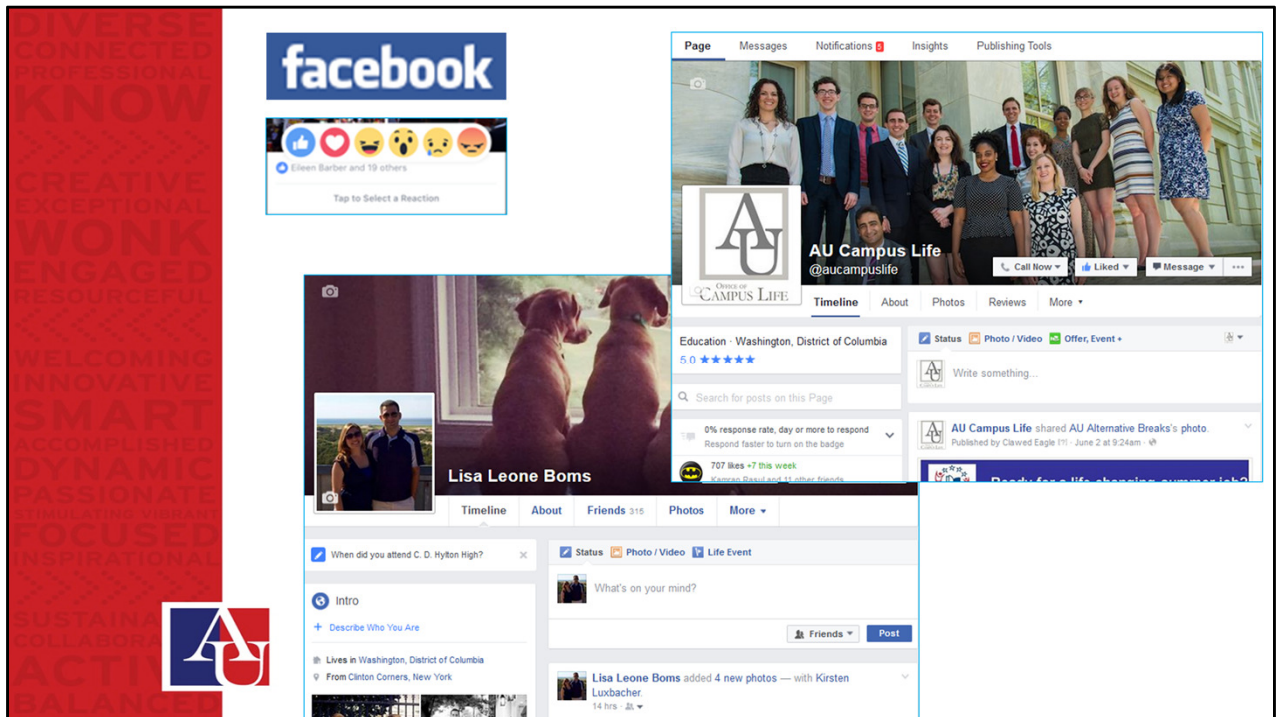


The image displays a variety of social media logos arranged in a grid-like fashion. On the left, a red vertical bar features a pattern of white text including words like 'DIVERSE', 'CONNECTED', 'PROFESSIONAL', 'KNOW', 'CREATIVE', 'EXCEPTIONAL', 'WONK', 'ENGAGED', 'RESOURCEFUL', 'WELCOMING', 'INNOVATIVE', 'SMART', 'ACCOMPLISHED', 'DYNAMIC', 'PASSIONATE', 'FOCUSSED', 'INSPIRATIONAL', 'SUSTAIN', 'COLLABOR', 'ACT', and 'BALANCE'. To the right of this bar, the logos for Facebook, YouTube, Snapchat, Twitter, Periscope, WhatsApp, Instagram, LinkedIn, Facebook Live, Reddit, Pinterest, Yik Yak, and Tumblr are shown. The logos are in their respective brand colors and fonts.

There's a lot to cover, so we will go through the more familiar platforms more quickly.



Word travels fast online. See how you can be part of the conversations!



It's about more than just the Like! Personal or professional. Allows posting of photos, video, text, links, polls and enables reactions and comments. It covers most media, so some orgs are using just Facebook instead of creating websites.

**Facebook Demographics**  
Among internet users, the % who use Facebook

	Internet users
Total	72%
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48

**LIKED BY THIS PAGE**

- Mission: Improv-able (American U...)
- American University NAACP
- AU Wellness Crew
- AU Islam Awareness Campaign
- Student Historical Society of Amer...
- AUSG Undergraduate Senate
- American University College Repu...

**American University School of Communication**  
June 9 at 9:37am · 🌐

American University's Investigative Reporting Workshop will receive \$1.5 million in general operating support over the next five years from the MacArthur Foundation, which announced its renewed and expanded commitment to journalism and media.

**MacArthur Foundation Awards \$1.5 Million to American University Nonprofit News Organization**  
The Workshop, a project of the School of Communication, is one of 12 news organizations.

Like Comment Share

Paige Handley, Henrique Siblesz Simonpietri and 18 others

Write a comment...

**American University Washington College of Law**  
shared Office of Graduate Admissions at AU Washington College of Law's photo  
June 9 at 12:22pm · 🌐

The JD & LL.M. programs are co-hosting an admissions open house on Saturday, June 18! Learn more and RSVP: <http://bit.ly/1Xle7IT>

**EXPLORE YOUR OPPORTUNITIES**

Facebook allows you to Like other people or pages and follow their activities in your feed or your pages feed.

Demographics from Pew Research Center

**Twitter Demographics**  
Among internet users, the % who use Twitter

	Internet users
Total	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6

**Lisa**  
@LeoneBorns  
Nerd, geek, music lover  
Washington, D.C.  
Joined January 2010

And I got to see the @hot995 crew including @Kaneshow & @InternJohnRadiol Made my day! #CapitalPride #Pride2016

**AU Campus Life**  
@aucampuslife

You Retweeted  
AU Orientation @AUOrientation · May 31  
#WHOSINTHENEAST #DAYS8 #OLAndrew is used to captivating audiences, and cant wait to be stars this summer with Ostaff

AU Campus Life @aucampuslife · May 27  
45 OCL Staff members visited the @AnacostiaMuseum to view the #ACM12years exhibit. bit.ly/OCLStaffVists...

#JustTryIt  
#twitternewbie

Twitter is a great place for participating in and following conversations. Use the @handle to connect with a person or #hashtag to connect with a conversation. Photos, videos, links in 140 characters. Like or retweet content you like. Retweets will show up on your “profile” feed.

**Instagram Demographics**  
Among internet users, the % who use Instagram

	Internet users
Total	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4

**americanuniversity** Following

American University The official account of American University in Washington, D.C. american.edu  
264 posts 14.5k followers 95 following

**How do you stay well?**

**americanuniversity** Recreational Sports & Fitness

28 likes  
aurecfit AU RecFit hanging out at the Health & Wellness Fair for faculty & staff appreciation week! (@americanuniversitydcing RD Jo-Ann Jolly stopped by to get her blood pressure checked #aurecfit #healthandwellness

**au\_wellness** Jacobs Fitness Center

**sarah.lieberman** Treasure Island, Florida

Instagram is all about engaging photos, short captions and #hashtags! Links are not hyperlinked in posts. Can repost others' photos but this is done less than on Twitter and Facebook.

**LinkedIn Demographics**  
Among internet users, the % who use LinkedIn

Internet users	
Total	25%
Men	26
Women	25
White, Non-Hispanic	26
Black, Non-Hispanic (n=94)	22
Hispanic (n=99)	22
18-29	22
30-49	32
50-64	26
65+	12

**LinkedIn**

**Raheem Dawodu**  
Website and New Media Associate at Americans for the Arts  
Washington D.C. Metro Area | Marketing and Advertising

Previous Justice at Stake, The Justice at Stake Campaign, University of Maryland  
Education University of Maryland College Park

Send Raheem InMail

373 connections

Summary  
A video production, web, and community development and multimedia production  
Core competencies include:  
Digital video production and editing of  
SEO and content management - Drupal  
Web design - HTML and CSS

Lisa Leone Boms  
Special Assistant to the VP of Campus Life - ...  
13 people viewed your profile in the past 90 days  
253 connections. Grow your network

Allen Rafalko, MSOD via Denny Balish, MA, PCC, ELI-MP  
1d  
How to Look Good in Skype Interviews - Tips & Traini...

6 ways to keep in touch  
Naomi Ziegler has a new job. Summer Intern at Public Leadership Education...

LinkedIn is the professional hub for connecting. Instead of collecting business cards, connect on LinkedIn. See people's work history, look for connections, follow industry feeds, apply for jobs, join groups.



**Pinterest Demographics**  
Among internet users, the % who use Pinterest

	Internet users
Total	31%
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16

Used for photo sharing, collection on pin boards (like digital cork boards), and images often link back to websites/creators.

**YouTube**

YouTube March 2015 unique visitors, by age

Age Group	Unique Visitors (Approximate)
18-24	25,000,000
25-34	45,000,000
35-44	40,000,000
45-54	35,000,000
55-64	25,000,000
65+	15,000,000

**AUCampusLife**

Campus Life Fall 2015 Message

394 views · 8 months ago

For more AU news & updates, follow Campus Life at:  
<https://www.tumblr.com/auc...>  
<https://www.facebook.com/auc...>

Visit us at <https://www.american.edu/boi>

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**Student Life**

From community engagement to spiritual support, get to know all about American University's Office of Campus Life! For more, visit [american.edu/boi](http://american.edu/boi).

**57% NON-DRINKERS**

**Featured Channels**

- American University
- ATV
- American Universit...
- Rogged School of Bu...
- Alzcollege
- AU Student Govern...
- AU Career Center
- AmericanUnivEagles

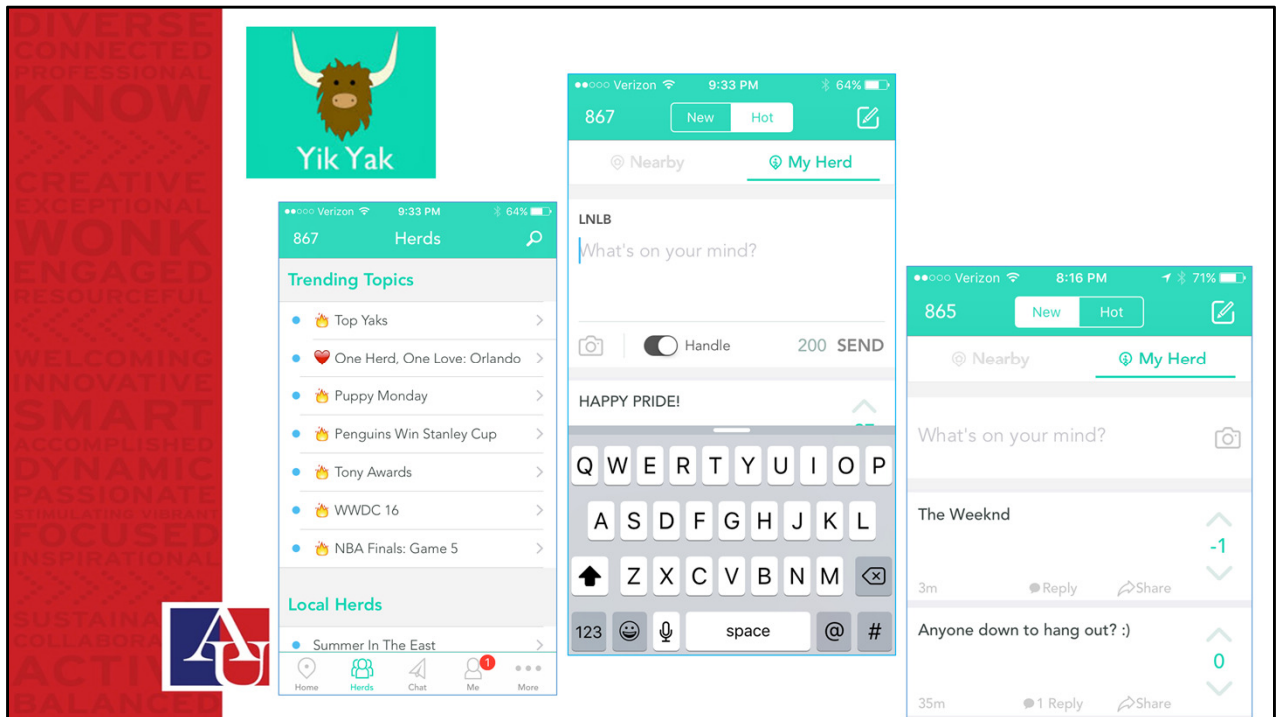
YouTube is a place to share videos – but it also enables community engagement with comments and thumbs up or down votes. Playlists allow you to curate content into logical categories that can help convey your brand.

**PROFILING PERISCOPE USERS**  
 % of Periscope users who are...

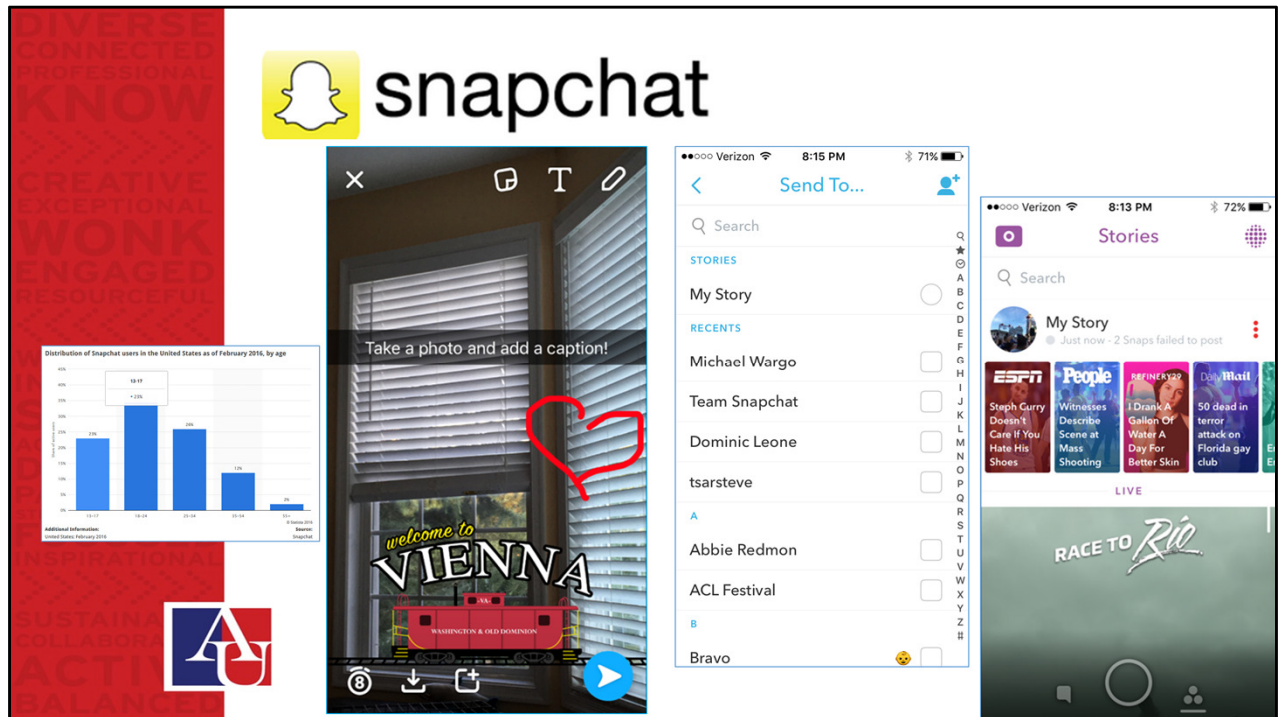
Category	Sub-category	Percentage
Gender	Female	65%
	Male	35%
Age	18-24	41%
	25-34	34%
	35-44	16%
	45-54	6%
	55-64	3%

Source: GlobalWebIndex Q4 2015. Base: Periscope Users Aged 18-64.

Live stream what you are doing, or follow streams and comment or like. Think about the possibilities for including off campus students in events! How might this transform classwork?



Anonymous posting site that shows you posts in your area (or the area of your saved “herd”). You can identify yourself with a handle or not. View hot or new yaks in your area or herd, or view trending topics curated by YikYak.



Want to send quick photos to allow people to follow your day, a trip or just highlights of your week? Use snapchat to send photos that disappear in a set number of second directly to another person or a group. Or, if you want to document something happening over time, post to your story so your friends can view it for the next 24 hours.

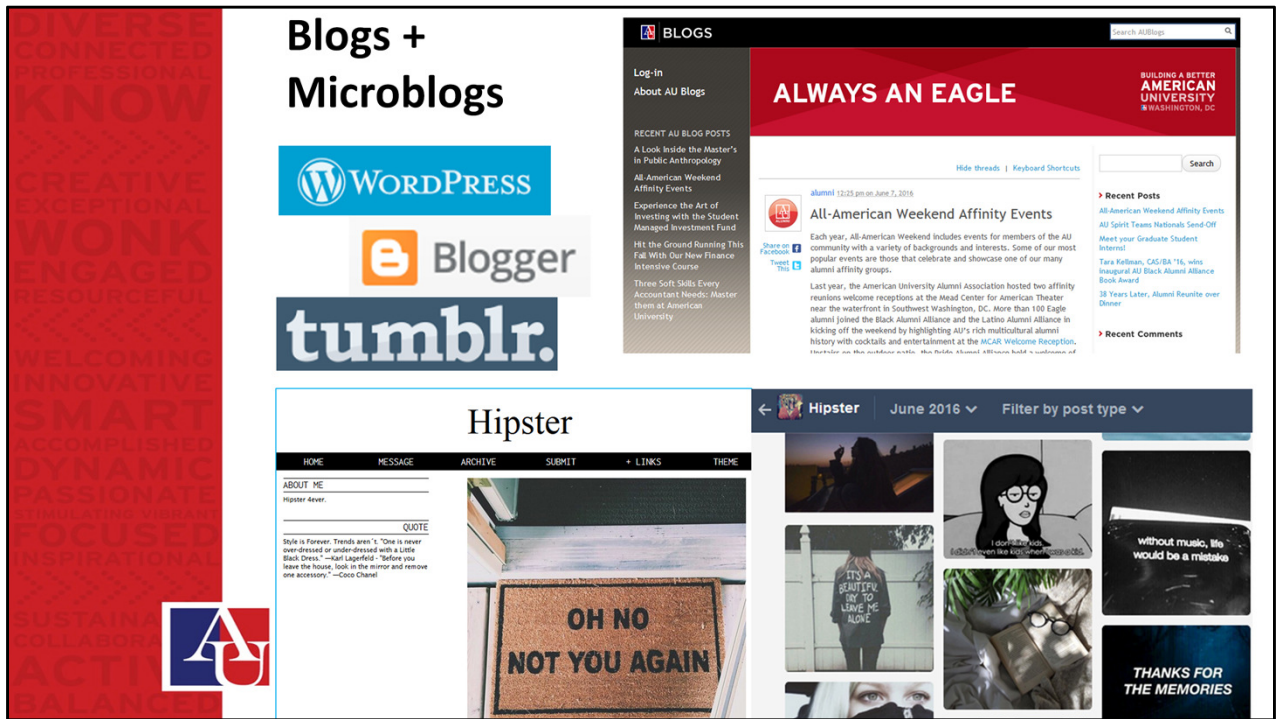


Texting with one person or a group is the way students communicate most frequently. You can use this with friends or colleagues. It is particularly used when going abroad because if you have wi-fi, it does not cost to text other travelers or back home.

**reddit usage by demographic group**  
% of internet users in each group who use reddit

	% who use reddit
<b>All internet users (n=1,995)</b>	6%
<b>Gender</b>	
a. Men (n=874)	8%
b. Women (n=1,021)	4%
<b>Race/ethnicity</b>	
a. White, Non-Hispanic (n=1,331)	5%
b. Black, Non-Hispanic (n=207)	4%
c. Hispanic (n=156)	11%
<b>Age</b>	
a. 18-29 (n=395)	11%
b. 30-49 (n=542)	7%
c. 50-64 (n=553)	2%
d. 65+ (n=356)	2%

Reddit – links to interesting items that are voted on by the community. Sub-reddits allow users to focus in on an passion area. Ask Me Anything forums were popularized here – where celebrities and regular folks invite users to ask them anything during a certain time frame.



Blogs were essentially the first social media. They allow longer form content, photos, links and comments.

Microblogs are newer and usually are a short comment and photos – similar to Instagram.



DIVERSE  
CONNECTED  
PROFESSIONAL  
KNOW  
CREATIVE  
EXCEPTIONAL  
WONK  
ENGAGED  
RESOURCEFUL  
WELCOMING  
INNOVATIVE  
SMART  
ACCOMPLISHED  
DYNAMIC  
PASSIONATE  
STIMULATING  
FOCUSED  
INSPIRATIONAL  
SUSTAIN  
COLLABOR  
ACT  
BALANCE



**How are you feeling about all this?**



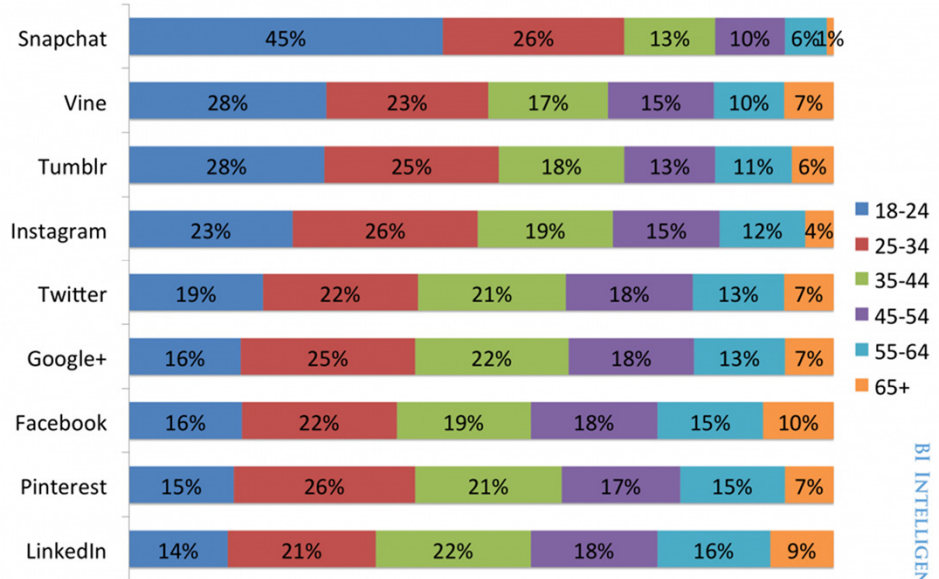
**Ready to try something new?**

**Please fill out the post-survey!**



## Age Distribution At The Top Social Networks

% Of Users In Each Age Group — US Data - Users Aged 18 And Over — December 2014



Source: comScore

BI INTELLIGENCE