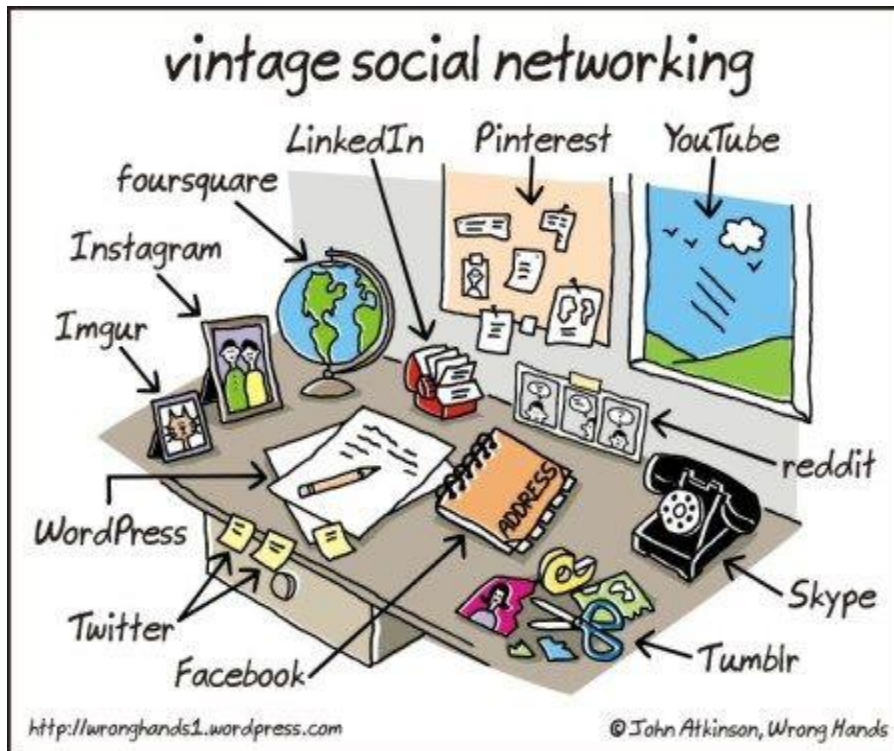




WAYNE STATE UNIVERSITY  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

# Social Media Trends



# Sari Gordon

Social Media Enthusiast

For updates on Twitter  
follow: [@waynebusiness](https://twitter.com/waynebusiness)



Sari Gordon is a MBA Candidate at Wayne State University with a concentration in marketing. Sari works as a Graduate Assistant for Professor Heinrichs and helps to manage the Business School's social media via HubSpot. She is also a frequent blogger. Sari is extremely social media savvy and is skilled in the follow social networks: Facebook, Twitter, LinkedIn, Instagram, Pinterest and Google+.

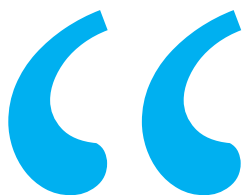
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# Preface:



I love social media because it exists at the intersection of humanity and technology.

— Steve Jobs

What is social media?

**Social media** is the future of communication, a countless array of Internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, and information in general increasingly fluid among Internet users. Social media has relevance not only for regular Internet users, but business as well.

Platforms like Twitter, Facebook, and LinkedIn have created online communications where people can share as much or as little personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed, and created.

Defined via ...

<http://www.socialmediadefined.com/what-is-social-media/>

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“If you get bored with social media it’s because you are trying to get more value than you create.” – Fast Company

# TOPIC 1:

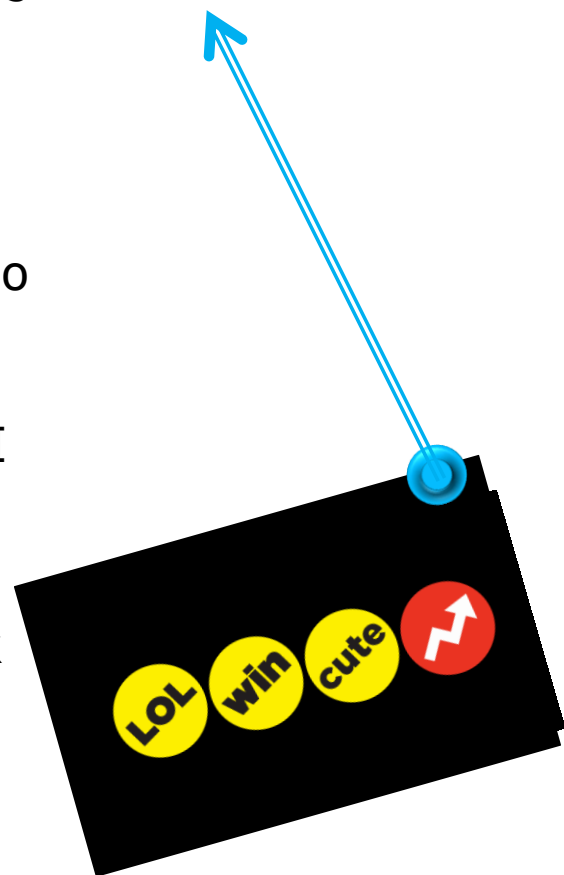
## The Science of Spreading Content on the Social Web

We all love BuzzFeed for their quizzes and their “30 Reasons Why...” posts. If you aren’t familiar with BuzzFeed, you probably don’t use social media. BuzzFeed is a very popular social news and entertainment website. The company has grown very quickly and transitioned into a global media and tech company. They have definitely found the key to making their posts go viral. So when I heard they had a webinar devoted to the science of spreading content to the social web, I knew I had to attend. The presentation did not disappoint.

Social is the new starting point. Back in the day, when people wanted to know something, they would search for it. Today, social networks are becoming the “new homepage.” You can find things out on Twitter that even the news channel doesn’t know. If you want to get your message out, social media is essential.



BuzzFeed



YouTube



## Social Media Trends

One interesting thing discussed in the webinar was that there has been a huge shift to mobile. Currently, 75% of all Twitter users are mobile. 48% of Facebook users are mobile only, while 78% of total users visit Facebook on a mobile device. These numbers suggest that you must approach future projects with a “mobile first” mentality if you want to maximize your impact on Facebook’s newsfeed (and you most definitely do) because Facebook drives a lot of traffic. When posting, you should post content that inspires users to share with their friends and initiate conversation through call-to-actions.

Here are some specific data separated by social network:



75% of Twitter users are mobile.  
48% of Facebook users are mobile  
only, while 78% of total users visit  
Facebook on a mobile device.

# Examples separated by network

## **Pinterest:**

- Pinterest had a huge spike in users towards the holiday season (October-December)
- 1/3 of all women in the United States are on Pinterest
- 75% access Pinterest via the mobile app
- Mobile usage peaks in the evening and on the weekends
- Collage style posts are repinned in high numbers

**Twitter is the place to get news straight from the source**



## **Twitter:**

- Twitter drove the most traffic to users during the Boston marathon and also during Miley's infamous performance during the MTV awards
- It is the place to get news straight from the source
- The Twitter space can get crowded; brands can repost content more than once
- Prompt and human feedback are rewarded
- Vines are good to share here, thus Twitter now offers this mobile video sharing service





### **LinkedIn:**

- Valuable publishing platform
- Create content for professionals and share content relevant to the workplace
- Post in LinkedIn's sub groups
- Post during business hours to get the most exposure

One last thing we learned about in the webinar is a term called "**dark social.**" Dark social is direct traffic from messaging apps, emails, chats and texts. Direct traffic to post has doubled. It is crucial to make all content easy to share. You can do this by introduce copy links, using a URL shortener and also by integrating messaging apps.

**Reference:** BuzzFeed webinar lead by Ben Ronne, Product lead

**Posting during business hours on LinkedIn will get you the most exposure**



# TOPIC 2:

## How Companies Utilize Social Media

Social media has become an extremely important tool in the marketing world. People use social media on a daily basis and companies have realized that it is far easier to reach and engage with consumers via social media than on TV, radio or any other form of traditional advertising. Besides ease, it is also a more efficient way to engage with followers or prospective consumers. Popular social networks include Facebook, Twitter, YouTube, LinkedIn, Tumblr, and Pinterest. Customers have come to expect and rely on brands to be there for them via social media.

92% of companies say they recruit via social media.

One big way companies are using social media is for recruitment. 92% of companies say they recruit via social media. LinkedIn leads the way in this department as the number one professional networking website. 73% of companies have successfully hired candidates using social media. In turn, 14.4 million people in the US have used social media to search for a job. (Check out this [Social Media Facts Infographic](#). The infographic is used with permission from Twist Forum )

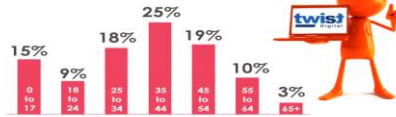


## SOCIAL MEDIA FACTS



### EVERYTHING SOCIAL

Average Age Distribution across Social Networks (US Study)



189 Million Facebook Users are mobile only users

Every second 2 new members join LinkedIn. This platform is great for building business connections.  
LinkedIn launched in 2003 ending the year with 8,600 members, and now has over 200 million members.



There are 87 million users on Flickr and 137 million on Instagram. Photo networks are growing extremely fast.  
**Turkey** is the fastest growing country on LinkedIn

### TOP OF THE GAME

54% of all marketers have acquired a customer through Facebook in 2013.



### HOT STATS

50% of Facebook users log in to Facebook in any given day.  
You have just 10 seconds to grab attention with a video.

Google+ is the fastest growing network ever!  
The Google+ button is used 5 million times a day.

- 293,000 status updates on Facebook every 60 seconds
- 23% of users check Facebook 5 times or more a day
- 36% of all marketers have found a customer via Twitter in 2013 (Women more likely to check out a brand's social page than men)
- 1 million websites have integrated with Facebook!
- 80% of Pinterest users are females

Used with permission from Twist Forum

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Sources: [www.blog.bufferapp.com](http://www.blog.bufferapp.com), [www.hongkiat.com](http://www.hongkiat.com), [www.croyd.plugdorm.com](http://www.croyd.plugdorm.com), [www.quintly.com](http://www.quintly.com), [www.blog.hubspot.com](http://www.blog.hubspot.com), [www.thewebstatist.com](http://www.thewebstatist.com), [www.digitalsocialblog.com](http://www.digitalsocialblog.com)



### Facebook:

There are 1.15 billion users on Facebook. 189 million Facebook users are mobile only users. The opportunities to reach consumers are endless. Several other interesting statistics are that 54% of all marketers have acquired a customer through Facebook this year; 50% of users log in to Facebook on any given day; and 23% of users check their Facebook 5 times a day or more.

Companies can create their own Facebook pages to gain followers. Companies can share content with their followers, which leads to interaction. Posting coupons or deals on Facebook is a great way to gain many new followers in a short time. Companies can also connect with their fans through ads. Facebook allows companies to pay for sponsored ads as well, which helps increase viewership.

Look at how Wayne State University School of Business Administration is doing on Facebook. Don't forget to "**Like**" us! We would appreciate it!



### Twitter:

- 36% of all marketers have found a customer via Twitter. Twitter is a place for you to tell your companies story daily.



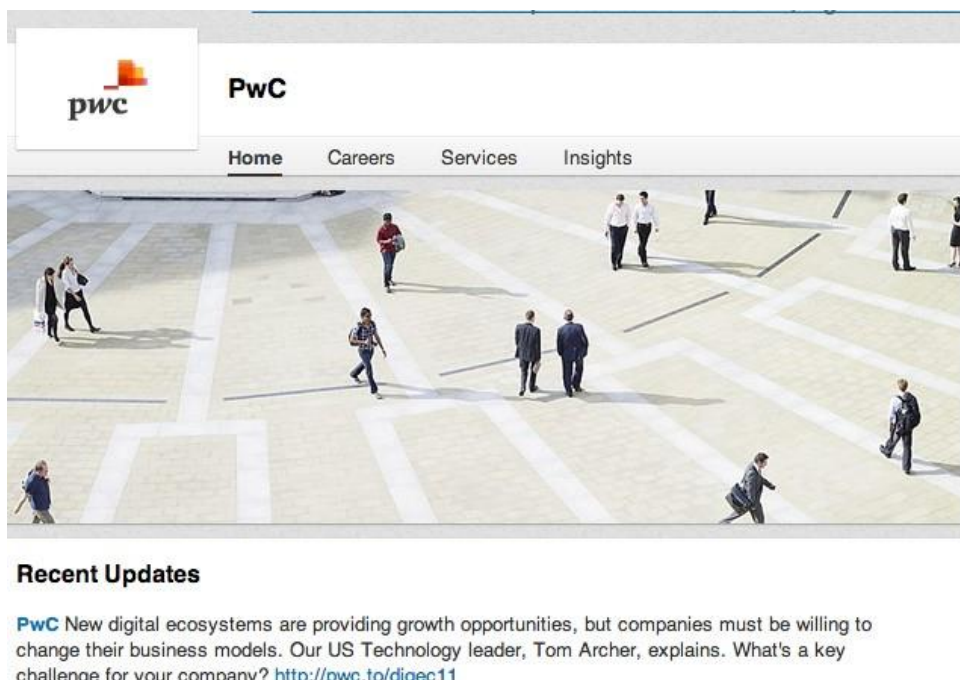
Twitter helps companies connect directly with customers. Twitter users can tweet with companies directly. It is a good way for consumers to voice feedback and for companies to respond. Twitter also helps drive traffic to the company's website. Companies can share photographs and videos with their followers as well. Hashtags can be used to get your company trending or product trending.

Take a look at how Wayne State University School of Business Administration is using Twitter. Don't forget to "Follow Us".



### LinkedIn:

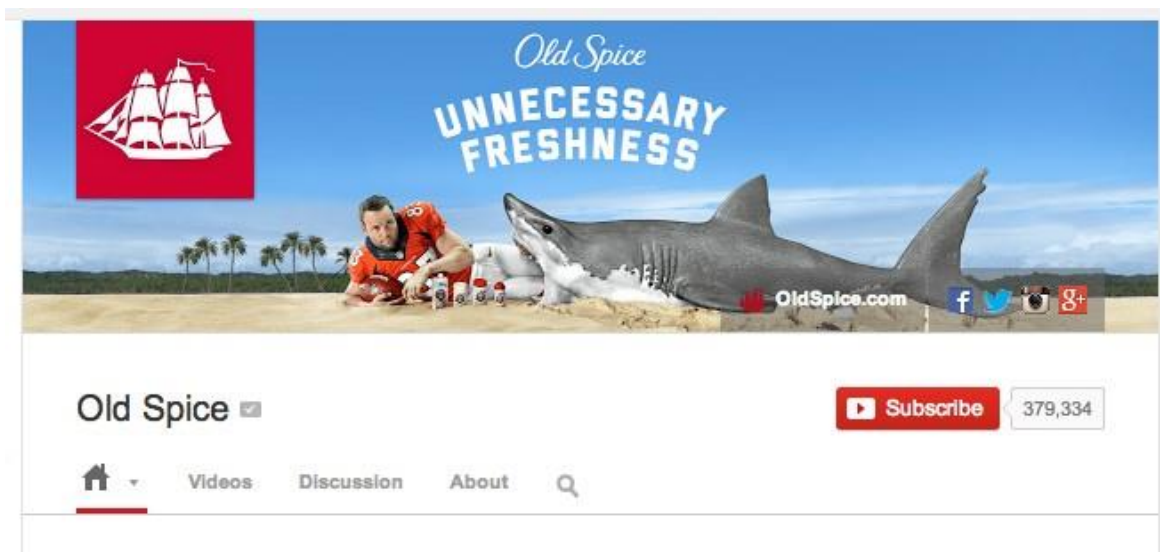
- LinkedIn helps companies acquire PWC new customers for their businesses as well as find new employees. There are over 200,000,000 LinkedIn users. LinkedIn offers sponsored updates, which raise awareness and help build relationships. They also help you connect companies with the world's largest audience of professionals. LinkedIn offers precision B2B targeting and they offer text, image and video ads. You can tailor your ad target market by geography, job function, seniority or industry. Additionally, companies can also pay to post open positions on the job site. They can purchase a recruiting account, which provides them better access to job candidates.





## YouTube:

- YouTube allows companies to post videos to their consumers. OldSpiceConsumers love videos and can make a video go viral, which can provide a great deal of exposure to a company. Entertaining a consumer is a great way to advertise to them. YouTube can be used for brand awareness and also for customer support.



## References:

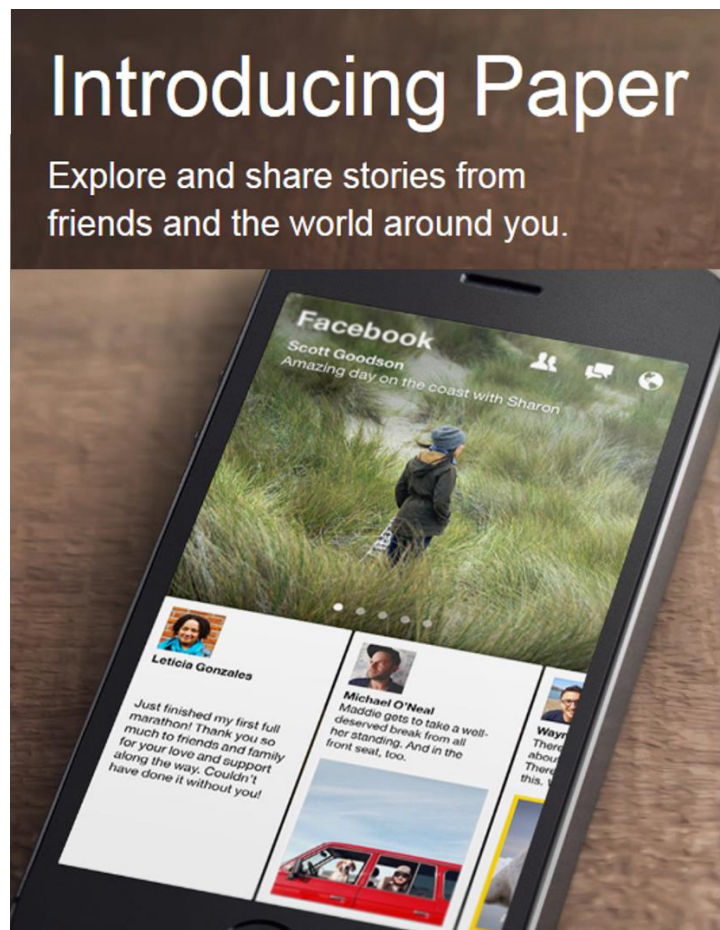
- Infographic found:  
<http://socialmediatoday.com/phillipakiripatea/1884291/infographic-using-social-media-business> via  
[www.twistforum.com](http://www.twistforum.com) Infographic used with permission from Twist Forum.
- <http://www.mediabistro.com/alltwitter/social-media-recruiting>

# TOPIC 3:

## Facebook Launches Visual News Reader Called Paper

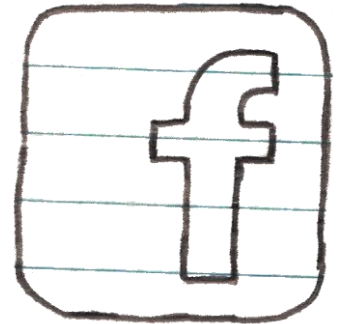
### Paper

As Facebook approaches their 10th birthday, Mark Zuckerberg is giving Facebook fans a new treat. It is a curated visual news reader called Paper. Paper is the very first product from Facebook's Creative Labs, which works to create new engaging mobile experiences. Zuckerberg's goal is for Paper to become the newspaper of the modern age. It is available in the app store starting on February 3rd, just one day before Facebook's decade long anniversary.



### **What sets Paper apart from other news readers?**

You can drag and drop your own news sections depending on your interests. If you want sports news, you would select the Score section. If you want world news, you would add Headlines to your Paper. There are many options to choose from. There is an algorithm to Paper that selects posts that interest you from both mainstream media and also lesser known bloggers. Content from your Facebook friends will also be thrown in the mix. Paper will compete with the likes of Flipboard, Prismatic and Pulse.



### **What will it look like?**

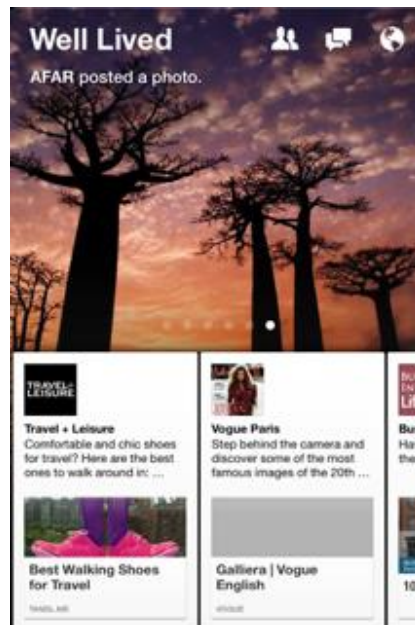
When you first click the Paper app, you will see information similar to that of your newsfeed. The experience will be very different though. You will be able to scroll horizontally through a mixture of personal stories as well as real news stories. You can scroll up to see more about each post or read the full story and see video. You can also view information from different sections that you are interested in. Paper gives you the opportunity to see more of what you really care about. There are no buttons in Paper, it's all about swipes. You will need to learn a basic set of gestures.



### So does this mean Facebook is becoming a media company?

No, Facebook prides itself on being a place for content creators, not creating the content themselves. Paper is a way of a publishing and viewing great content. Best part of all, there is no paid ads to ruin your reading experience!

### Will you be checking out Paper?



Screenshot from my Paper app

### References:

- The Verge: [http://mobile.theverge.com/1/30/5360358/facebo ok-paper-iphone-app](http://mobile.theverge.com/1/30/5360358/facebo_ok-paper-iphone-app)
- Mashable: <http://mashable.com/01/30/facebook-paper-app-analysis/>
- Facebook Paper Tour: <http://vimeo.com/85421325>  
<http://inbound.business.wayne.edu/blog/bid/277012/Facebook-Analysis-Using-Social-Network-Analysis>

# TOPIC 4:

## Delta and LinkedIn Join Forces to Create Innovation Class

It is a known fact that business people spend a lot of time flying for business. First class is often call "business class." However, there's a new section of seating on select Delta flights called the Innovation Class and it will likely attract many business people.



The innovation class is a mentoring program at 35,000 feet in the air. The first Delta innovation class flight was taken by Eric Migicovsky, who is the creator of Pebble Smartwatch. He understood that sometimes your schedule can become overwhelming and you have very little free time. In fact, he created the Pebble Smartwatch to save time so he could see what was happening on his phone without taking it out of his pocket. Migicovsky loves to talk to people and share his perspectives.



## Social Media Trends

Migicovsky met with James Patton to discuss their love of technology. Had they met in person, they probably would have spoke for no more than five minutes but because they were sitting in innovation class, they had three hours to discuss. This is a corporate social media match made in the sky.

### **How does it work?**

You apply through LinkedIn to see what innovators will be flying in innovation class. You are able to sign up for specific flights with select mentors. The goal is to provide the opportunity for successful people to share their wisdom and knowledge with others who yearn to hear it during a time where they would be en route to a place they need to go. Delta also allows you to suggest a mentor.



### Upcoming Flights:

On May 5th, Sean Brock will be flying to New York for the James Beard Awards. Brock is an Executive Chef at Husk & McCrady's. The James Beard Awards celebrate people who turn food into something more similar to art.

On September 8th, Delta Innovation Class will be flying to TechCrunch Disrupt in San Francisco.

### Other Information:

- Delta Innovation Class - <http://www.deltainnovationclass.com/>
- The Future Of Pebble Smartwatches: Interview With CEO Eric Migicovsky - <http://www.forbes.com/sites/arieladams/01/30/the-future-of-pebble-smartwatches-interview-with-ceo-eric-migicovsky/>



# TOPIC 5:

## Social Media Trends



"Digital immigrants have now caught up to the digital natives – we are now all digital citizens."

Image by Henripontes (Own work) [CC-BY-SA-3.0 (<http://creativecommons.org/licenses/by-sa/3.0/>)], via Wikimedia Commons

As college students, we are all working toward one common goal: finding a job. This isn't always the easiest thing to do but this year, HR will finally be using social networking and other digital technologies to recruit. Forbes wrote an article entitled "[The Year Social HR Matters.](#)" The article says "the digital immigrants have now caught up to the digital natives - we are now all digital citizens." It is great that HR is finally embracing social media as a resource to find new talent.

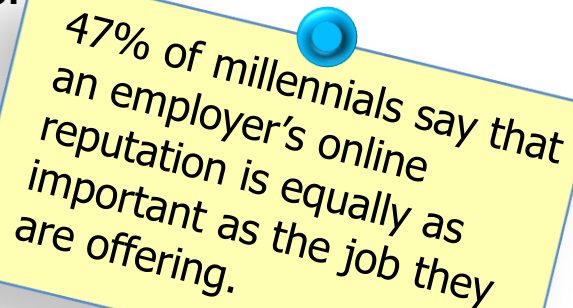


## Social Media Trends

47% of millennials say that an employer's online reputation is equally as important as the job they are offering. This proves how important a company's brand is to its reputation. Additionally, this is proof that a strong digital presence is essence to being respected by the public. Every tweet should be sent with care and thought. Every color and font selected with reason.

Companies will need to change to accommodate and appeal to the millennials' way of life. By 2020, 50% of the workplace will be made of millennials.

**By 2020, 50% of the workplace will be made of millennials**



47% of millennials say that an employer's online reputation is equally as important as the job they are offering.

### **1. Big Data Lets New Jobs Find You (even before you even know you're looking!)**

Recruiting firms specializing in data will be scouring the web for new talent. They will find this talent via LinkedIn, Facebook, Twitter and other professional open source forums. Websites such as Entelo and TalentBin have the ability to know when a user updates their profile to anticipate which users may be looking to enter the workplace or change positions.

### **2. Call Me Maybe?**

Mobile apps will become even more relevant this year. 17% of new hires now come from the mobile app. Phones and tablets are a huge part of the job application and recruitment process.

### **3. RIP to Performance Reviews**

In a survey given by WorldAtWork, 60% of HR leaders do not think yearly performance reviews portray employees' work accurately. Informal check ins are in high demand with no forms required. Goals and development are what is important, not how they compare to their co workers.

### **4. Massive Open Online Classes (MOOC) Will Change Corporate Learning**

MOOC will change the way companies conduct training. No longer will employees need to be flown all over the country to be trained. No longer will employees need to leave work early to get an advanced degree. Massive Open Online Classes will revolutionize all of this.

Social Change is coming. Embrace it!

## **Sources:**

- Inspiration for this article came from: "The Year Social HR Matters", by Jeanne Meister.  
<http://www.forbes.com/sites/jeannemeister/01/06/the-year-social-hr-matters/2/>
- TalentBin, the Talent Search Engine for the Web
- Entelo
- WorldAtWork.org



# TOPIC 6:

## Instagram Gets Into the Ad Game

As a digital native, social media plays a huge role in my everyday life. Back in 2004, when I started college, Facebook was just getting popular with college students. Getting that invite to join Facebook ignited my social media obsession. Back in those days, Facebook was a way to find out about people you didn't know and connect with others that you do know. You were limited to just one picture, the profile picture. Since then, things have certainly changed.



### **The Rise of Instagram**

Today, we can post hundreds, even thousands of photos on our Facebook page. This leads me to my next topic, the rise of Instagram. "Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr." (via Wikipedia)

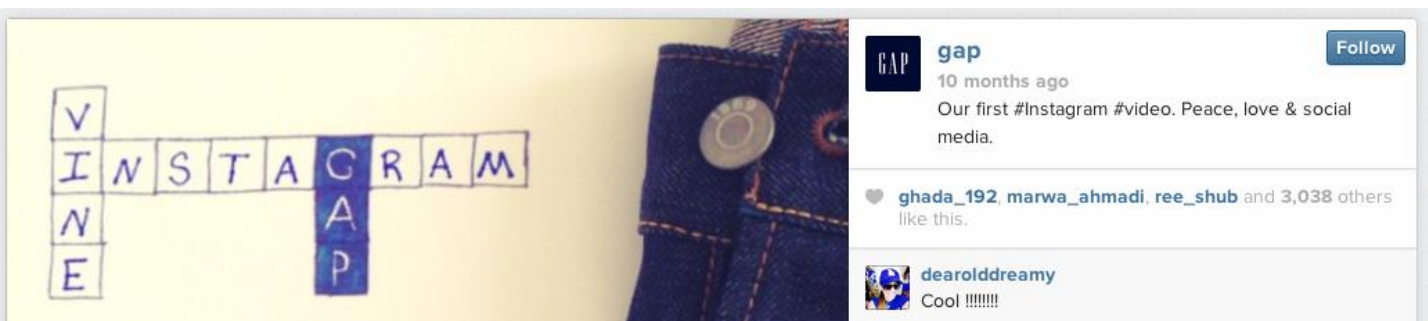




Clearly, posting normal photos from your camera phone is no longer enough. Instagram allows you to enhance your photos and videos with filters prior to sharing with your networks. Instagram target is mobile social sharing and also lets you post and follow your friend's posts using the app. The younger generation has taken a strong liking to Instagram. Facebook recognized the potential and acquired Instagram in April 2012 for a reported amount of \$1 billion in cash and stocks.

### Uses of Instagram

Currently, there are more than 150 million monthly active users sharing 16 billion photos (Source: Instagram Press Center). People use Instagram because it allows them not only to post and follow their friend's photos, but also to follow celebrities and companies they admire. You can follow your favorite celebrities to see photos of them in their daily lives. Instagram has actually become a media source. Magazines often use images that celebrities post via Instagram. There is nothing you can't find on Instagram. Hashtags allow users to search for practically anything they can think of.



# Advertising on Instagram

Instagram decided to allow companies to advertise on Instagram. (It announced "Sponsored Photos and Videos" on October 24, 2013). It was only a matter of time! Instagram has recognized their potential to influence and mobilize social media selectivity for the right customers. Many companies already have a strong following. Starbucks, for example, already has 1.7 million followers. The Gap has over 200,000 followers and also uses the video sharing ability provided by Instagram. [HubSpot](#), the all-in-one marketing software used in [ISM 7505: Inbound Information Technology Tools](#), highlights its recent Inbound Marketing conference. Michael Kors has 1.4 million and was actually chosen to be the very first ad on the Instagram app. Instagram has been apprehensive about allowing advertisers on the platform but they have promised users that their ads will not be bothersome and will be "beautiful, high-quality photos and videos." The ads are tailored to you by determining who you follow and what you like on Facebook (if you have a Facebook account). The first sponsored ad by Michael Kors seems to be well received, as it already has 229,797 likes.



Kevin Systrom, the CEO of Instagram, explained that ads are helping Instagram transition from a startup to a business. He went on to explain that, "Ads on Instagram should feel like they should be on Instagram." Systrom sees Instagram as less of a photo company and more of a communications company. Systrom notes that the user's opinion is of the utmost importance. "We always wants to be sure the community has a voice."

Images found via Instagram


"Instagram gives brands an opportunity to tell their story through visuals."

-Social Media Today

# TOPIC 7:

## Future Social Media Challenges

In the future, organizations will encounter many challenges in regard to social media. A few challenges include social media policy, online reputation management, privacy issues, and ethical dilemmas. I believe privacy and ethics are very intertwined. As social media continues to evolve, companies will inevitably utilize social media even more. Poor ethical behavior could be problematic and even damaging to a company's reputation.



*In essence, we are living in a very transparent era.*

### **Privacy and Ethics are Very Intertwined**

In the past, the public knew companies by their reputation. In the present, we are able to Google just about every detail of a company, from the name of their CEO to their financials, and find it in less than 5 seconds. This is both good and bad. In essence, we are living in a very transparent era. It is easy for the public as well as other companies to see what competitors are doing. I'm not certain that this is a good thing. I worry that in the future companies will all just start copying leading companies and they will all start to act and look the same on the web.



## Social Media Trends

We are living in an age where telling the world what you are doing as well as where you are going is commonplace. If you are going out of town, you wouldn't put a sign on your front door telling strangers, however, our generation doesn't think twice about posting this information out on the Internet for anyone to see. Companies are always tweeting to their followers and once something is on the Internet, it's never forgotten. I think this will inherently become a problem for many companies in the future. One unethical person saying the wrong thing on social media could ruin a brand.

Once something is on the Internet, it is never forgotten.

### **Example #1**

Social media has already caused many employees problems and even cost some of them their jobs. One example is Nicole Crowther, who was an extra on Glee. She tweeted some plot spoilers from her time on set to the world. The show's producer found the tweets and fired her. Though the culprit was caught and reprimanded, the show's plot was still leaked to the public and essentially damaged. Why watch a show when you already know what is going to happen? This is just one instance where social media caused a problem. Crowther did not act ethically when she tweeted these details to the public and the show's privacy was compromised.



“Twitter will broadcast your bursts of thought to anyone who cares to read them.”

-Business Insider

## **Example #2**

Furthermore, there have been many other blunders involving social media. Scott Bartosiewicz lost his job at Chrysler as a New Media Strategist after he accidentally tweeted something onto Chrysler’s Twitter account instead of onto his own. His tweet said “I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f\*cking drive.” What is really ironic is that his tweet happened to be about cars and could be extremely damaging to the company. Bartosiewicz’s lack of ethical behavior ultimately lost him his job. Does a mistake like this merit loss of a job? Possibly, in this era, you need to think twice before you tweet.

### Summary

In the future, privacy will definitely be forfeited as we share more and more personal information via social media. I imagine that new technology will come out to better protect our personal information from the public and essentially our employers. I don't foresee that people will just stop sharing their opinions and personal insights via social networks any time soon. I do think that employers may start testing the ethics of potential employees before hiring them in the future especially if they will be representing the company via social media. We can't predict the future, but what we can predict is that technology is not slowing down. Ethics and privacy will continue to play an important role in the workplace. Companies will need to evolve along side technology if they want to effectively manage their reputations through social media.

Learn from your mistakes and think twice before you tweet.

### References:

- Examples came from Business Insider:  
<http://www.businessinsider.com/twitter-fired-2011-5>

# Learn More!

The Information Systems Management department in the College of Business Administration helps prepare you to assume leadership positions as an information professional.

- ❖ ISM 7505: Management of Information Technology focuses on the details of Inbound Marketing & the use of social tools
- ❖ ISM 7570: Data Mining focuses on developing consulting & decision-making skills as well as visualizing the networks of information using analytic tools
- ❖ ISM 8000: Seminar in ISM focuses on information analysis, presentation, and uses of data mining algorithms and techniques

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