

SOCIAL MEDIA ROUNDTABLE DISCUSSION

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INTRODUCTIONS

- Name
- Institution/Office
- Social Media Channels
- Social Media you want to learn more about
- What you are hoping to get out of today's discussion

FOR DISCUSSION

- What social media works well in your office?
- What do you post about?
- How can we create more effective posts?
- What social media channels do you feel are on the rise?
- What channels are fading out?

DISCUSSION CONTINUED

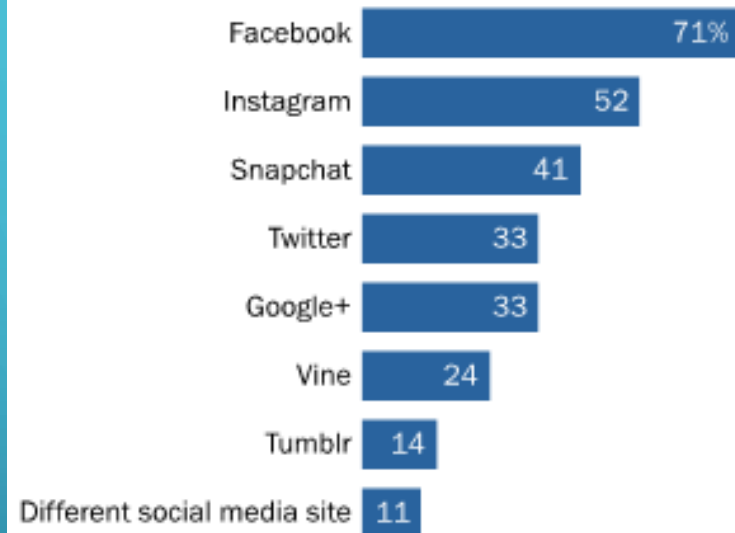
- Do you use contests/giveaways? How?
- Who has experience with use of video? Periscope? Meerkat?
- How do you measure success?
 - Google Analytics
 - Klout
 - Facebook Insights
- Any good examples of posts, profiles anyone would like to share?

SOCIAL MEDIA INTERNSHIPS?

- Do you hire an intern for your social media?
- What do you have them work on?
- Do they have full access to post whenever/wherever they want?
- Any suggestions for those considering hiring an intern? Paid? Unpaid? For credit?

Facebook, Instagram and Snapchat Top Social Media Platforms for Teens

% of all teens 13 to 17 who use ...



Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015. (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

7 RANDOM yet indispensable SOCIAL MEDIA statistics

IN THE U.S., INSTAGRAM IS THE fastest-growing social network with over **400 MILLION** ACTIVE USERS

93% OF PINTEREST USERS **shopped online** in the last six months of 2015

25% of marketers spend 6-10 HOURS PER WEEK on social media marketing

SNAPCHAT GETS **4 BILLION** VIDEO VIEWS PER DAY, the same amount as Facebook

66% of marketers say that **SOCIAL MEDIA** is essential to their marketing strategy

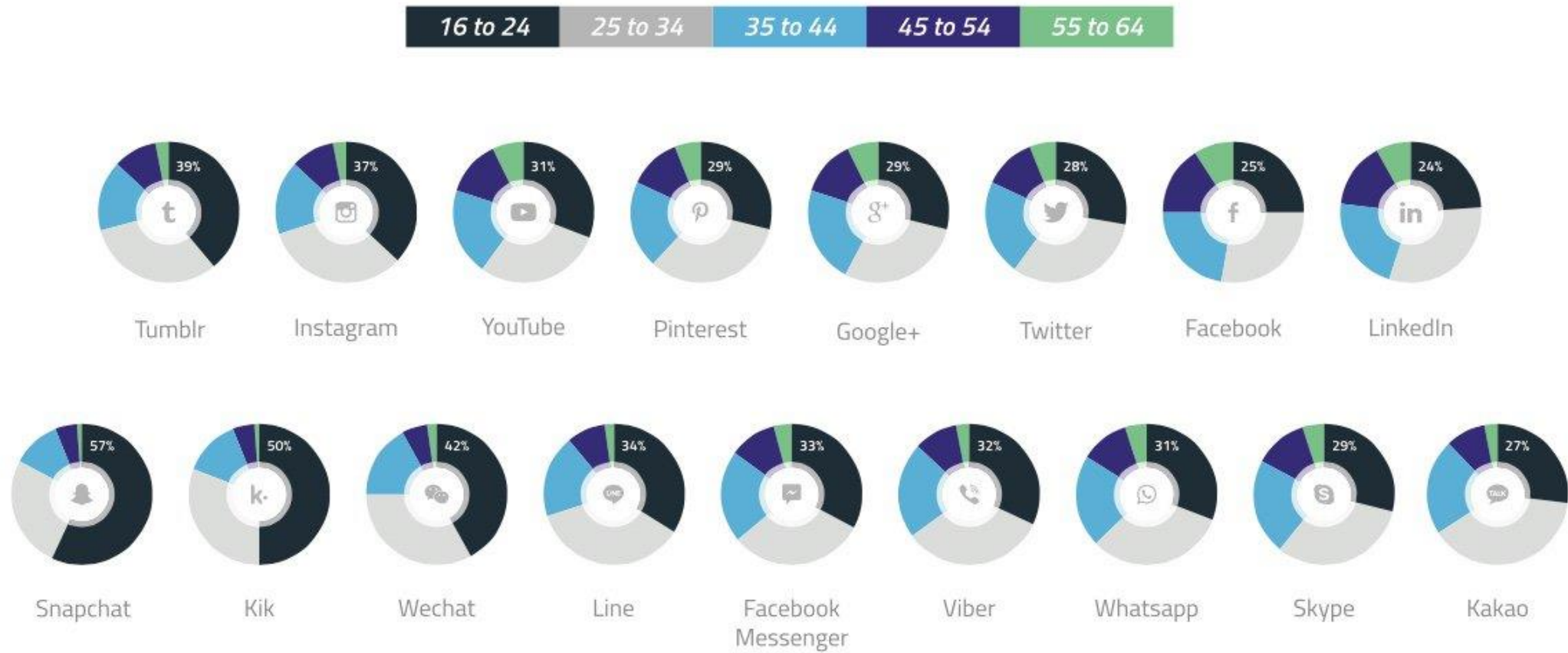
23% of Facebook users log in AT LEAST 5x PER DAY

TWEETS with images receive over **500%** ENGAGEMENT THAN TEXT-ONLY TWEETS

sources: <http://proudsocial.com/insights/pinterest-statistics/>
<http://www.statista.com/topics/1164/social-networks/>
<http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>
<http://www.statista.com/statistics/188451/amount-of-time-spent-for-social-media-marketing-per-week-in-2011/>
<http://www.jeffbullas.com/2015/04/25/23-epic-twitter-facts-and-statistics-that-may-surprise-you/>
<http://www.adweek.com/news/technology/here-are-6-new-snapchat-stats-show-why-marketers-want-inside-walled-garden-167629>

Mainstreethost

Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE



Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc. // Which of the following mobile/tablet applications have you used in the past month? (on any device) // **Source:** GlobalWebIndex Q4 2014 // **Base:** Active social network and active app users aged 16-64, exc. China