



Technology Serving Seniors

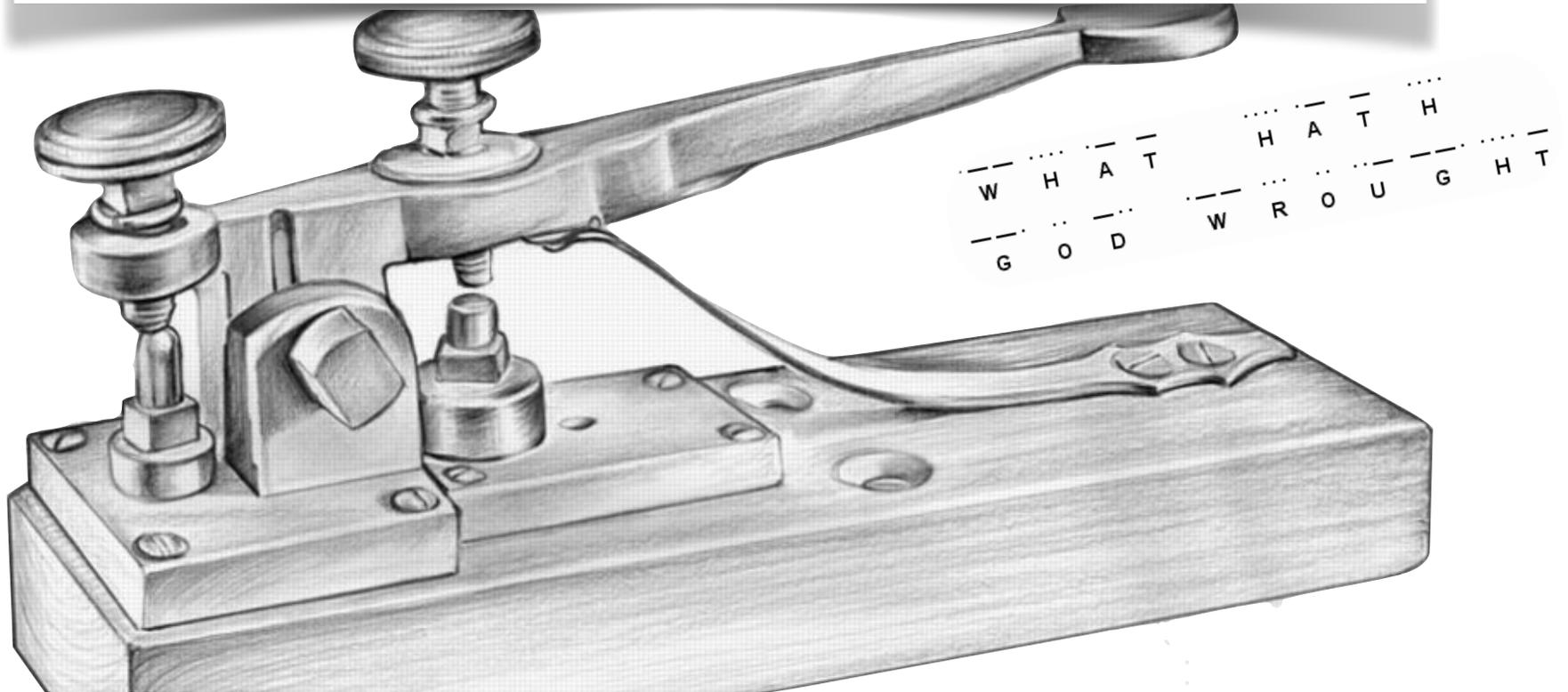


Social Media: Problems & Opportunities
Twitter/LinkedIn/Facebook & Email/Telephone Spam
plus Family/Friend & Community/Business Connections

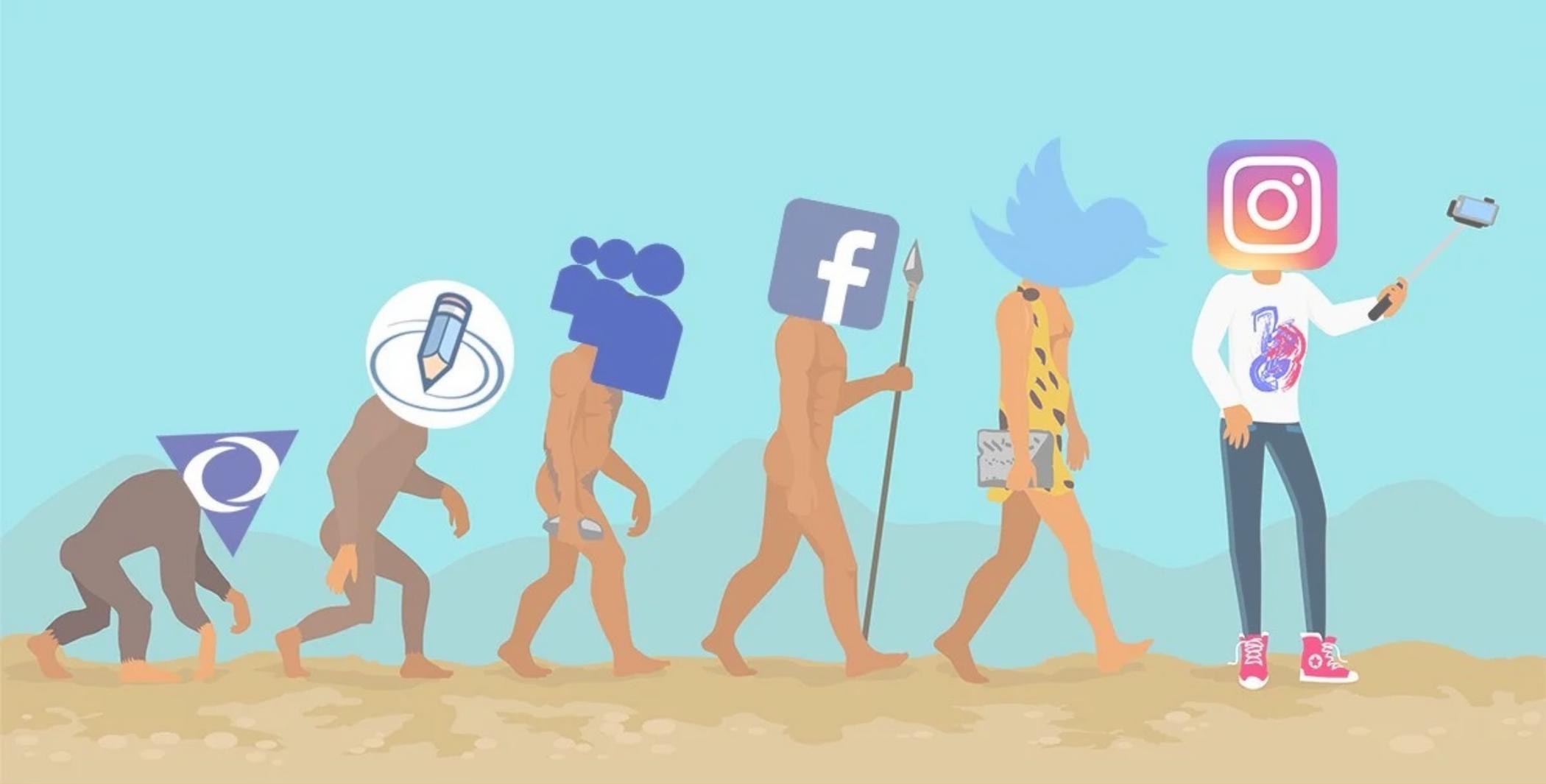
Tom Piper & special guests

August 24, 2021

How did Social Media begin? . . . direct electronic information exchange, to virtual gathering place, to retail platform, to vital 21st-century marketing tool!

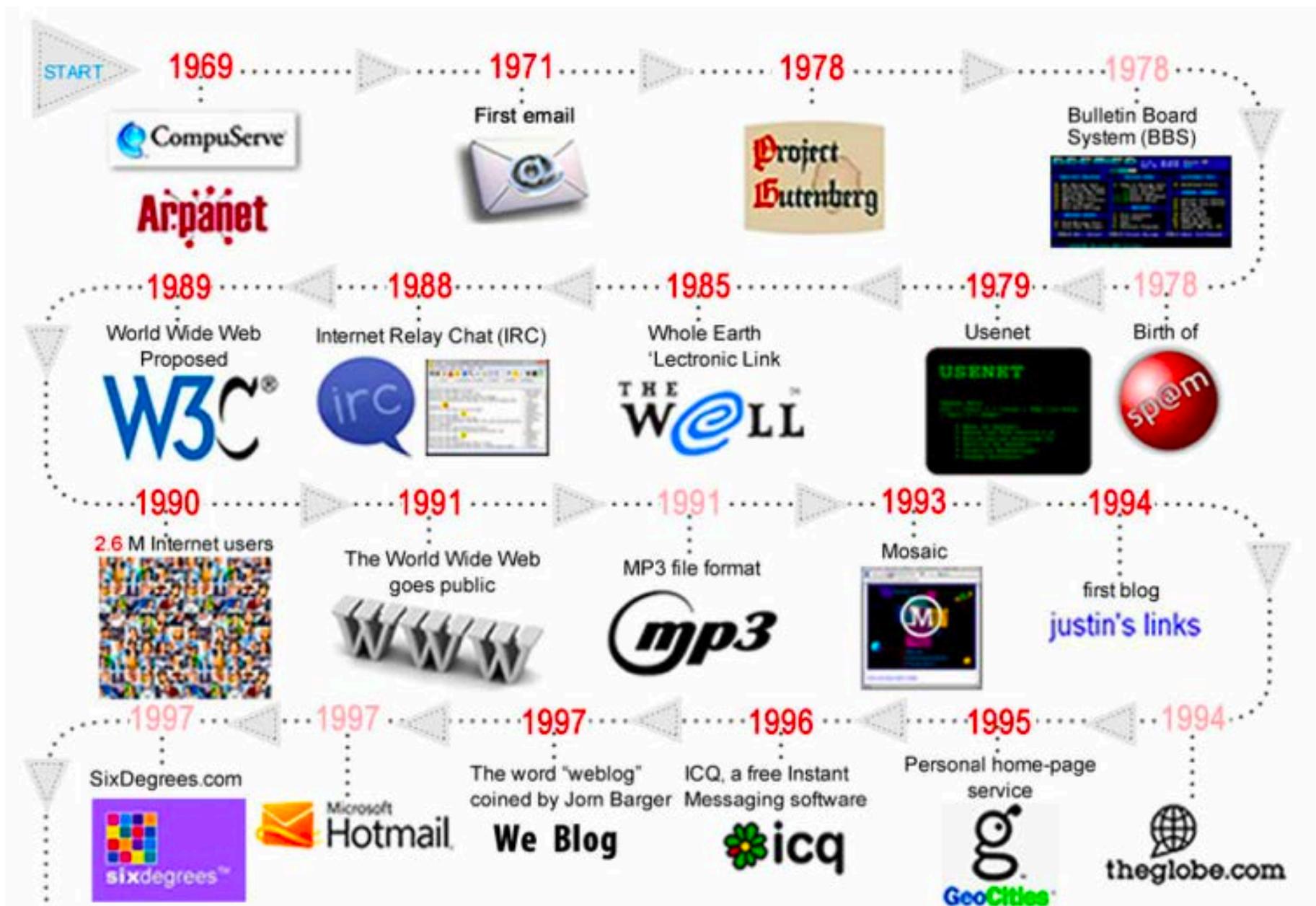


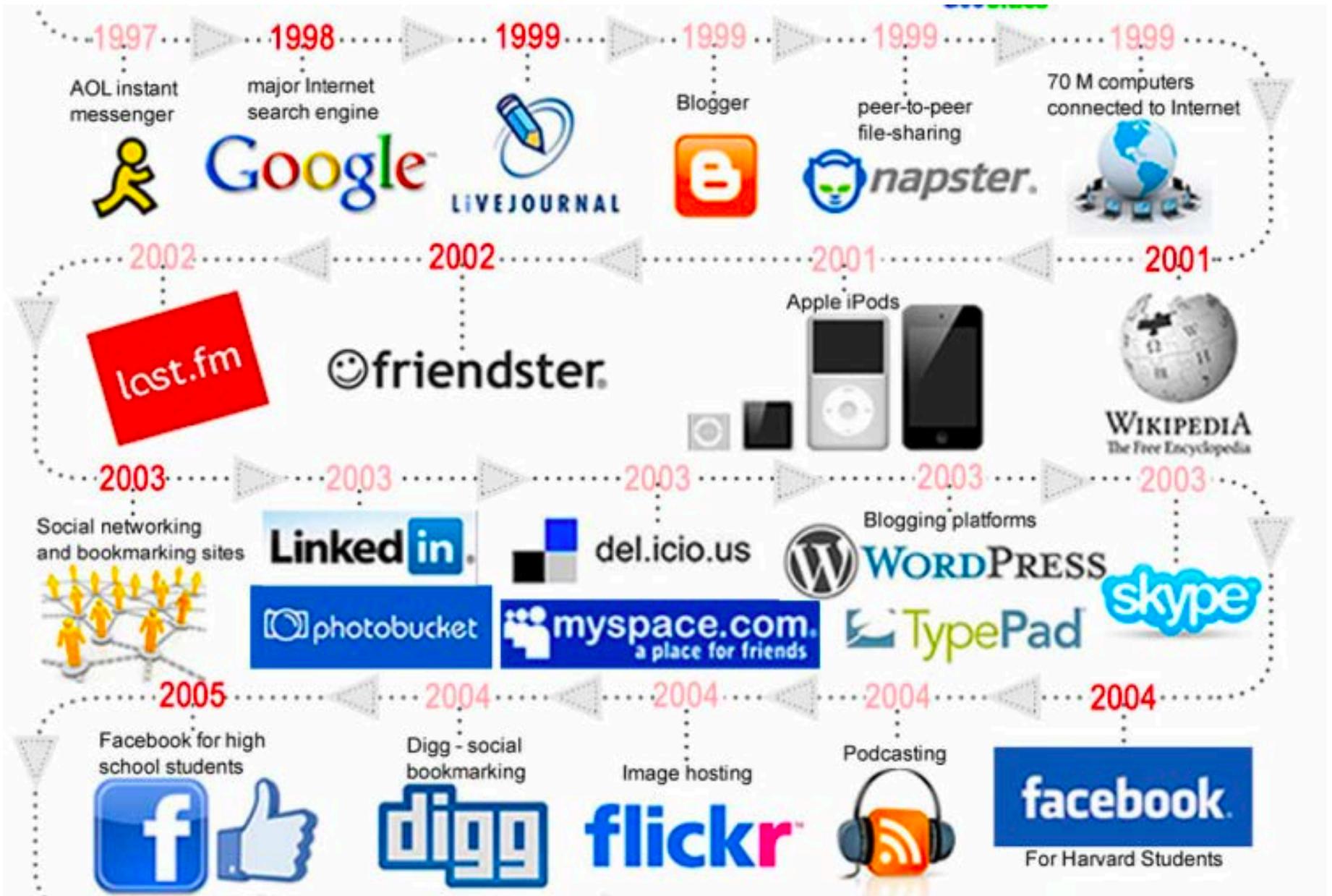
May 24, 1844, with a series of electronic dots and dashes tapped out by hand on a telegraph machine . . . the first electronic message from Baltimore to Washington, D.C., proved Samuel Morse understood the historic ramifications of his scientific achievement: **“What hath God wrought?”** he wrote.



DEFINITION: Social media is a computer-based platform to facilitate sharing our thoughts, ideas, and information to communicate with other people.

History of Social Media





2005
You Tube
Broadcast Yourself™

2006
twitter
slideshare
Present Yourself

2006
400 M
SEARCHES/DAY
Google

2006
Justin.tv

2009
Posterous
posterous®
SPACES™



2007
USTREAM™ **tumblr.**

2009
350 M USERS
facebook.

2009
"Unfriend" added to New
Oxford American Dictionary
Unfriend



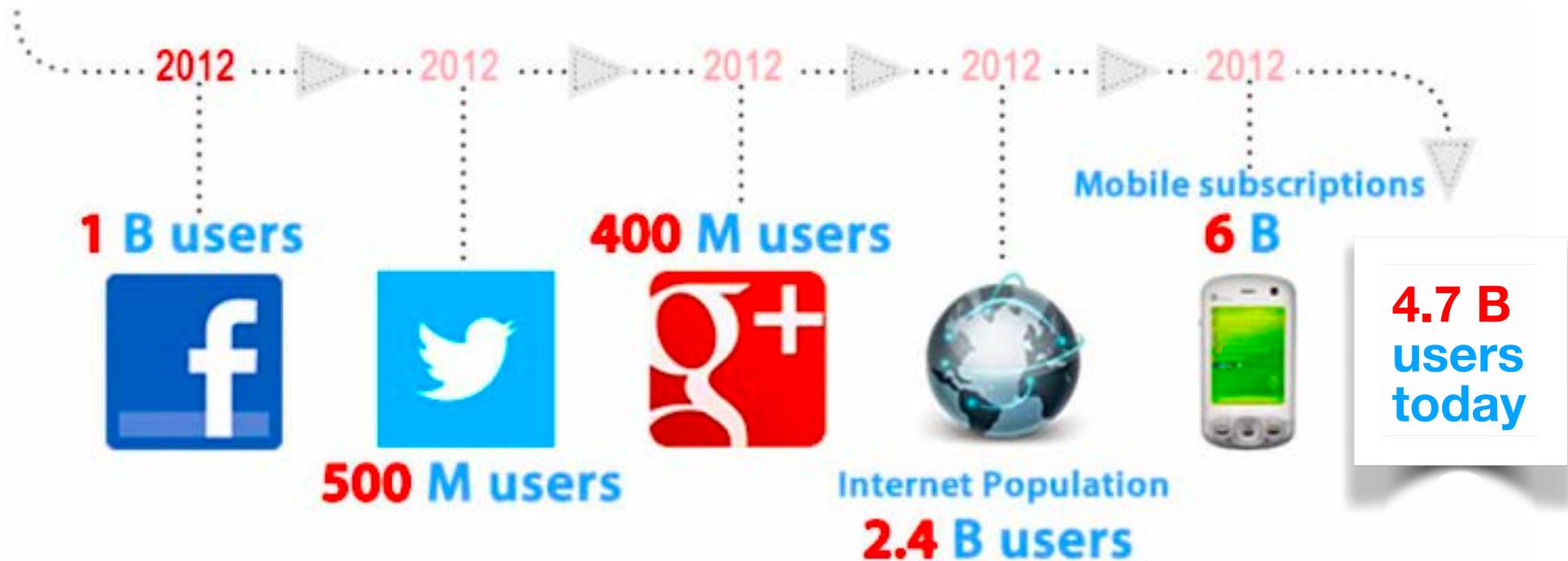
2010
bing™
Google buzz

2010
Pinterest

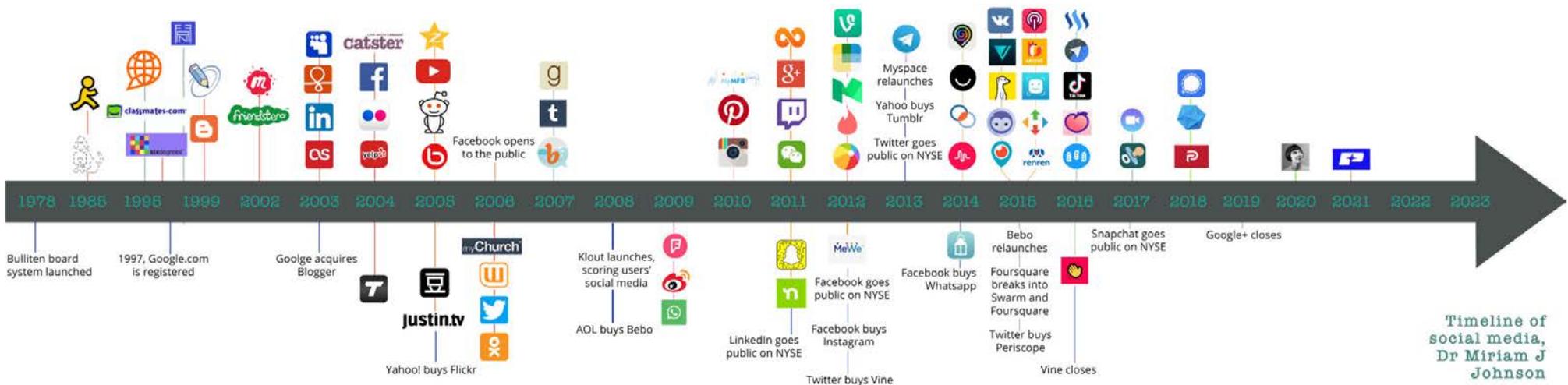
2011
Google +


2011
twitter 56 M users
facebook. 550 M users





Condensed History of Social Media



Timeline of social media, Dr Miriam J Johnson

MORE THAN
243,000 PHOTOS
UPLOADED



MORE THAN
3.8 MILLION
SEARCHES ON
GOOGLE

MORE THAN
350,000
TWEETS
SENT



MORE THAN
65,000
PHOTOS
UPLOADED



MORE THAN
210,000
SNAPS
UPLOADED



120 NEW
ACCOUNTS
CREATED
ON LINKEDIN



MORE THAN
29 MILLION
MESSAGES PROCESSED

1 MILLION PHOTOS

175,000
VIDEO MESSAGES
SHARED



MORE THAN
156 MILLION
E-MAILS SENT



MORE THAN
400 HOURS
OF VIDEOS UPLOADED

70,000
HOURS
OF VIDEO CONTENT
WATCHED

You Tube

AROUND
700,000 HOURS
OF VIDEOS WATCHED

MORE THAN
800,000
FILES
UPLOADED
ON DROPBOX



THINGS THAT
HAPPEN ON INTERNET
EVERY

60
SECONDS

NETFLIX

MORE THAN
87,000 HOURS
OF VIDEO
WATCHED

MORE THAN
5,500 CHECKINS
ON FOURSQUARE



MORE THAN
25,000 POSTS
ON TUMBLR



MORE THAN
2,000,000 MINUTES
OF CALLS DONE
BY SKYPE USERS

AROUND
200
EVENT TICKETS
SOLD
ON EVENTBRITE

Eventbrite™

MORE THAN
1000
IMAGES
UPLOADED

imgur

MORE THAN
50 NEW
REVIEWS



MORE THAN
500,000
APPS
DOWNLOADED



MORE THAN
1,000,000
SWIPES

18,000
MATCHES
ON TINDER

16,550 VIDEO
VIEWS
ON VIMEO



Internet Social Media Starts

- 1997: Andrew Weinreich created **SixDegrees.com**.
- 1997: Barry Appelman, Eric Bosco, and Jerry Harris created **AOL instant messenger**.
- 1999: Jerry Yang and David Filo established **Yahoo! Messenger**.
- 1999: Microsoft creates MSN Messenger to offer new features like video calling.
- 1999: Brad Fitzpatrick created LiveJournal; a platform for blogging.
- 2001: SixDegrees.com shuts down.
- 2001: **Windows Messenger**, the integrated version of MSN Messenger is out.
- 2002: Friendster is born; a place for gaming and social networking. it's a brainchild of Jonathan Abrams.
- 2003: Reid Hoffman and some of his coworkers introduce **LinkedIn**.
- 2003: Thomas Anderson founds **Myspace**.
- 2003: Niklas Zennström and the Dane create Janus Friis **Skype**.
- 2004: Mark Zuckerberg starts the legendary **Facebook**.
- 2005: Aaron Swartz introduces Reddit.
- 2006: **Twitter** is out. Jack Dorsey founds this platform.
- 2006: Pavel Durov founds VK (VKontakte).
- 2010: Ben Silbermann establishes **Pinterest**.
- 2010: Kevin Systrom introduces **Instagram**; one of the most popular photo-sharing platforms ever is launched.
- 2011: Evan Spiegel founds **Snapchat**.
- 2011: Google executive Bradley Horowitz introduces **Google plus**.
- 2011: Justin Kan introduces Twitch, a live-streaming platform for gamers.
- 2012: Sean Rad launches Tinder, one of the most favorite dating apps ever.
- 2012: **Instagram is owned by Facebook** for 1 billion dollars in cash and stock.
- 2013: Larry Page and Sergey Brin who invented Google, invent **Google Hangouts**, too.
- 2014: Amazon acquires the live-streaming service for gamers, Twitch.
- 2014: Alex Zhu and Luyu Yang invent a lip-syncing app called musical.ly.
- 2015: Friendster ceases to exist.
- 2015: Discord starts.
- 2016: Yahoo! stops on Windows, Linux, and Mac.
- 2017: ByteDance owns Musical.ly for 1 billion dollars.
- 2017: a platform for short video sharing called **TikTok** is out.
- 2018: Yahoo! Shuts down completely.
- 2019: Google plus shuts down.

much more info: <https://dewzilla.com/a-brief-history-of-social-media/>

Top Internet Social Media

R a n k	Name	Monthly Active Users	Revenue	Start	Headquarters
1	Facebook	2.7 billion	\$86 billion	2004	Menlo Park, CA
2	YouTube	2 billion	\$19.8 billion	2005	San Bruno, California
3	Whatsapp	2 billion	\$5 billion	2009	Menlo Park, California
4	Instagram	1.16 billion	\$6.8 billion	2010	Menlo Park, CA
5	TikTok	689 million	\$35 billion	2016	Culver City, CA
6	Snapchat	433 million	\$911 million	2011	Los Angeles, CA
7	Reddit	430 million	\$212.5 million	2005	San Francisco, CA
8	Pinterest	416 million	\$1,693 million	2010	San Francisco, CA
9	Twitter	353 million	\$3.72 billion	2006	San Francisco, CA
10	LinkedIn	310 million	\$8.05 billion	2003	Mountain View, CA

SOCIAL MEDIA CONTINUES TO THRIVE IN THE U.S.



72%
of U.S. adults
population uses
social media



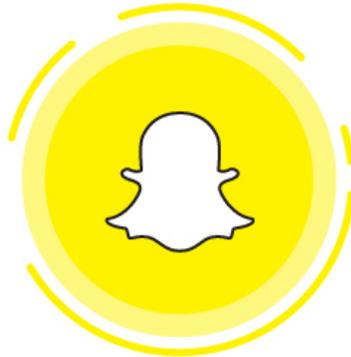
73%
of U.S. adults
regularly visit
YouTube



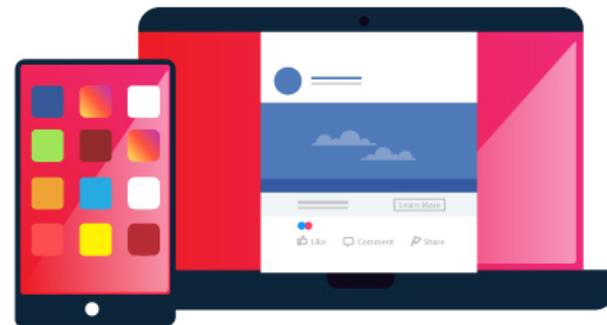
69%
of U.S. adults are
on Facebook



75%
of U.S. adults
18 to 24 use
Instagram



73%
of U.S. adults
use Snapchat



Social Media Concerns

- **Online vs Reality:** the way people use it in place of actual communication and in-person socializing. “Friends” on social media may not actually be friends, and may even be strangers.
- **Increased usage:** the more **time spent** on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate.
- **Social Media is addicting:** happiness hormones, making you happy. All the notifications for likes and positive comments make you subconsciously register it as a reward. Social media is full of mood-modifying experiences.
- **Fear of Missing Out:** Continual checking of social media sites. Idea that you might miss out on something if not online can affect your mental health.
- **Self-image issues.** Social media sites provide tools that allow people to earn others’ approval for their appearance and the possibility to compare themselves to others. The “selfieholics” and people who spend most of their time posting and scrolling are the ones most vulnerable to this.

Our Social Media Focus





Email Disadvantages

- **Information overload:** some messages dismissed or left unread
- **Lacks personal touch:** some things should be verbally relayed or written by hand in a note or letter
- **Can be disruptive:** interrupts work or other activities
- **Cannot be ignored:** needs constant maintenance
- **Cause misunderstandings:** true if senders fail to read through and edit their messages before they send them
- **Can contain viruses:** be careful when opening messages from people you don't know, or when downloading attachments
- **Requires timely responses:** should be replied to as soon as they are received and read, since some may be urgent



Email Advantages

- **Free Tool:** once online, no more expense to send/receive
- **Quick and Direct:** click a button to send, deliver and read
- **Simple and Easy Use:** allows for the easy and quick access of information, photos, attachments and contacts
- **Easy Referencing:** messages sent and received can stored
- **Accessible Anywhere:** office, field, overseas, access inbox
- **Paperless:** beneficial for the planet, reduce the costs
- **Mass Messaging:** effective medium to get your message out
- **Instant Access:** send yourself and others files and keep messages for paper trail of conversations and interaction



Disadvantages of Facebook



- **Addiction:** feel like they are missing out if they are not constantly logged in
- **Loss of Productivity:** time wasted by playing games, chatting to friends or browsing new photos
- **Malware & Viruses:** often automatically posts links and status updates in an attempt to fool other users, which can lead to your account being compromised
- **Identity Theft:** personal information end up in the wrong hands, and allow access to your other online accounts, even open up new accounts for you
- **Antisocial Behavior:** cyber bullying or narcissistic behavior by critics, particularly vulnerable youth
- **Relationship Problems:** easy to find and connect with people from your past, but strain marriages

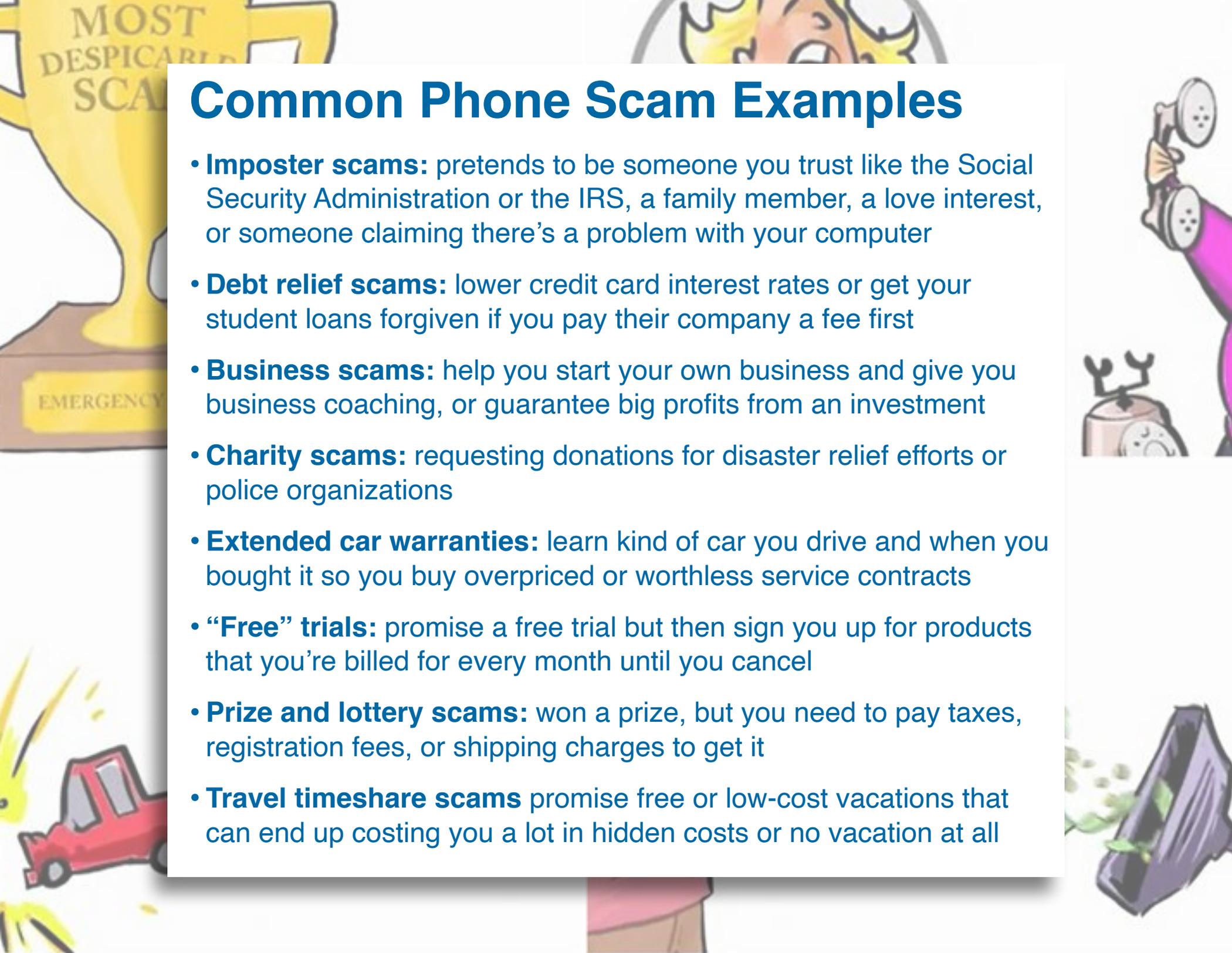


Advantages of Facebook

- **Better Socializing:** easy to find out like-minded people by seeing their interests, and easily connect with them by looking up their wall updates, interests
- **Chatting:** Messenger app for quick text chatting, Skype and WhatsApp free video calling with friends
- **Find Friends:** Friend Finder helps find their names or email addresses, see their photos, updates, more
- **Business Promotion:** sell or promote products or services targeted audience, increase brand value
- **Entertainment:** see friends, share photos and activities, play games, preview movies, more
- **Pages, groups, news-feed:** getting the latest information, publish news, info, photos, videos
- **Free:** best medium for communication & networking

Recognize Phone Scams

- **There is no prize:** you were “selected” for an offer or that you’ve won a lottery. . . if you have to pay, it's not a prize.
- **Won’t be arrested:** you’ll be arrested or fined if you don’t pay taxes or some other debt right away
- **Don’t need decision now:** legitimate businesses will give you time to think their offer over and get written information about it
- **No reason to send cash or gift card:** Scammers will ask you to pay in a way that makes it hard to get your money back
- **Government agencies won’t call:** never a good idea to give out sensitive information like your Social Security number
- **Shouldn’t get those calls:** If on the National Do Not Call Registry, you shouldn’t get live sales calls from companies you haven’t done business with before



Common Phone Scam Examples

- **Imposter scams:** pretends to be someone you trust like the Social Security Administration or the IRS, a family member, a love interest, or someone claiming there's a problem with your computer
- **Debt relief scams:** lower credit card interest rates or get your student loans forgiven if you pay their company a fee first
- **Business scams:** help you start your own business and give you business coaching, or guarantee big profits from an investment
- **Charity scams:** requesting donations for disaster relief efforts or police organizations
- **Extended car warranties:** learn kind of car you drive and when you bought it so you buy overpriced or worthless service contracts
- **“Free” trials:** promise a free trial but then sign you up for products that you're billed for every month until you cancel
- **Prize and lottery scams:** won a prize, but you need to pay taxes, registration fees, or shipping charges to get it
- **Travel timeshare scams** promise free or low-cost vacations that can end up costing you a lot in hidden costs or no vacation at all

FAKE
CLAIMS

FAKE PROFILES
& PHOTOS

COM
PO

How To Stop Calls From Scammers

- **Hang up:** when a company is calling you illegally, it's not a company you want to do business with; when a robocall, don't press any numbers
- **Consider call blocking or call labeling:** best defense against unwanted calls is "call blocking"; see what services your phone carrier offers, and look online for expert reviews
- **Don't trust your caller ID:** "spoofing" can make it look like it's a government agency or like the call is from a local number or a friend
- **Learn more:** unwanted calls and more solutions at [ftc.gov/calls](https://www.ftc.gov/calls)

ROBOC

IRS

The background of the image shows a laptop screen with the Amazon logo. The word "amazon" is written in a dark grey, lowercase, sans-serif font. Below the text is a yellow curved arrow that starts under the 'a' and ends under the 'z'. The laptop is silver and is positioned on a desk. To the right of the laptop, there is a white coffee cup on a white saucer. The overall scene is a blurred office or home workspace.

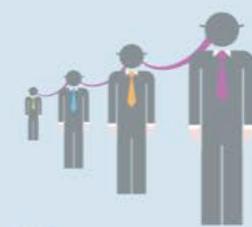
amazon

SCAM ALERT!

- **Fake order phishing email:** confirming a purchase that you didn't make then divulging your credentials to correct
- **Gift card scams:** trick them into purchasing and sending Amazon gift cards to get a family member out of trouble
- **Payment scams:** paying to claim a prize that you've supposedly won or to a seller whose identity you can't verify, and avoid offers that seem too good to be true

the pros & cons of social media

SO MUCH MORE . . .



- Allows networking opportunities and prompts direct business relationships
- Enables sharing of knowledge and expertise
- Ability to post blog-length articles to show expertise



- Simple to use
- One of the fastest-growing social networks
- UGC on Instagram is very powerful
- Appeals to a wide audience
- Can be used as a sales platform



- Easy to use
- Allows sharing of content
- Privacy issues
- Marketing campaigns can be time consuming
- Especially strict rules on running contests
- Has become very ad-focused



- Google likes showing G+ content in its search results
- Easy to use and integrates with Gmail and Google Docs
- Easy to find people and discover people to follow
- Very similar to Facebook
- Lack of market share
- Limited audience size
- Promotions and contests are strictly forbidden

- You need to ensure your imagery is well chosen, optimised and that the design is sharp
- Audience demographics can be limited

- Remains the world's 2nd most popular search engine after Google.
- Allows you to connect more directly with your audience
- Users don't need to follow you to discover your content
- Can be found in search engine results
- Quality and editing need to be top notch; the results can be embarrassing if done badly
- Requires greater planning and time investment than other channels

- Easy to set up and use
- 280 character limit keeps messages to the point
- Easy to search network for content using hashtags
- Tweets appear in Google results
- Can be used as a sales platform
- Volume of messages can lead to information overload/loss of message
- Not the best platform for showcasing visual content
- Twitter metrics no longer display on share counters
- Short messages can be limiting



#itsheresomewhere



Social Media Opportunities

- **Staying Connected** with family and friends worldwide via email, text, FaceTime, more
- **Quick Access** to information and research
- **Banking** and bill pay at our fingertips
- **Online Learning**, job skills, content discovery (YouTube, Pinterest, dedicated sites)
- **Civic Engagement** (fundraising, social awareness, provides a voice, represents an interest)
- **Marketing Tools** for products, services, destinations
- **Remote Employment** opportunities and advantages



Technology Serving Seniors

the End of This Session

Smart Home Automation: Lights/Sound & Video/Appliances
is the next session