Xtreme IT Camp
An Introduction to Social Media

Professor Perry D. Drake

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Agenda

- Major Social Media Sites: Twitter, Facebook, Linkedin & Foursquare
- How brands use Hashtags
- Vine & Pinterest...the new kids on the block
- Using Social Media Wisely...Keep in mind you are being tracked & nothing is private
- Snap Chat...Do you know what it is?
- Did you know in today’s world you are a brand?
- Klout...Measuring your Level of Influence
- Big Social Media Mistakes
Facebook

- How many of you are on Facebook?
- Daily, how many times do you check?
- What do you use it for?
- How engaging are you?
- Brands use Facebook to find their fans and engage with them, create superfans and advocates, get ideas and hear what is working
- What brands do you guys follow on Facebook and why do you or do you not like them?
Twitter

- How many of you use twitter?
- One of the fastest growing social networks
- Used to overthrow governments among other things

http://www.policymic.com/articles/10642/twitter-revolution-how-the-arab-spring-was-helped-by-social-media

- Follow brands and influencers
- Engage with brands…American Airline example
- Do you know what a hashtag is and what they are used?
Interesting Stats

http://www.jobstock.com/blog/social-media-statistics-2013/
Apple Hits 50 Billion App Downloads

By Josh Wolford · May 15, 2013 · Leave a Comment

50 billion app downloads. One really big thank you.

The grand prize winner will be announced soon. Stay tuned.
Prevalence of Mobile
Number of Text Messages

That is 67 per day!
Linkedin

- Totally your professional network and... who they are plugged into.
- Something you will want to begin once you start college
- Build your digital rolodex of contacts
- You can do deep searches for people in certain industries and see if you have any connection to that person whatsoever – second or third level for example
- Fast becoming the directory of professionals
Vine

- The new kid on the block
- Has anyone heard of it?
- Here is my vine I did for a famous blogger and author of the book “Social Media Engagement for Dummies.”

https://vine.co/v/hBQqW7DE6uH

- How could Honey Bunches of Oats use it to give a digital coupon and hype their cereal?
Foursquare

• It has been around for a while. Building speed. Location based
• Used by brands to help “gamify” situations
• Check in and get…
• I give free points to my students. I tweet before a class that is you check in during class and tell what you are learning and you will get 2 free points on the midterm.
• Why do I do it?
• Pepsi gives free drink when you check in at a Hess gas station.
• Become the mayor in the house at Starbucks on N. Hanley
• Also can help spot where your friends are.
• Brands will take note of where you are and send offers to you to come across the street. They are listening and watching intently!
Other Social Media

- Instagram – online photo sharing experience
- Tumblr – visual blogging platform
- Snap Chat – Share moments with friends
- Pinterest – a visual take on social bookmarking
- Word Press – free open source blogging tool
You are a Brand

- What you put out there is a reflection of who you are and what you stand for.
- Just like Pepsi, Disney, McDonalds.
- However they do make mistakes from time to time and so will you.
- Let's look at some disasters!


- Be careful what you post
- Be careful where you go
- Nothing is private today. Absolutely nothing!
Facebook Rant by a Dr.

http://gretawire.foxnewsinsider.com/2013/02/05/should-a-missouri-doctor-be-fired-for-her-facebook-rant-about-a-patient/
What Do You Think?

Do You Know Ghostery?

- Be careful
- Companies are collecting a lot of data on you.
- Be aware and know that you can manage your preferences.
Your Level of Influence

• Companies want to hire those that are well represented out there socially
• Companies will do extensive searches on you even prior to talking with you
• In some cases they will ask you to open up your FaceBook
• Time Out Magazine example
• Your level of influence is measured by Klout and Kred.
• Let’s take a look at Perry’s score.
Thank You!

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