

# **SOCIAL MEDIA FOR SENIORS**

**MARCH 2021 VERSION**





# AGENDA

- **Shameless plugs**
- **Social Media Trends and Economics**
- **Who uses which platforms**
- **Quick overview of each:**
  - **Twitter Instagram Pinterest**
  - **YouTube Tik-Tok Facebook Reddit**
- **Do's and Don'ts**

# NEW TO COMPUTERS GROUP

## TOM SHEPHERD





# NEW TO COMPUTERS GROUP

MEETING EVERY MONTH  
2<sup>ND</sup> TUESDAY 10AM

**LET US HELP YOU BY TAKING THE MYSTERY OUT OF TECHNOLOGY**

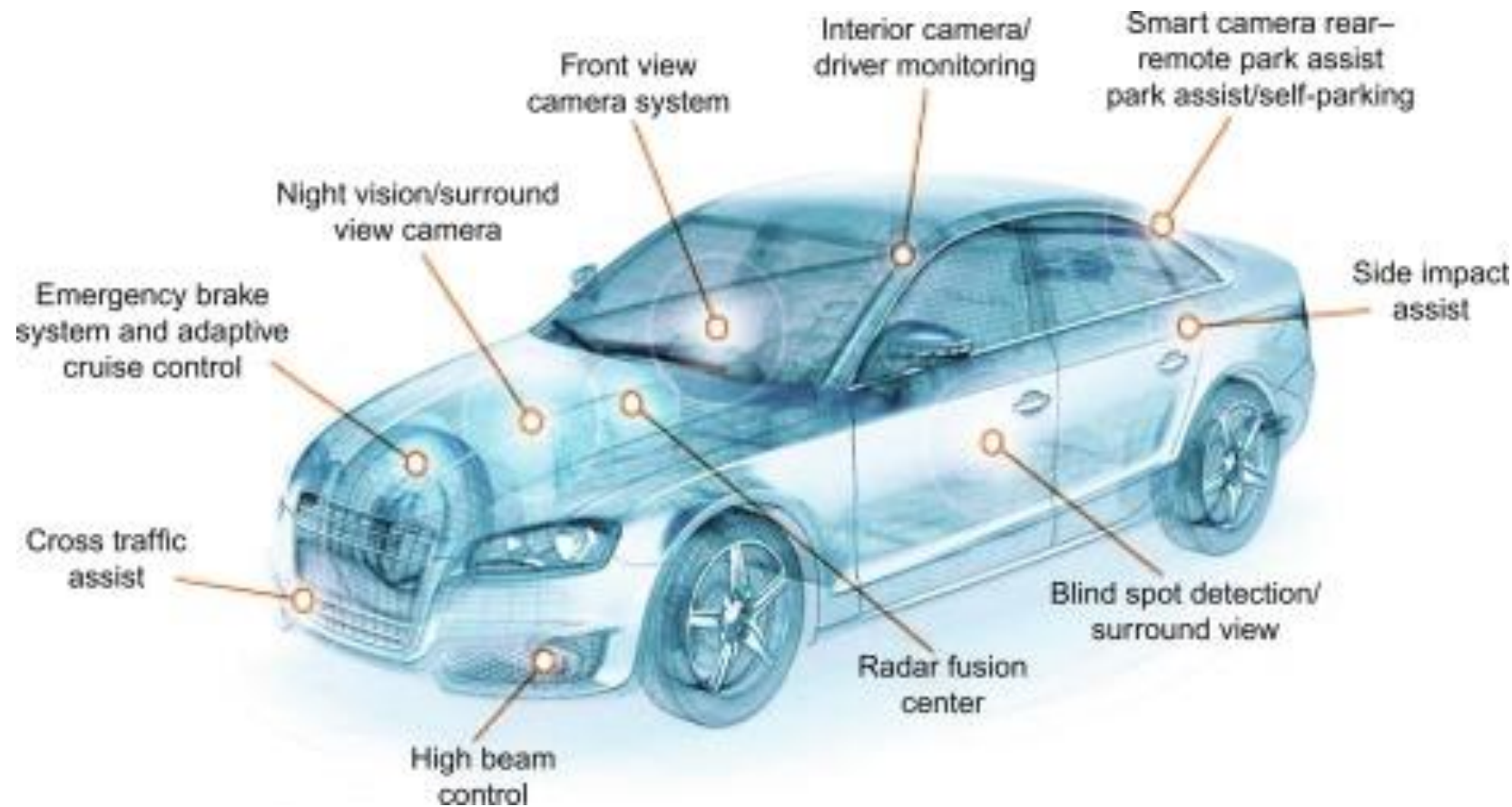
Contact Tom Shepherd for additional information at

[newtocomputers@grandcomputers.org](mailto:newtocomputers@grandcomputers.org)

**Our topic in March will be:**

## **“Technology in Modern Automobiles”**

**Learn about the different sensors, computers, connections, and safety features available in the modern car.**



**Join us Tuesday March 9 at 10am**



# NEW TECHNOLOGIES SIG

## TOM SHEPHERD





# NEW TECHNOLOGIES SIG

## MEETING EVERY MONTH

### 3<sup>RD</sup> THURSDAY 3:30

A forum for the open discussion of technologically advanced ideas and experiences

Contact Tom Shepherd for additional information at

[NEWTECH@GRANDCOMPUTERS.ORG](mailto:NEWTECH@GRANDCOMPUTERS.ORG)





HIGHLIGHTS FROM THE 2021 CONSUMER ELECTRONICS  
SHOW - GADGETS AND GLIMPSES INTO THE FUTURE  
THURSDAY MARCH 18 - 3:30PM

# **SOCIAL MEDIA TRENDS**

- Older platforms have lower growth
- Most are very concerned about how to restrict inflammatory users/posts/tweets
- Many are being used to communicate ideas/plans for movements , marches, events
- Most are making a lot of money
- All are concerned about being regulated by the government



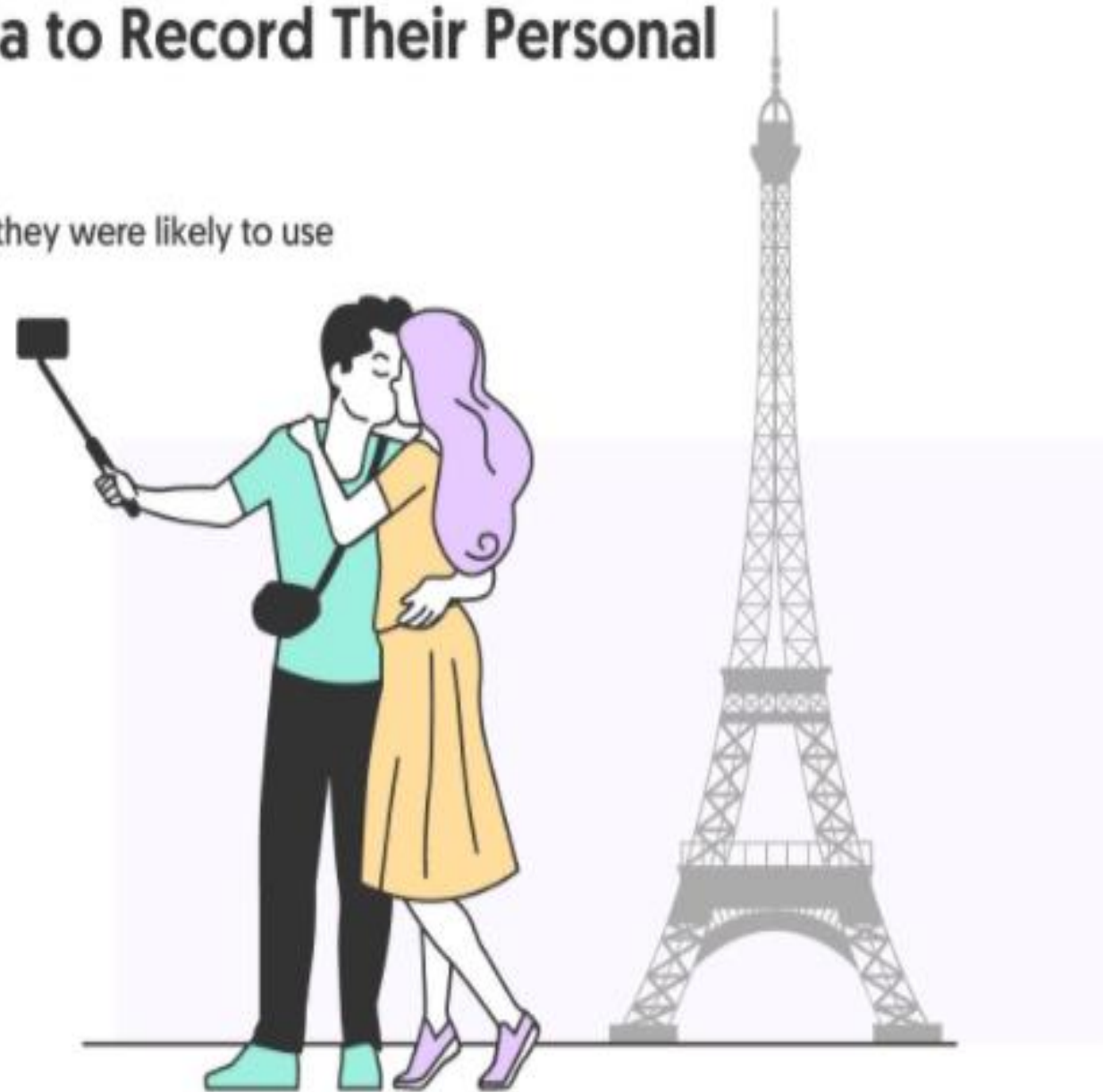
# SOCIAL MEDIA ECONOMICS

- The primary way social media companies like Facebook and Twitter make money is through selling advertising.
- The concept of selling advertising while offering a free service is not new; television, newspapers, and media companies have been doing this long before social media companies existed.
- Social media platforms charge companies money so they can advertise on their site. The exact cost of that depends on many factors. For example, companies can pay more for their advert to be seen by more people or promoted for a longer period of time.

## 50% of People Use Social Media to Record Their Personal Milestones

Sprout Social asked survey respondents about whether they were likely to use social media during certain events:

- Personal milestones – 50%
- Sporting events – 45%
- Natural disasters – 42%
- Holidays – 42%
- Political events – 39%
- Pop culture moments – 38%
- Award shows – 30%





# Social Media Usage – Oct 2020

1. YouTube.com – 8.564 billion monthly global visitors, 1.625 billion monthly US visitors
2. Facebook.com – 3.483 billion monthly global visitors, 512 million monthly US visitors
3. Twitter.com – 2.008 billion monthly global visitors, 535 million monthly US visitors
4. Instagram.com – 525 million monthly global visitors, 96 million monthly US visitors
5. Pinterest.com – 420 million monthly global visitors, 160 million monthly US visitors
6. Reddit.com – 278 million monthly global visitors, 184 million monthly US visitors
7. Linked.com – 200 million monthly global visitors, 71 million monthly US visitors



# In court documents about the pro-Trump riots at the Capitol, Facebook is cited far more than any other social network

Ben Gilbert Feb 8, 2021, 9:24 AM





Ad

Your perfect beach getaway is just a drive away.

Find a beach house for the whole family. And get the whole place to yourselves.

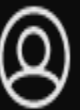
Vrbo



Markets **Tech** Media Success Perspectives Videos

**LIVE TV**

Edition ▼



## MARKETS

[see all](#) →

▼ DOW	30,932.37	-469.64	-1.50%
▼ S&P 500	3,811.15	-18.19	-0.48%
▲ NASDAQ	13,192.35	+72.91	+0.56%

## FEATURED



### Track the Covid economy

See how drastically everyday life in America has changed since the start of the pandemic.

## LATEST

Nikola: Former executive chairman misled investors numerous times

Oil is up nearly 70% since the election, a record in the modern era

Fox News is still trying—and failing—to find a solution to its 7 p.m. problem

# India imposes new rules on Facebook, Twitter and YouTube



By [Rishi Iyengar](#), [CNN Business](#)

Updated 5:01 PM ET, Thu February 25, 2021



## — Analysis

# Investment history is being made on a wild Reddit page



**Aaron Patrick**

*Senior correspondent*

In the US, the investing herd used to turn each morning to the *Wall Street Journal's* “Heard on the Street” column for stock ideas.

Now, the herd meets on the [WallStreetBets chat room](#) on Reddit, a website that would have once been called a bulletin board.

WallStreetBets is making investing history, on two fronts.





Bloomberg

# GameStop's Reddit-Driven Roller-Coaster Rages On as Volume Soars



**Bailey Lipschultz and Paul Jarvis**

Thu, February 25, 2021, 1:12 PM · 4 min read



**To the Moon**  
Post-market rally brings GameStop's surge to more than 250%

■ GameStop Corp - Last Price ■ Close on 02/23 ---- 44.97



Ad: 10 seconds

The past year has been challenging for all of us

Quote Lookup



# SOCIAL MEDIA COMPARISON

<u>Platform</u>	<u>Original Purpose</u>	<u>Today</u>	<u>Growth</u>
<b>TWITTER</b>	<b>Exchange short text messages</b>	<b>View news about, and messages from, celebrities</b>	<b>Flat</b>
<b>YOUTUBE</b>	<b>Create and view videos</b>	<b>The “Go To” place to learn how to do anything</b>	<b>Slow</b>
<b>INSTAGRAM</b>	<b>Send cute photos to friends</b>	<b>App of choice for Gen X (20-30 -year-olds)</b>	<b>Slow</b>
<b>TikTok</b>	<b>Send cute short videos to friends</b>	<b>New App of choice for Gen Z (teens) esp. in Asia</b>	<b>Rapid</b>
<b>FACEBOOK</b>	<b>Exchange photos and view status of friends</b>	<b>The largest of them all Has become a platform for extended discussions and forums</b>	<b>Moderate</b>
<b>Pinterest</b>	<b>Share ideas and photos</b>	<b>A “corkboard” for ideas, recipes, decorating, etc.</b>	<b>Moderate</b>
<b>Reddit</b>	<b>Aggregate and vote on content</b>	<b>Lots of crazy stock market trading - Gamestop</b>	<b>Moderate</b>



# WHAT IS TWITTER?



- **TWITTER is a microblogging and social networking service**
- **It was invented in 2006**
- **Users post and interact with messages known as “tweets”**
- **Tweets were originally restricted to 140 characters but that was doubled to 280 in 2017**
- **Early years saw significant growth but that has now leveled off**

# WHY IS TWITTER IMPORTANT?



- It has over 300 million monthly active users
- It reported \$3.46 billion in revenue in 2019
- It is a primary way by which some world leaders (Donald Trump) communicate
- 12% of Americans get their news from Twitter
- It has become an important source of information re COVID-19



# WHO USES TWITTER?



- 22% of adults in the U.S. use Twitter
- Twitter is key for people whose jobs involve thinking and communicating
  - Celebrities.....Journalists....Comedians....Sports Stars....Politicians
- Highest group (44%) of users are 18 to 24-year-olds
- A small number of users account for the vast majority of tweets
  - Most people use Twitter to “follow” someone or something

# WHY IS TWITTER IMPORTANT?



For instance, when the US Airways plane crash-landed in the Hudson River in 2009, Janis Krums was **one of the first to spread the word via Twitter**, before many media outlets even caught on:

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.





# **BENEFITS OF USING TWITTER**



- **Tweets are publicity available (i.e. you don't have to join a "group")**
- **Tweets are short and easy to read**
- **Tweets are well suited for smart phones**
- **Tweets usually don't involve long discussions or "back and forth"**
- **Hashtags can be used to focus on specific topics (i.e. Coronavirus)**
- **You can follow trending news**

# TWITTER IN THE NEWS POLITICS



## PM Modi crosses 60 million followers on Twitter

TIMESOFINDIA.COM / Updated: Jul 19, 2020, 19:15 IST



FACEBOOK



TWITTER



LINKEDIN



EMAIL



### UP NEXT

1

PM Modi crosses 60 million followers on Twitter

2

PM Narendra Modi condoles death of US Congressman Lewis

3

Houzz: Find the right pro for your renovation needs

4

BTD has lied on Covid-



**Narendra Modi** ✓

@narendramodi



Following



TRENDING TOPICS





## Tom Shepherd

0 Tweets



### Tom Shepherd

@TomShep94681002

Surprise, AZ Joined March 2020

5 Following 0 Followers

Edit profile

Tweets

Tweets & replies

Media

Likes

### Who to follow



ABC15 Arizona

@abc15

Your #1 source for #breaking news in Arizona. Join our conversation with

Follow

Search Twitter

### You might like



Surgical Care Coalition

@SurgeonsCare

Promoted

Follow



Zach Lowe

@ZachLowe\_NBA

Following



NBA

@NBA

Follow

Show more

### What's happening

US news · This morning

Kanye West says he no longer supports President Trump



#TheBoysTV

Daddy's home. The Boys Season 2 drops 9/4

Promoted by Prime Video

# WHAT IS INSTAGRAM ?



- Instagram is a social media platform where a person can share Images, post short videos, and communicate with friends
- It is as an amalgam of the words “Instant Camera” and “Telegram”
- It was developed in San Francisco and launched in 2010
- Early years saw significant growth but that has now leveled off
- It was purchased by Facebook in 2012 for \$1 Billion



# WHY IS INSTAGRAM IMPORTANT?



- It has over 1 billion monthly active users
- 71% of US businesses are on it
- Over 130 million users engage in shopping posts on a monthly basis

# WHO USES INSTAGRAM?



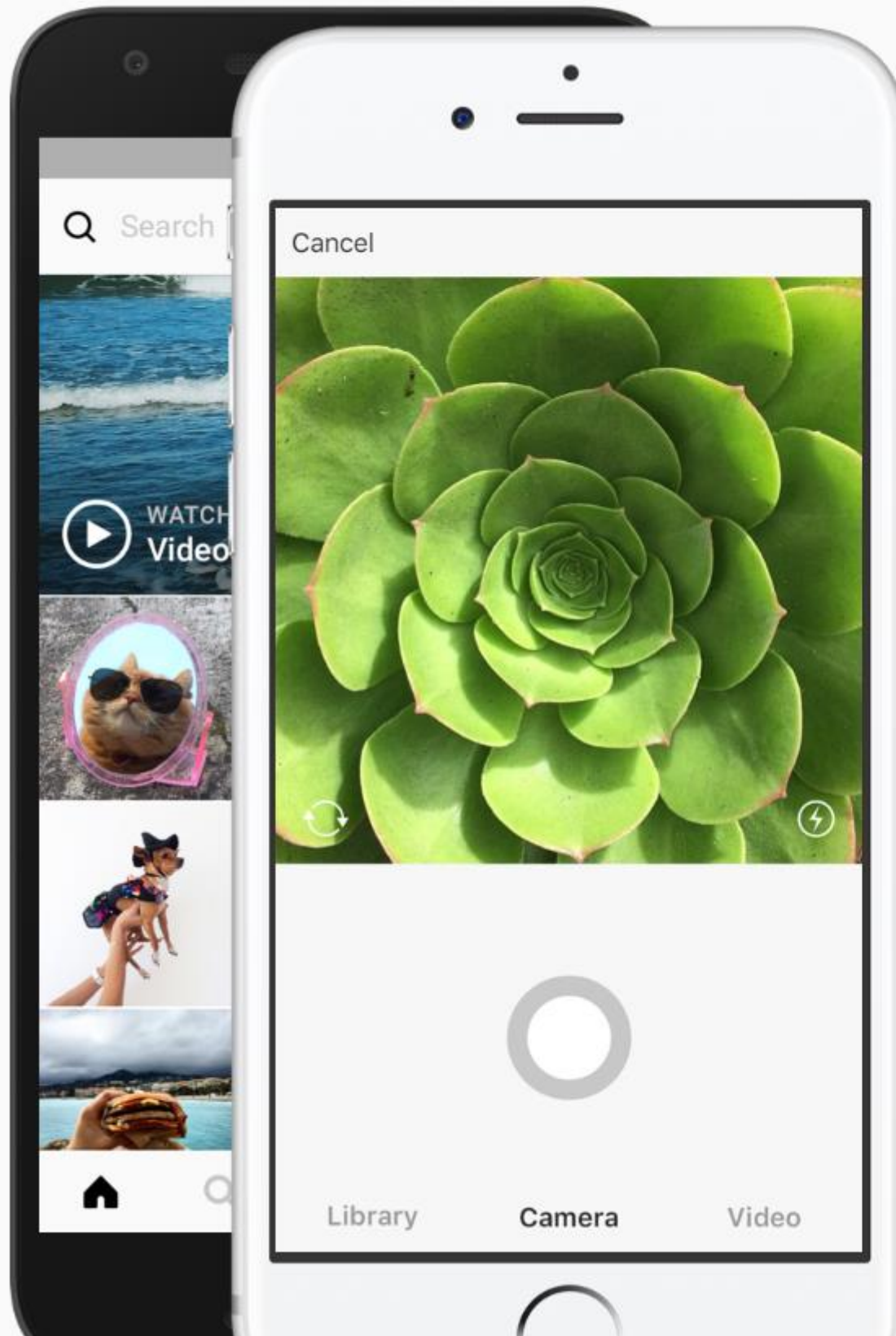
- **71% of users are under age 35**
- **Highest concentration of users is in U.S.**
- **Users browse an average of 53 minutes per day**



# **BENEFITS OF USING INSTAGRAM**



- **Stay in touch with kids, grandkids , under the age of 35 who don't use Facebook**
- **It is kind of a simplified version of Facebook with an emphasis on mobile users and visual sharing**



# Instagram

Phone number, username, or email  
tomshepherdaz@gmail.com

Password

●●●●●●●●

Show



OR

 Log in with Facebook

[Forgot password?](#)

Don't have an account? [Sign up](#)

Get the app.









# WHAT IS PINTEREST ?



- **Pinterest is a social network where people can find inspiration and ideas for their interests and hobbies**
- **Founded by former Google employees in 2010**
- **It has been called a “Catalog of Ideas”**
- **It is kind of a virtual pinboard or bulletin board**
- **People post their favorite recipes, home and style inspirations**



# WHY IS PINTEREST IMPORTANT?



- It has over 416 million monthly average users
- It reported \$1 billion in revenue in 2019
- It is the 10<sup>th</sup> most relevant brand in the U.S.
- It is the “go to” site for hobbyists and crafters

# WHO USES PINTEREST?



- **More than 2/3 of Pinterest user base is women**
- **More than 80% of US women with children use it**
- **More than 1/2 of users are outside of the U.S.**



# **BENEFITS OF USING PINTEREST**



- **It is a place to shop, primarily using visual images**
  - **48% of users say shopping is a top activity**
  - **85% of users put visuals first when shopping for apparel and furniture**
- **It can help answer questions like:**
  - **I don't know what to cook for dinner tonight**
  - **What color should I paint that bedroom**



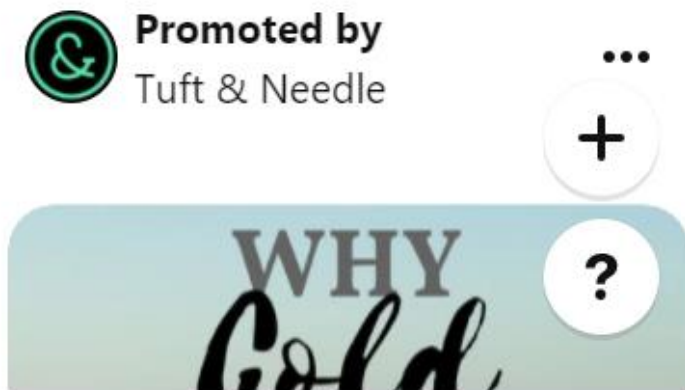
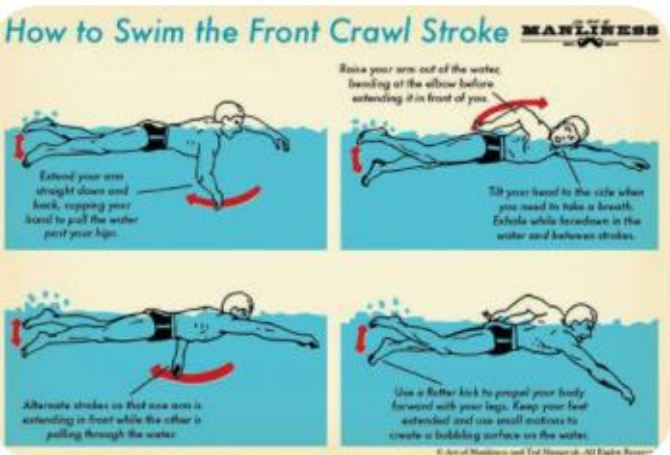


Home

Today

Following

Search





# You've got 18 new ideas waiting for you!



### PERFECT BODY FOR EACH AGE

Age: 25-35

Exercises

- 25 sit ups
- 15 push ups
- 10 squats
- 25 lunges
- 30 sec plank
- 25 crunches
- 15 jumping jacks
- 25 sec wall sit
- 10 butt kicks



Meal Plan



Age: 35-45

Exercises

- 35 sit ups
- 5 push ups
- 15 squats
- 15 lunges
- 35 sec plank
- 15 crunches
- 20 jumping jacks
- 25 sec wall sit
- 5 butt kicks



Meal Plan



Age: 45-55

Exercises

- 25 sit ups
- 15 push ups
- 10 squats
- 25 lunges
- 30 sec plank
- 25 crunches
- 15 jumping jacks
- 25 sec wall sit
- 10 butt kicks



Meal Plan



Age: 55-65

Exercises

- 25 sit ups
- 25 push ups
- 15 squats
- 25 lunges
- 35 sec plank
- 25 crunches
- 10 jumping jacks
- 25 sec wall sit
- 15 butt kicks



Meal Plan



Age: 65+

Exercises

- 25 sit ups
- 20 push ups
- 15 squats
- 25 lunges
- 35 sec plank
- 25 crunches
- 10 jumping jacks
- 25 sec wall sit
- 15 butt kicks



Meal Plan







# WHAT IS TIKTOK ?



- It is one of the fastest growing social media platforms
- It allows users to create short videos with music, filters and many other features
- Early version introduced in 2016 in China by ByteDance
- Aug 2018 it became available worldwide
- ByteDance does not provide user statistics



# WHY IS TIKTOK IMPORTANT?



- It is estimated to have over 800 million monthly active users
- It is the number one downloaded app in 2020
- Hugely popular in China, India and Brazil
- Subject of pressure from U.S. Government

# WHO USES TIKTOK?



- U.S. represents only 5% of TikTok users, but is seeing tremendous growth
- User base is skewed to youth
  - Ages 13-17 27%
  - Ages 18-24 42%



# **BENEFITS OF USING TIKTOK**



- **Great if you like to create short videos of yourself singing, dancing and lip-syncing**
- **It is “micro entertainment”**
- **It provides “short bursts of distraction”**



 **For You**

 **Following**

Suggested accounts



**gordonramsay...** ✓

Gordon Ramsay



**willsmith** ✓

Will Smith



**imkevinhart** ✓

Kevin Hart



**selenagomez** ✓

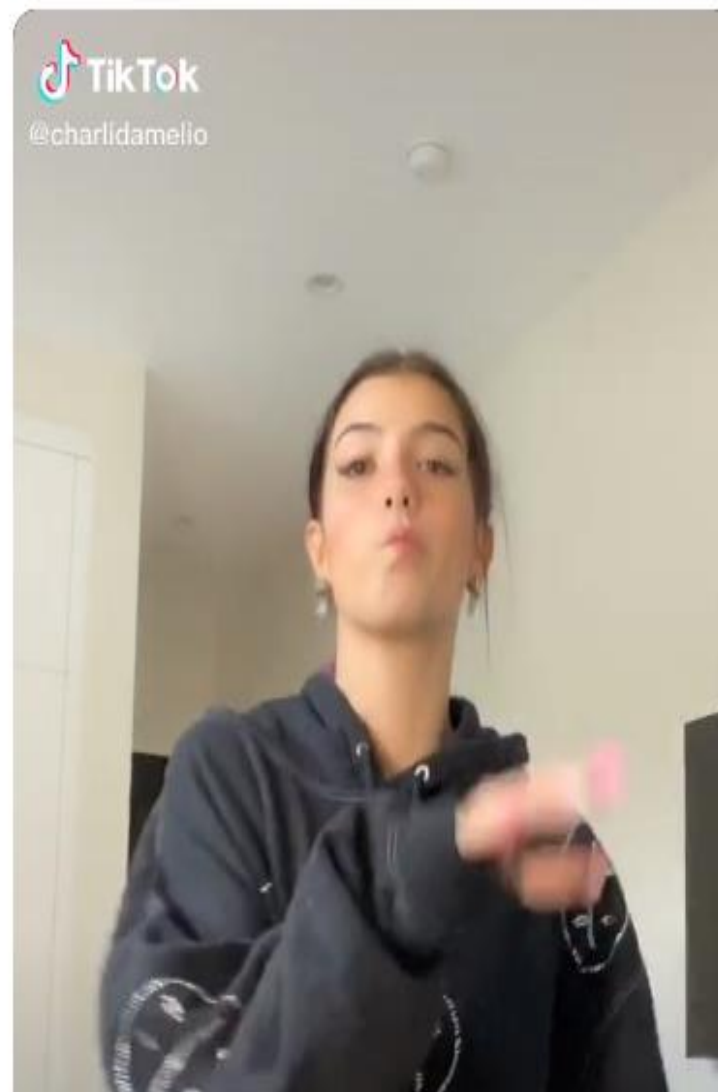


**charlidamelio** ✓ charli d'amelio

dc @itsray.2

🎵 WAP (feat. Megan Thee Stallion) - Cardi B

Follow





# WHAT IS YOUTUBE ?



- **YouTube** is an American [online video-sharing platform](#) headquartered in [San Bruno, California](#).
- Three former [PayPal](#) employees—[Chad Hurley](#), [Steve Chen](#), and [Jawed Karim](#)—created the service in February 2005.
- [Google](#) bought the site in November 2006 for US\$1.65 billion
- YouTube now operates as one of Google's [subsidiaries](#)

# WHY IS YOUTUBE IMPORTANT?



- As of Oct 2020, it is the second most popular website in the world, trailing only Google
- As of May 2019, more than 500 hours of video content are uploaded to YouTube every minute
- Based on reported quarterly advertising revenue, YouTube is estimated to have US\$15 billion in annual revenues
- The highest earner on the platform in 2019 was Ryan Kaji, raking in \$26 Million



# WHO USES YOUTUBE ?



- **73% of U.S. adults use YouTube**
- **62% of businesses use YouTube**
- **51% of YouTube users say they visit the site daily**
- **37% of Millennials aged 18 – 34 binge watch it daily**
- **Many people make money by creating their own channels**
- **Number of channels earning six figures per year grows by 40% every year**

# **BENEFITS OF USING YOUTUBE**



- **You can find videos for just about any household project**
- **You can find videos for many computer related subjects ( how to replace a hard drive, how to add RAM, etc.)**



# WHAT IS FACEBOOK?

- Facebook is a **social networking site** that makes it easy for you to **connect and share** with family and friends online.
- Ability to **connect and share** with the people you care about.
- Allows a user to connect to other media sources also; news, interest groups, organizations etc



# WHY IS FACEBOOK IMPORTANT?



- Can find and connect with people in your age group that share similar interests (or maybe connect with a former boy or girl friend from grade school)
- Help you learn technology and keep your mind engaged
- Stay connected with friends and family
- Resource for playing games, keeping up with the news and relevant topics
- Also a big employer in the US & world
- Generates a lot of revenue through ads (\$18.32 Billion in 2020)



# WHO USES FACEBOOK?

## BENEFITS OF FB



- Everyone!
  - Teens less so – more into YouTube, Instagram and Tik Tok
  - More women (75%) vs. Men (63%)
  - 65 and older – 46%
- Stay in touch
- Stay informed
- Entertainment
- Can access FB on smartphone, tablet or computer

# GCC GROUP PAGE





# SCG GROUP PAGE



facebook.com

sun city grand surprise

Home

Profile

Watch

Shop

Community

Susan

+

Search Results for

sun city grand surprise

Filters

All

Posts

People

Photos

Videos

Marketplace

Pages

Places

Groups

Apps

Events

Links

Sun City Grand, Surprise

Page · 78 like this

Community activities in Sun City Grand. People can post what they are looking for. Post Buy and Sell. Advertising only on Mondays.

Debbie Meyer and 2 other friends like this

Search Posts

Sun City Grand, Surprise

Page · 78 like this · Community

Oct 28 · 🌐 · Grand Fitness Updates! NEW: Expanding SCG Fitness Hours SCG Fitness is expanding its hours! Beginning next Monday, November 2nd, we will be expanding time at...

suncitygrand.com

Sun City Grand Community Association | Home

Sun City Grand, Surprise

Page · 78 like this · Community

Oct 20 · 🌐 · ... 🍷 🍷 Stop by the brand new Grand Cafe for a delectable dining experience filled with debut menu items! Open from 7:00 AM to 8:00 PM seven days a week, there's...

Sun City Grand's post

Nothing says Friday like Tacos and Wine! 🍷 🍷 Stop by the brand new Grand Cafe for a delectable dining experience filled with debut menu items! Open...

Debbie Meyer

1 Comment



## What is Reddit?

[Reddit](#) combines [web content](#), social news, a forum, and a social network into one giant beast of a platform.

Registered members can contribute to the site with content such as images, text, videos, and links.

All content on the site can be voted up or down by other members.





This meritocratic system ensures that interesting content rises to the top and uninteresting content falls into an abyss.

As a result, Reddit is the birthplace of most internet memes and [viral sensations](#).

Reddit truly is another world.



If it's not really Social Media – why talk about it ?

Because it has been in the news recently and is associated with wild swings in the Stock Market



# **SOCIAL MEDIA DO'S**

- **Keep it short**
- **Keep it casual**
- **Show it if you can**
- **Post things people want to read**

# **SOCIAL MEDIA DON'TS**

- **Don't post if you don't have anything to say**
- **Don't pick a fight**
- **Don't post anything that could be used against you**
- **Don't post overly personal information**
- **Don't post rumors, hoaxes or urban legends**



**QUESTIONS?**