



Evolution: How things change

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Social Media Evolution

- Social media has and will continue to change.
- It is important to stay on top of the changes because they will affect everyone!



Social Media History



- 1997: The Birth of Social Media
 - The first social media site that everyone can agree actually was social media was a website called Six Degrees. It was named after the 'six degrees of separation' theory and lasted from 1997 to 2001.
- From Six Degrees, the internet moved into the era of blogging.
- 2000 – Chat rooms
- 2003 – MySpace was popular & LinkedIn was just starting out.

Social Media History



- 2005: Facebook and Twitter
 - In 2004, Mark Zuckerberg launched Facebook.
 - However, back in 2004, Facebook (TheFacebook.com then) was launched just for Harvard students.
- In 2006, the popularity of text messaging or SMS inspired Twitter.
- Tumblr, a microblogging website started in 2007

Social Media History



- 2009: Foursquare
- 2010: Flickr, Photobucket, Pinterest, and Instagram.
- 2012: Snapchat

How It Changes: Technology



- Internet: Dial-up → DSL → Cable
- Phones: Mobile phones → SmartPhones
- Mobile Speed: 3G → 4 LTE → 5LTE
- Think about how speed and screen size affects social media interactions
- Just text → photos → videos

How It Changes: Social Media



- Algorithms
- New Features
- Character Limitation Changes
- Video

Looking to the Future



- Demographics will change.
- Speed & Mobile
- Platforms will come & go.
- Messaging Apps: Instant messaging for communication and marketing.
- Virtual Reality

Example



- TOMS uses virtual reality to shed light on the mission and impact customers are having. Its mission, “One for One,” refers to its pledge to match with each pair of shoes purchased a new pair for a child in need around the world. While visiting children who received new shoes during a trip to Peru, TOMS shot the following 360-degree virtual reality video to create a firsthand account of the impact this initiative is making.
- Even if you never can make it to Peru, you can see the direct impact of a purchase. The experience is improved when they use a VR headset or viewer, but the video is still viewable on mobile or desktop devices, so the brand can effectively share its story. <https://youtu.be/jz5vQs9iXCs>

Voice Search & AI



- Voice-controlled personal assistants are becoming more popular. Think of Siri, Alexa, Cortana

Many of those platforms also work with social media.

Think about how those voice interactions will change how people interact with social media? With the internet?

Alexa



- Alexa Integrates with Twitter
 - "Alexa, ask Twitter what is happening?"
 - "Alexa, ask Tweet It to tweet a joke"
 - "Alexa, ask social post to read my post"

Siri

- Hey Siri
 - What is ----tweeting about?
 - Get Facebook contact information



Continuing Education



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- Lynda.com
- Buffer
- Hubspot
- Facebook Groups
- LinkedIn Groups
- Search Engine Land
- Social Media Examiner
- Mashable