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Our Digital Existence: The Still-Brave New World of Social Media
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**OUR DIGITAL EXISTENCE:
THE STILL-BRAVE NEW WORLD
OF
SOCIAL MEDIA**

Transportation Librarians Roundtable
November 8, 2012

SOCIAL MEDIA

- Web- and mobile-based technologies that harness “many to many” communications for such purposes as user-based content, interactive dialogue, community building, and information collection and dissemination.
- Blogs (WordPress)
- Microblogs (Tumblr, Twitter)
- Image-Sharing (Flickr, Instagram)
- Video-Sharing (YouTube)
- Networking (Facebook, LinkedIn)
- Bookmarking (Pinterest)

SOCIAL MEDIA

- Anything but a passing fad.
- A wide-ranging and critical change in how we communicate and get our jobs done.
- A significant shift in communication from “one-to-one” or even “one-to-many” -- it’s now “many to many.”



SOCIAL MEDIA EXPLAINED

- ❑ FACEBOOK: I'm eating a donut and loving it!!!
- ❑ TWITTER: #Donuts best food <http://bit.ly/MzNlaR>
- ❑ LINKEDIN: My skills include donut eating.
- ❑ FOURSQUARE: I am at a donut place downtown.
- ❑ YOUTUBE: Here I am singing about donuts!
- ❑ INSTAGRAM: Here's an old-time photo of donuts.
- ❑ PINTEREST: Here's a recipe for donuts that I just found.
- ❑ GOOGLE +: My circle of friends should eat donuts!



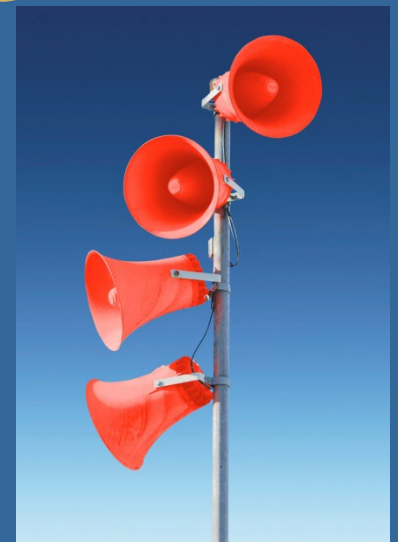
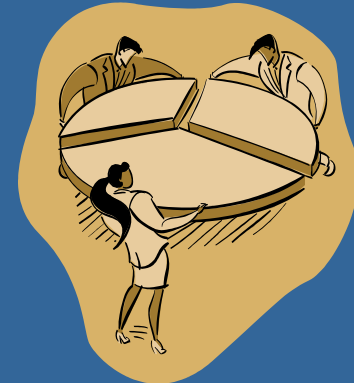
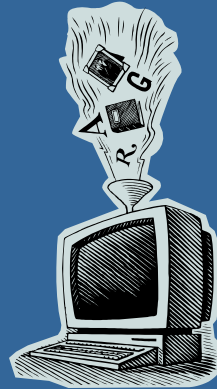
On Average, Each Minute of the Day, There Are . . .

- ❑ 100 new LinkedIn accounts added
- ❑ 6600 new photographs uploaded onto Flickr
- ❑ 2100 Foursquare check-ins added
- ❑ 695,000 Facebook status updates posted
- ❑ 79,364 wall posts added on Facebook
- ❑ 510,000 comments posted on Facebook
- ❑ 1100 acres of land farmed in Farmville



SOCIAL MEDIA IS ABOUT

- ❑ Sharing
- ❑ Informing
- ❑ Conversing
- ❑ Connecting
- ❑ Engaging
- ❑ Announcing
- ❑ Promoting
- ❑ Advocating
- ❑ Belonging
- ❑ Visualizing



“It’s one thing for a family member to tell you to get yourself together. It’s quite another when a person you follow on Pinterest presents some sound advice with a great typeface on a pretty background.”

Christine Martinez

Blogger

(quoted in “The Wall Street Journal”)

Continued Challenges for Our Digital Existence

- ❑ How do you we keep our own uses and applications of various social media both fresh and relevant in carrying out our professional responsibilities?
- ❑ What is the best combination of social media technologies and strategies for getting the job done?
- ❑ What are the trends within your own workplaces with respect to social media ?

