Social Media Trends

Introducing Facebook
Facebook is the most popular and largest social network on the Web today.

- Created in 2004
- Create Profiles
- Upload photos and videos
- Send messages and Chat
Description

* Available in 37 languages
* Ideal for public relations
* Includes public features
* Marketplace
* Groups
* Pages
* Events
* Chat
Privacy Options

* Public or Visible to everyone
* Blocked for specific connections
* Share with friends only
* Completely private
Effective Use

- Create compelling and engaging content
- Optimal Links
- Images and Photos
- Profile Pictures
- Cover Photos
- Milestones
Everyone is a targeted user for Facebook.

- Ages 18-24
- Share & repost more frequently
**Capitalize**

- TIME investment
- Limitless Market
- Competition
- Stay Interactive
- Unique Material
- High quality
- Useful Information
Engagement

• Valuable input
• Sharing Links
• Requests for Feedback
f-commerce

- Impulse purchase
- Immediate gratification
- Word of mouth products
- Symbolic value
60 yrs. Of research reveals that word or mouth products have two characteristics:
They are new products
They are remarkable products
limitations

* Facebook is in the mature stage
* Demand is the U.S. is peaking
* Teens are using other social media platforms
* Ages 65 older are not demanding Facebook
* Internationally is still growing
Sustainability of Facebook

* Sustainability plan
Thank You!