Why Are We Here?

– Pop Quiz
– What is impression management?
  • Typical situations we encounter
  • To share, or not to share
– The bad and the good
– Tools for the trade
– Q/A
March 15th, 2017

What is the most popular social networking site?
Pop Quiz

Social network sites worldwide ranked by number of active users (in millions, as of January 2017.)

- Facebook: 1.871
- WhatsApp: 1.000
- Facebook Messenger: 1.000
- QQ: 1.077
- WeChat: 0.846
- Qzone: 0.612
- Instagram: 0.600
- Tumblr: 0.750
- Twitter: 0.317
- Baidu Tieba: 0.300
- Snapchat: 0.109
- Skype: 0.300
- Sina Weibo: 0.297
- Viber: 0.249
- LINE: 0.247
- Pinterest: 0.150
- YY: 0.122
- LinkedIn: 0.106
- BBM: 0.100
- Telegram: 0.100
- VKontakte: 0.90
- KakaoTalk: 0.049

Number of active users in millions
Pop Quiz

Facebook remains the most popular social media platform

% of online adults who use ...% of online adults who use ...

100%

Facebook 79

60

40

20


Instagram 32

Pinterest 31

LinkedIn 29

Twitter 24

Note: 86% of Americans are currently internet users
Source: Survey conducted March 7–April 4, 2016.
“Social Media Update 2016”
PEW RESEARCH CENTER
March 15th, 2017

What % of FB and Instagram users use each site every day?
Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites...

<table>
<thead>
<tr>
<th>Platform</th>
<th>Daily</th>
<th>Weekly</th>
<th>Less often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Twitter</td>
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</tr>
<tr>
<td>Pinterest</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
“Social Media Update 2016”

PEW RESEARCH CENTER
March 15th, 2017

What % of adults use Facebook?
79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>All online adults</td>
</tr>
<tr>
<td>Men</td>
</tr>
<tr>
<td>Women</td>
</tr>
<tr>
<td>18-29</td>
</tr>
<tr>
<td>30-49</td>
</tr>
<tr>
<td>50-64</td>
</tr>
<tr>
<td>65+</td>
</tr>
<tr>
<td>High school degree or less</td>
</tr>
<tr>
<td>Some college</td>
</tr>
<tr>
<td>College+</td>
</tr>
<tr>
<td>Less than $30k/ year</td>
</tr>
<tr>
<td>$30k-$45,999</td>
</tr>
<tr>
<td>$50k-$74,999</td>
</tr>
<tr>
<td>$75,000+</td>
</tr>
<tr>
<td>Urban</td>
</tr>
<tr>
<td>Suburban</td>
</tr>
<tr>
<td>Rural</td>
</tr>
</tbody>
</table>

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 14, 2016. “Social Media Update 2016”
PEW RESEARCH CENTER
Which platform has the largest interaction rates?
Pop Quiz

Average Interactions Per Post per 1,000 Followers on Social Networks
January 2016 - June 2016

- Instagram
- Facebook
- LinkedIn
- Twitter

TrackMaven
What is overall social media usage globally?
Pop Quiz

**Global Digital Snapshot**

**January 2017**

- **Total Population**: 7.476 billion
  - Urbanisation: 54%

- **Internet Users**: 3.773 billion
  - Penetration: 50%

- **Active Social Media Users**: 2.789 billion
  - Penetration: 37%

- **Mobile Subscriptions**: 8.047 billion
  - Penetration: 108%

- **Active Mobile Social Users**: 2.549 billion
  - Penetration: 34%

*Gonzaga University*

**Women Lead**

**Spokane 2017**
March 15th, 2017

How many users does LinkedIn have?
LinkedIn User Statistics and Demographics

Total Number of LinkedIn users:

467 million users

Number of new LinkedIn members per second:

2
How many endorsements have been given out through LinkedIn?
Total number of LinkedIn endorsements:

10 billion
Who Can Name All of These...
Which Kind of User Are You?

1
2
3
4
A More Reasonable Platform Discussion
What is Impression Management?
What is Impression Management?

• One big sociology experiment
• Humans have a need for self-esteem
• We create online self-presentations
• Put your best cyberface forward
  – Online dating study
  – Idealized/Future Self
FaceBook and Gender Perspective

• Who’s more active?
• Use social media for business reasons
• Reveal more about personal lives
• Use social media to gather information needed to build influence
FaceBook and Gender Perspective

- Concerned with privacy
- Send more friend requests
- Protect photos more
- Interact with unknown people
- Social games
- Photo sharing/tagging friends
Situations We Encounter

- Using personal accounts for professional reasons, and vice versa
- Monitoring kids’ accounts
- And “those” friends:
  - That political know-it-all (you all know one)
  - The one who makes you feel really guilty (we’ll call her Organic Olivia)
  - That person who wants to friend you and you don’t know what to do
    - Boss
    - Co-worker(s)
    - Parent(s), Other Relatives
    - Ex?
To Share, Or Not To Share

• Parental roles
  – Start a conversation
  – Check your child’s friend lists – make sure they KNOW them
    • Check their profiles too to see where you children may be
  – Set profiles to private
  – Remove inappropriate content/photos
  – Remove any personal information
  – Report inappropriate/criminal behavior: cybertipline.com

• Use privacy features in platforms
• Blurring the lines of professional & personal
The Bad
Great fit, but I have a question....
By Courtney on August 28, 2012
I see this comes in a sleek design. But as a "full-figured" woman, do these pens come in "curvy and carefree"?
29 Comments 16,007 people found this helpful. Was this review helpful to you? Yes No Report abuse

Only missing the paper
By PGC on April 12, 2013
Well at last pens for us ladies to use... now all we need is "for her" paper and I can finally learn to write!
7 Comments 1,690 people found this helpful. Was this review helpful to you? Yes No Report abuse

Not pink enough.
By i on December 21, 2012
I was disappointed to find that only one fifth of the pens I recieved were pink. Or, maybe more, I can't do maths.
8 Comments 1,788 people found this helpful. Was this review helpful to you? Yes No Report abuse

Perhaps...
By Kelly A. MacPherson on November 28, 2013
I'd really like to buy a pack of these pens; but I probably need my father's or husband's permission first. Like I do with all my financial decisions.
5 Comments 2,487 people found this helpful. Was this review helpful to you? Yes No Report abuse
March 15th, 2017

The Good

GONZAGA UNIVERSITY
For our 60th birthday, we're celebrating all the ways you're redefining beauty. Get ready for exciting new ways to #RaiseTheBeautyBar coming soon!

Let's continue to #RaiseTheBeautyBar

Your responses to our 60th birthday question are cause for celebration! How will you continue to #RaiseTheBeautyBar?

"I will be me! "and quirky, without.Natacha G.

#RaiseTheBeautyBar
2017 Top 5 Social Media Predictions

1. Reachpocalypse
2. Employee Advocates
3. Social media skill gap
4. CEOs
5. Sales & service get social
Tools for the Trade

- 80/20 Rule
- Jab, Jab, Jab, Right Hook = Give, Give, Give, Ask
- Information to Share:
  - Positive, Just the right amount, Tread lightly around controversial conversations
- Elements to a successful profile
  - Name, Username, Profile pic, Link, Bio, Interests, Background, Privacy settings
  - Get active
- Be authentic YOU!
Kristen Infantine
Social Media Specialist
Spokane, Washington | Public Relations and Communications
Current | Gonzaga University
Previous | Casual Fridays, Inc., Alternative Strategies, Gonzaga Student Body Association
Education | Gonzaga University

Sarah Schwering
Senior Director of Marketing & Communications at Gonzaga University
Spokane, Washington Area | Public Relations and Communications
Previous | Gonzaga University, Desautel Hegis Communications
Education | Gonzaga University - School of Business Administration

Sarah Schwering
Zag4Life, Senior Director of Marketing & Communications at my alma mater. Life couldn't be better!