GOING VIRAL
THE GOOD, THE BAD, AND THE UGLY

# OVERVIEW
Social media influencers how we communicate, who we’re friends with, how we do business, and even where we get our news.

SOCIAL MEDIA HISTORY A CHRONOLOGY

- 1969: First Electronic Online Service by Compuserve
- 1971: tossing email
- 1978: ARPANET (Arpanet) Intercomputer Protocol
- 1979: Gopher
- 1989: World Wide Web introduced
- 1994: Hotmo founded
- 1997: Intranets
- 2000: Blogs
- 2003: Social Networking Sites: Twitter, Facebook, LinkedIn
- 2004: Facebook launched
- 2005: YouTube launched
- 2006: LinkedIn launched
- 2007: Apple App Store launched
- 2008: Twitter CFO: Social Media is NOT a tool
- 2009: Social Media becomes a business
- 2010: Twitter goes public
- 2011: Google unveils Google+
Mobile Evolution

#STATISTICS

95% of Americans own a phone
77% own a smartphone

#STATISTICS

Our Phones Connect Us

The number of text messages sent and received everyday exceeds the population of the planet.

#STATISTICS

Highest Increase on Smartphone Adoption?

- 50 and older (74% in 2016 compared to 58% in 2015)
- Low income (64% in 2016 compared to 52% in 2015)
The fastest growing demographic on Twitter is

**GRANDPARENTS**

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**7 IN 10 AMERICANS USE SOCIAL MEDIA**

- 86% of adults ages 18-29
- 80% of adults ages 30-49
- 64% of adults ages 50-64
- 34% of adults 64 and older

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You would need to live around 1,000 years to watch all the videos currently on YouTube!

48 hours of video are uploaded every minute, resulting in nearly 8 years of content uploaded every day.

By 2018 video will account for over 2/3 of mobile usage.
WHAT DOES THIS MEAN FOR GOING VIRAL?

EXPOSURE

Michigan teacher pulls prank on students with fake April Fools spelling test

20M Views

#THE GOOD

When social media is used properly, a viral post, tweet, image, or video can be effective in highlighting an individual or district.

#SOCIAL MEDIA DOS
Palm Beach Lakes High School

Principal, David Alfonso

2.2 Million Views

#THE BAD

A post may go viral because it’s loved by many. It may also go viral because it enrages many.

Clawson school board member resigns after comment goes viral
resigns after comment goes viral

Downingtownd school district responds to social media inquiries

IF YOU LIE....YOU WILL GO VIRAL

#THE UGLY

Some viral posts, tweets, images, and videos aren't just bad, they are flat out ugly.
# SOCIAL MEDIA DOS

- Comply with the law and relevant policies
- Represent your district, proudly
- Remember that even on your private page, you are communicating with people who are aware you are a school board member
- Follow your school system and superintendent on social media

# REMEMBER, ANYTHING ONLINE CAN BE:
- Captured in a screenshot
- Shared with the multitude
- Violations of Open Meetings Act
- Insults or defamation
- Featured in our next workshop
- Suppressed by a court
Captured in a screenshot

Plus-size model shuts down body shamer on flight

Shared with the multitudes

body shamer on flight
End up on a newsfeed

Subpoenaed by a court

Violations of Open Meetings Act

Featured in our next workshop
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- No copyright infringement intended by the use of video and audio files included in this presentation.
- All information about school districts / school boards was obtained through basic Google searches.

KEY TAKEAWAYS:

- Social media is not a fad
- Continuous research is needed and valuable
- Get educated about digital responsibility
- Learn from the mistakes of others rather than repeat them

Resources:

Maryland Association Of Boards Of Education: Social Media for Board Members

http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/

http://www.5minutesformom.com/92341/viral-blog-posts-good-bad-ugly/