

GOING VIRAL

THE GOOD, THE BAD, AND THE UGLY

#OVERVIEW

Social media influences how we communicate, who we're friends with, how we do business, and even where we get our news.

KEY TAKEAWAYS:

- #PREMIER: ANYTHING ONLINE
- #THE UGLY
- #THE BAD
- #SOCIAL MEDIA DOG
- #THE GOOD
- #OVERVIEW

SOCIAL MEDIA HISTORY A CHRONOLOGY

- 1969** 1st Commercial Online Service by CompuServe
- 1971** First Email
- 1978** BBS Bulletin Board Systems
- 1979** NewsGroups
- 1989** World Wide Web introduced
- 1994** First Blog Created by Swarthmore student
- 1997** 1st Modern Social Network Launched
- 1999** AOL Instant Messenger introduced
- 2000** Blog Platform, Blogger, Launched
- 2002** Friendster Launched
- 2003** Social Networking & Bookmarking Sites Appear
- 2004** Facebook Launched
- 2005** YouTube Launched
- 2006** Twitter Launched
- 2006** SlideShare Launched
- 2007** Mobile Apps Revolutionize Communication
- 2007** Tumblr Launched
- 2008** What Video Gives Wake up Call to the Power of Social Media
- 2008** QR Code Standards Created
- 2009** Movie "Bruno" dies by word of mouth on the web within 3 days.
- 2010** Confirms that Social Media is NOT a trend
- 2010** Social Media Becomes Social Business
- 2011** Google Introduces Google+ Social Media breaks demographics borders.
- 2012** NFC Users in Social Convergence

Find and Convert. International Digital Marketing.

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 recieved 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)

#STATISTICS

Social Media Statistics

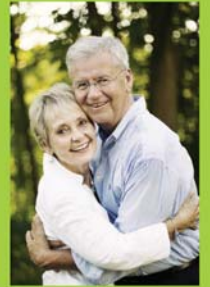


UPDATED APRIL 2017

#STATISTICS

The fastest growing demographic on Twitter is

GRANDPARENTS



#STATISTICS

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

#STATISTICS

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



TEXT



IMAGES



VIDEOS

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

20M Views



#THE GOOD
#EXPOSURE

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

20M Views



Palm Beach Lakes High School

Principal, David Alfonso

2.2 Million Views



#THE BAD

#OVEREXPOSURE

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



Palm Beach Lakes High School

Principal, David Alfonso

2.2 Million Views



Clawson school board member resigns after comment goes viral



resigns after comment goes viral



Downington school district responds to social media inquiries



Open Meetings Act

End up on a newsfeed

#THE UGLY

/#NIGHTMARE

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

IF YOU LIE....YOU WILL GO VIRAL



IF YOU LIE...YOU WILL GO VIRAL



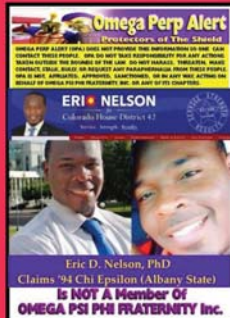
highlighting an i

#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

- Get evaluated about digital responsibility.
- Learn from the mistakes of others rather than repeat them

#REMEMBER, ANYTHING ONLINE CAN BE:





Captured in
a
screenshot

body shamer on flight



Plus-size model shuts down
body shamer on flight



Shared with
the
multitudes



End up on a
newsfeed



Subpoenaed
by a court



Violations of
Open
Meetings
Act



Featured in
our next
workshop

#REMEMBER, ANYTHING ONLINE CAN BE:



- 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 A GOOD THING

- *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*

ER, ANYTHING ONLINE

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/>

