The Changing Landscape of Social Media

December 9, 2015
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Social Media is the creation and exchange of user-generated content

Gutenberg Press - 1439

Telegraph - 1837

Telephone - 1865

Radio - 1896

Social Media - 2000

Television – 1920s
Social Media Timeline

- 2000 Friendster
- 2003 LinkedIn
- 2004 Facebook
- 2005 YouTube
- 2006 Twitter
- 2010 Spotify
- 2010 Pinterest
- 2010 Vine
- 2011 Instagram
- 2011 Google +
- 2012 Facebook: 1 billion users
- 2013 Twitter: 500 million users
- 2014 Most retweeted post of all time?
3.3 million retweets
If you aren’t telling your story someone else will be telling it for you.
Proactive engagement can help minimize or prevent bad press
Strategies

- Create original content that can be shared
- Tell your unique story
- Reciprocate with allies
- Promote sponsored posts

Social Channels
What’s hot and what’s not? It depends on the audience.

- Facebook
- Twitter
- Instagram
- Tumblr
- Blogs

- Choose the appropriate channel for your audience.
- A blog may not be the best choice for high school students.
- Tumblr won’t reach as many older adults as Facebook and Twitter.
Total Social Network - 179.7 million

Source: adweek.com
Facebook is a social networking service launched in 2004.

Source: adweek.com
Twitter is a social networking service limited to 140-character “Tweets.” It was launched in 2006.

Source: adweek.com
Pinterest is a personal media storage and sharing application launched in 2010.

Source: adweek.com
Tumblr is a microblogging and social networking platform launched in 2007.

Source: adweek.com
Instagram is a mobile photo, video and social networking service launched in 2010.

Source: adweek.com
Get Involved

• Observe
  – Find the social media service you’re most comfortable with
  – You can be effective wherever conversation is taking place

• Contribute
  – Choose you audience and engage where they most likely are
  – Follow interesting people and conversations, and chime in with your own experiences
  – Generate goodwill

• Share
  – If a story resonates with you, share it to amplify its importance
  – Respond to well-intentioned questions
Questions

California Farm Water Coalition
Food Grows Where Water Flows

farmwater

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