What is social media

“An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.”

Anvil Media
So many options

AND MORE!!!
SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT

FACEBOOK  I LIKE DONUTS

FOURSQUARE  THIS IS WHERE I EAT DONUTS

INSTAGRAM  HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE  HERE I AM EATING A DONUT

LINKED IN  MY SKILLS INCLUDE DONUT EATING

PINTEREST  HERE'S A DONUT RECIPE

LAST FM  NOW LISTENING TO "DONUTS"

G+  I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

https://www.agencynation.com/social-media-explained-donuts/
Facebook – 17 million Australian accounts

YouTube – 15 million Australian accounts

Instagram – 5 million active Australian accounts

Snapchat – 4 million Australian active daily users

Twitter – 2.8 million active Australian users

Why do people use social media?

Research from Emerald Insight

- Social interaction
- Information seeking
- Passing time
- Entertainment
- Express opinions
- Things to talk about
- Convenience
- Sharing information
- Knowing about others

How much time do people spend on social media?

Average daily time spent on social media:
- YouTube: 40 minutes
- Facebook: 35 minutes
- Snapchat: 25 minutes
- Instagram: 15 minutes
- Twitter: 1 minute

Time spent on social in a lifetime:
- YouTube: 18 days
- Facebook: 1 year
- Snapchat: 2 months
- Instagram: 3 months
- Twitter: 13 months

≈ 5 years, 4 months on social media

Social ranked with daily activities:
There is a lot of ‘stuff’ on social media

“Technology is shifting the power away from the editors, the publishers, the establishment, the media elite. Now it’s the people who are in control.”

Rupert Murdoch
There is a lot of ‘stuff’ on social media

“Technology is shifting the power away from the editors, the publishers, the establishment, the media elite. Now it’s Facebook who is in control.”

Rupert Murdoch did not say this.
So how do you create content that cuts through?

Content should be as many of these as possible

- Current
- Clickable
- Consistent
- Compelling
It's hard not to admire the passion and commitment of volunteers - especially of people like Peter Bury and Members of the Nungurner Landcare Group #lovourlakes #gippslandlakes #NVW16
http://www.lovourlakes.net.au/untold-story-of-pelican-and...

Untold story of Pelican and Crescent islands

This is a story of how speaking up, making yourself heard, being patient and persistent can get things done. The story begins back in 2003 with long term Gippsland Lakes resident Mr Peter Bury. Peter has lived and worked for 92 years on the edge of the Gippsland...

LOVEOURLAKES.NET.AU

5,252 people reached

Tony Cogan Great photo of Peter. Not showing his shoes - probably 'cause he wouldn't be wearing any, regardless of weather 😊😊😊😊😊😊😊

Les Darllyn Goldsmith What a great photo and story!

Rosemary Fay That's so lovely 😊

Rachel Tyes Go Pete!!!

Adriana Burovsky Hello Peter, nice to see you again 😊

Write a comment...
Love Our Lakes shared Faye Bedford's photo.
PUBLISHED BY: ROB MILTON | 4 SEPTEMBER 2016

You might not be jumping for joy for the start of the working week - but the Burrum dolphins sure are! This amazing picture is too good not to share!!

date: 11/14/12 16:59:18

Faye Bedford

Faye Bedford posted:
35 AUGUST 2016

One out of the box. Our stunning Burrum dolphins leap for joy while fishing all time at Shauling Point in the opal lakes 😊

If you would like to know anythin...

Post Comment

5786 people reached

Like
Comment
Share

Jim French, Vicki Fountain and 299 others

Australian Marine Mammal Conservation Foundation Super amazing Burrum dolphins at play!

16 SEPTEMBER 2016 at 13:06

_reply
Message

Q343

Jann Ywood Oh how to get that shot. Awesome

16 SEPTEMBER 2016 at 12:18

Reply
Message

Cathryn Pewsey What an awesome photo! Magical

16 SEPTEMBER 2016 at 11:33

Reply
Message
Love Our Lakes
Published by Sprout Social
23 December 2016

A life on the Lakes, Ross Gilsenen can't imagine his world without the Gippsland Lakes. A lifetime of living and working on them has provided an intimate understanding of the local waterways. #loveourlakes
#gippslandlakes http://bit.ly/2i3bXr4

A life on the Lakes
Born in 1933, Ross has always lived in Paynesville, and was a commercial fisherman on the Lakes for more than 50 years.

HTTP://WWW.LOVEOURLAKES.NET.AU/A-LIFE-ON-THE-LAKES.

3,045 people reached

Like Comment Share

Love Our Lakes, Maria Hilton, Julie-ann Wyatt and 67 others

Write a comment...

Be Phelan Lovely piece on a real character of the Lakes, with so much knowledge and experience.
Unlike Reply Message 1 23 December 2016 at 28:59

Alan Martin Good work Ross Amazing life, and love that shirt
Unlike Reply Message 1 23 December 2016 at 19:03

George Johns God bless him, great story.
Unlike Reply Message 1 23 December 2016 at 20:04

Dianne Allen Ross is an absolute legend and a true gentleman aswell
Unlike Reply Message 1 23 December 2016 at 21:42

Rob Hardy

Wishing you a blessed and peaceful Christmas

Unlike Reply Message 1 23 December 2016 at 20:08
This exhausted kangaroo was found early this morning in the middle of Jollee Bay by commercial fisherman Arthur Allen. It was about a kilometre away from shore when it was found and was so tired that it didn’t resist help at all. Arthur and Matthew then helped it to safety - they believe it was likely provoked by a dog or a predator and got itself quite literally into deep water. Thanks Arthur and Matthew!
Love Our Lakes
Published by Rachael Millar on 3 June 2016

Today marks the end of National Reconciliation Week and commemorates the High Court of Australia’s landmark Mabo decision in 1992. This decision legally recognised that Aboriginal and Torres Strait Islander peoples have a special relationship to the land—a relationship that existed prior to colonisation and still exists today. This recognition paved the way for Native Title. #reconciliationweek

600 people reached

Like Comment Share

Ian Hearnes, Marg Goddard and 4 others

Write a comment...
Facebook pages
Facebook events

**SECOND BBQ at Casa Douglas!!**
April 29
Tomorrow at 14:00
Mills St, Hampton VIC 3188, Australia
Jenni Douglas invited you to her private event

**3mFM's 30th Birthday celebration!**
May 25
25 May at 10:00
Wonthaggi Plaza
Shana Bremner invited you to this public event
Facebook live and Facebook video
Facebook groups
thetrouaccount Our old friend, Lake Ann. Accompanied by our long lost friend, summer.

thetrouaccount.

#exploretocreate #filsonlife#findyourwater #fishing#fishingwithaconscience
#flyaction#flyfishing #flyfishingonly#greatnorthcollective
#insearchofwildtroll#keepitwild #lifeofadventure #lookslikefilm#lostfam
#modernoutdoors#modernoutdoorsman #mountainstories#nature #onthefly
#optoutside#pacificnorthwest #peoplescreatives#riversmatter
#stayandwander#theoutbound #trout #trustthewild#vscom #moderndayexplorer

snarkblurb Gorgeous 😊
nathanaelbillings Ahhh summer days 😊
barboravyl Great! ❤️
Twitter

- 140 characters or less
- Use photos
- Use links
- No algorithm
- Don’t be afraid to repost
- Everyone loves a re-tweet
Websites

- Wordpress
- Wix
- Squarespace (paid only)
- Weebly
- And others…
Final tips

• Start small – grow large
• Batch your time and content – use scheduling tools
• Do one well before branching out
• Be patient
• Have fun
• Be professional, be respectful
• Stay productive