USE WITHOUT GETTING ABUSED

Library Technology Showcase
Unisa Library
29 September 2014

Ansie van der Westhuizen
vdwesapj@unisa.ac.za
Social Media Landscape
Social networking is mobile

- **Global**
  - Other: 6
  - PC/laptop: 56
  - Mobile/smartphone/tablet: 38

- **South Africa**
  - Other: 2
  - PC/laptop: 9
  - Mobile/smartphone/tablet: 89

- **SSA**
  - Other: 9
  - PC/laptop: 14
  - Mobile/smartphone/tablet: 78

71% WhatsApp
64% Messenger
38% BlackBerry Messenger
37% Android

Social networking is mobile

71% WhatsApp

64% Facebook Messenger

38% BlackBerry Messenger

37% MDGE
Facebook to win EU approval for $19 billion WhatsApp bid: sources

BY FOOG YUN CHEE
BRUSSELS | Thu Sep 25, 2014 12:06pm EDT

http://www.reuters.com/article/2014/09/25/us-whatsapp-m-a-facebook-eu-exclusive-idUSKCN0HK1FV20140925
Mobile Devices + Twitter Use
More than 280 million Tweets posted from mobile phones reveal geographic usage patterns in unprecedented detail.
15 March 2013
My Oga at the top (Full Interview of Lagos Commandant)

http://www.youtube.com/watch?v=IJ3nHdBnPE4
My oga at the top azonto dance (NSCDC) by MSTC Abuja Trainees

http://www.youtube.com/watch?v=V8sLP32yjck

Girls dancing to Oga at the top song

http://www.youtube.com/watch?v=UZVWeE2IfYc
5 Things you didn't know about Facebook

http://www.youtube.com/watch?v=Z8eN K2_cSW8
You can change your language on FB to include calling friends "Mateys", the word appears before everyone's name, picture portraits, posting a status is called "up Plunderin"" and your private messages "Bottle o' messages", among many others.
Couple murdered for De-friending

In 2012 Billy Clay Payne Jr. and Billie Jean decided to de-friend Jenelle Potter on Face response, the woman’s father and her boyfriend her treatment, retaliated by murdering the couple in their home. The two men shot and killed Billy Payne and Jean Hayworth in the house they shared. Payne was also slashed.
While you are logged in FB keeps track of what other websites you go to. The advertisements on your timeline are almost always so accurate! They are also able to spy on you, even after you log out.
Addictive!

Researchers from the University of Chicago did research on how addictive Facebook really is and they concluded that Facebook might be more addictive than smoking even!
Advantages of using Facebook

• Free and one of the best medium for communication – send message, upload photos and videos, video call
• Connect to different people all over the world
• Finding old friends
• Share feelings and get feedback from friends
• Good privacy settings
• Fan pages and advertising your business
• Email addresses
• Group study
• Making relationships
• Online games
• Social bookmarking
• Synchronising contacts
• Communication education, entertainment and addiction
Iceland's Constitution

In June 2011, Iceland, one of the most thinly populated countries, made changes to its constitution based on suggestions and feedback it received from its countrymen on Facebook and Twitter.
Facebook song

- http://www.youtube.com/watch?v=rSnXE2791yg
SOCIAL BAKERS, MOST LIKED FACEBOOK PAGES AND FACEBOOK BRANDS
Socialbakers

Competitive Intelligence & Social Media Measurement

Make the right decisions based on comparative social analysis of your competitors and industry.

Product Features

- Competitive Analysis
- Industry & Regional Benchmarking
- Social Customer Care
- Visual Reporting
- Engagement & Content Optimization
- Fan & Follower Insights
- Facebook & Google Integration
- Mobile App Support

See All Features

Socialbakers Analytics offers competitive monitoring and reporting for:

- Facebook
- Twitter
- LinkedIn
- VK
- YouTube
- Instagram
## TOP 100 Facebook Brands Social Media Stats

This section aggregates the **TOP 100 brands** across Facebook, Twitter, YouTube, and Google+ so that you can view the most interesting statistics from one place. You can also filter the most popular brands by *industry* or by *country* with the number of local fans available for Facebook.

### Fastest Growing Pages

<table>
<thead>
<tr>
<th>Name</th>
<th>Month</th>
<th>Week</th>
<th>Day</th>
<th>Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonald's</td>
<td></td>
<td></td>
<td></td>
<td>+6,296,430</td>
</tr>
<tr>
<td>Sony Mobile</td>
<td></td>
<td></td>
<td></td>
<td>+281,850</td>
</tr>
<tr>
<td>Netflix</td>
<td></td>
<td></td>
<td></td>
<td>+40,220</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td></td>
<td></td>
<td></td>
<td>+35,748</td>
</tr>
<tr>
<td>Samsung Mobile</td>
<td></td>
<td></td>
<td></td>
<td>+33,302</td>
</tr>
</tbody>
</table>

### TOP 100 Facebook Brands

<table>
<thead>
<tr>
<th>#</th>
<th>Page</th>
<th>Fans</th>
<th>ER</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Coca-Cola</td>
<td>88,767,145</td>
<td>0.001%</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Red Bull</td>
<td>44,867,529</td>
<td>0.010%</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Converse</td>
<td>40,621,712</td>
<td>0.005%</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Samsung Mobile</td>
<td>39,664,537</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>PlayStation</td>
<td>38,311,398</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Nike Football</td>
<td>38,111,805</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Oreo</td>
<td>37,882,365</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Starbucks</td>
<td>37,522,309</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>KFC</td>
<td>35,099,804</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Walmart</td>
<td>34,756,737</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Pepsi</td>
<td>33,365,854</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>iTunes</td>
<td>32,637,943</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Skype</td>
<td>31,174,234</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>BlackBerry</td>
<td>30,344,141</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Nutella</td>
<td>29,136,763</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.</td>
<td>McDonald's</td>
<td>28,903,525</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Logos and Badges

"f" Logo
Like Button
Thumbs Up
Find Us on Facebook Badge

Screenshots

Timeline
Pages
News Feed
Messages
Photos
Top 10 Most Liked Facebook Pages 2014

http://www.youtube.com/watch?v=CXdNFlaEpt
YouTube
Likes: 78,569,663
Coca-Cola
Likes: 79,869,659
Eminem
Likes: 82,776,832
Shakira
Likes: 83,943,076
Facebook for Every Phone
Likes: 397,040,424
Tips to Protect Your Identity Online

Identity theft is on the rise, with the number of victims steadily climbing year after year, according to a Javelin research study. Since the rise in personal technology and social media leads to increased vulnerability in users’ personal information, it is the consumer’s job to stay aware and take preventative action. Here are some tips on how to prevent becoming a victim of identity theft:

- **CREATE STRONG PASSWORDS**
  - Make them long, include special characters, change often and don’t use the same one for multiple accounts.

- **PROTECT YOUR SMARTPHONE**
  - Don’t keep any personal information on your phone, especially without a password lock.

- **KNOW WHAT INFO YOU SHARE**
  - Know the personal information you’re sharing on social media and manage your account’s privacy settings.

**Most Popular Passwords of 2011**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Password</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Password</td>
</tr>
<tr>
<td>2</td>
<td>123456</td>
</tr>
<tr>
<td>3</td>
<td>12345678</td>
</tr>
<tr>
<td>4</td>
<td>abc123</td>
</tr>
<tr>
<td>5</td>
<td>qwertty</td>
</tr>
<tr>
<td>6</td>
<td>monkey</td>
</tr>
<tr>
<td>7</td>
<td>letmein</td>
</tr>
<tr>
<td>8</td>
<td>DRAGON</td>
</tr>
<tr>
<td>9</td>
<td>111111</td>
</tr>
<tr>
<td>10</td>
<td>baseball</td>
</tr>
</tbody>
</table>

**Smartphone Users**

- 32% Don’t use a password on their home screen.

**People with Public Profiles**

- 68% Shared their birthday information.
- 18% Shared their phone number.
- 63% Shared their high school name.
- 12% Shared their pet’s name.

**Scams and Spam to Avoid on Facebook**

Candid Wuest
Principal Software Engineer
Forwarded by the Facebook Security Team


http://www.paretologic.com/resources/newsletter/10ways_to_protect_your_identity_online.aspx
Tips for Social Media Security and Privacy

• Install firewalls
• Software tools such as Norton
• Look for the lock (https = secure connection)
• Monitor your credit cards and bank statements carefully
• Surf safely
• Share personal info sparingly
• Keep track of your children online
• Set up two-factor authentication where it’s available (e.g. OTP)
• Review your Privacy Settings
• Only share what you want to share
• Beware of scams
• Don’t be tempted by fake apps, videos and photo
• Use unique passwords for each social network
• Watch your mailbox for emails from unknown people asking for personal details
• Don’t be too personal
• Lock your phone
• Use the block button
Social Media Addiction
Added by Brent Matsalla on December 12, 2013.
http://guardianlv.com/2013/12/social-media-addiction

Social Media Addiction: 8 Tips For Beating It by Aric Mitchell
http://blog.4tests.com/social-media-addiction-8-tips-beating/
Closing remarks

- Online presence
- Effectively manage social media for your business
- Brand awareness
- Powerful
- Don’t make a fool of yourself
- Protect your identity
- Beware of addiction