

Social Media THE GAME

Know Yo Logo

Popular	New	Not Sure About	Old School
100	100	100	100
200	200	200	200
300	300	300	300
400	400	400	400

Know yo logo 100



answer

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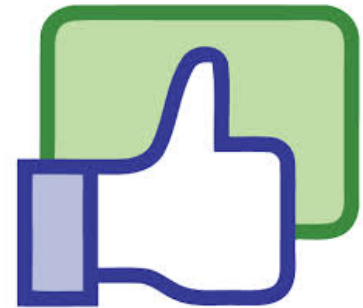


facebook

- **2004**
- **Photos, Videos, Updates, Apps**
- **“Like” “Friends” “User Groups”**
- **Women, Adults 18-54**



Like Us On
facebook 



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- **2006**
- **Microblogging, RSS, Updates**
- **“Tweet” @ “Replies” “Mentions” “Follow Me”**
- **Women, Adults 18-29, 55-65 growing, Urban**



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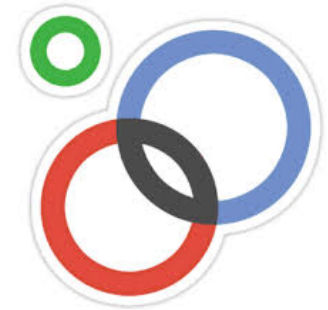
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Google+

- 2011
- Social Networking
- Links all Google Products
- “+1”
- Men 25-34



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answer

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Linked



- 2003
- Business & Professional Networking
- “Connections” “Like” “Congratulate”
- Group Discussions
- Degree, Men, 25-54

Join our Network

Linked 

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Instagram

- **2010**
- **Photo & Video Sharing**
- **Owner: Facebook**
- **Square Photos & 15 Second Videos**
- **# to Search**
- **Women, Adults 18-29, Urban**



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Pinterest



- **2011**
- **Organizing & Sharing on “Pinboards”**
- **“Like” “Pin” “Re-Pin”**
- **Women, Adults -50, Rural, with kids**



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vimeo

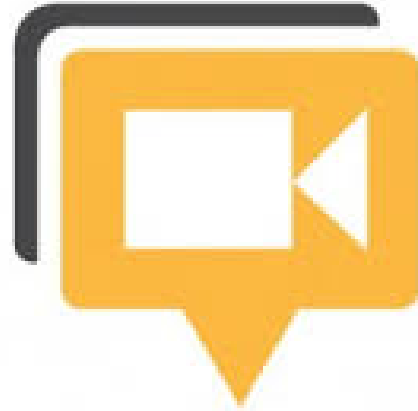
- **2011**
- **Video Sharing**
- **Longer Videos & Movies**
- **“Video” & “Me”**

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answer

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Hangout

- **2013**
- **IM & Multi-User Video Conferencing**
- **Owner: Google**
- **Education, Training & Talks**



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- **2013**
- **Video Sharing**
- **Owner: Twitter**
- **7 Second Video**
- **Did you see that Vine?**

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tumblr.

- **2007**
- **Microblogging**
- **Owner: Yahoo!**
- **Web Log = “Blog”**
- **Adults 18-24**

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- **2002**
- **Online Group Meetings**
- **Facilitates F2F & “Meeting”**
- **Women, 35-44**



answer

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SnapChat

- **2011**
- **Photo & Video Sharing**
- **“Snaps” Disappear after 1 to 10 Seconds**
- **“Snapchat Stories” & “It’s About Time”**
- **Teenagers**

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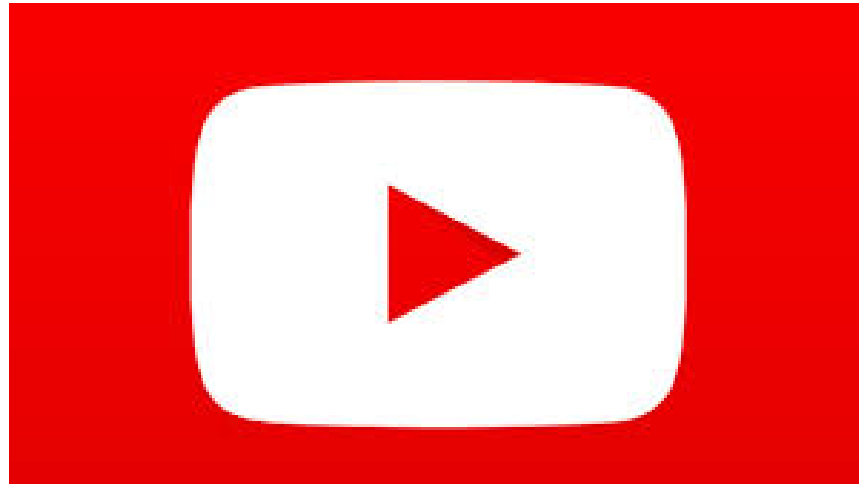
answer

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- **2004**
- **Photo Sharing, Commenting**
- **Owner: Yahoo**
- **“In Flicker”**
- **Men 18-34**

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answer

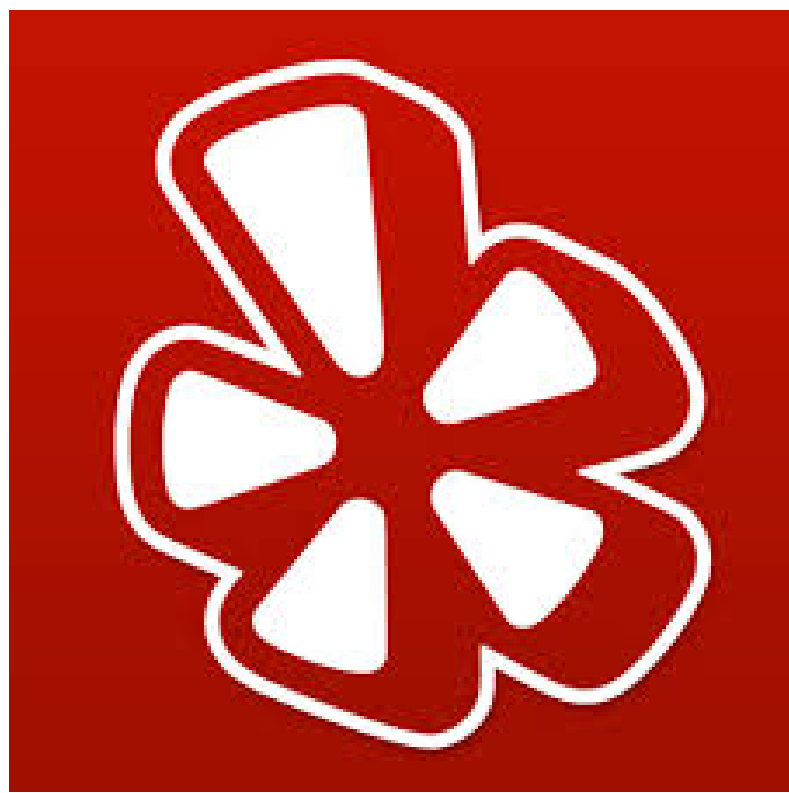
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You Tube

- **2005**
- **Video Sharing**
- **15 Minutes**
- **Owner: Google**
- **“Like” “Not” “Channels”**
- **Adults 18-34**





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Yelp

- **2004**
- **Local Business Review**
- **“Check In” for Free Stuff**
- **Syncs with Twitter & Facebook**
- **“Online Urban Guide”**
- **Adults 25-54**

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Blogger

- **1999**
- **Blog Publishing**
- **Owner: Google**
- **Blog This!**
- **Women**