



The Changing Landscape of Social Media

December 9, 2015

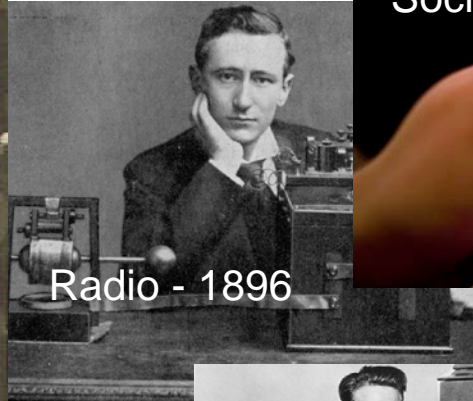


The Changing Landscape of Social Media

Mike Wade, Executive Director
California Farm Water Coalition



Social Media is the creation and exchange of user-generated content

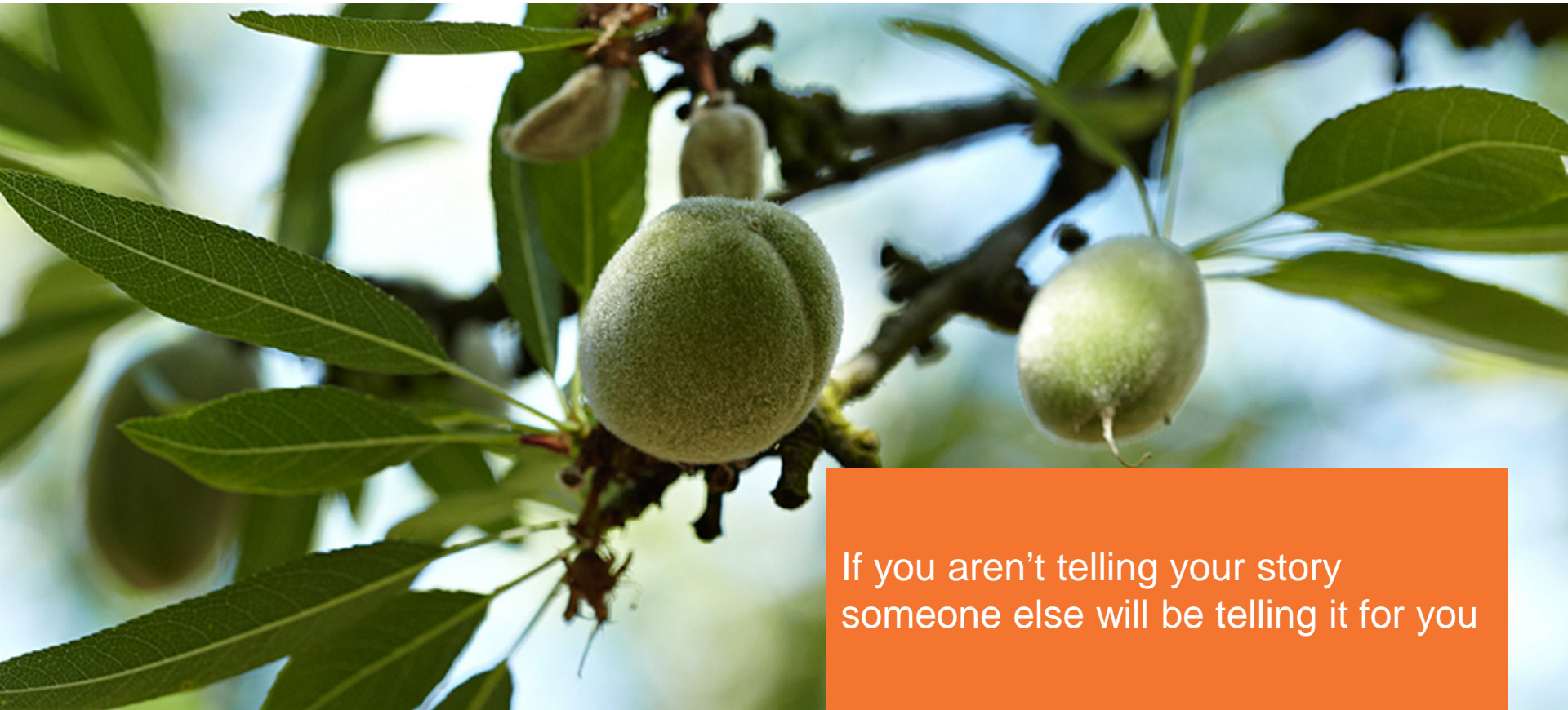


Social Media Timeline

- 2000 Friendster
- 2003 LinkedIn
MySpace
- 2004 Facebook
- 2005 YouTube
- 2006 Twitter
tumblr
- 2010 Spotify
Pinterest
Vine
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

Positive Coverage

Social Content

Earned Media

Press Releases

Industry Publications



Negative Coverage



Strategies

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

Harley Pasternak
November 24, 2015



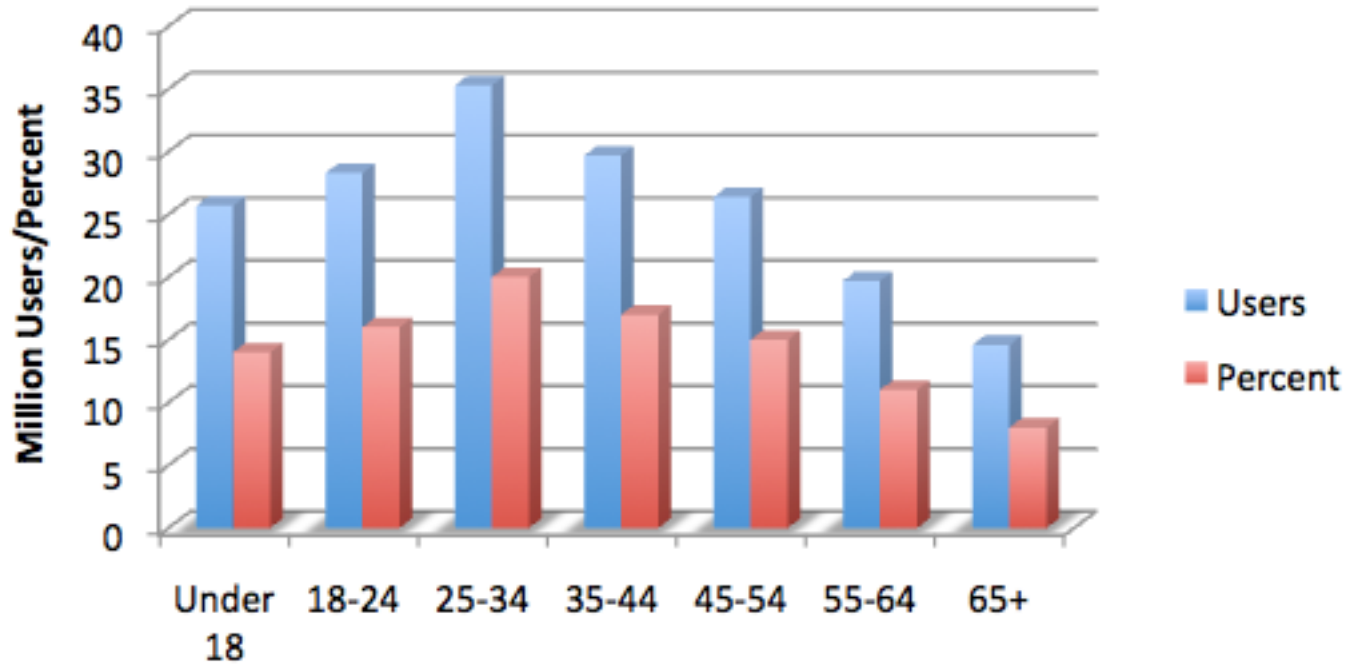
<https://www.yahoo.com/health/what-s-in-my-gym-1306467703201846.html>

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.

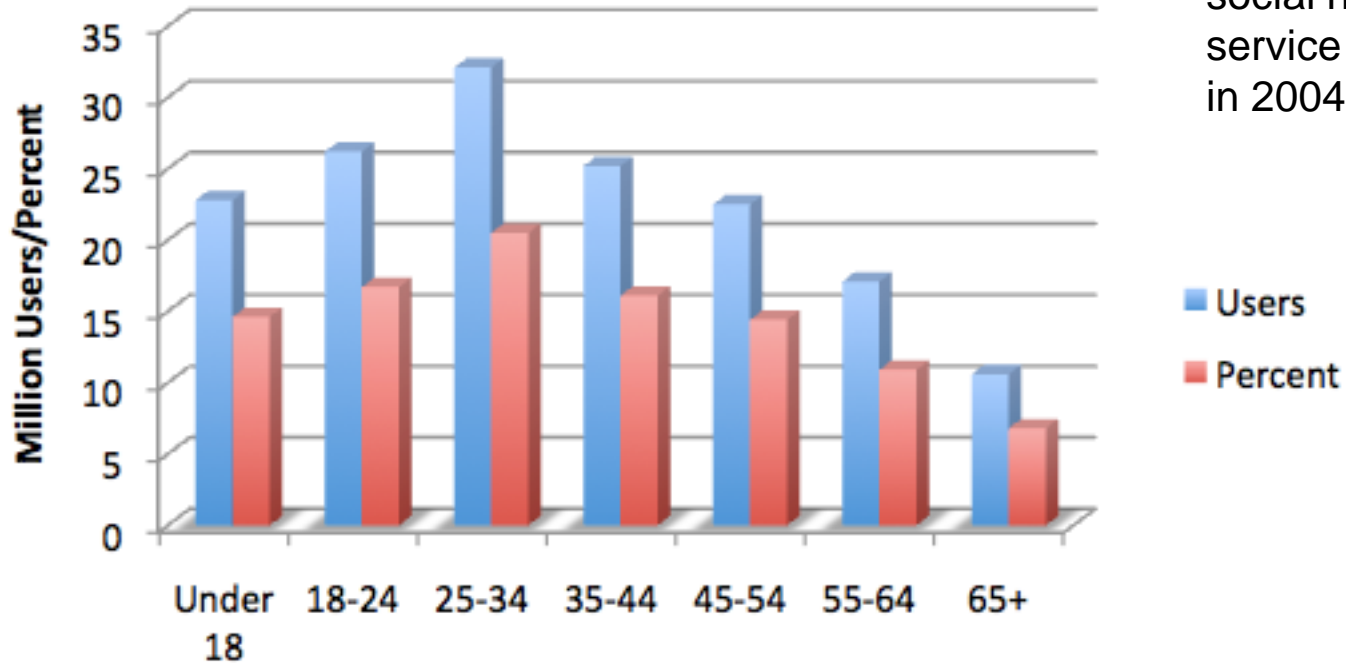
Total Social Network - 179.7 million



Source: adweek.com

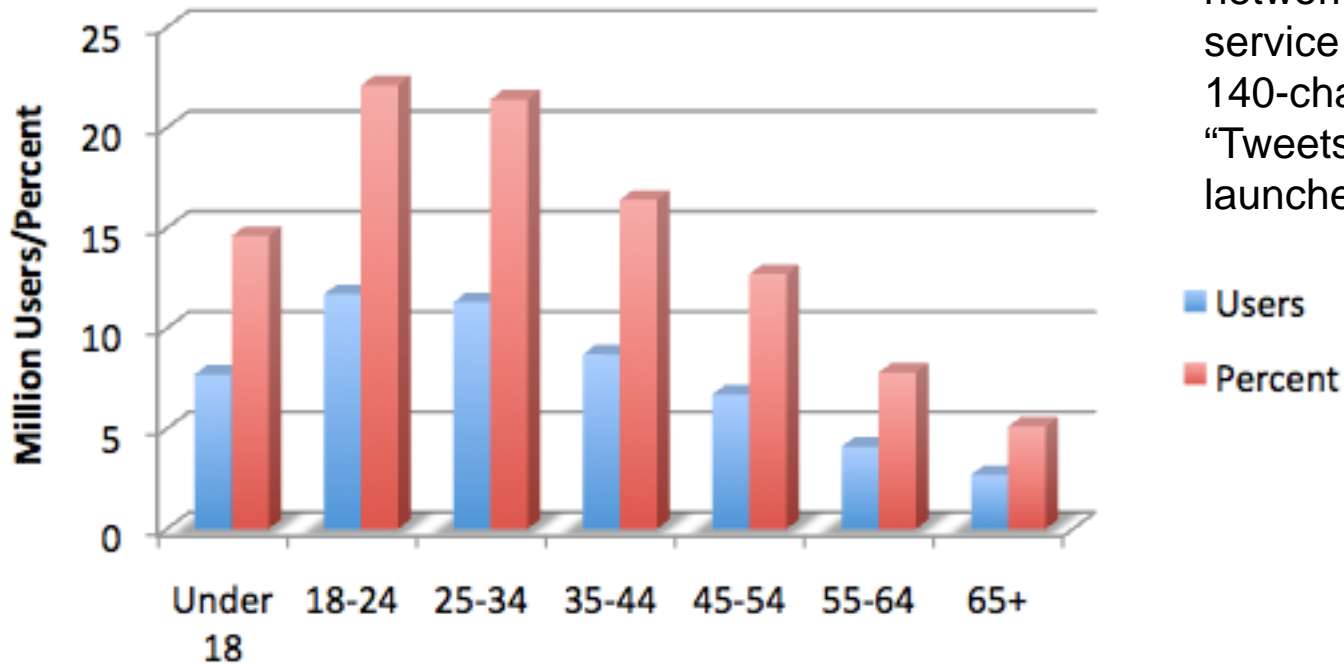
Facebook - 156.5 million

Facebook is a social networking service launched in 2004.



Source: adweek.com

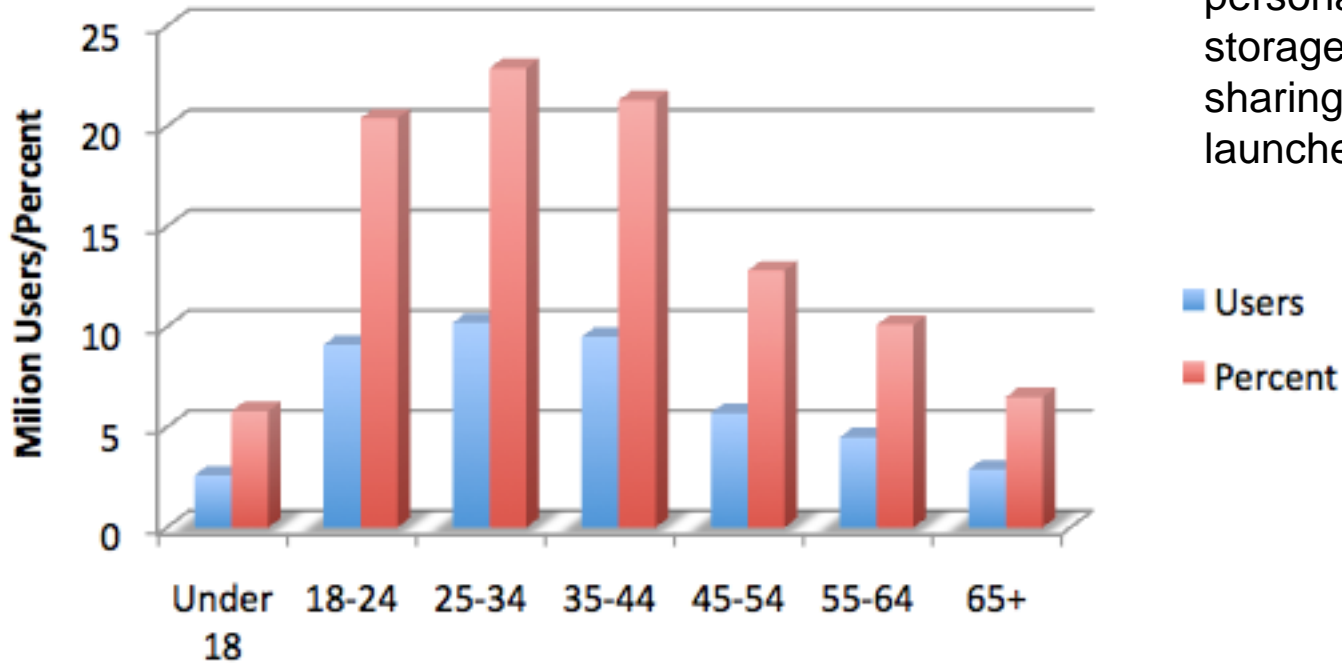
Twitter - 52.9 million



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

Source: adweek.com

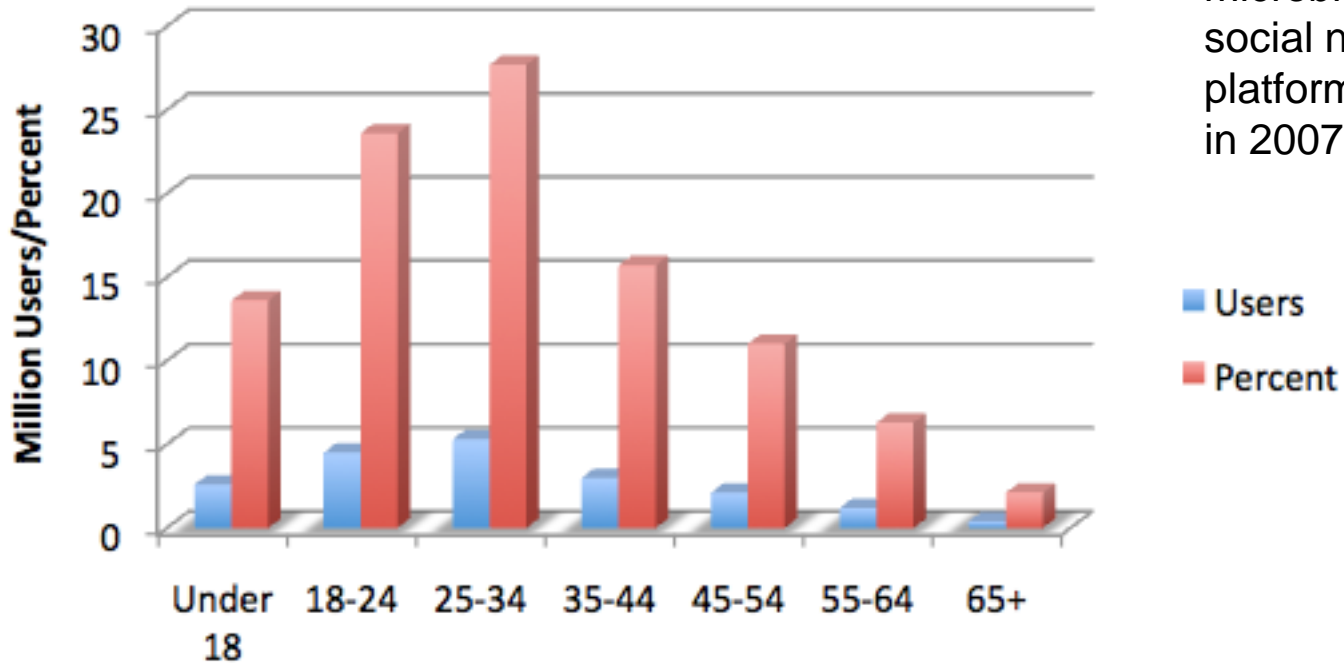
Pinterest - 44.5 million



Pinterest is a personal media storage and sharing application launched in 2010.

Source: adweek.com

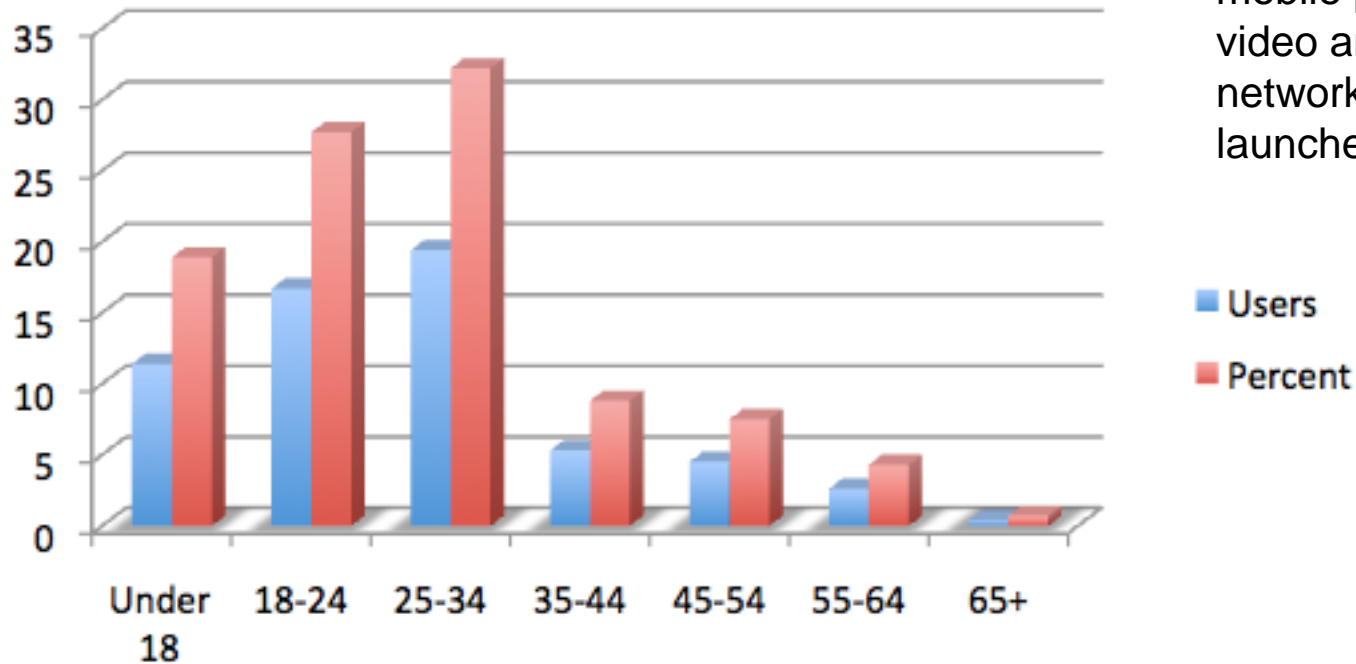
Tumblr - 19.1 million



Tumblr is a microblogging and social networking platform launched in 2007.

Source: adweek.com

Instagram - 60.3 million



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 your 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



farmwater



California Farm Water Coalition



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