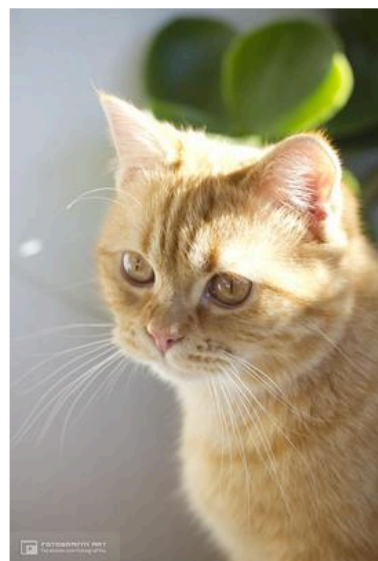




Decoding Social Media

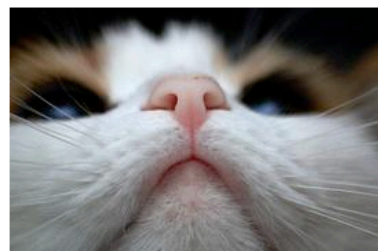
Alfred Hermida
Jan 7 2014



Fotografiti

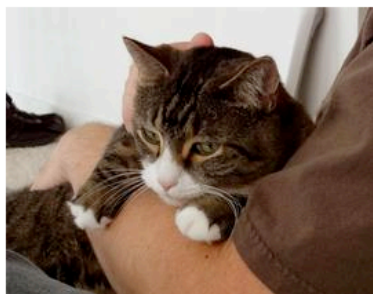
Shared into Our wild pet King Jullian Munk I

nice shot



Humo

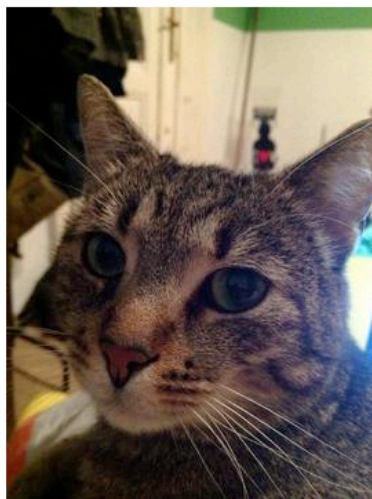
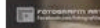
Shared into Funny and beautiful cats



Humo

Reshared from CuteDestruction into Wonderful cats from Catmoji

King of my home.



Arisquella

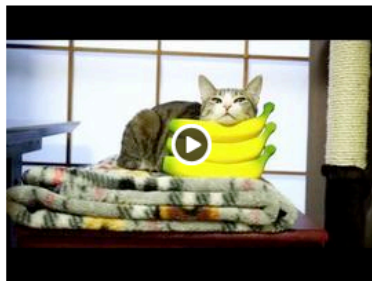
Shared into Casper



1crazypetlover

You are very handsome Casper!!

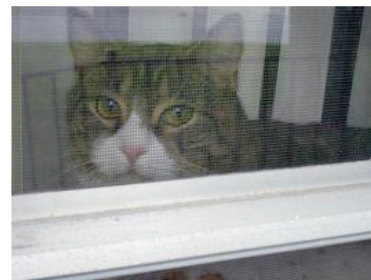
123バナナ猫 - Banana Cat -



Fotografiti

Shared into Our wild pet King Jullian Munk I

You'll be back soon, right?



Humo



Cats!



Jessica Gordon

@JessicaPGordon



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@shawnatleo wuts being done w #billc45
evry1 wasting time talking about Gwen
stefani wth!? #indianact
#wheresthedemocracy #IdleNoMore



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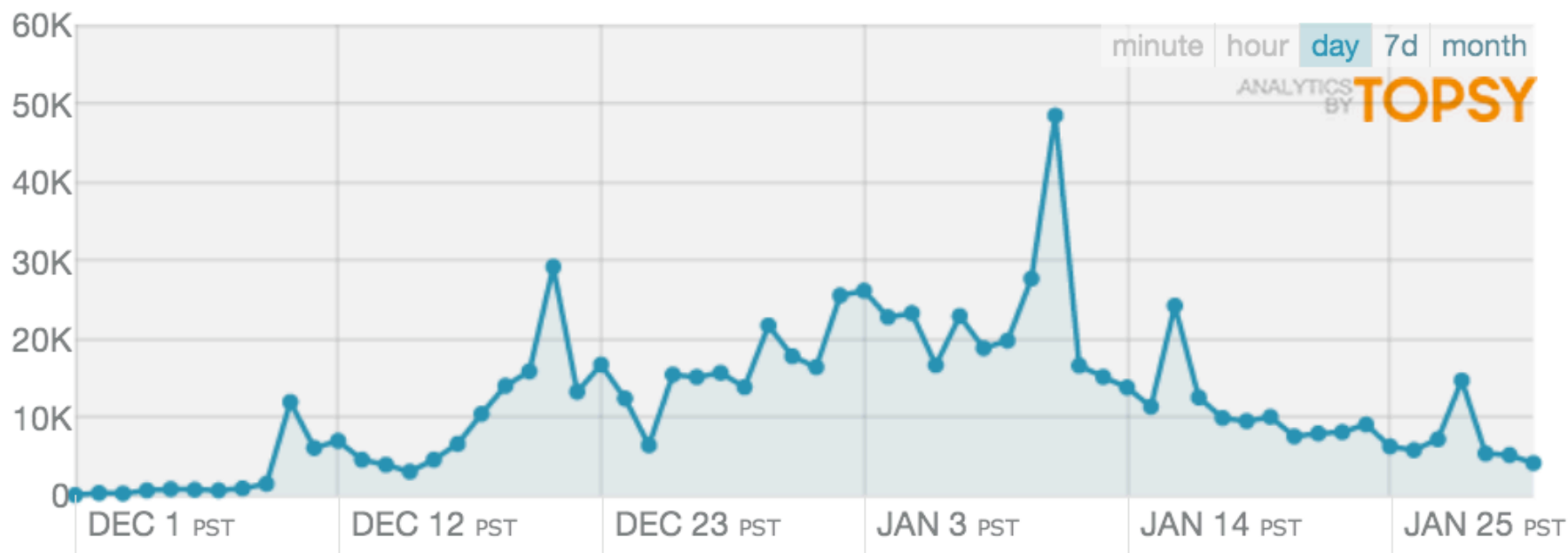
1

FAVORITE



12:00 AM - 4 Nov 12





#IDLENOMORE

741K


#Idlenomore: Hashtag Dissent



Photo: Thien <http://www.flickr.com/photos/thienv/>

Investigating patient care



ProPublica Patient Harm Community 

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June Gardner



Going into hospital far riskier than flying: WHO

www.reuters.com

GENEVA (Reuters) – Millions of people die each year from medical errors and infections linked to health care and going into hospital is far riskier than

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 8 people like this.



Diana Rosenkaimer Just look and compare the acceptable accident rates for the two industries: Zero acceptability for airlines; tolerance for anything from healthcare.


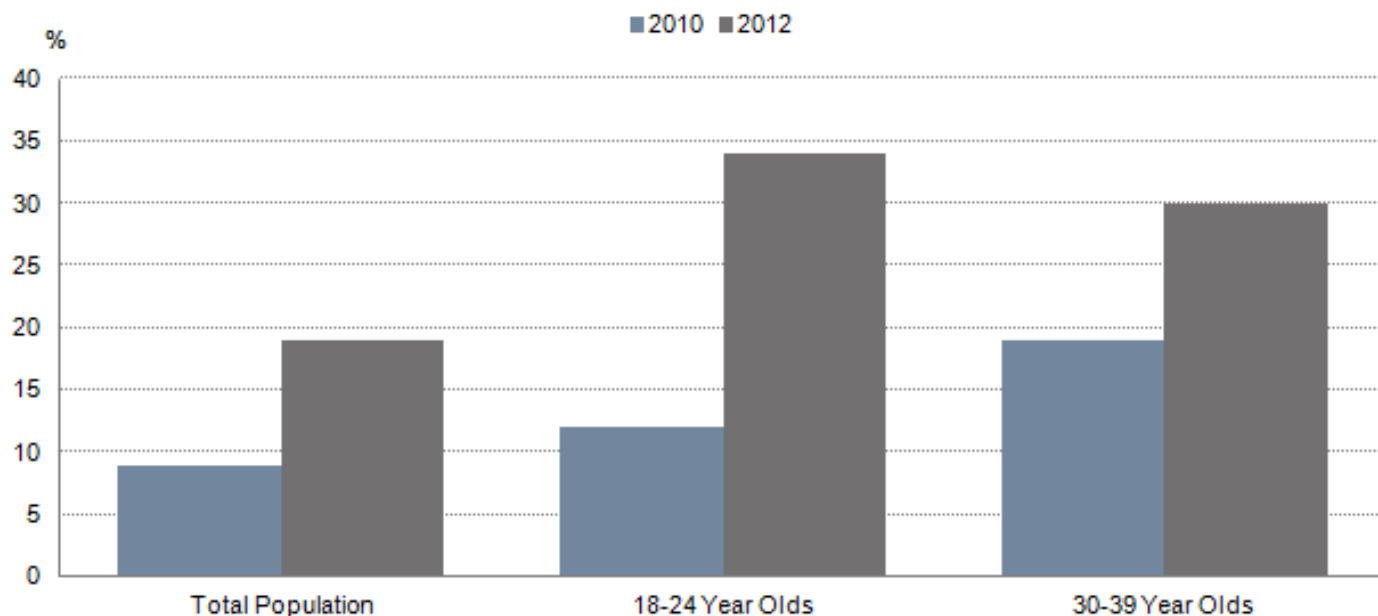
December 6 at 12:07pm · Like ·  2 · Storify



Photo: Pricklebush <http://www.flickr.com/photos/pricklebush/>

More People Getting News on Social Networks

Percentage of Respondents



Source: Pew Research Center

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA

The Pew Research Center's Project for Excellence in Journalism

The State of the News Media 2013

An Annual Report on American Journalism

A SOCIAL AFFAIR



64%

of Canadians have a social network profile



32% increase in total minutes on social networking sites from 2010 to 2011



Canada is leading on Google+ per capita

Your audience is already on social networks. When you join, too, you have a new outlet to reach out and connect with them.

SEARCHING, SOCIALIZING & VIEWING



The 2nd largest search engine in Canada? YouTube, accounting for 80% of the hour of online videos watched on average per day



Although not everyone is looking for video when they search, video reaches 91% of Canadians

How can businesses utilize video? With in-video advertising, costs are low, and it effectively reaches local customers. Plus, video on mobile is easily shared.



BC Social Networking Brand Use

6S 6S Marketing



Q: Cross-platform producer



Obsolete in 10 years?



Photo: Cassettes http://www.flickr.com/photos/cass_ette/