

cisc3650
human-computer interaction
spring 2012
lecture # V.1
using social media

topics:

- social media

references:

- *Ch 9, Using social media*, Designing Interfaces, 2nd edition, by Jenifer Tidwell, O'Reilly, 2011.
<http://designinginterfaces.com/>

using social media

- explosion of social media begin in 2009, 2010
e.g., with Facebook, Twitter, Flickr, YouTube, etc.
- content began to go "viral" — spread widely, quickly
- uses of social media:
 - business, marketing, advertising
 - personal conversations, connections
 - online communities
 - collective intelligence

basics of social media

- from a business perspective
0. listen
 1. produce good stuff
 2. push that good stuff out to readers
 3. let readers decide which stuff is good
 4. make the good stuff findable
 5. mingle readers' good stuff with your good stuff
 6. foster community

social media basics: listen

- find out what positive and negative things are being said about your *brand*
- research online and look at online conversations
- participate in online conversations to (formally) represent your brand
 - be responsible
 - be responsive
 - be professional (not "chatty")

social media basics: produce good stuff

- write things people want to read
- mix media types (text, images, video, podcast)
- post regularly to keep people interested and coming back
- create an editorial mix, with different “voices”
- link to other people's sites
- use “conversation starters”

social media basics: push that good stuff out to readers

- where does your target audience “hang out” online?
e.g., email, Facebook, Twitter, RSS feeds (*Really Simple Syndication*), Digg ([urlhttp://www.digg.com](http://www.digg.com))
- use multiple distribution channels
- use specialized streams for different products, topics
- link social and business sites
- show status updates, summaries, headlines

social media basics: let readers decide which stuff is good

- use voting systems
- support readers sending each other content
e.g., “mail this link to a friend”
- allow comments
- allow rating systems
e.g., stars, thumbs up/down, “like”, etc.

social media basics: make the good stuff findable

- organize home page
- refresh content
- use sidebars to show most popular items, “best of” items
- help search engines find you (use metadata in HTML header)
- use “news box” to highlight new things
- show “counters”
e.g., how many times item was mailed, etc.
- show links to related items
- maintain stable name, logo, etc.
→ *social media identity*

social media basics: mingle readers' good stuff with your good stuff

- publish guest articles
- publish reviews
- publish blog posts
- hold contests (e.g., for content, like pictures, designs, etc.) and show winning entries

social media basics: foster community

- there is not much evidence that online communities promote brands, but there is also no evidence against
- however, online communities can create a space for people with similar interests to meet each other, to share ideas, links, recommendations, etc.
- it can't hurt!