Social Media

Twitter, Texting, and Instagram… Oh My!

Shannon Tufts

UNC SCHOOL OF GOVERNMENT www.sog.unc.edu

Got Tweet?
A Lil' Mash-up?
Do You Check-in?

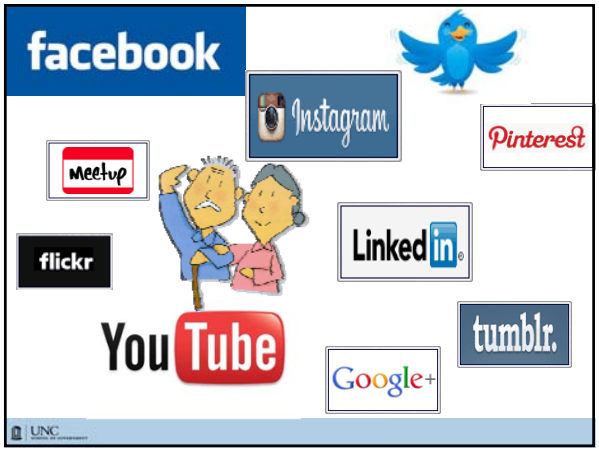
UNC

RU ReD 4 gNR8N c

UNC www.lingo2word.com

Shannon Tufts
tufts@sog.unc.edu, 919-962-5438

How Social R U?



Fastest growing demographic: 55–64 year olds

(79% growth since 2012)

facebook

Fastest growing demographic: 45–54 year olds

(46% & 56% growth)

Google+

Shannon Tufts
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Social Media

Texting

- Kik Messenger
- ooVoo
- WhatsApp

Chatting, Meeting, Dating

- MeetMe
- Omegle
- Skout
- Tinder

Self-Destructing/Secret

- Burn Note
- Snapchat
- Whisper
- Yik Yak
- Poof

~200 Million FB users are mobile only!

YouTube reaches more 18-34 yr olds than any cable network

Social Media Use is #1 now!

Hw Social DY wan2B ?

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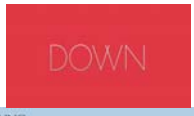
A Little Facebook Story

Do You Know This One?

SYPHILIS CASES SPIKE IN WAKE COUNTY, DATING APPS MAY BE TO BLAME

(MAY 20, 2015)



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Get To Know These Tools!

* socialmention.com
* knowme.com
* Google's reverse image search
* Facebook's graph search
* Epocrates for pill ID
* Urban Dictionary for terms

It's Getting Complicated

Other Burning Issues

1. Authenticity of Account
2. Hijacked Account (Hacked Account)
3. Veracity of Screen Capture
4. Stored Communications Act Issues
   - Court Ordered Access
5. Preservation/Storage of Deleted or Old Material/Postings
   - TweetDeck
   - Download feature
   - POP method

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