

# CUF100 Creative Media Industry

## Assignment 1

### Social Media Comparison

Ethan Hong, 2015

#### Facebook:

##### How it Works:

Facebook is a social networking site created in 2004 that has on average 936 million users daily <sup>[1]</sup>, and over 40 million small business pages <sup>[2]</sup>. Users create a profile using an email address, and are given a URL specific to their profile. A Facebook profile contains a profile and cover picture, all the personal information that the user chooses to share such as place of residence, place of work, where the user attended school and the user's interests. The profile also contains what is called a 'Wall', which is a collection of all the information the user has posted or been tagged in. If they choose to share it, users can choose who can view this information. Facebook utilises the user's contact list to find people that the user may know and gives them the option to add them as a 'Friend'.



Each user sees what is called 'News Feed' which is a collection of information posted by friends or pages being followed. Users can post messages, status updates, locations, pictures, videos, polls and create and/or invite people to events which appears in their contact's news feed to 'Like', 'Comment' or 'Share' any of the above.

Information posted as private by one person can be shared as public by another, so private or very personal information should not be sent via Facebook. 'Tagging' people on posts and photos creates a link to that person's profile. Additionally, Facebook also has a facial recognition software that identifies people automatically in photos and asks the uploading user if they want to tag them.

Facebook Messenger is Facebook's personal message program that includes voice and voice & video calls. Facebook also hosts other applications such as games, music and location services.

# YouTube

## How it Works:

YouTube is a video sharing with over a billion users <sup>[5]</sup> launched in 2004, and bought by Google in 2006 <sup>[4]</sup>. Users create a free channel using a Google account and are given a URL link specific to that channel. A YouTube channel's appearance can be edited and will usually contain a profile and a cover picture, a brief personal description, thumbnails of all the videos uploaded by the user, a list of subscribers, favoured videos from other channels, channels subscribed to and a comments section for discussion. These can all be seen when visiting other channels, allowing YouTube to be used as a social network as well as a video sharing site.



Uploaded videos can be up to 128 GB in size and 11 hours long, and with a resolution of 4k (3840x2160 can be delivered at up to 60 frames per second. The newest feature to be released is a spherical video that wraps the video into a 3Dimesional world giving the viewer the ability to control where they are looking while the video is playing.

When videos are uploaded, words relative to that clip are tagged. When people search for specific words, the most relevant and popular videos with those tags are listed first. Also, YouTube automatically recommends videos that are similar to the viewer's interests and viewing history.

The 'Share' button gives the viewer the option of sharing the video immediately through various social networking, emailing the video via the connected google account or to embed the video within their own site.

YouTube offers users the opportunity to earn money by agreeing to put pre-roll advertising before the video starts or as a banner during the clip <sup>[8]</sup>.

YouTube Analytics allows the user to measure the success of their videos, and learn what their audience likes and how they view uploaded videos. This information is provided through reports on the number of views, audience demographic, playback locations, how the video was found and for how long viewers watched the video.

# Twitter:

## How it Works:

Twitter is a social networking site launched in 2006 and has approximately 302 million monthly active users <sup>[7]</sup>. Users create a profile using an email address and are given a URL specific to their profile. A profile can have different coloured themes and contains a profile photo, header photo, biography, user's location and links to other websites.

Users view a 'Newsfeed' which is a compilation of 'Tweets' from other Twitter users that the user is 'Following'. Tweets are messages posted for all of the user's following a profile to see. People can



‘Mentioned’ into tweets which link their profile to the message so only people following both the poster and the tagged user will see it.

Videos and pictures Tweeted appear as URL links to their pages. Privacy settings can be changed so that only approved followers can see things the user has Tweeted. A ‘Hashtag’ is a hash symbol followed by text (e.g. #Text), A Hashtag copies the post to a Tweet page this will post any information in that Tweet to a page that collects any Tweets assigned that specific Hashtag.

Tweets have the option of being replied to, re-Tweeted, favoured, embedded into a website, sent as a direct message or pinned to the user’s profile. Twitter has a direct message service which is used to send a personal message that only the receiver can see.

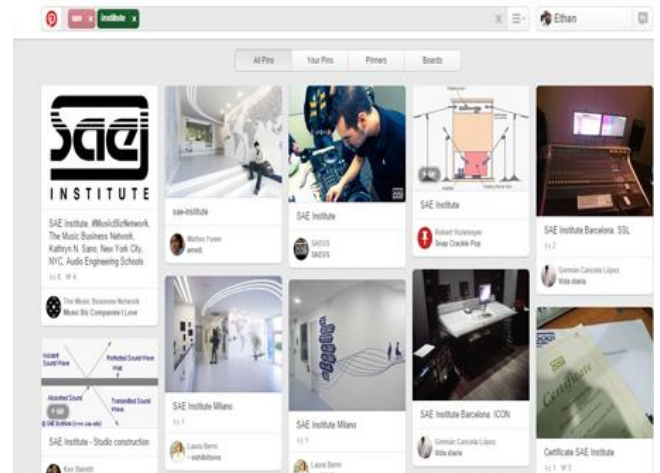
## Pinterest:

### How it Works:

Pinterest is a social networking site launched in 2010 [10]. Pinterest has approximately 70 million monthly active users, and the total number of pins on the site is growing by approximately 75% year over year [9]. Users use an email address or Facebook account to create a Pinterest profile, an account contains a profile photo, biography, user location, and links to other personal websites.

Pinterest users ‘Follow’ certain topics on which people ‘Pin’ articles, photos and videos of related items and ideas from the internet. To ‘Pin’ an item, a toolbar item is installed which can be clicked to pin a link, or the ‘Pin It’ option when the mouse is hovered over pictures and videos. Users ‘Pin’ items into ‘Boards’ which are collections of items relative to the board’s topic. Users can create their own boards, and can also upload their own content to share on boards for ‘Followers’ to see.

‘Pins’ can be liked, commented on and re-pinned for others to see. Also Pinterest has its own personal message service and personal Newsfeed which shows all articles posted by people the user may know, and also recommends articles related to the user’s interests.

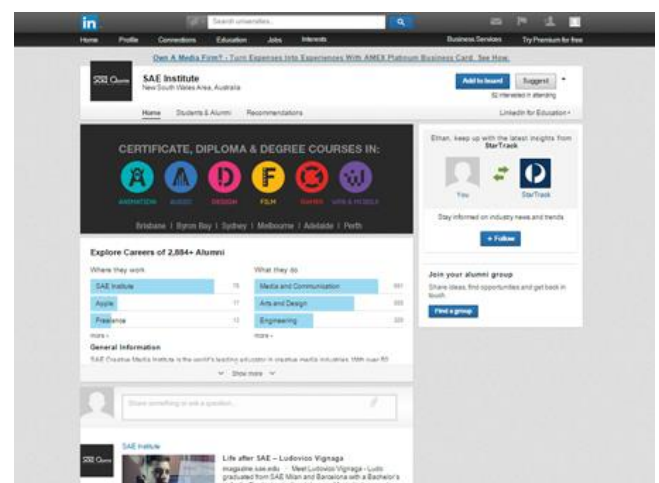


## LinkedIn:

### How it Works:

LinkedIn is a professional networking website launched in 2003 [11], and has approximately 364 million members [11]. Users create a free profile using an email address or Facebook account. An account contains a profile photo, (optional) background photo, user location, current occupation/ studies and previous work experience.

LinkedIn will use the provided email address / Facebook’s contact lists to find people the user may know who have a LinkedIn profile to add as contacts.



LinkedIn lets users search for jobs by category and location and see what companies/ businesses/ contractors have posted. Job opportunity advertisements include a description, desired skills and experience for the role and a short description of the company. They will also include an option to apply for jobs via LinkedIn using profile information, or the upload of a resume and cover letter, or alternatively a link directly to the company's website for direct application. Users can also save job opportunities for later perusal.

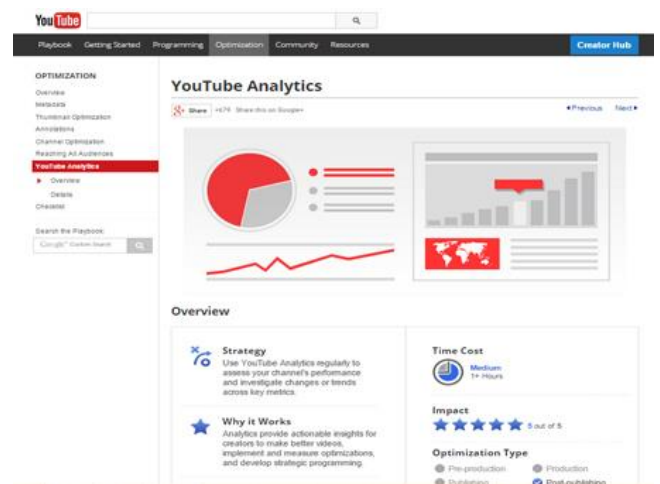
If a company or group is 'Followed' the user will receive updates, such as job opportunities when posted. Users can not send companies or groups messages, but can add employees or members as 'Contacts' and send them a message directly. Users can send messages directly to other users without adding them as a contact first but must have an upgraded account which requires a paid monthly subscription <sup>[12]</sup>.

## Most Relevant to Film Industry:

### YouTube

YouTube is the most relevant form of social media to the film industry is because it is the most popular video sharing website in the world, it conveniently shares videos across all other platforms of social media such as Facebook, Twitter, Pinterest and Reddit.

YouTube offers the user analytic statistics to target their videos to the audience, by providing information on who they are, what they like, what keeps them engaged and how they respond to videos. Also how the videos are being found and which devices videos are being watched on.



The ability to visit other channels and read their profile, send personal messages, rate videos, comment on videos and have general discussion on the channel, gives a social networking element to this video sharing site.

Videos on YouTube can be uploaded in a very high aspect ratio and high frame rate resulting in high quality viewing for the audience. Additionally, since YouTube recommends videos to people watching similar clips or with related interests, even terms outside the tags on the video, it will still result in coverage.

YouTube coverage is a lot more effective if used in combination with a social networking site like Facebook to promote the producer and the videos. But, of the 5 social media platforms compared in this article, the usability and features of YouTube make it the most valuable to the film industry.

## Resources:

- [<sup>1</sup>] Facebook. Newsroom. Stats. <http://newsroom.fb.com/company-info/>. ©2015. Last viewed 17/06/15
- [<sup>2</sup>] Facebook. Facebook for business. <https://www.facebook.com/business/news/small-business-support>. Written April 29 2015. Facebook © 2015. Last viewed 17/06/15
- [<sup>3</sup>] Facebook. Easy and effective Facebook Adverts. <https://www.facebook.com/business/products/ads/>. ©2015. Last viewed 17/06/15
- [<sup>4</sup>] Richard Leider, Engineering Manager & Jonathan Levine, Product Manager. *Ten years of YouTube video tech in ten videos*. <http://youtube-eng.blogspot.com.au/>. ©May 12, 2015. Last viewed 17/06/15
- [<sup>5</sup>] YouTube. Press. Statistics. <http://www.youtube.com/yt/press/statistics.html>. ©2015 Google. Last viewed 18/06/2016
- [<sup>6</sup>] YouTube. Google Support. Views report. [https://support.google.com/youtube/topic/3029003?hl=en&ref\\_topic=3025741](https://support.google.com/youtube/topic/3029003?hl=en&ref_topic=3025741). ©2015 Google. Last viewed 18/06/2016
- [<sup>7</sup>] Twitter. Twitter usage/company facts. <https://about.twitter.com/company>. ©2015 Twitter. Last viewed 21/06/2015
- [<sup>8</sup>] Micah McDunnigan, Demand Media. When does YouTube start paying you?. <http://smallbusiness.chron.com/youtube-start-paying-you-59420.html>. © Copyright 2015 Hearst Newspapers, LLC. Last viewed 21/06/2015
- [<sup>9</sup>] Tracey Lien and Andrea Chang. LA Times. Pinterest users can now shop directly on the site with Buyable Pins. <http://www.latimes.com/business/technology/la-fi-tn-pinterest-shopping-20150602-story.html>. Written June 02 2015. Copyright © 2015, Los Angeles Times. Last viewed 21/06/2015
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- [<sup>12</sup>] LinkedIn. Upgrade to premium. [https://www.linkedin.com/premium/products?family=jss&trk=job\\_view\\_applicant\\_analytics\\_upsell\\_discount100&alert=promotion](https://www.linkedin.com/premium/products?family=jss&trk=job_view_applicant_analytics_upsell_discount100&alert=promotion). LinkedIn Corporation © 2015. Last viewed 22/06/2015