Social Media THE GAME
Know Yo Logo

<table>
<thead>
<tr>
<th>Popular</th>
<th>New</th>
<th>Not Sure About</th>
<th>Old School</th>
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</tbody>
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• 2004
• Photos, Videos, Updates, Apps
• “Like” “Friends” “User Groups”
• Women, Adults 18-54
• 2006
• Microblogging, RSS, Updates
• “Tweet” @ “Replies” “Mentions” “Follow Me”
• Women, Adults 18-29, 55-65 growing, Urban
• 2011
• Social Networking
• Links all Google Products
• “+1”
• Men 25-34
• 2003
• Business & Professional Networking
• “Connections” “Like” “Congratulate”
• Group Discussions
• Degree, Men, 25-54
Answer 100

- 2010
- Photo & Video Sharing
- Owner: Facebook
- Square Photos & 15 Second Videos
- # to Search
- Women, Adults 18-29, Urban

click here to return
2011
Organizing & Sharing on “Pinboards”
“Like” “Pin” “Re-Pin”
Women, Adults -50, Rural, with kids
• 2011
• Video Sharing
• Longer Videos & Movies
• “Video” & “Me”
• 2013
• IM & Multi-User Video Conferencing
• Owner: Google
• Education, Training & Talks
• 2013
• Video Sharing
• Owner: Twitter
• 7 Second Video
• Did you see that Vine?
• 2007
• Microblogging
• Owner: Yahoo!
• Web Log = “Blog”
• Adults 18-24
Answer 300

- 2002
- Online Group Meetings
- Facilitates F2F & “Meeting”
- Women, 35-44
SnapChat

- 2011
- Photo & Video Sharing
- “Snaps” Disappear after 1 to 10 Seconds
- “Snapchat Stories” & “It’s About Time”
- Teenagers
• 2004
• Photo Sharing, Commenting
• Owner: Yahoo
• “In Flicker”
• Men 18-34
2005
Video Sharing
15 Minutes
Owner: Google
“Like” “Not” “Channels”
Adults 18-34
Yelp

- 2004
- Local Business Review
- “Check In” for Free Stuff
- Syncs with Twitter & Facebook
- “Online Urban Guide”
- Adults 25-54
1999
Blog Publishing
Owner: Google
Blog This!
Women