

Introduction to Social Media

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Instructor: Dr. Kang Li

Social Media Marketing

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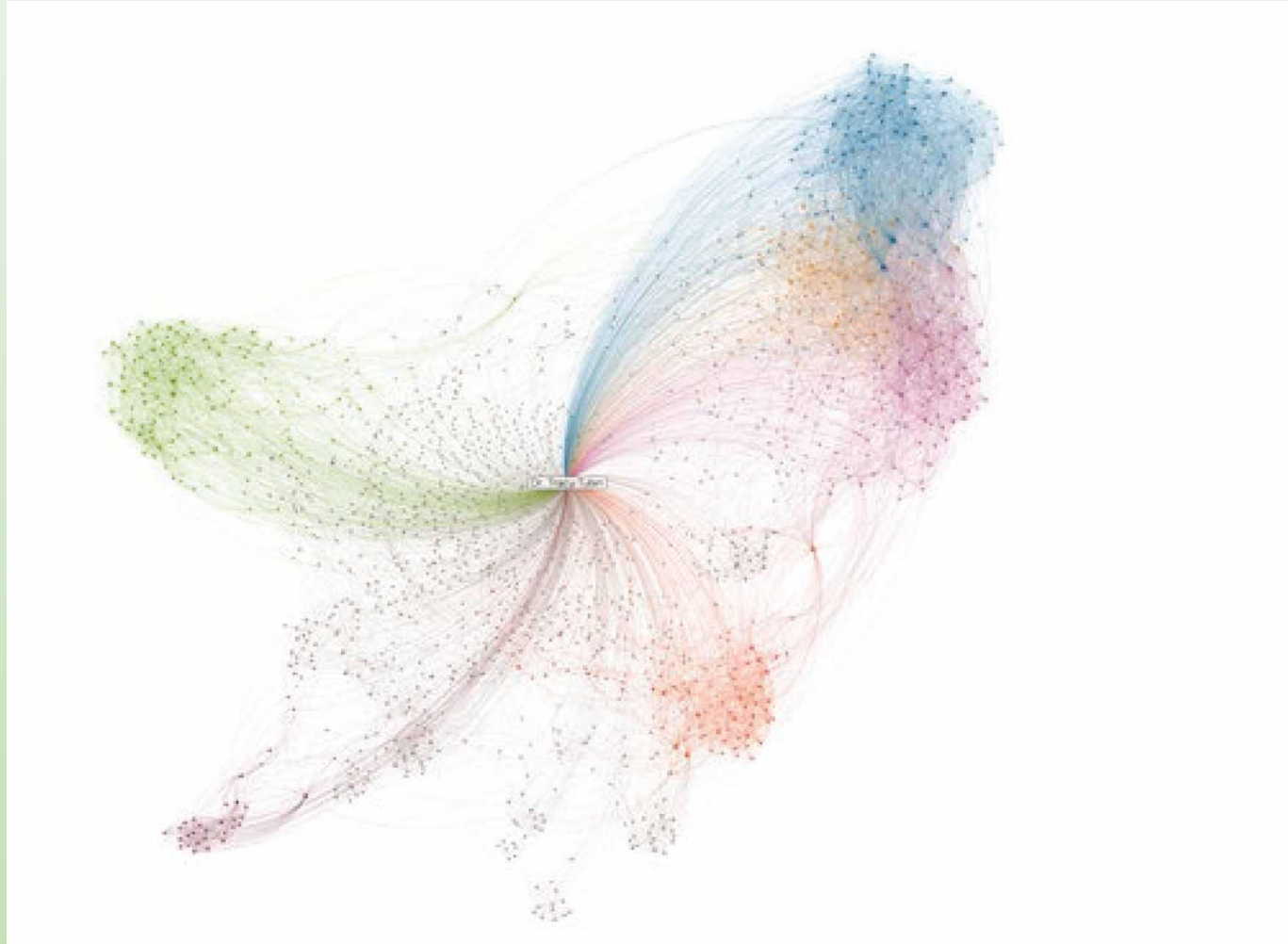
Chapter 3

Network Structure and Group Influences in Social Media

The vocabulary of networks

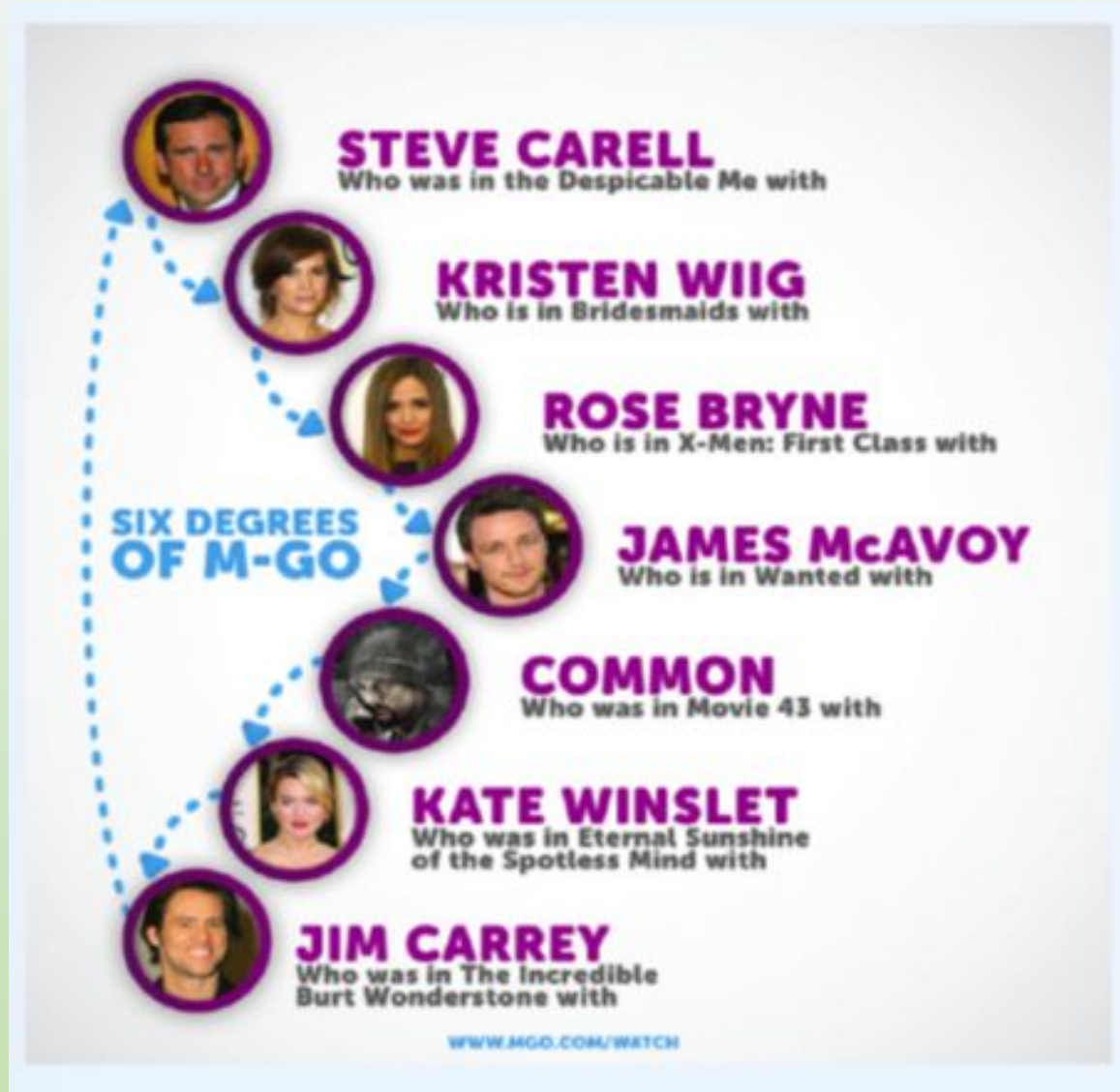


Figure 3.1 A LinkedIn network map visualization



Let's play the six degrees of Kevin Bacon

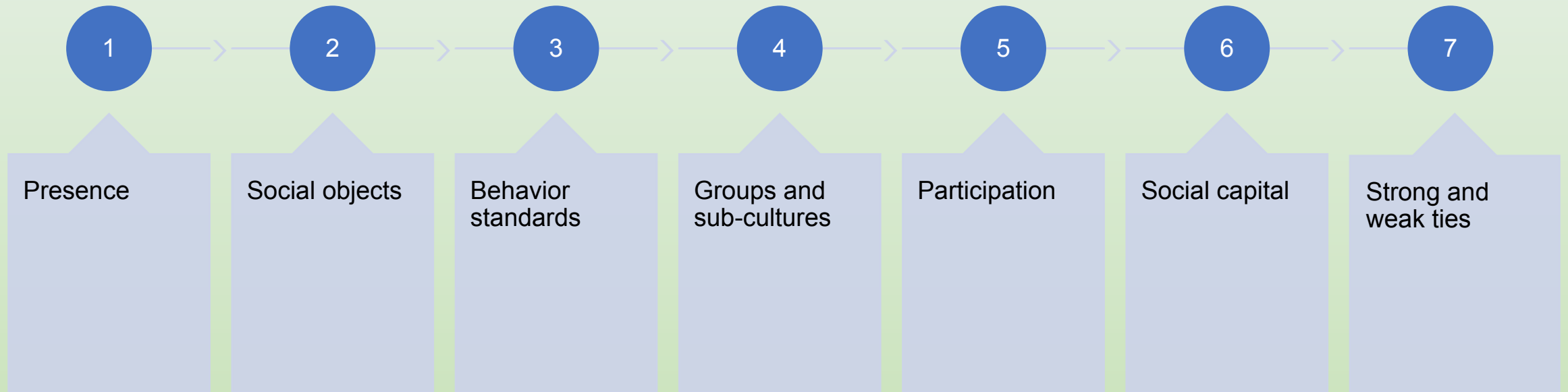
Six degrees of separation is an observation that everyone is connected to everyone else by no more than six ties.



Six Degrees of Kevin Bacon

- Watch this Ted Talk in which Kevin Bacon discusses the Six Degrees of Kevin Bacon.
- See <https://www.youtube.com/watch?v=n9u-TITxwoM>
- Play The Six Degrees of Kevin Bacon at <https://oracleofbacon.org>

Characteristics of online communities



Social object theory

- On Dogster, dogs are the social objects.
- What are the social objects of your favorite networks?



Social capital



Forms of social capital

- Bridging
- Bonding
- Maintaining



Influencers are social media's opinion leaders

KOL (Key Opinion Leaders)

- Activists
- Connected
- Impact
- Active minds
- Trendsetters



Fig 3.2 Archetypes of social media influencers

8 Social Media Archetypes



The Balanced Life

Description: This type of influencer eats well, exercises and still makes time to live an all-round healthy lifestyle.

Brands that use this archetype: Bai, Under Armour, Beta Brand

Exemplar: Jessenia Vice turns negatives to positives and focuses her podcasts and Instagram posts on fitness, motivation, and overcoming adversity.



Fashionista Coach

Description: These influencers are fashion icons with their own personal identity.

Brands that use this archetype: Kate Spade, Adidas, Victoria Secret

Exemplar: Karlie Kloss, former Victoria's Secret Angel and fashion model, uses her unique insight into the world of fashion to inspire fashionistas around the world.



The Friend Zone

Description: Online friend squads that create comedic content focused on collaboration across channels.

Brands that use this archetype: Lego, Hotpockets

Exemplar: LankyBox is led by two comedic influencers – Adam & Justin. Their content is funny and family-friendly.



Gaming Hero

Description: Gaming heroes amass followers seeking entertainment as well as tips and techniques to improve their own games.

Brands that use this archetype: Warner Brothers, Motorola, Red Bull

Exemplar: Mari Takahashi, who uses the handle AtomicMari, shows that Gaming Heroes aren't always male.

Fig 3.2 Archetypes of social media influencers



The Charismatic Cook

Description: These influencers are relatable and fun, evolving from the Zen-like online chefs and food stylists of years past.

Brands that use this archetype: Blue Apron, Kraft Foods, Wolf

Exemplar: Mariam Ezzeddine (@CookinwithMima) shares inspirational and healthy recipes and photos on Instagram.



The Adventurer

Description: The adventurer creates a lifetime narrative of storylines that blend across journeys and borders.

Brands that use this archetype: GoPro, Northface, Patagonia, Travelocity

Exemplar: Megan Jerrard (@MappingMegan) has traveled the world sharing her adventures via her blog, Instagram, Twitter, and Facebook.



The Fitspiration

Description: The Fitspiration archetype makes you want to move, sharing workout and stretching tips.

Brands that use this archetype: Lululemon, GNC, SmartWater

Exemplar: Anllela Sagra, a Colombian fitness guru, shares workouts and fitness inspiration on Instagram and YouTube.



The Beauty Expert

Description: The beauty expert is a master of hair and/or makeup. This glamazon will show you how to get the look from beginning to end.

Brands that use this archetype: Maybelline, MAC, Suave, Nivea

Exemplar: Manny Gutierrez (@mannymua733) highlights beauty tips like how to line the perfect brow on YouTube and Instagram.

Mini-case study: Influencer marketing



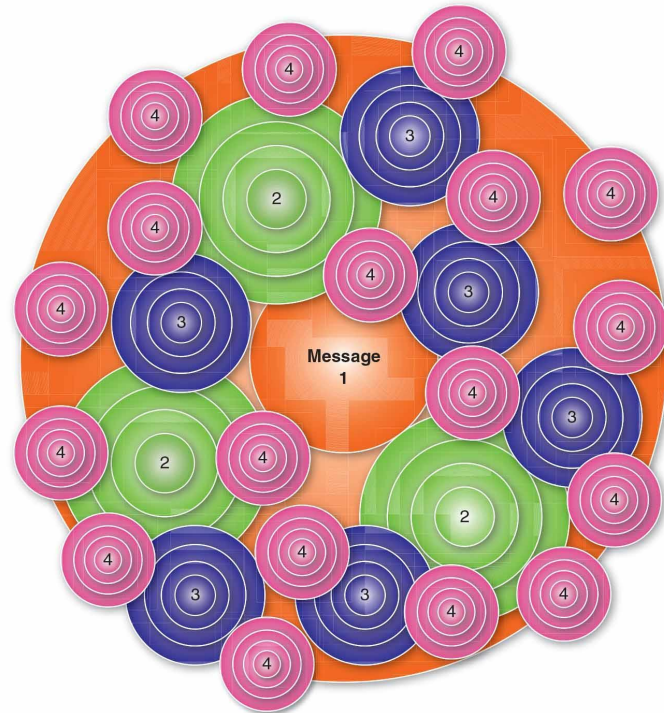
Mommy Bloggers



New GERBER® LIL' BEANIES™
Baked Snack Made With Navy Beans



Flow and the influence network



- 1 1000+ links Bloggers who exert a larger "sphere of influence" have a broad ripple effect.
- 2 500+ links
- 3 200+ links Bloggers at the lower ranking levels also influence, but their ripples are smaller. Bloggers with smaller "influence ripples" tend to be higher in volume.
- 4 ~100 links

Two-step flow model of influence

WORKSHOP TIME

Workshop Today

- 1. Form Groups (4/groups)
- 2. Decide topics
 - Brands? Which brand?
 - Non-profit campaign? What social issue?
- 3. What social media do you want to use? (No less than 3)