

### Evolution of Social Media

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### ? What is Social Media? ?

- The means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. (Wikipedia definition)
- Features of social media include:
  - User generated content
  - Personal profile
  - Tagging

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### The Social Media Timeline

- Dawn of Time
- Infancy
- Growth
- Birth of Modern Social Media
- “The Boom”

Year	Platform
1997	Friendster
1999	myspace.com
2002	Friendster
2003	LinkedIn
2004	Facebook
2005	MySpace
2005	eBo
2006	Twitter
2009	FourSquare
2011	Google+

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### The "Dawn of Time"



- 1969-CompuServe becomes the first U.S. commercial service provider using a technology known as "dial-up."
- 1971-Delivery of the first email.



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### Internet in its Infancy

- 1985-American Online (AOL) introduced
- 1993-World Wide Web technology donated to the world.



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### A Growing Market

- 1997-"The Web" has one million sites, blogging begins, AOL Instant Messenger lets users chat.
- 1998-Google opens



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### Beginning of “The Boom”

- 2002-Friendster, the first social networking website, begins and grows to 3 million users in 3 months.



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- 2003-MySpace was launched.
- 2006-MySpace becomes the most popular social networking site in the U.S., eventually peaking at 75 million users.
- “That’s So MySpace”
- 2013-MySpace falls to 25 million users.

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- 2003-LinkedIn was started as a business-oriented social networking site for professionals.
- 2013-LinkedIn passes 225 million users.

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## facebook

- 2004-Facebook, another social networking site, was started for students at Harvard.
- 2008-Facebook overtakes MySpace as most popular social networking site in U.S.
- 2012-Facebook reaches 1 billion users.
- 2013-Facebook users climb to 1.11 billion.

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## You Tube

- 2005-YouTube began storing and retrieving videos.
- 2011-2 billion videos are viewed daily on YouTube.
- 2013-YouTube tops 1 billion monthly users with 4 billion views per day.

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## twitter

- 2006-Twitter was launched, enabling members to send and receive 140-character messages called tweets.
- 2011-Twitter has 65 million tweets each day.
- 2013-Twitter climbs to more than 500 million users with 200 million active.

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Snapchat


- 2011-Snapchat launches – it is a social media application that allows users to send pictures and videos (called “snaps”) to one another for a limited amount of time.
- 2014-Snapchat reaches approximately 26 million users sending roughly 400 million “snaps” per day.
- Statistics indicate Snapchat is the fastest growing social media application.

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### Other Social Media

- Pinterest-around 50 million users find ideas for all their projects and interests.
- Instagram-over 200 million users post pictures and videos.




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### Social Media Today

- 85 percent of the world has access to the Internet.
- 25% of the world’s total population (1.775 billion people) uses social media.
- The U.S. alone has nearly 200 million social media users.
- Around the world, there are:
  - 1.28 billion Facebook users
  - 540 million YouTube users
  - 296 million LinkedIn users
  - 255 million active users on Twitter



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**c@n underStand.**

- Twitter-I'm eating a #cookie
- Facebook-I "LIKE" cookies
- Instagram/Snapchat-Here is a photo of my cookie
- YouTube-Here is a video of me eating my cookie
- LinkedIn-My skills include eating cookies
- Pinterest-This is my cookie recipe

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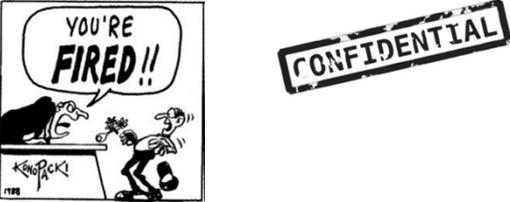
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### Social Media Legal Implications

- Employment: Hiring/Firing
- Confidentiality Violations
- Constitutional Issues




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### Employment: Hiring/Firing

- Many employers monitor current employees social media postings to determine:
  - Whether employees are on social media sites at work.
  - What employees are saying/posting on social media.
- Employers also base hiring decisions, at least in part, on a prospective employees use of social media.




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Shepherd v. McGee,  
986 F.Supp.2d 1211 (D. Or. 2013) 

- Child protective services caseworker was terminated for several comments regarding individuals who came into contact with child welfare system.
- Comments included:
  - "If you physically abuse your child, someone should physically abuse you."
  - "If you don't like my rules, too bad. I have a Ph.D. and you don't so I get to make up my own imaginary rules."

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Tasker Healthcare Group 

- Employer terminated an employee who used social media to express her contempt for coworkers and supervisors.
- Comments included:
  - Posting that the employee had told a supervisor to "back the freak off"
  - "They [the employer] are full of s#!t . . . They seem to be staying away from me, you know I don't bite my [tongue] anymore, F\*CK .... FIRE ME.... Make my day."

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 Jimmy Graham 

- An NFL arbitrator ruled that New Orleans Saints star Jimmy Graham was a tight end, not a wide receiver for franchise tag purposes.
- The ruling cited Graham's Twitter biography, which identified Graham as a tight end, as a deciding factor.
- The ruling cost Graham \$5 million.



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### Confidentiality

- Gulliver Sch., Inc. v. Snay, 137 So.3d 1045 (Fla. 3rd Dist. Ct. App. 2014).
  - After a confidential settlement between Gulliver Prep. School and Patrick Snay, Snay’s college-age daughter posted:
    - “Mama and Papa Snay won the case against Gulliver. Gulliver is now officially paying for my vacation to Europe this summer. SUCK IT.”
  - The court tossed out the \$80,000 settlement, ruling Snay breached the settlement’s confidentiality agreement.




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### Constitutional Issues

- *Bland v. Roberts*, 730 F.3d 368 (4th Cir. 2013)
  - A deputy sheriff “Liked” the Facebook page of his sheriff’s opponent in an election.
  - The sheriff terminated the deputy.
  - An employee clicking “Like” on Facebook is a form of free speech.




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### socialmediadictionary

- LOL=Laugh Out Loud
- F2F=Face To Face
- JK=Just Kidding
- IDK=I Don’t Know
- IMHO=In My Humble Opinion
- AFAIK=As Far As I Know
- TIA=Thanks In Advance
- Catfish=A person assuming a false identity
- CNRHKYITF=Chuck Norris Roundhouse Kick You In The Face
- CRTLA=Can’t Remember The Three Letter Acronym

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