

# Back to School!

## Social Media Skills for

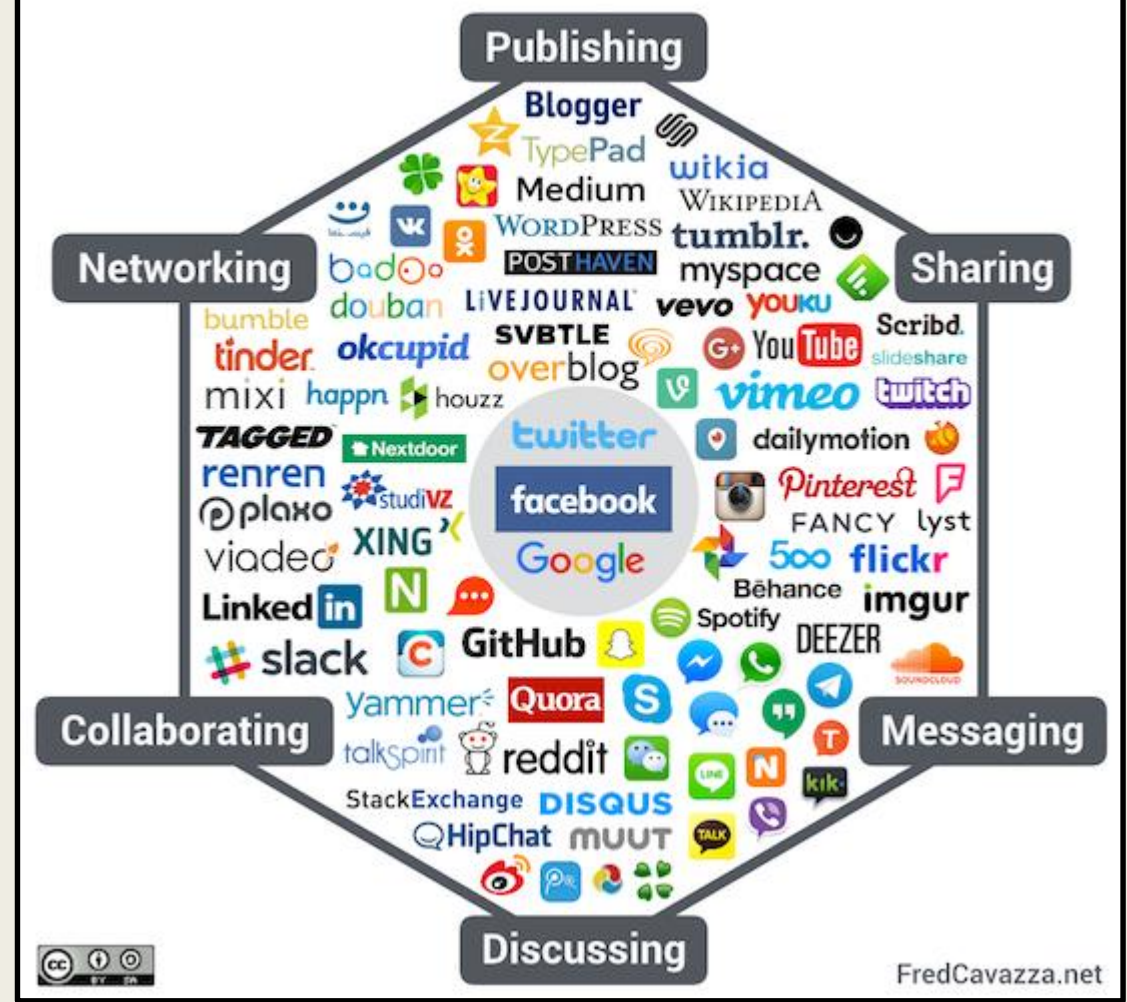
- Research
- Networking
- Professional Development

Tracy Z. Maleeff  
Sherpa Intelligence LLC  
@LibrarySherpa

September 27, 2016

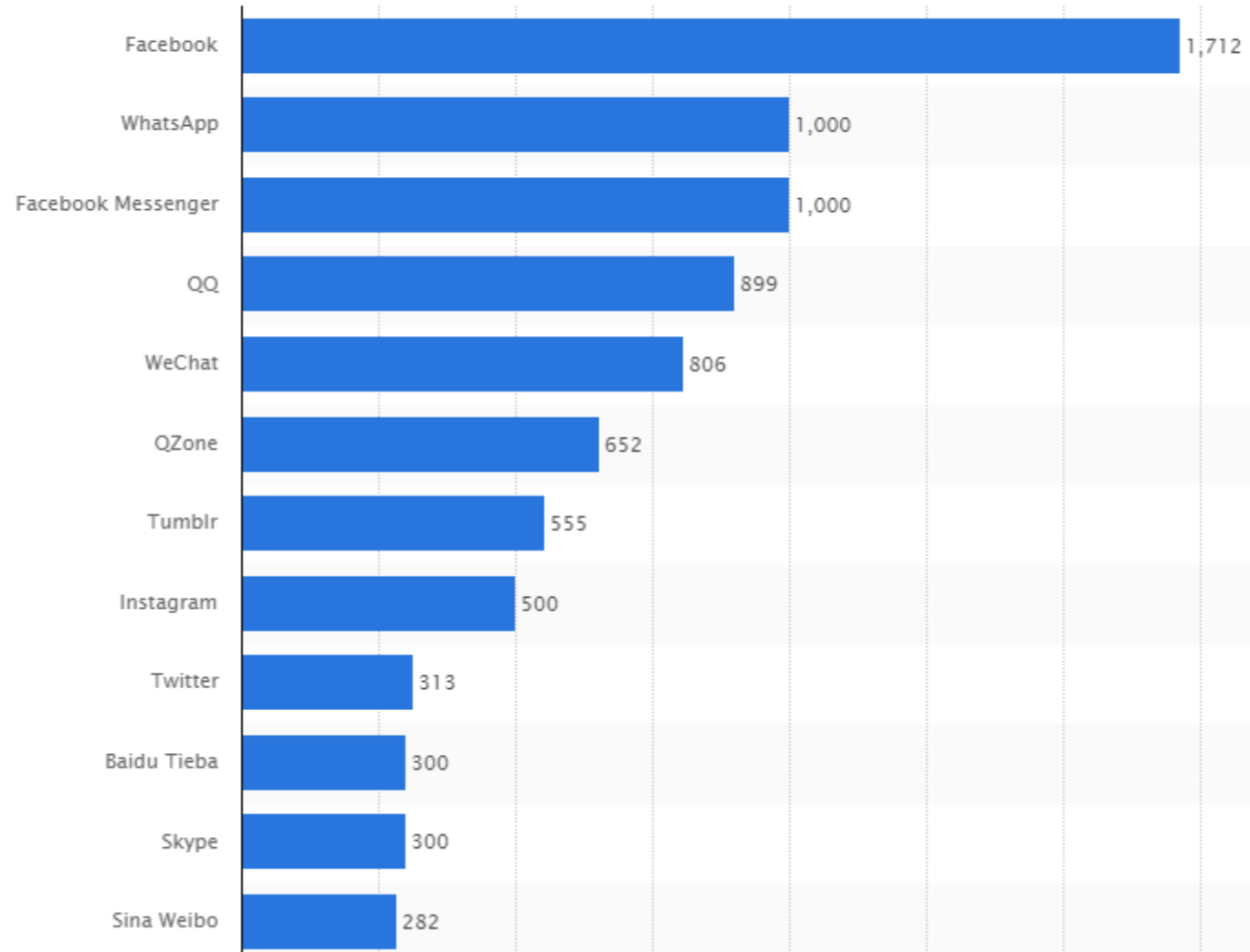
SLA New Jersey & SLA Greater Princeton/Trenton Chapter Event

# Social Media Landscape 2016



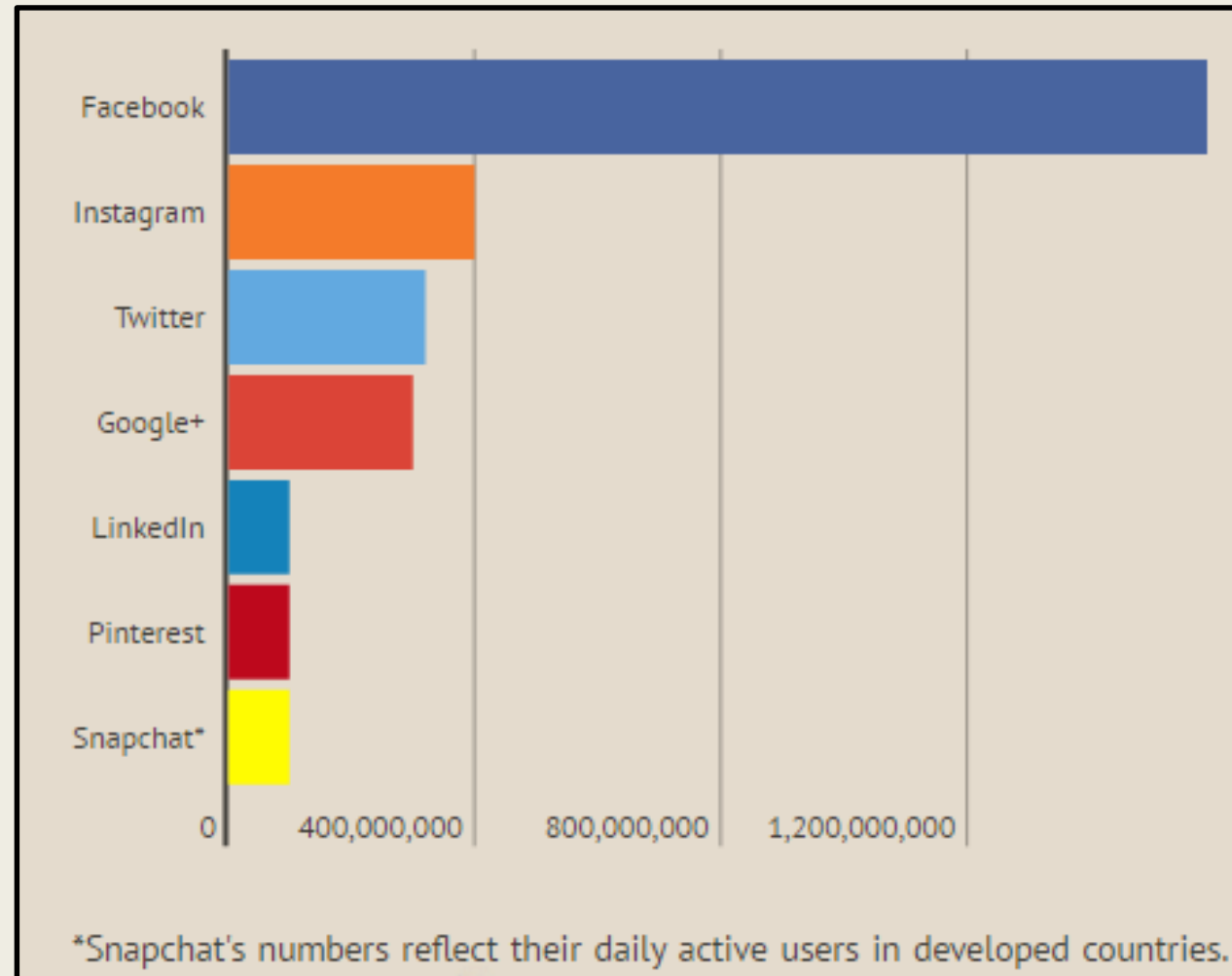
Source: FredCavazza.net

### Leading social networks worldwide as of September 2016, ranked by number of active users (in millions)



Source: [Statista.com](https://www.statista.com)




## Monthly Active Users (MAU)



Source: [Adweek.com](http://Adweek.com) | April 4, 2016

More data – eBiz – [Top 15 Most Popular Social Networking Sites | September 2016](#)

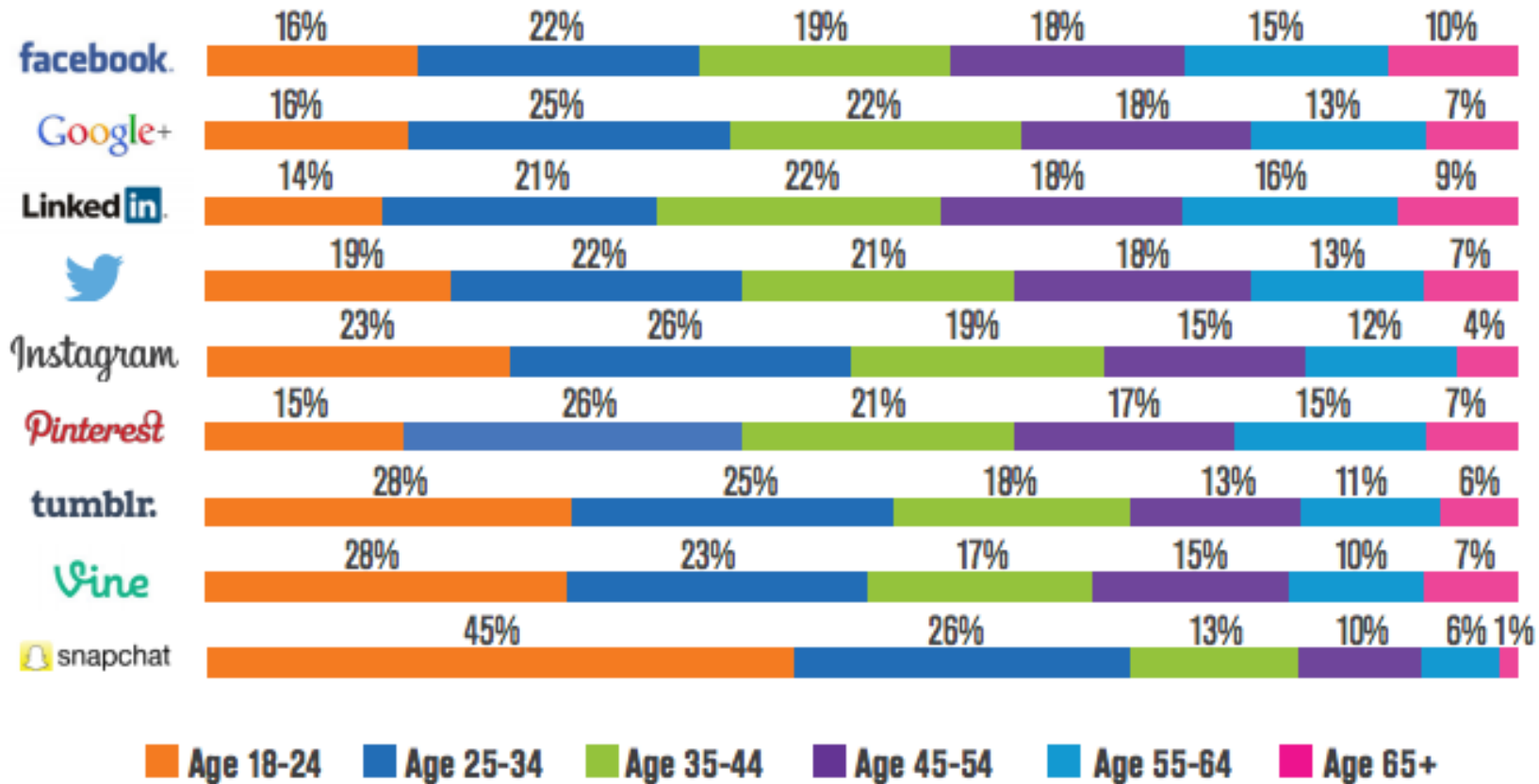
# Top 3 Chinese Social Media Sites

1		<b>TENCENT QQ (1999)</b> <b>850+ MILLION ACTIVE MONTHLY USERS</b> <ul style="list-style-type: none"><li>- Instant messaging</li><li>- Games &amp; Music</li><li>- Image hosting</li></ul>
2		<b>WECHAT (2011)</b> <b>600+ MILLION ACTIVE MONTHLY USERS</b> <ul style="list-style-type: none"><li>- Instant messaging (text, video &amp; voice)</li><li>- Users can become fans of brands</li><li>- Shopping &amp; Booking</li></ul>
3		<b>SINA WEIBO (2009)</b> <b>287+ MILLION ACTIVE MONTHLY USERS</b> <ul style="list-style-type: none"><li>- Microblogging</li><li>- Information source</li><li>- Video hosting</li></ul>

Source: [Linkfluence](#)

## Demographic Composition % of Leading Social Networks

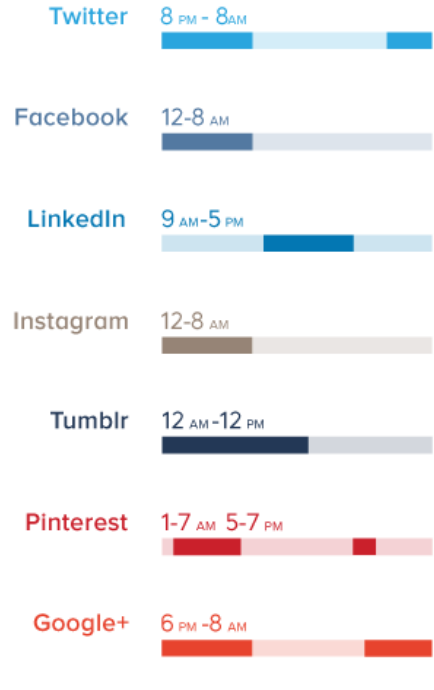
Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014



Source: [SocialMediaWeek](#)

## Posting Dead Zones

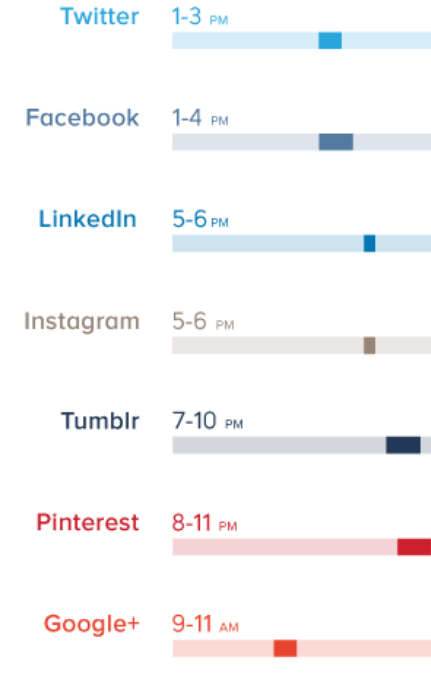
Literally the worst times to post on social media.



All times are Eastern Standard Time.

## Timing Is Everything

Post smarter right meow.



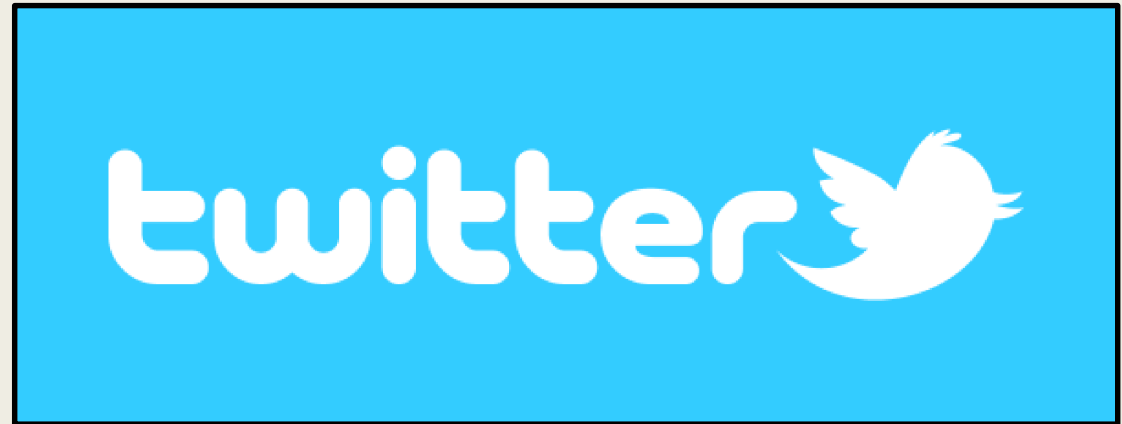
All times are Eastern Standard Time.

Source: @jasuja









## Tips / Resources

LinkedIn Help [www.linkedin.com/help/linkedin](http://www.linkedin.com/help/linkedin)

LinkedIn Higher Education <https://university.linkedin.com/>

- For students <https://university.linkedin.com/>

- For professionals <https://university.linkedin.com/higher-ed-professionals>

Searching by university hack [www.bit.ly/alumniskills3](http://www.bit.ly/alumniskills3)

Filter groups by keyword on Google Site:linkedin.com/groups "About this Group" (intitle:library OR intitle:librarians)

HTML Colors <http://htmlcolorcodes.com/> (put a unique color on your Twitter profile!)

YouTube videos by Library Sherpa –

ULU Coffee Break Webinar-Deep Tweets: Advanced Research Techniques for Twitter (Part One)

<https://www.youtube.com/watch?v=TLbT18TjMsl>

ULU Coffee Break Webinar-Deep Tweets: Advanced Research Techniques (Part two)

<https://www.youtube.com/watch?v=ZusBzOctgNc>

[Building a Social Media Dashboard](#)