

Social Media: They Grow Up So Fast

Surviving in a Social World

Ryan Garcia
@SoMeGeekLawyer
somalaw.wordpress.com

Slide 1 of 31

Let's Do A Quick Poll

- Everyone raise their hand (your choice)
- Put your hand down if you've...
 - Sent a picture on Snapchat
 - Answered a question on Quora
 - Tweeted
 - Posted a review on Amazon.com
 - Created a profile on LinkedIn
 - Used Facebook
 - Watched a video on YouTube
- If anyone has their hand up, please wave.

Slide 2 of 31

What An Amazing 11 Years It's Been

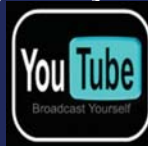
- January 2004: MySpace launches
- February 2004: The Facebook opens to public



- July 2006: Twitter launched



- November 2006: Google buys YouTube



Slide 3 of 31

Truth Be Told It's Been Longer Than That

- When was the first computerized bulletin board system launched?
- Community Memory in 1973
- Berkeley, CA
- 110-baud modem
- Connected to system in local record shop
- But like most of the 70s, best forgotten



Slide 4 of 31

Defining Social Media

- Social Media is any tool or service that uses the Internet to facilitate conversations
- Much more than social networking



Slide 5 of 31

Fun Social Media Statistics

from bit.ly/coolsocialmediavideo

- 1 in 5 couples meet online (3 in 5 gay couples)
- 1 in 5 divorces involve Facebook (not sure if connected to first stat)
- What happens in Vegas stays on Facebook, Twitter, YouTube, Renren, Flickr, etc.
- Katy Perry, Justin Bieber, Barack Obama, Taylor Swift, and Lady Gaga (44.9M), have more Twitter followers than the population of
 - Canada
 - Sweden
 - Israel
 - Greece
 - Chile
 - Australia
- China, India, United States, Indonesia
 - Facebook, Tencent, Whatsapp, Google+, LinkedIn, Twitter
- YouTube is the second largest search engine in the world
- 90% of consumers trust peer recommendations; only 14% trust ads

Slide 6 of 31

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](http://utcle.org/elibrary)

Title search: Social Media: They Grow Up So Fast - Surviving in a Social World

Also available as part of the eCourse

[Technology Issues in the Workplace: Software Patentability; Social Media; Cyber Privacy; plus Personal Devices](#)

First appeared as part of the conference materials for the
37th Annual Corporate Counsel Institute session
"Social Media: They Grow Up So Fast"