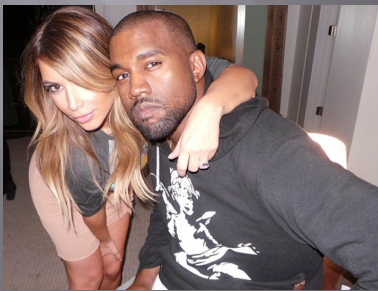


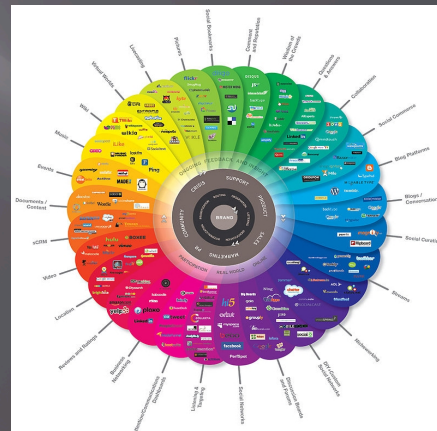
# SOCIAL MEDIA PERSONAS



Derek George

## What are they?

- Use of a social media platform to create, share or exchange, information, ideas, pictures or videos in virtual communication networks with the intent of creating an intended image or brand.
- Twitter-March 2006
- Facebook-February 2004
- America Online (AOL)-1991



## Some Well Known Personas

- ▣ Kim Kardashian-Originally a well known socialite, now the anchor of a family empire consisting of TV, clothing, and fragrances.
- ▣ Rob-Gronkowski-N.E. Patriots tight end. Now nationally known party boy/playboy.



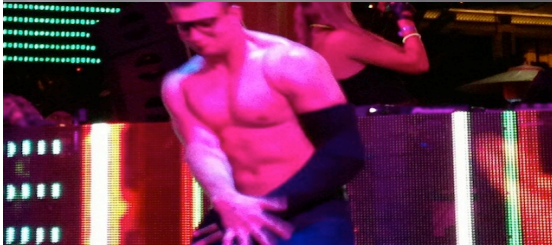
## Advantages

- ▣ Ability to promote yourself to your target audience, your fans come to you.
- ▣ Ability to reach audiences throughout the world instantaneously
- ▣ Overall cost, still marketing yourself, but with easier access to those you want to see the advertisement



## Disadvantages

- ❑ Messages can be understood
- ❑ When content is posted, errors can be deleted, but often are already found by someone else.
- ❑ Ex: Justine Sacco- Sr. Director of P.R. at IAC
  - On Holiday Dec. 20<sup>th</sup> 2013 Tweet “Going to Africa. Hope I don’t get AIDS. just kidding, I’m white!”



## Recommendations/Future Use

- ❑ Think before you act. There should be a plan in your usage.
- ❑ Possible use of a team to manage your social media accounts. (Ex: Ashton Kutcher)
- ❑ Use of these techniques should only get bigger and more important.
- ❑ Platforms will continue to be established that will drive this type of self promotion.

# Sources

- ▣ [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)
- ▣ <https://www.google.com/imghp?hl=en&tab=wi&ei=m6XzVMSWDtGNyASFqoK4Bg&ved=0CBQQqi4oAg>
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