

Visual Social Media



What is it?

- "Class of user application that combines images or video with social media"
- Came about in 2005

Examples

- Youtube
- Pinterest
- Instagram



Advantages

- Quicker Attention Grabber
- Easy to Digest
- Easy to Share
- Free exposure



Disadvantages



Recommendations of Use

- Communication
- Education
- Entertainment
- Advertising



Future of Visual Social Media

- Mobile Videos
- Interactive Technology



Resources

- <http://www.jeffbullas.com/2013/12/19/the-facts-and-figures-on-the-power-of-visual-content-marketing/>
- http://en.wikipedia.org/wiki/Visual_networking
- <http://blog.wishpond.com/post/70390587846/10-reasons-visual-content-will-dominate-2014>
- <http://www.sciencedirect.com/science/article/pii/S0007681309001232>
- <http://www.sciencedirect.com/science/article/pii/S0007681309000329>
- <http://maximizsocialbusiness.com/power-visual-content-social-media-marketing-16465/>
- <http://tweetingegypt.com/topics/an-uprising-before-your-eyes-the-benefits-and-drawbacks-of-visual-media/>

Any Questions?

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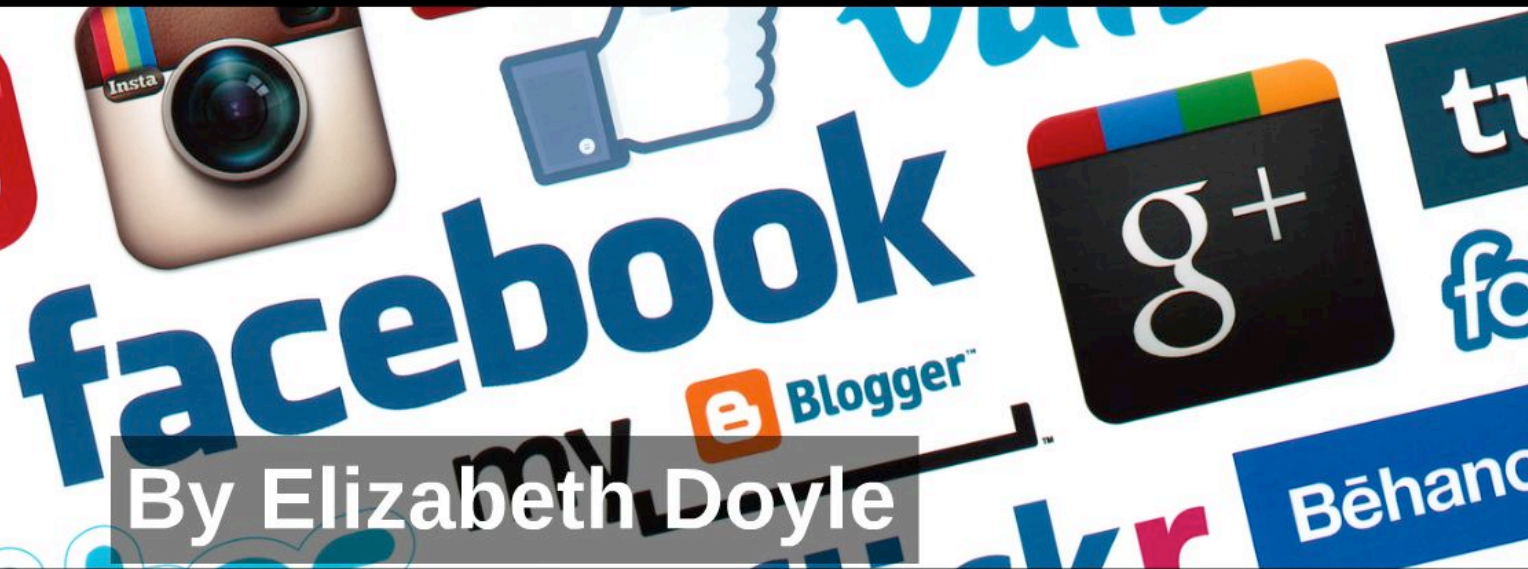
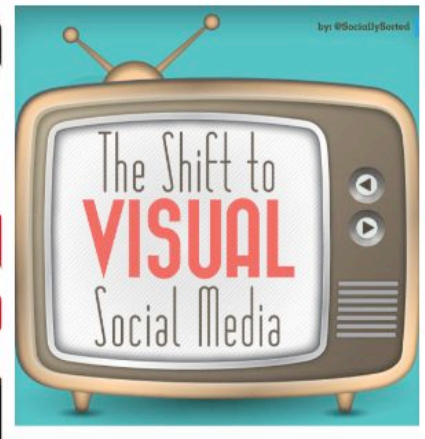


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By Elizabeth Doyle

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like comment share

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PINTEREST & INSTAGRAM
LEADING THE VISUAL WEB PACK



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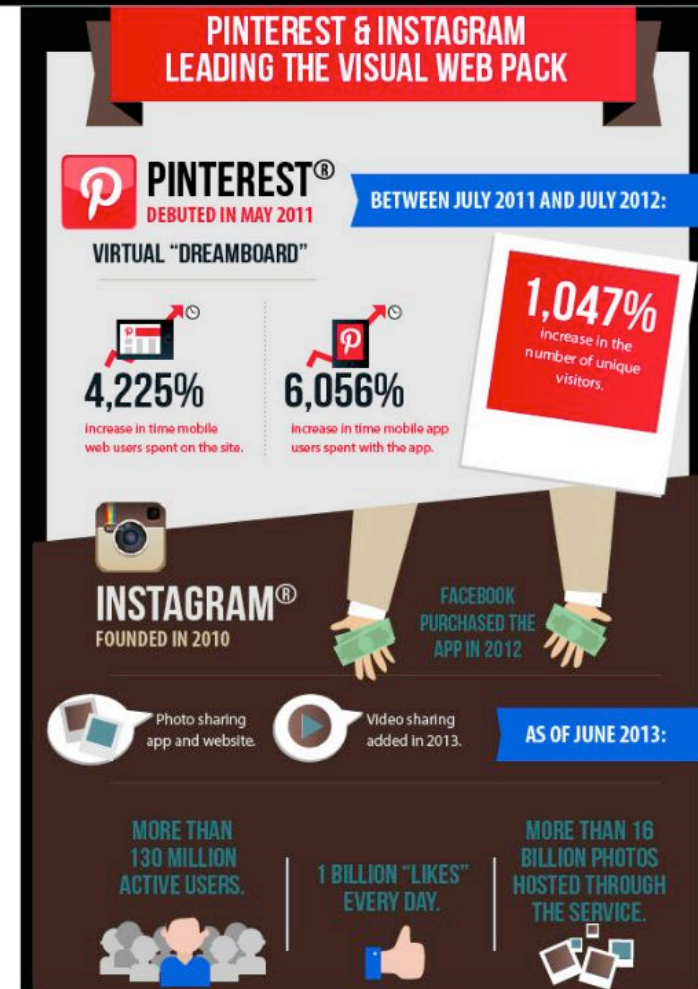
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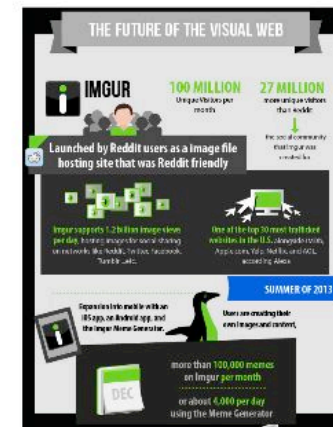
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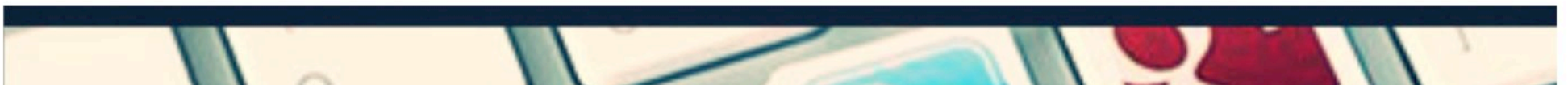
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