

Social media





What is social media



“An umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.”

Anvil Media



So many options



WhatsApp

AND MORE!!!

SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUIRE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Facebook – 17 million Australian accounts

facebook

Email or Phone

Password

Log in

Forgotten account?

Facebook helps you connect and share with the people in your life.



Create an account

It's free and always will be.

First name

Surname

Mobile number or email address

New password

Birthday

Day

Month

Year

Why do I need to provide my date of birth?



Female



Male

By clicking Create an account, you agree to our [Terms](#) and confirm that you have read our [Data Policy](#), including our [Cookie Use Policy](#). You may receive SMS message notifications from Facebook and can opt out at any time.

Create an account

Create a Page for a celebrity, band or business.

English (UK) 中文(简体) 한국어 日本語 Français (France) Español Deutsch Italiano Português (Brasil) العربية हिन्दी +

Sign Up

Log In

Messenger

Facebook Lite

Mobile

Find Friends

People

Pages

Places

Games

Locations

Celebrities

Marketplace

Groups

Recipes

Moments

Instagram

About

Create Advert

Create Page

Developers

Careers

Privacy

Cookies

Ad Choices (>)

Terms

Help

Facebook © 2017

Source <https://www.socialmedianews.com.au/social-media-statistics-australia-february-2017/>

YouTube – 15 million Australian accounts

The image is a screenshot of the YouTube AU homepage. At the top, there's a search bar and navigation links for Home, Trending, and Subscriptions. The left sidebar contains links to Home, My channel, Trending, Subscriptions, Get YouTube Red, and a LIBRARY section with History, Watch Later, Love our Lakes in the ..., and Liked videos. Below the sidebar is a SUBSCRIPTIONS section with an 'Add channels' button and categories like Popular on YouTube, Music, Sports, and Gaming. The main content area features a large video player showing a sunset scene with silhouettes of people running. Below the player is a 'Recommended' section with a grid of video thumbnails. The thumbnails include titles like '5 Travel Gadgets That Travelers WILL LOVE!', 'Top 10 Smart Professional Backpacks For Everyday', '7 Ways to Make a Conversation With Anyone', 'My Houzz: Mila Kunis' Surprise Renovation for Her...', '7 Amazing Backpacks You Need to See', 'After watching this, your brain will not be the same | Lara', '11 Things I Cut from My Budget and Don't Miss at All', 'OSPREY FARPOINT 40 BACKPACK REVIEW!', '5 Amazing Backpacks You Need to See', and 'Best Carry On Travel Backpack - Osprey Farpoint'.

YouTube AU

Search

Home Trending Subscriptions

Home

My channel

Trending

Subscriptions

Get YouTube Red

LIBRARY

History

Watch Later

Love our Lakes in the ...

Liked videos

Show more

SUBSCRIPTIONS

Add channels

Popular on YouTube

Music

Sports

Gaming

Browse channels

YouTube Movies

Live Bright

Recommended

5 Travel Gadgets That Travelers WILL LOVE! 12:09

Top 10 Smart Professional Backpacks For Everyday 21:59

7 Ways to Make a Conversation With Anyone | TEDx Talka 15:23

My Houzz: Mila Kunis' Surprise Renovation for Her... 19:06

7 Amazing Backpacks You Need to See 11:10

5 Amazing Backpacks You Need to See 11:10

After watching this, your brain will not be the same | Lara TEDx Talka 14:25

11 Things I Cut from My Budget and Don't Miss at All The Financial Diet 7:35

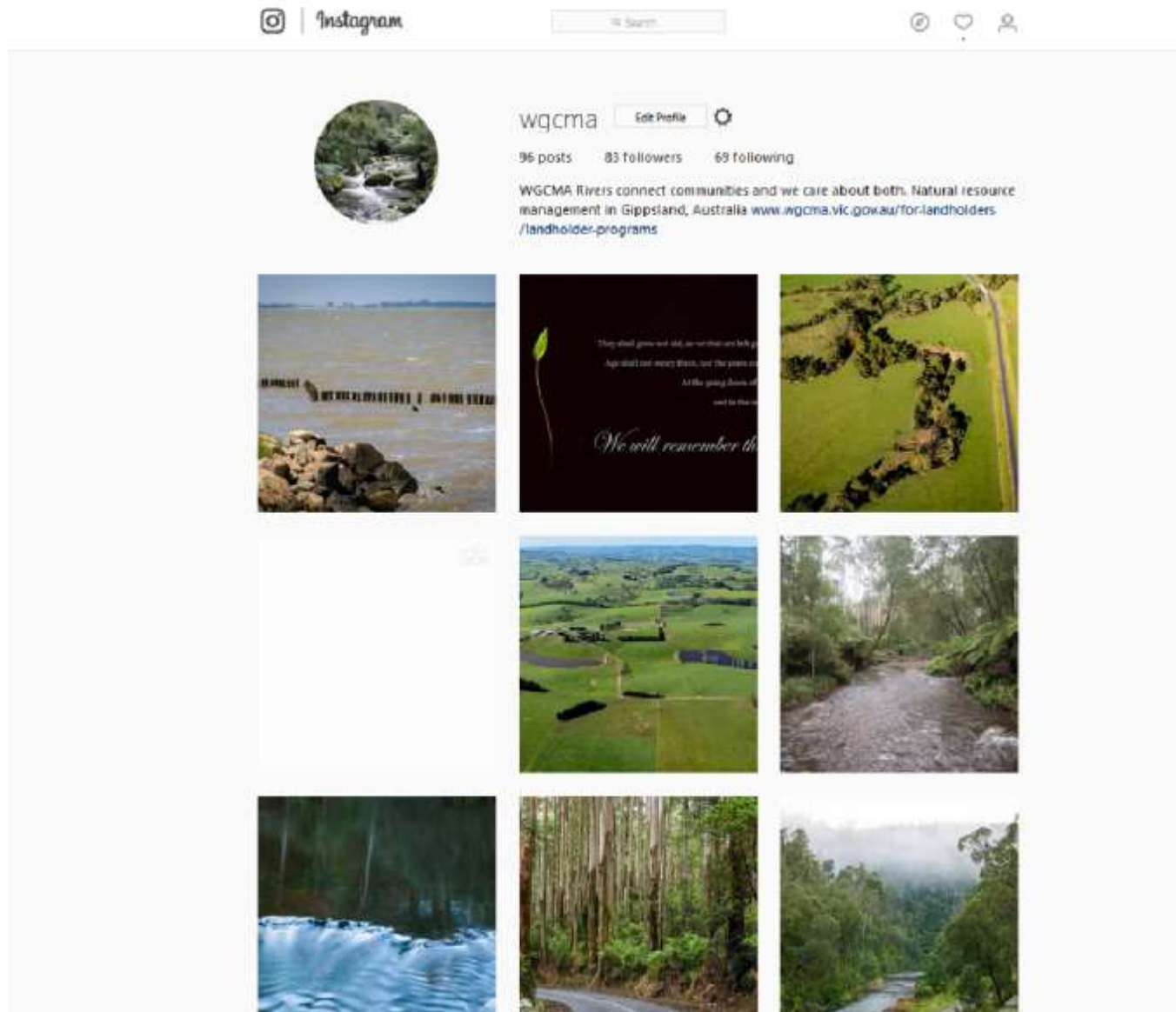
OSPREY FARPOINT 40 BACKPACK REVIEW! (With Travel MarcusBird 17:21

5 Amazing Backpacks You Need to See Fox8 hd 13:51

Best Carry On Travel Backpack - Osprey Farpoint Spencer Stanley 4:56

Source <https://www.socialmedianews.com.au/social-media-statistics-australia-february-2017/>

Instagram – 5 million active Australian accounts



Source <https://www.socialmedianews.com.au/social-media-statistics-australia-february-2017/>

Snapchat – 4 million Australian active daily users

Home

Geofilters

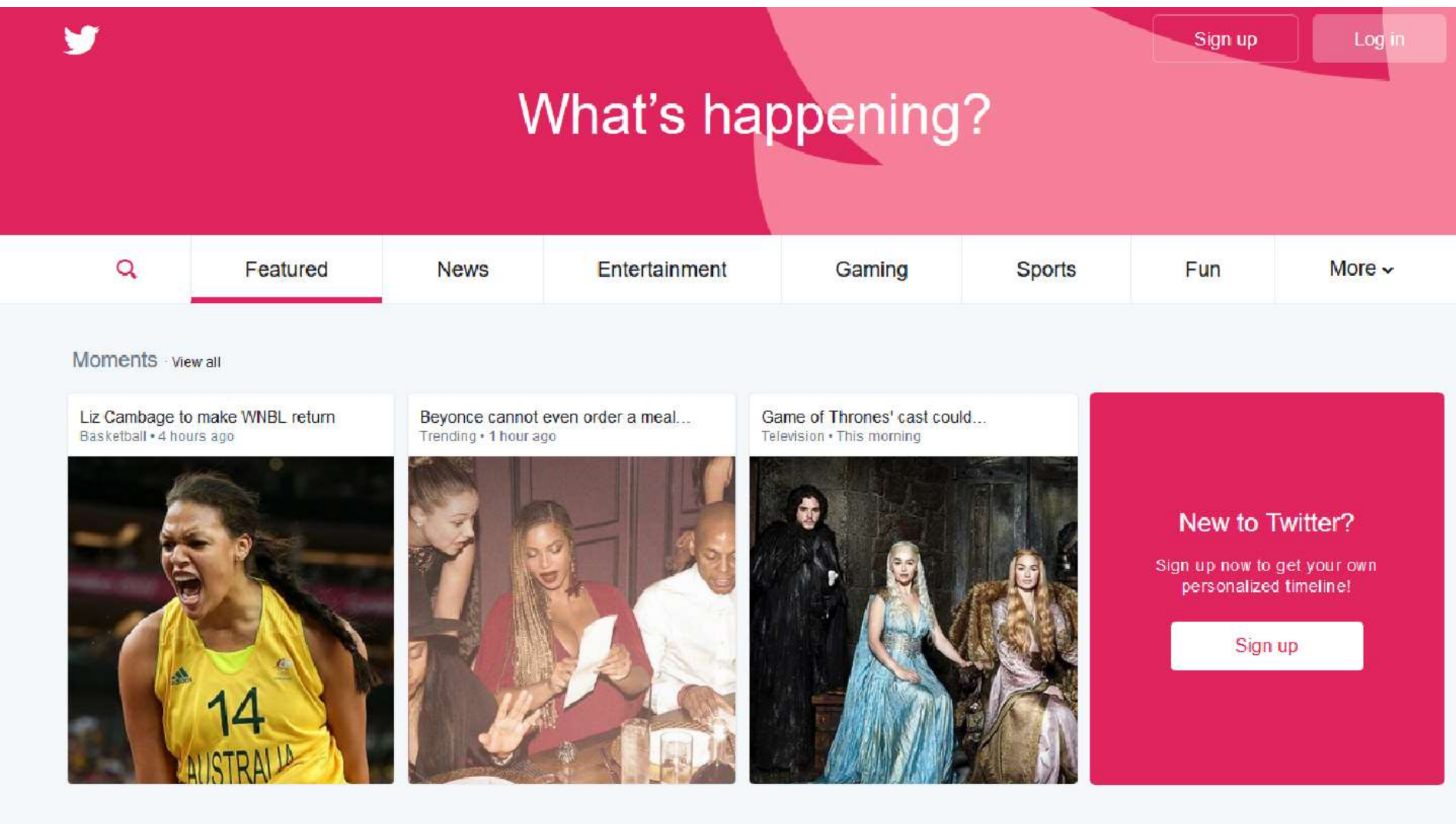
Snapcodes

Ads

Download



Twitter – 2.8 million active Australian users



Source <https://www.socialmedianews.com.au/social-media-statistics-australia-february-2017/>



Why do people use social media?

Research from Emerald Insight

- Social interaction
- Information seeking
- Passing time
- Entertainment
- Express opinions
- Things to talk about
- Convenience
- Sharing information
- Knowing about others

Source <http://www.emeraldinsight.com/doi/abs/10.1108/QMR-06-2013-0041>

2016

HOW MUCH TIME DO PEOPLE SPEND ON SOCIAL MEDIA?



AVERAGE DAILY TIME SPENT ON SOCIAL



TIME SPENT ON SOCIAL IN A LIFETIME



SOCIAL RANKED WITH DAILY ACTIVITIES



There is a lot of ‘stuff’ on social media

*“Technology is shifting the power away from the editors, the publishers, the establishment, the media elite. Now it’s **the people** who are in control.”*

Rupert Murdoch



There is a lot of ‘stuff’ on social media

*“Technology is shifting the power away from the editors, the publishers, the establishment, the media elite. Now it’s **Facebook** who is in control.”*

Rupert Murdoch did not say this.



So how do you create content that cuts through?

Content should be as many of these as possible

- Current
- Clickable
- Consistent
- Compelling



Love Our Lakes

Published by Rachael Millar (v) · 11 May 2016 ·

It's hard not to admire the passion and commitment of volunteers - especially of people like Peter Bury and Members of the Nungurner Landcare Group #loveourlakes #gippslandlakes #NVW16
<http://www.loveourlakes.net.au/untold-story-of-pelican-and-.../>



Untold story of Pelican and Crescent islands

This is a story of how speaking up, making yourself heard, being patient and persistent can get things done. The story begins back in 2008 with long term Gippsland Lakes resident Mr Peter Bury. Peter has lived and worked for 92 years on the edge of the Gippsland...

LOVEOURLAKES.NET.AU

5,252 people reached

Boost post



Like



Comment



Share



Love Our Lakes, Meredith Johnston, Sallie Hoarebury and 77 others

Top comments

14 shares



Write a comment...



Tony Cogan Great photo of Peter. Not showing his shoes - probably 'cause he wouldn't be wearing any, regardless of weather. 🤔👉👈👉👈👉👈👉👈👉👈

Unlike · Reply · Message · 2 · 11 May 2016 at 16:29



Les Danilyn Goldsmith What a great photo and story!

Unlike · Reply · Message · 3 · 11 May 2016 at 15:15



Rosemary Fay That's so lovely 😊

Unlike · Reply · Message · 1 · 12 May 2016 at 18:34



Rachel Tynes Go Pete!!!

Unlike · Reply · Message · 1 · 11 May 2016 at 16:32



Adriana Buckley Hello peter, nice to see you again 😊

Like · Reply · Message · 13 May 2016 at 00:16

Write a comment...



Love Our Lakes shared Faye Bedford's photo.

Published by Rachael Millar · 4 September 2016 ·

You might not be jumping for joy for the start of the working week - but the Burrnanan dolphins sure are. This amazing picture is too good not to share!
<https://www.facebook.com/photo.php?fbid=599220083584011&set=o.1419489481597689&type=3&theater>



Faye Bedford · Love Our Lakes

25 August 2016 ·

One out of the box. Our stunning Burrnanan dolphins leap for joy while fishing big time at Shaving Point in the Gippy Lakes 😊
If you would like to know ANYTHIN...

See more

5,785 people reached

Boost post

Like · Comment · Share



Jim French, Vicki Fountain and 209 others

Top comments



Write a comment...



Australian Marine Mammal Conservation Foundation Super amazing Burrnanan dolphins at play!

Unlike · Reply · Message · 1 · 5 September 2016 at 13:06



Sue Wood So lucky to get that shot. Awesome

Unlike · Reply · Message · 1 · 4 September 2016 at 21:43



Cathryn Powney What an awesome photo! Magical

A life on the Lakes. Ross Gilsenen can't imagine his world without the Gippsland Lakes. A lifetime of living and working on them has provided an intimate understanding of the local waterways. #loveourlakes #gippslandlakes <http://bit.ly/2i38xR4>



A life on the Lakes

Born in 1933, Ross has always lived in Paynesville, and was a commercial fisherman on the Lakes for more than 50 years.

[HTTP://WWW.LOVEOURLAKES.NET.AU/A-LIFE-ON-THE-LAKES](http://www.loveourlakes.net.au/a-life-on-the-lakes)

3,045 people reached

Boost post

Like Comment Share

Love Our Lakes, Maria Hilston, Julie-ann Wyatt and 67 others · Top comments ·



Write a comment...



Be Phelan Lovely piece on a real character of the Lakes, with so much knowledge and experience.

Unlike · Reply · Message · 1 · 23 December 2016 at 20:58



Alan Martin Good work Ross Amazing life, and love that shirt

Unlike · Reply · Message · 1 · 23 December 2016 at 19:03



George Johns God bless him, great story.

Unlike · Reply · Message · 1 · 23 December 2016 at 20:04



Dianne Allen Ross is an absolute legend and a true gentleman aswell

Unlike · Reply · Message · 1 · 23 December 2016 at 21:42



Rob Hardy



Unlike · Reply · Message · 1 · 23 December 2016 at 20:08



Love Our Lakes added 4 new photos.
Published by Rachael Millar (9) · 6 December 2016 ·

This exhausted kangaroo was found early this morning in the middle of Jones' Bay by commercial fisherman Arthur Allen. It was about a kilometre away from shore when it was found and was so tired that it didn't resist help at all. Arthur and Matthew then helped it to safety - they believe it was likely spooked by a dog or a predator and got itself quite literally into deep water. Thanks Arthur and Matthew!



10,640 people reached

Boost post

Like Comment Share

Jenny Allitt, Jacq Lalor and 276 others

Top comments

38 shares

36 comments



Write a comment...



Faye Bedford Great work to those that took the time to rescue the little fella ❤️

Unlike · Reply · Message · 10 · 6 December 2016 at 19:39



Faye Bedford This is what we need more of. Peeps jumping in and helping!

Unlike · Reply · Message · 3 · 6 December 2016 at 19:49



Jacquie Allen Nawwww nice work dad and Matt! He's just a baby too!

Antony Hill
Unlike · Reply · Message · 3 · 6 December 2016 at 21:30



Lee Reid Arthur and Matthew are legends!

Unlike · Reply · Message · 4 · 6 December 2016 at 19:43



Leonie Martin Hope the little fella will be OK

Unlike · Reply · Message · 1 · 7 December 2016 at 08:50



Metung Yacht Club Great work, well done rescuers.

Unlike · Reply · Message · 1 · 7 December 2016 at 10:20



Jim Allen Great effort, lads. 🍻🍻

Unlike · Reply · Message · 1 · 6 December 2016 at 20:50



Love Our Lakes

Published by Rachael Millar [?] · 3 June 2016 ·

Today marks the end of National Reconciliation Week and commemorates the High Court of Australia's landmark Mabo decision in 1992. This decision legally recognised that Aboriginal and Torres Strait Islander peoples have a special relationship to the land—a relationship that existed prior to colonisation and still exists today. This recognition paved the way for Native Title. #reconciliationweek

800 people reached

Boost post



Like



Comment



Share



Ian Hearn, Marg Goddard and 4 others




Write a comment...





Facebook pages



Love Our Lakes
@loveourgippslandlakes

- Home
- About
- Photos
- Likes
- Events
- Videos
- Posts
- Services
- Shop
- Notes
- Offers

Promote


Like

Following

Share

Love Our Lakes
Published by Rachael Miller '11 · 14 hrs ·

The warm autumn days seem to have passed, but hopefully this misty Melung morning brightens things up. #loveourlakes #gippslandlakes #morning



Get more likes, comments and shares
This post is performing better than 85% of other posts on your Page. Boost it to get more great results.

2,093 people reached

Like Comment Share


Write a comment

Wendy Karssen Wood amazing!!
Unlike Reply Message · 14 hrs

David Mumford Great photo!
Unlike Reply Message · 17 hrs

Love Our Lakes
Published by Rachael Miller '11 · 22 April at 14:30 ·

Happy Earth Day! Reearthdayeveryday Reearthday17



+ Add a button

The Gippsland Lakes are precious. Together we can protect them for future generations. The Lakes are on the traditional lands and waters of the GunaiKurnai.

9,025 Likes
Barbara Black and 30 other friends like this.

About See All

(03) 5150 3505
Typically replies within a day
Send message

http://www.loveourlake... Promote Website

Community
Insights

Victor Pava

Sally Harder
23 April at 23:05 ·
Lake Victoria waters edge Loch Sport

1 Like
Like Comment Message

Wendy Karssen
15 April at 11:57 ·
Beautiful evening for fishing on the Tambo river in Melung East Gippsland Victoria 15-4-17

4 Likes
Like Comment Message

Wendy Karssen
15 April at 13:55 ·
Tambo river near the mouth of Lake King in Melung, East Gippsland, Victoria. 15-4-17

3 Likes
Like Comment Message

Pages liked by this Page

Australian Marine Mammal Cons...

Parks Victoria

Lake Songs



Facebook events

All 2


Invitations 2

Hosting

+ Create Event ▾

THIS WEEK

APR
29





SECOND BBQ at Casa Douglas!!

Tomorrow at 14:00
Mills St, Hampton VIC 3188, Australia
Jenni Douglas invited you to her private event

Going


Maybe

Can't Go



MAY 2017

MAY
25




3mFM's 30th Birthday celebration!

25 May at 10:00
Wonthaggi Plaza
Shana Bremner invited you to this public event

Interested

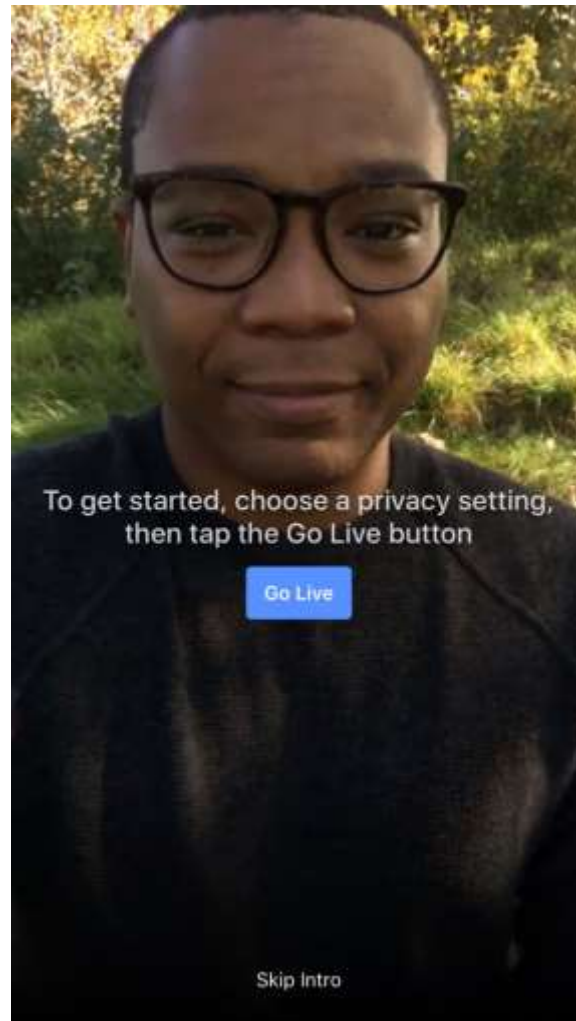
Going

Ignore





Facebook live and Facebook video





Facebook groups

Birdline Victoria

Public group

Discussion

Members

Events

Videos

Photos

Files

Search this group

Shortcuts

West Gippsland Catchment Management Authority

Traveling Anyway

Love Our Lakes


IKFNC 2017 NETBALL

Alison Leslie

Landcare in Gippsland

Families on the Move

Travel Blog Success




Join group

Join this group to post and comment.

Join group

Pinned Post

**Tim Dolby** updated the description.
19 March 2015


In partnership with Birdlife Australia and Eremaea Birdlines, Birdline Victoria is a site for recording and discussing rare and unusual wild bird sightings in Victoria.

Aside from Facebook, you can also find us at <http://www.ermesa.com>.

22

Like

Recent Activity

**Debbie Worland**
12 mins


10 to 15 swifties at Muckleford this morning in river red gums.

👍👍


Like Share

1

More

**Simon Starr**
16 April at 07:53

Australian Bustard right now at -36.107457 144.031971 west side of Yamawalla south road roughly 1km north of Marfeels road in paddock with purple saltbush



MEMBERS

745 members



DESCRIPTION

In partnership with Birdlife Australia and Eremaea Birdlines, B... See more

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates

Create group

RECENT GROUP PHOTOS

See all



SUGGESTED GROUPS

See all



Canon Collective
1,701 members

Join





Instagram



thetroutaccount
Washington

5h



117 likes

thetroutaccount Our old friend, Lake Ann. Accompanied by our long lost friend, summer.

thetroutaccount .

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. .
. .
. .
. .

#exploretocreate #filsonlife#findyourwater #fishing#fishingwithaconscience
#flyfaction#flyfishing #flyfishingonly#greatnorthcollective
#insearchofwildtrout#keepitwild #lifeofadventure #lookslikefilm#lostfam
#modernoutdoors#modernoutdoorsman #mountainstories#nature #onthe fly
#optoutside#pacificnorthwest #peoplescreatives#riversmatter
#stayandwander#theoutbound #trout #trustthewild#vscocam #moderndayexplorer

snarkblurb Gorgeous 😊

nathanaelbillings Ahhh summer days 🍷

barboravyl Great! ❤️



Add a comment...

...

117 likes

thetroutaccount Our old friend, Lake Ann. Accompanied by our long lost friend, summer.

thetroutaccount .



Twitter

- 140 characters or less
- Use photos
- Use links
- No algorithm
- Don't be afraid to repost
- Everyone loves a re-tweet





Canva

Create a design

Use custom dimensions



Social Media



Presentation



Poster



Facebook Post



Blog Graphic



A4



Card



More...



l.m. wilde



when we honor the earth, we honor ...



take me there



Do something good for someone wh...



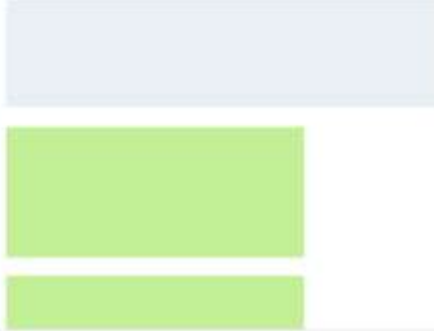
Websites

- Wordpress
- Wix
- Squarespace (paid only)
- Weebly
- And others...

Step 1 of 5


We're excited to hear more about your project.

What kind of site do you need? Choose an option below:



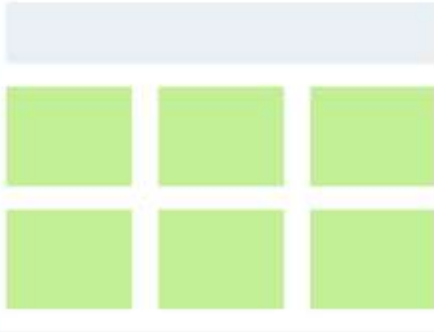
START WITH A BLOG


To share your ideas, stories, and photographs with your followers.



START WITH A WEBSITE

To promote your business, organization, or brand and connect with your audience.







Final tips

- Start small – grow large
- Batch your time and content – use scheduling tools
- Do one well before branching out
- Be patient
- Have fun
- Be professional, be respectful
- Stay productive