

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

FOURSQUARE THIS IS WHERE
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKEDIN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

GT+ 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.

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 (D) Terms Help

Facebook © 2017

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

YouTube – 15 million Australian accounts

The image shows a screenshot of the YouTube AU homepage. At the top, there is a search bar and navigation tabs for Home, Trending, and Subscriptions. The main content area features a large video player with a sunset background and silhouettes of people running, titled "Live Bright". Below the player is a "Recommended" section with a grid of video thumbnails. The left sidebar contains navigation options like Home, My channel, Trending, Subscriptions, and Get YouTube Red, as well as a LIBRARY section with History, Watch Later, and Liked videos, and a SUBSCRIPTIONS section with Add channels, Popular on YouTube, Music, Sports, and Gaming.

Home Trending Subscriptions

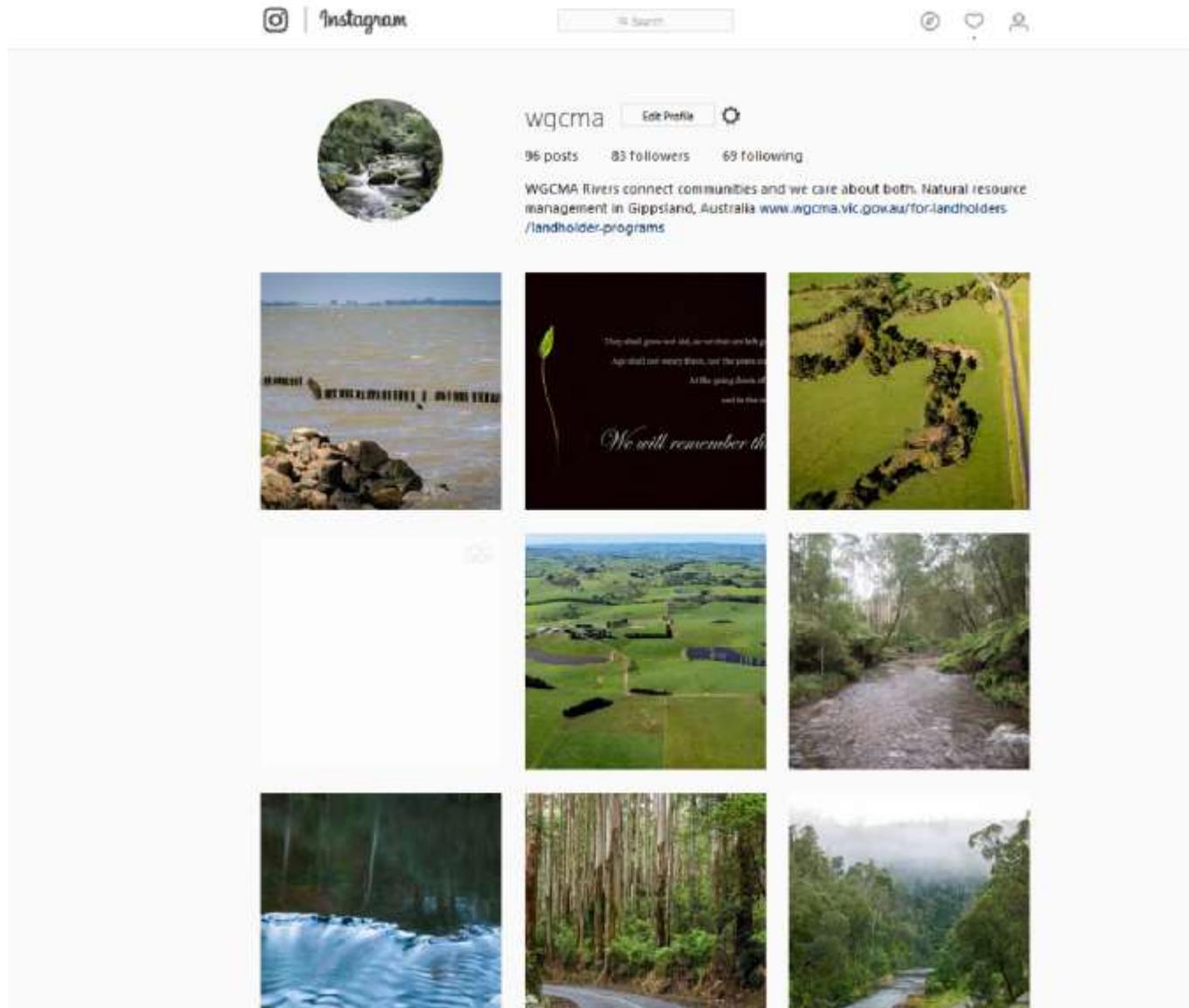
Live Bright

Recommended

- 5 Travel Gadgets That Travelers WILL LOVE!** 4 DOPE inventions 432,566 views • 5 months ago (12:09)
- Top 10 Smart Professional Backpacks For Everyday** Top 10 Zone 44,809 views • 4 months ago (21:59)
- 7 Ways to Make a Conversation With Anyone** | TEDx Talks 7,221,019 views • 1 year ago (15:23)
- My Houzz: Mila Kunis' Surprise Renovation for Her...** HouzzTV 1,431,859 views • 1 day ago (19:06)
- 7 Amazing Backpacks You Need to See** 4Tech HD 660,371 views • 8 months ago (11:10)
- 5 Amazing Backpacks You Need to See** TechJ... 25,056 views • 8 months ago (11:10)
- After watching this, your brain will not be the same** | Lara ... TEDx Talks 8,604,014 views • 1 year ago (14:25)
- 11 Things I Cut from My Budget and Don't Miss at All** The Financial Diet 341,658 views • 8 months ago (7:35)
- OSPREY FARPOINT 40 BACKPACK REVIEW! (With Travel ...** MarcusBird 17,201 views • 4 months ago (13:54)
- 5 Amazing Backpacks You Need to See** Fox8 hd 1,324,740 views • 11 months ago (13:51)
- Best Carry On Travel Backpack - Osprey Farpoint ...** Spencer Stanley 10,899 views • 3 months ago (4:56)
- 5 Amazing Backpacks You Need to See** TechJ... 25,056 views • 8 months ago (11:10)

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

Instagram – 5 million active Australian accounts



Snapchat – 4 million Australian active daily users

Home

Geofilters

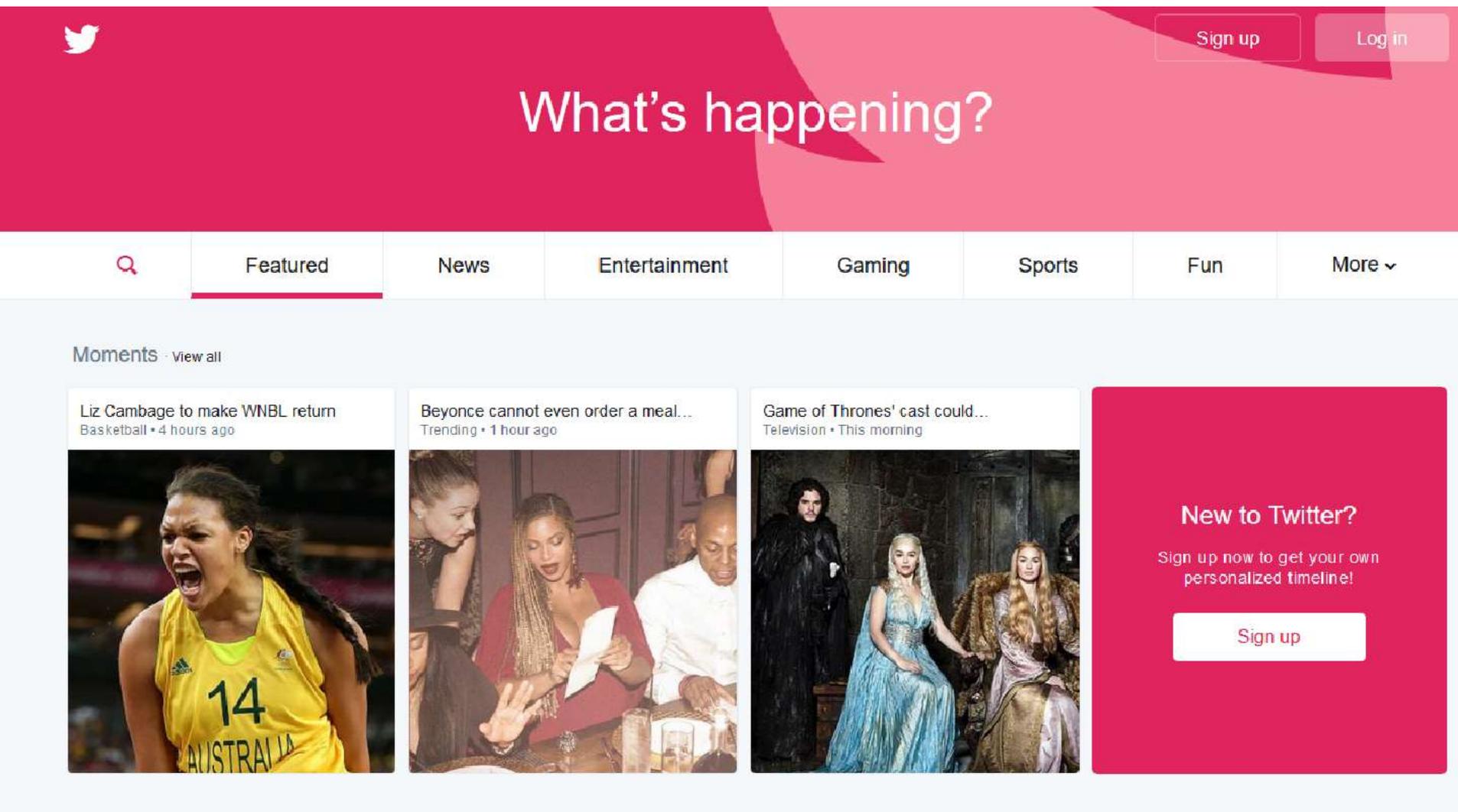
Snapcodes

Ads

Download



Twitter – 2.8 million active Australian users



The image shows the Twitter homepage interface. At the top left is the Twitter bird logo. To the right are 'Sign up' and 'Log in' buttons. The main heading is 'What's happening?'. Below this is a navigation bar with categories: Search, Featured, News, Entertainment, Gaming, Sports, Fun, and More. The 'Featured' category is selected. Underneath, there's a 'Moments' section with three featured items: 'Liz Cambage to make WNBL return', 'Beyonce cannot even order a meal...', and 'Game of Thrones' cast could...'. To the right is a red sidebar with the text 'New to Twitter?' and a 'Sign up' button.

Twitter

Sign up Log in

What's happening?

Search Featured News Entertainment Gaming Sports Fun More

Moments · View all

Liz Cambage to make WNBL return
Basketball • 4 hours ago

Beyonce cannot even order a meal...
Trending • 1 hour ago

Game of Thrones' cast could...
Television • This morning

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

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



Why do people use social media?

Research from Emerald Insight

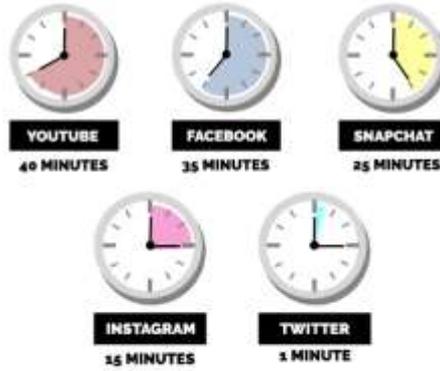
- Social interaction
- Information seeking
- Passing time
- Entertainment
- Express opinions
- Things to talk about
- Convenience
- Sharing information
- Knowing about others

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 Darllyn 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 Tyne 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 on 4 September 2016

You might not be jumping for joy for the start of the working week - but the Burruran dolphins sure are. This amazing picture is too good not to share!
<https://www.facebook.com/photo.php?fbid=599220083584011&set=o.1419488481597689&type=3&theater>



Faye Bedford · Love Our Lakes

25 August 2016

One out of the box. Our stunning Burruran 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 Burruran dolphins at play!

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



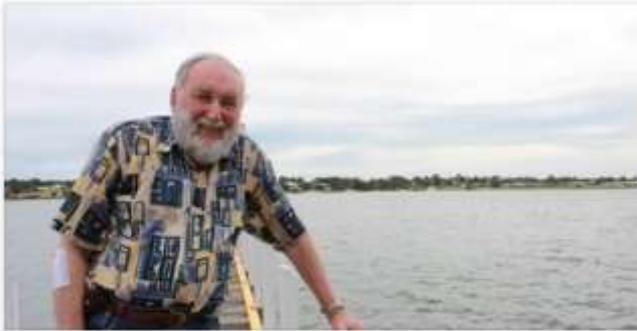
Sue Wood So lucky to get that shot. Awesome

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 Wyalff 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



Jacquil 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 Hearnés, Marg Goddard and 4 others



Write a comment...





Facebook pages

The screenshot displays the Facebook profile for 'Love Our Lakes'. The page header includes the profile picture, name, and location. A navigation menu on the left lists options like Home, About, Photos, and more. The main content area shows two posts. The top post features a sunset over a lake and includes a 'Boost post' button. The bottom post is a promotional image for Earth Day. On the right side, there are sections for 'About' (contact info, website), 'Visitor Posts' (user comments), and 'Pages liked by this Page' (related organizations).

Love Our Lakes
@loveourgippslandlakes

Home
About
Photos
Likes
Events
Videos
Posts
Services
Shop
Notes
Offers

Facebook

Like · Following · Share

Love Our Lakes
Published by Richard Miller '11 · 14 hrs · 0

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

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.

2,003 people reacted

Like · Comment · Share

Write a comment

Wendy Karssen Wood amazing!!
Unlike · Reply · Message · 2 · 14 hrs

David Muenford Great photo!
Unlike · Reply · Message · 1 · 13 hrs

Love Our Lakes
Published by Richard Miller '11 · 22 April at 14:30 · 0

Happy Earth Day! #earthdayeveryday #earthday17

0,025 Likes
Barbara Black and 20 other friends like this.

About · See All

(03) 0150 3505
Typically replies within a day
Send message

http://www.loveourlake.com.au **Promote Website**

Community
Impressum

Visitor Posts

Sally Harder
23 April at 23:05 · 0
Lake Victoria's waters edge Loch Sport 🌊🌊🌊

1 Like
Like · Comment · Message

Wendy Karssen
15 April at 13:57 · 0
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 13:56 · 0
Tambo river near the mouth of Lake King in Melung, East Gippsland, Victoria. 13-4-17

3 Likes
Like · Comment · Message

Pages liked by this Page

Australian Marine Mammal Cons...

Parks Victoria

Lake Songs



Facebook events

All 2 Initations 2 Hosting [+ Create Event](#)

THIS WEEK

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

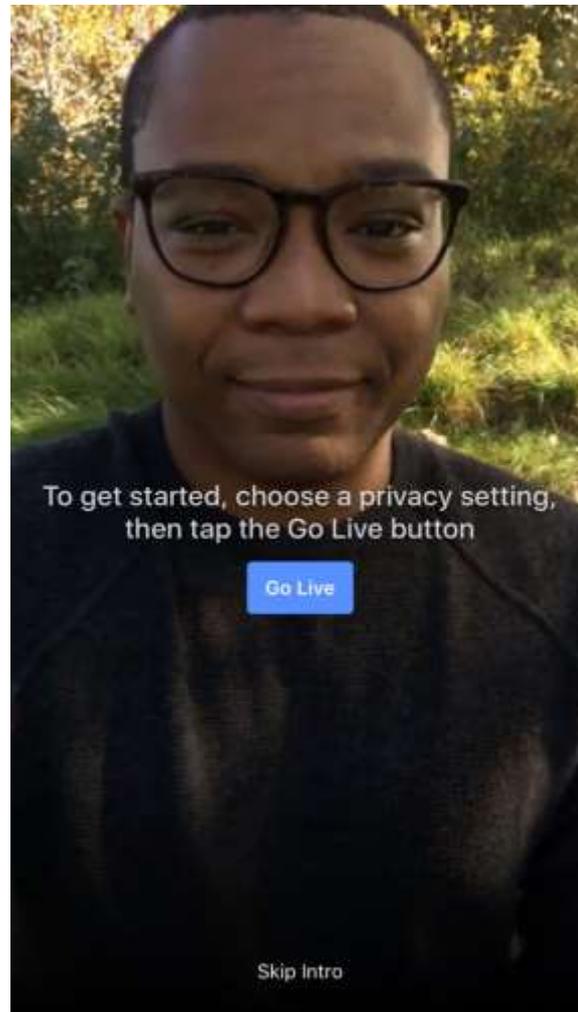
3mFM's 30th Birthday celebration!

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

Join this group to post and comment. [+ Join group](#)

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
5,704 members [+ Join](#)

FIXED 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.ermamaa.com>.

22
Like

RECENT ACTIVITY

Debbie Worland 12 mins

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

👍👍
Like Share
1

BLUSH

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



Instagram

 **thetroutaccount**
Washington

5h



117 likes

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

thetroutaccount .

.
. .
. .
. .
. .

#exploretocreate #filsonlife#findyourwater #fishing#fishingwithaconscience
#flyfaction#flyfishing #flyfishingonly#greatnorthcollective
#insearchofwildtrout#keepitwild #lifeofadventure #looklikefilm#lostfam
#modernoutdoors#modernoutdoorsman #mountainstories#nature #onthefly
#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



Hamish Longbottom @HamishLongbott1 · Mar 28
New #Coastal #nativeplant signs at #JurienBay !#JurienBayMensShed
#Coastcare #TurquoiseCoast @NACC_NRM @AusLandcare



← 0 12



Kathleen Broderick @KathBroderick · Apr 7
Beautiful morning for planting seedlings #coastcare #Fremantle #LittleCreatures
#APACE





Canva

Create a design

Use custom dimensions



Social Media



Presentation



Poster



Facebook Post



Blog Graphic



A4



Card



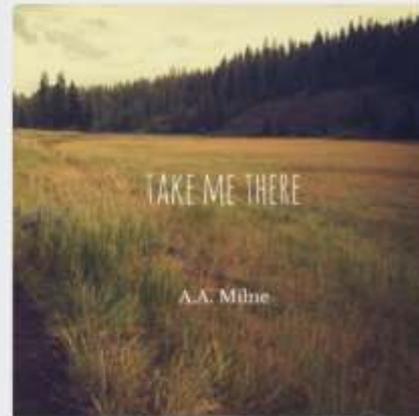
More...



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:

The screenshot shows a selection screen with four options, each represented by a preview of a website layout. The top-left option is 'Start with a Blog', featuring a large header, a main content area, and a sidebar. The top-right option is 'Start with a Website', featuring a header, a main content area, and a sidebar. The bottom-left option is a grid layout with six content blocks. The bottom-right option is a shopping cart layout, featuring a shopping cart icon and a grid of content blocks.

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