



Co-funded by the
Erasmus+ Programme
of the European Union



Erasmus+

SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

Basic Level

Topic 3 – PART 1

“Social Media Essentials: Facebook”



Topic 3 Structure

Part 1. Facebook: principles of functioning, role in modern life and opportunities

Part 2. Using Facebook for the Person

Part 3. Using Facebook for Organization and Business



Co-funded by the Erasmus+
Programme of the European Union



PART 1

Facebook: principles of functioning, role in modern life and opportunities



Co-funded by the Erasmus+
Programme of the European Union



Facebook is...

- ❑ a social networking service that was created by Harvard student Mark Zuckerberg in 2004
- ❑ Initially designed as a networking tool for Harvard students, it quickly spread to other schools and was finally opened to the public in 2006.
- ❑ Facebook is a social network and the company of the same name (Facebook Inc.) that owns it.



Mark Zuckerberg



Co-funded by the Erasmus+
Programme of the European Union



From the Harvard campus to the world

□ on 2004, 19-year old Harvard student Mark Zuckerberg, along with some of his classmates, launched a little website called **Thefacebook**.



The screenshot shows the homepage of Thefacebook in 2004. The header features a blue background with the text "[thefacebook]" in a large, white, sans-serif font, and "login register about" in a smaller font below it. On the left side, there is a profile picture of Mark Zuckerberg and a login/register form with fields for "Email:" and "Password:", and buttons for "register" and "login". The main content area has a white background with a blue border. It starts with "Welcome to Thefacebook!" in a blue header. Below that is a large heading "[Welcome to Thefacebook]". The text describes the site as an online directory for social networks at colleges, specifically mentioning Harvard University. It lists four features: searching for people at your school, finding out who are in your classes, looking up your friends' friends, and seeing a visualization of your social network. At the bottom of the main content area, there are two buttons: "Register" and "Login". The footer contains links for "about contact faq terms privacy" and the text "a Mark Zuckerberg production Thefacebook © 2004".

login register about

Email:

Password:

register

login

Welcome to Thefacebook!

[Welcome to Thefacebook]

Thefacebook is an online directory that connects people through social networks at colleges. We have opened up Thefacebook for popular consumption at **Harvard University**.

You can use Thefacebook to:

- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.

Register Login

about contact faq terms privacy
a Mark Zuckerberg production
Thefacebook © 2004

From the Harvard campus to the world

- ❑ "Thefacebook is an online directory that connects people through social networks at colleges".
- ❑ The original website greeted its visitors back then, explaining that it would enable them to "search for people at your school, find out who are in your classes, look up your friends' friends and see a visualization of your social network."
- ❑ Confined to the Harvard campus at first, the service quickly gained popularity and was rolled out to other colleges.



Co-funded by the Erasmus+
Programme of the European Union



Facebook Keeps On Growing

- ❑ By the end of 2004, Thefacebook had more than 1 million registered users.
- ❑ the newly-founded company moved to Silicon Valley and secured \$500,000 investment from PayPal co-founder Peter Thiel.
- ❑ The most remarkable growth stories in corporate history: after changing its name to just "Facebook" in 2005, the social network was opened to the general public in 2006.
- ❑ In 2012, it became the first online service of its kind to reach 1 billion monthly active users.
- ❑ Despite being shrouded in controversy over its (mis)handling of user privacy, Facebook continues to grow.



Co-funded by the Erasmus+
Programme of the European Union



Facebook is...

- the biggest leading social network in the world

2.7 billion

Monthly active FB users

68%

**Social Media
users visits**

80 million

**Small businesses
using FB Pages**

58.5 min

**Users spend on FB
each day**

78%

**American consumers
buy retail products
via Facebook**

Only 1.7 sec.

**Users spend on a one
post reading**



Co-funded by the Erasmus+
Programme of the European Union



The access to the Facebook

- The access to the Facebook site is possible both from a computer and through a mobile application available on all operating systems.



Co-funded by the Erasmus+
Programme of the European Union



Facebook is a net for...

- ❑ On the social network, users communicate, share knowledge and experience, exchange news, photos, videos.
- ❑ Also, Facebook is a platform for promoting and selling goods and services.

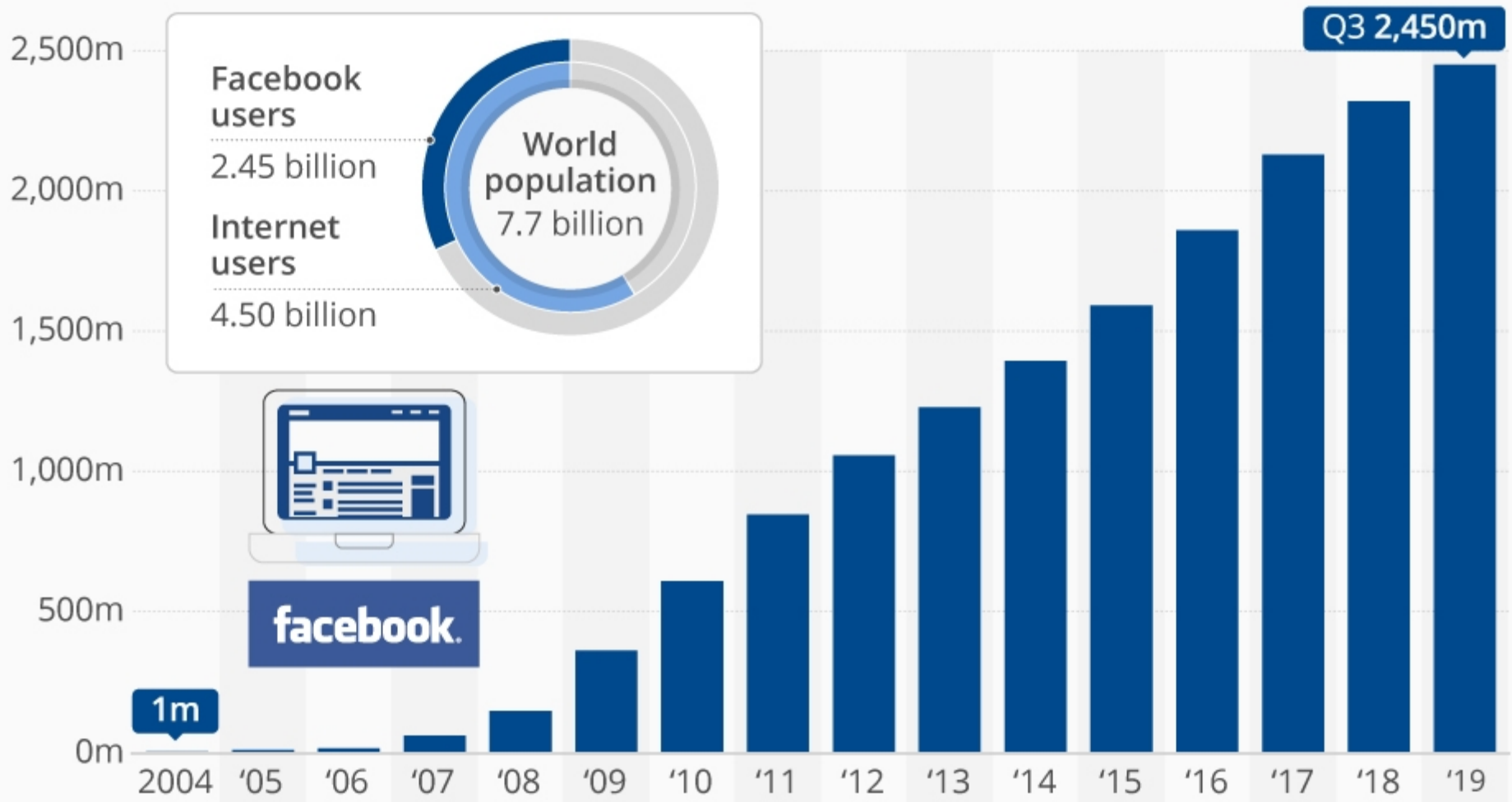


Co-funded by the Erasmus+
Programme of the European Union



Facebook Keeps On Growing

Number of monthly active Facebook users worldwide



Co-funded by the Erasmus+ Programme of the European Union



Facebook as a company is...

...1 from the most valuable brands in the world in 2020!



1 Apple
\$241.2 Bn



Microsoft

3 Microsoft
\$162.9 Bn



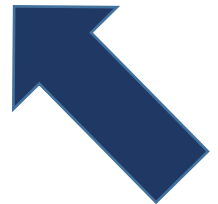
5 Facebook Inc.
\$70.3 Bn



2 Google
\$207.5 Bn



4 Amazon
\$135.4 Bn



Co-funded by the Erasmus+ Programme of the European Union



Facebook Inc. products

- When people think of Facebook as a company, they mostly think of it synonymously with Facebook the social network. Facebook Inc. is much more than that.
- The company owns four of the world's largest social media services.



Facebook
(social network)



**Facebook
Messenger**



WhatsApp



Instagram



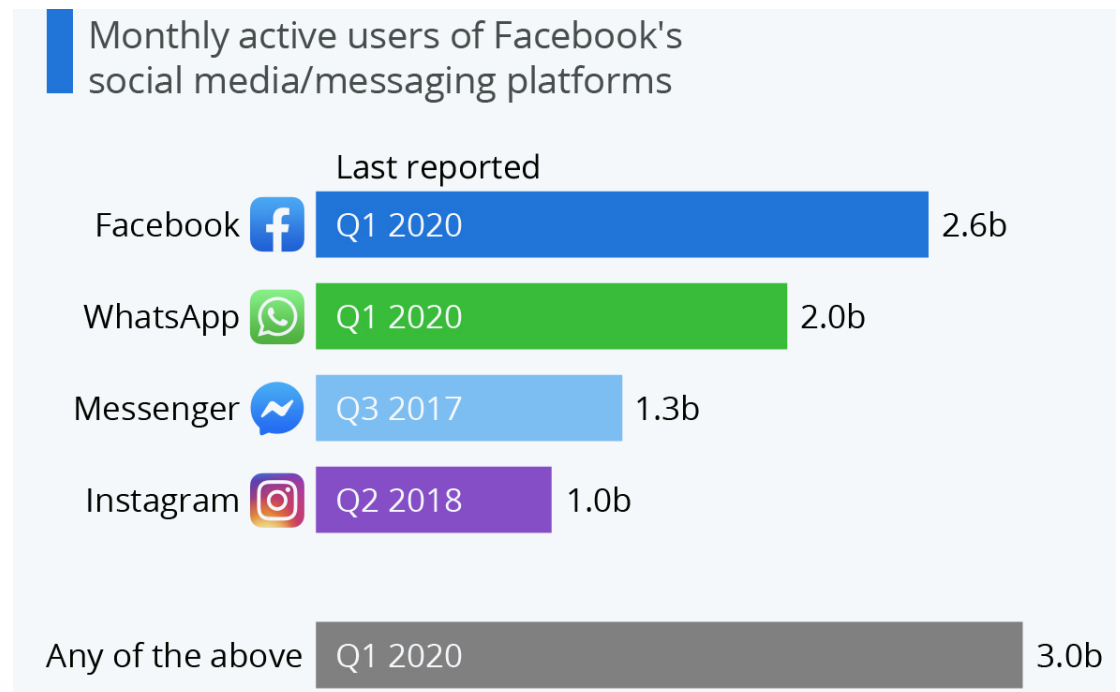
Co-funded by the Erasmus+
Programme of the European Union



Facebook Inc. reported “increased engagement as people around the world used their products” in 2020

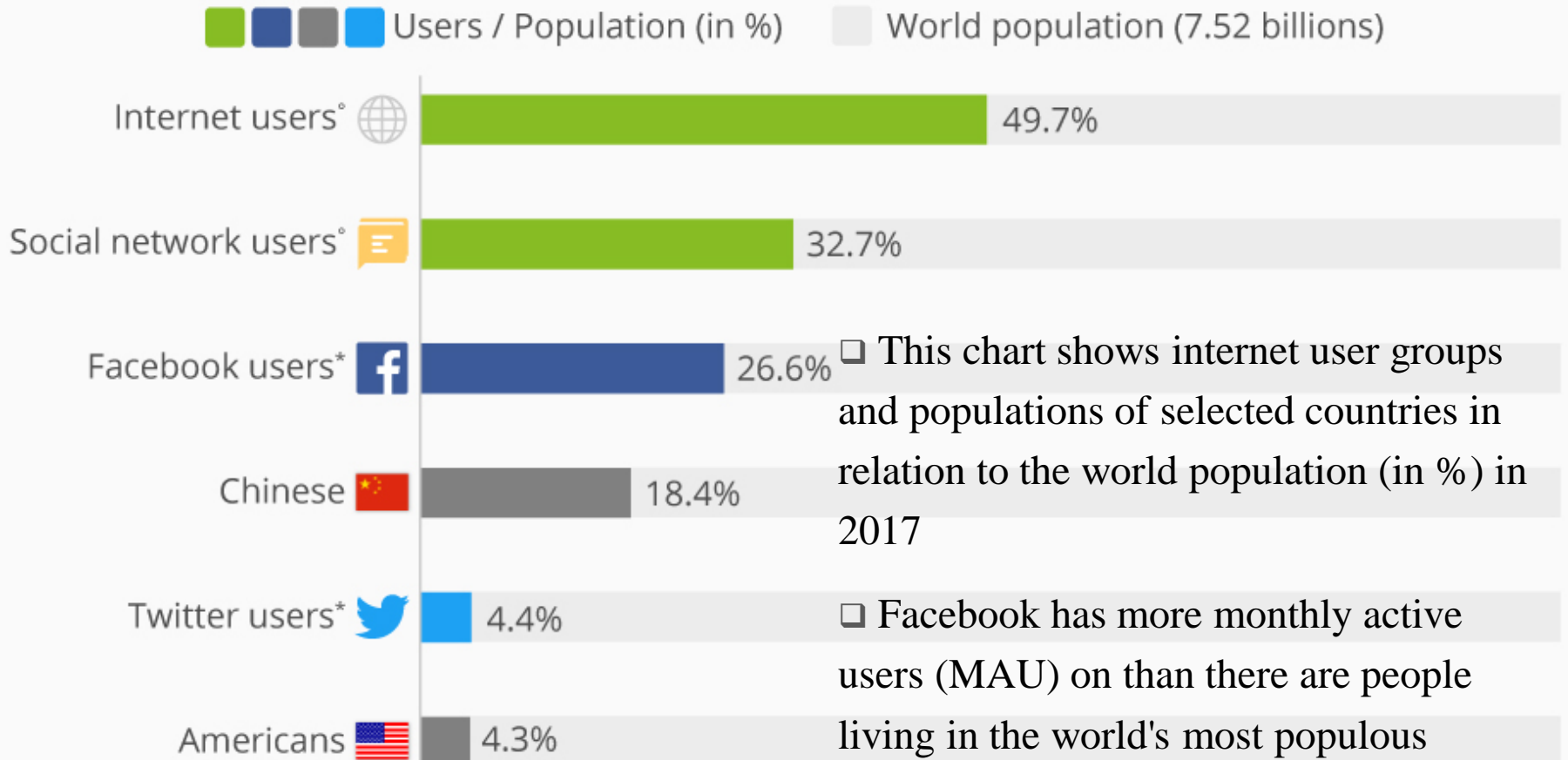
❑ The company has 3 billion “monthly active people”. “They are registered and logged-in users of Facebook, least one of these Family products through a mobile device application or using a web or mobile browser in the last 30 days as of the date of measurement.”

❑ Facebook social platform still the leader of Facebook’s social networking/messaging tools.



Planet Facebook More Populous Than China

Internet user groups and inhabitants of selected countries in relation to the world population

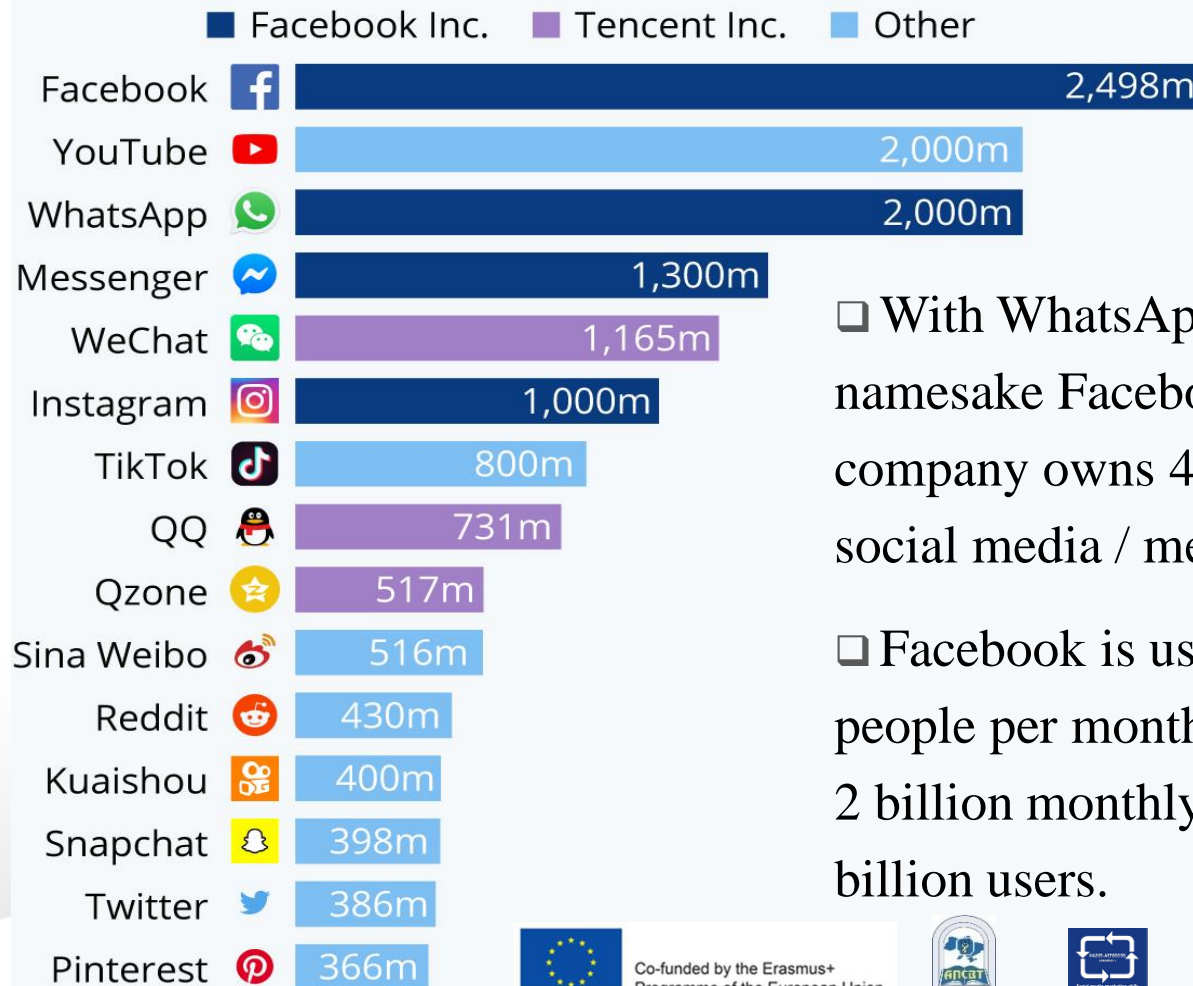


□ This chart shows internet user groups and populations of selected countries in relation to the world population (in %) in 2017

□ Facebook has more monthly active users (MAU) on than there are people living in the world's most populous country - China.

Facebook Inc. dominates the Social Media Landscape in 2020

Monthly active users of selected social networks and messaging services*



□ With WhatsApp, Instagram and the namesake Facebook and Messenger, the company owns 4 of the world's largest social media / messaging services.

□ Facebook is used by almost 2.5 billion people per month, while WhatsApp counts 2 billion monthly users and Messenger 1 billion users.

Facebook possibilities



Communications with friends, partners, organizations



Create own Facebook page, add friends and share personal updates and photos



FB as Business Development Tool



Personal brand promotion

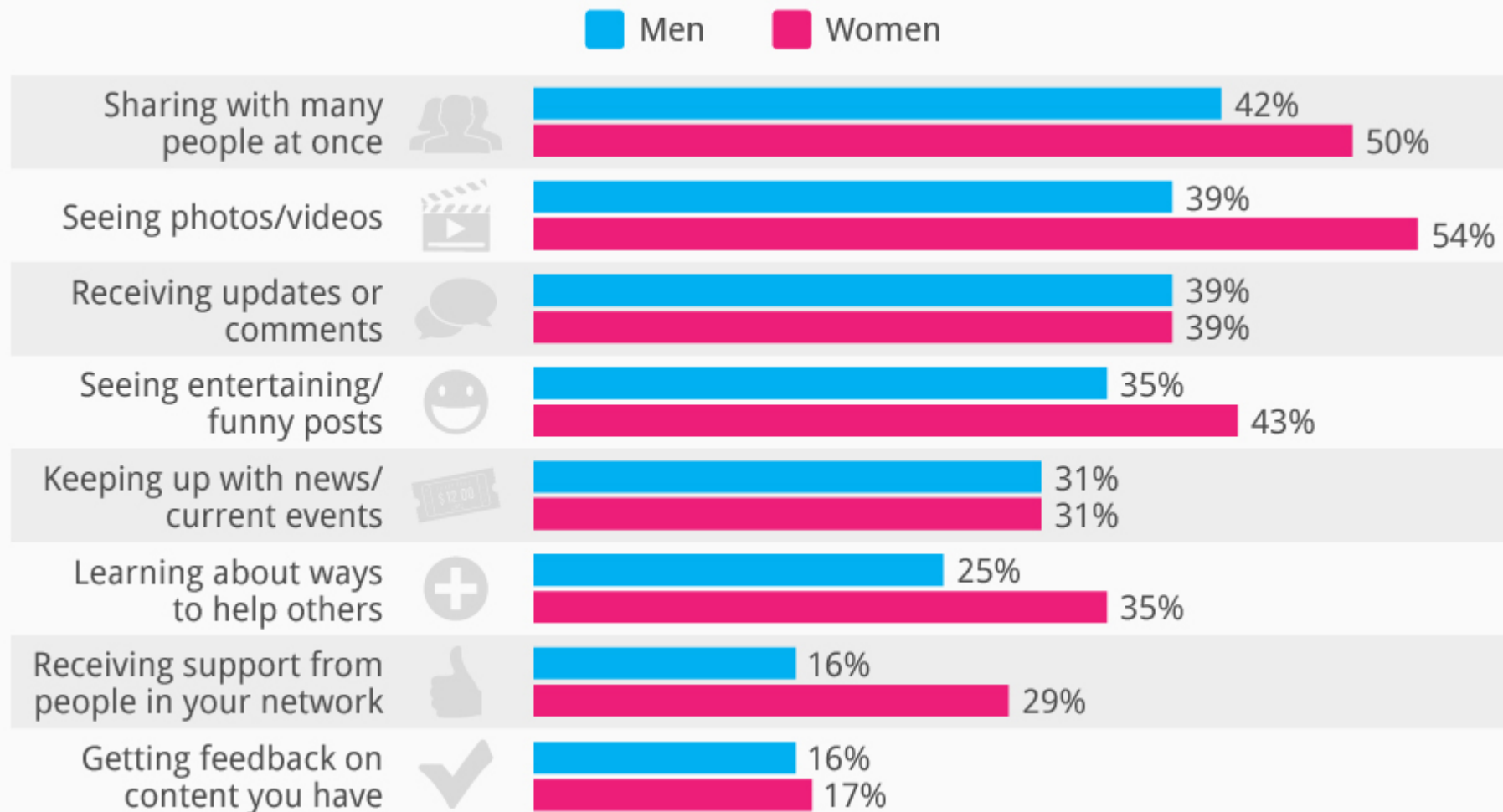


Co-funded by the Erasmus+ Programme of the European Union



For why people use Facebook?

% of male/female Facebook users who cite the following as "major reasons" why they use FB.



Co-funded by the Erasmus+ Programme of the European Union



The “like” button in FB

- ❑ The Facebook like button was designed to facilitate feedback and recommendations to friends.
- ❑ Users can express that they like, enjoy or support certain content.
- ❑ The FB like button is designed as a hand giving "thumbs up". It was originally discussed to have been a star or a plus sign, and during development the feature was referred to as "awesome" instead of "like".
- ❑ Like button is now integrated into virtually every major website.



Co-funded by the Erasmus+
Programme of the European Union



The other buttons in FB

- ❑ In 2016, Facebook introduced new reactions: "Love", "Haha", "Wow", "Sad", or "Angry".
- ❑ Due to the COVID-19 pandemic, Facebook added reaction "Care".



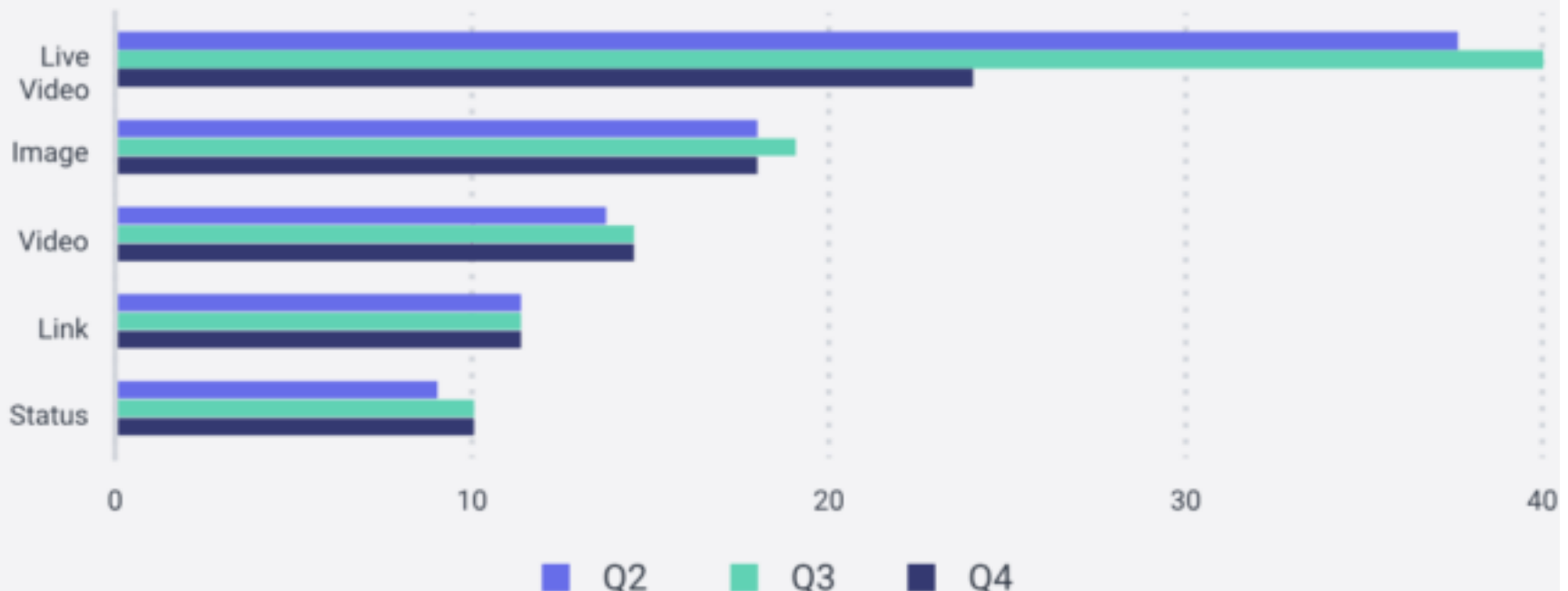
Co-funded by the Erasmus+
Programme of the European Union



How do consumers interact with different post formats in social media?

- ❑ The right type of visuals and videos are more effective in gaining engagement.
- ❑ Facebook Live was still the most engaging post type on the platform, followed by image (17.5) and video (14).

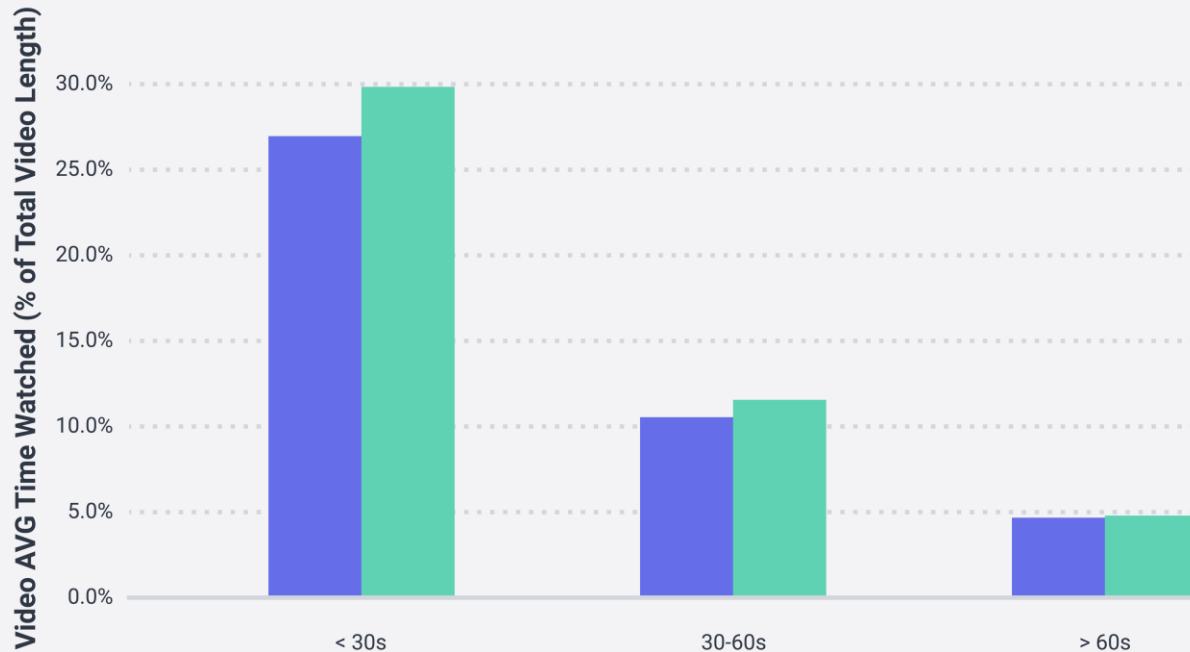
Facebook Organic Interactions by Post Type



Video in Facebook

AVG Time Watched (% of Total Video Length)

Horizontal vs. Vertical Videos



- The right video length is important to effectiveness.
- Viewers in Q4 2019 completed a higher percentage of short videos than medium and long ones.
- It's difficult to keep viewers' attention.
- Videos lasting longer than one minute were too much for many people as viewers made it through less than 5%.



Co-funded by the Erasmus+ Programme of the European Union

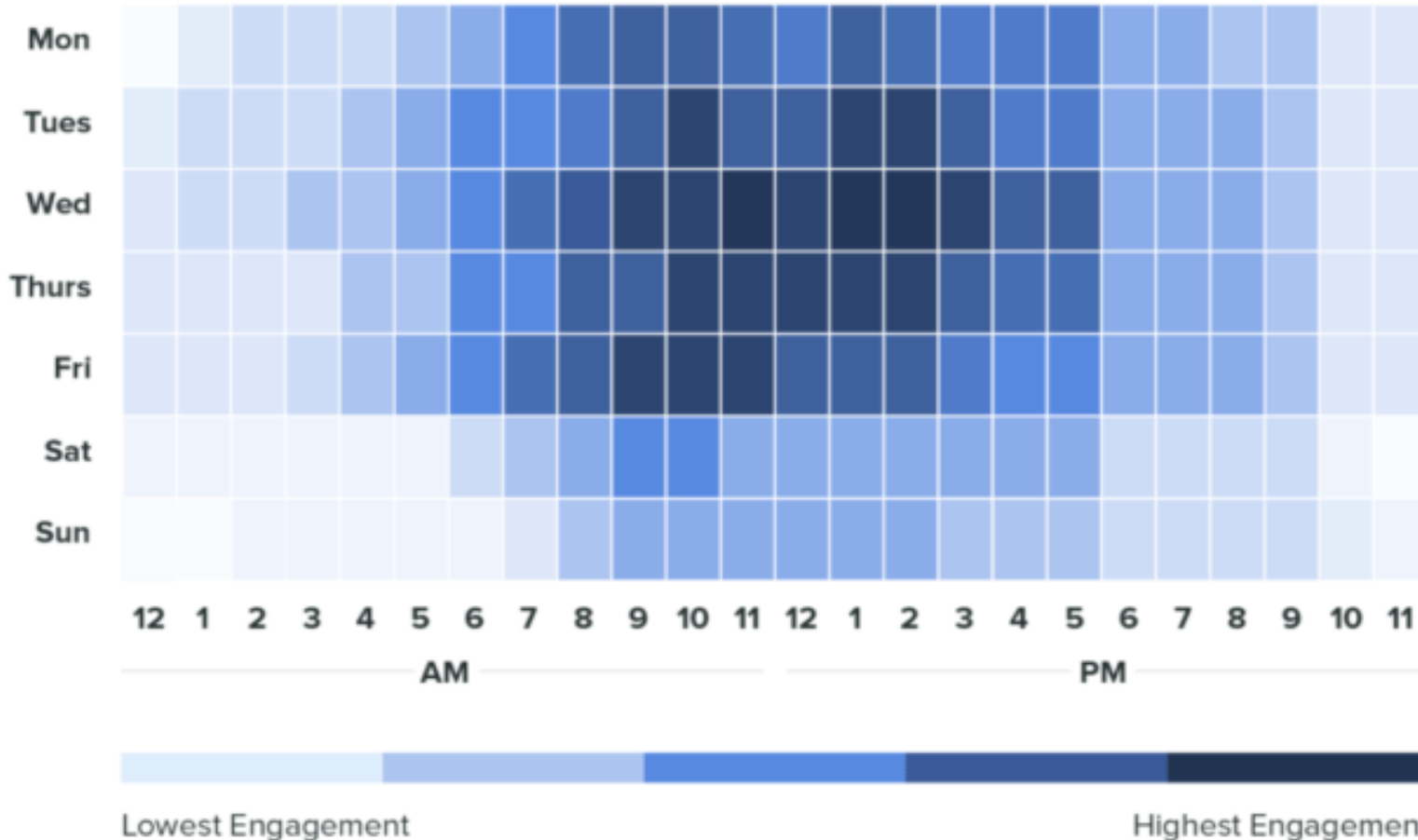


www.socialbakers.com

Best times to post on Facebook

Facebook Global Engagement

sproutsocial



- ❑ The best times: Wednesday, 11 a.m. and 1-2 p.m.
- ❑ Best day: Wednesday
- ❑ Worst day: Sunday.



Co-funded by the Erasmus+ Programme of the European Union



www.smartinsights.com

Bad Content in Facebook

- ❑ Facebook calls definition the “proactive rate” for different types of violations, i.e. the percentage of violating content that the company identified before anyone reported on it.
- ❑ One of the main challenges the world’s largest social network faces in trying to keep its platform clean: content violations.
- ❑ It’s very easy for artificial intelligence to identify images involving nudity or graphic violence as well as filtering out blatant spam postings.
- ❑ It’s much harder to identify hate speech, bullying or harassment, which often requires context and human understanding of nuance.



Co-funded by the Erasmus+
Programme of the European Union



www.statista.com

How Does Facebook Moderate Content?

- ❑ A core issue Facebook has been the question of moderating content that violates its terms and conditions.
- ❑ This question is intertwined with questions of free speech because Facebook functions as a public forum.
- ❑ Facebook bans violent, sexually explicit, and generally offensive material. This content gets manually flagged by users and reviewed by employees, who determine whether a post has violated specific terms in company policy.
- ❑ In 2009, when the network only had 120 million monthly active users, it employed only 12 people to moderate the content of every flagged post by a user. Now the company employs around 15,000 workers- content moderators to view and get rid of violent, sexually explicit, and offensive content on the internet.



Co-funded by the Erasmus+
Programme of the European Union



www.statista.com

How Does Facebook Moderate Content?

Annual pay for content moderators  \$1,404 to \$28,800 

Median pay package for salaried Facebook employee  \$240,000

In 2009 there were...



12
content moderators



120 million
monthly active users

In 2018 there were...



15,000
content moderators

2.3 billion
monthly active users*



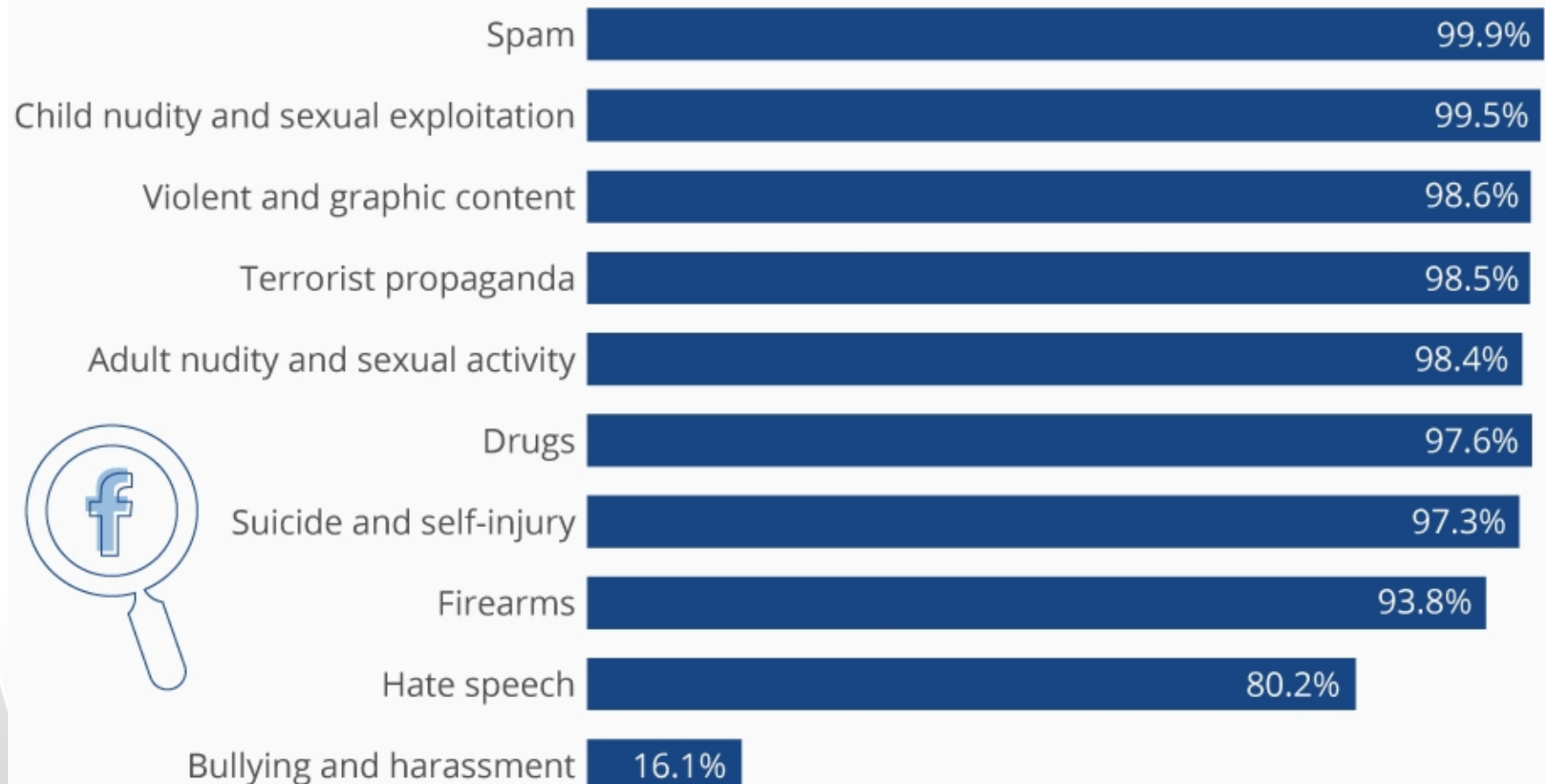
Co-funded by the Erasmus+
Programme of the European Union



www.statista.com

How Effective Is Facebook at Detecting Bad Content?

% of violating content detected by Facebook before users reported it in Q3 2019



Co-funded by the Erasmus+ Programme of the European Union



www.statista.com

About authors



Liudmyla Huliaieva

Associate Professor,
ACADEMY OF LABOUR, SOCIAL
RELATIONS AND TOURISM (Ukraine)
14 + Years' experience in teaching in leading
Ukrainian HEIs, consulting activities.
PhD (Economic Sciences).
glp2002@ukr.net



Yaroslav Golovko

Associate Professor, Vice-rector,
ACADEMY OF LABOUR, SOCIAL
RELATIONS AND TOURISM (Ukraine)
18 + Years' experience in teaching in leading
Ukrainian HEIs, consulting activities.
PhD (Economic Sciences).
yaroslav.golovko@gmail.com



Co-funded by the Erasmus+
Programme of the European Union

