9 May 2013

Our Digital Existence: The Still Brave New World of Social Media, Part II

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OUR DIGITAL EXISTENCE:

THE STILL-BRAVE NEW WORLD OF SOCIAL MEDIA or . . .

GETTING THE PICTURE

Transportation Librarians Roundtable

May 9, 2013

INSTAGRAM

- A free photo-sharing app that specializes in the instant posting of pictures
- An image-based social media network available on iPhone and Android smartphones
- Connects users so that they can share their own snapshots and see those taken by others
- Provides a unique visual platform
- Made its debut in October 2010 and was purchased by Facebook in 2012

INSTAGRAM'S NOTEWORTHY FEATURES

- Equipped with filters and special effects to enhance pictures, and even further set them apart as your unique and original content
- A variety of interesting looks – make it appear that the photo was taken in the 1960s or that it came straight out of a scrapbook, can "frame" the photo in several ways (white or black border, rounded corners, ragged edges), and able to highlight the image in purple hues and other colors
- Other effects include keeping a certain part of the photo in focus while blurring the background
- Those photos can be shared via Facebook, Twitter, or Instagram itself
- Instagram makes use of hash tags; by entering a number sign before the key word, you can establish categories for your photos before uploading them

“ . . . [A] thing that kind of ruins your pictures?”
JON STEWART
Host, “The Daily Show”

“Stop Instagram-ing your breakfast . . .”
ALAN SIMPSON
Former U.S. Senator

LINKEDIN
Launched May 2003
100 Million Users by March 2011

FACEBOOK
Launched February 2004
100 Million Users by August 2008

TWITTER
Launched July 2006
100 Million Users by September 2011

INSTAGRAM
Launched October 2010
100 Million Users by April 2012

- The community of Instagram users has grown by leaps and bounds, and so has its content
- On a daily basis, Instagram has almost four billion photos shared while its owner Facebook has 300 million uploaded
- Instagram has surpassed even the Library of Congress in terms of the number of photos it houses

How Businesses Are Leveraging Instagram

SOUTHWEST AIRLINES

A virtual “phototour” of its headquarters in Dallas, Texas

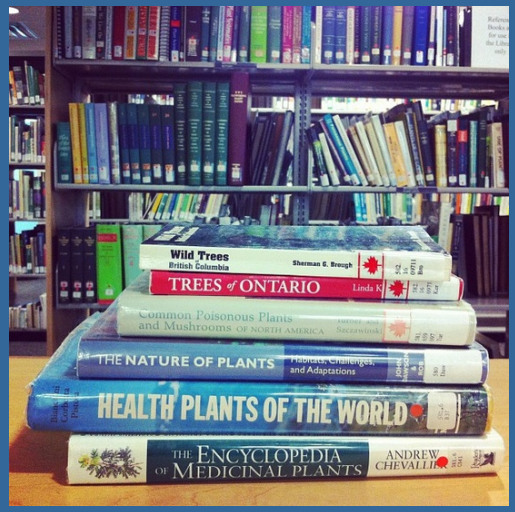
How Businesses Are Leveraging Instagram

JOHNNIE WALKER

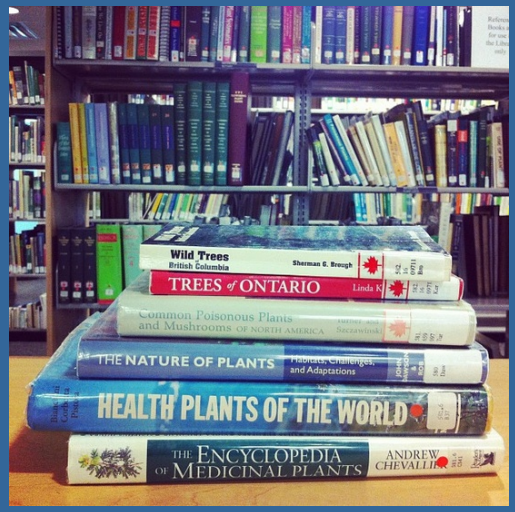
A spotlight on that brand's heritage and various activities – including its longtime involvement in the Formula One series of auto races

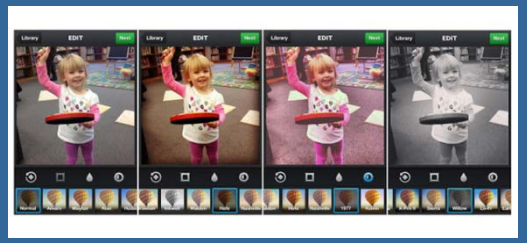
How Can Libraries Most Effectively Harness and Use Instagram?

- Show Off Your Materials and Collections
- Promote Events and Services
- Introduce Yourselves
- Hold Competitions



- Instagram is a means and not an end when it comes to library work and – even within the social media universe – is not the be-all and end-all when it comes to getting our jobs done
- However, Instagram – due in large part to its distinctive images and ever-growing popularity – can potentially serve as a helpful outreach tool in making others aware of the services and products we offer





“To say that Instagram is only about blurred and tinted images is like saying that the American currency is about cotton-linen slips of paper inscribed with uncapped pyramids and all-seeing eyes . . . Instagram is relentlessly making conquests – and in short order. Even people who don’t yet use the app can recognize in its distinctive photos a new visual [common language].”

Virginia Heffernan
“Instagram”
WIRED magazine (May 2013 issue)