

# Everyone on social media

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## THE BEGINNING OF THE COMPUTER AGE

Once upon a time, there was no facebook. There was no twitter, no Google plus, no LinkedIn, no hike, no telegraph, no Instagram. I am not talking about pre-historic times or the age of the dinosaur. This was a time when I was in school and computer classes had recently been introduced. I remember that out of a batch of forty, there were only five who had opted for computer, that box like thing which had games in it. Mysterious and scary, it seemed to me back then. There were words like Microsoft and Operating System and all that seemed very confusing.

## CHATROOMS, SCRAPBOOKS AND TESTIMONIALS

Let me go a bit ahead in time. It was getting acknowledged that the future was computers and IT. Yet you found resistance, especially from people who were in their forties and fifties who were so used to doing their work on notes and pads and suddenly were being oriented to this strange thing. At this same point, I got to know the world of the internet. In this strange world, I made friends who were in US and Spain. Yahoo Messenger made that possible. You could enter into a chat room where complete strangers were talking about something which was common, could be Sachin Tendulkar or it could be about Bryan Adams. You made friends and you got talking as well. Then came Orkut.

Orkut had millions of active users mainly in India and Brazil. Features such as scrapbook, changing colour of main page, who viewed your profile, testimonials were unique and attractive. But then came Mark Zuckerberg's facebook. Facebook through the like button revolutionized the internet world. The like button also started appearing out of facebook. Facebook became as popular as Orkut and then overtook it. Slowly users who were on Orkut, did not return to it after joining Facebook. The competition was truly over and by 2014, Google closed Orkut down.

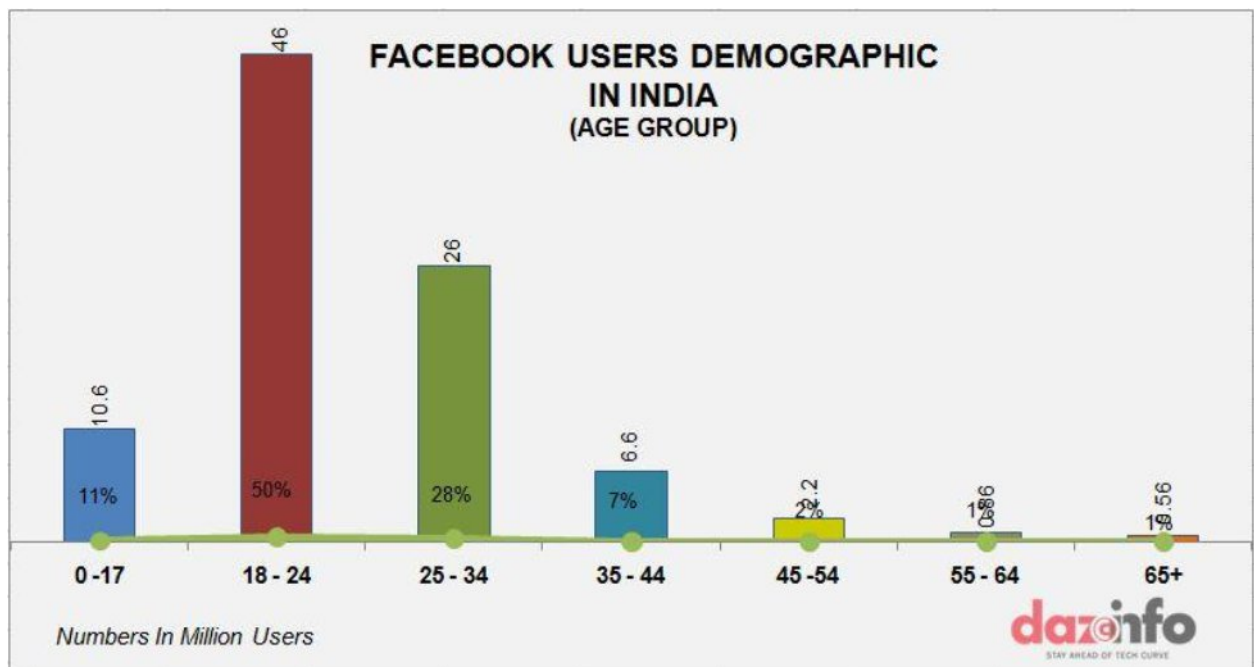


Twitter is a cross between blogging and instant messaging. With the ability to follow people and have followers, and the ability to have interact with Twitter on your cell phone, Twitter has become the perfect social messaging tool.

So all these new things coming out and with new ways of people interacting with each other, you would think that this would be a thing only for the young generation, right? You could not be more wrong.

## THE COMPLEX WORLD OF SOCIAL MEDIA TODAY

Today, my mother is more probably more active on facebook than probably even I am. She post photos, thoughts, likes things which she, well, likes and does a lot more. She interacts everyday with her my aunts and uncles and family many of whom fall in the same age group as she. Its not her alone. People of all age groups are there. School going kids (who you think are maybe too young for this), teenage boys and girls, uncles, aunts, grandparents, everyone. If you are looking to get in touch with someone, or are attempting to look for someone, Facebook made it easy for you.

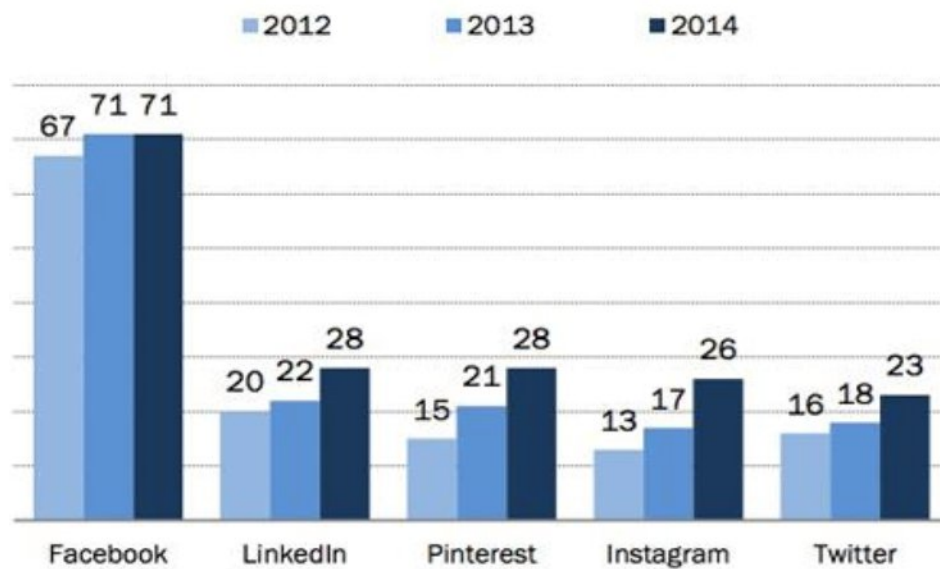


Users have different reasons for being present on social media. Some want an outlet to share their passion and hobbies, while some want to share with the world through their photos and opinions what they are all about. Some like my

mom might use it as a medium of communicating and talking to people they know while some are looking to get in touch with new people. The thing is, ours is a complicated and complex world. So to serve different purposes and for fulfilling varied interests, you find your entire social universe on your social platform. Think of anything: Politicians, Film stars, Authors, Sportspeople, Companies and Businesses, you can find it all.

## Social media sites, 2012-2014

*% of online adults who use the following social media websites, by year*



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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# WHY COMPANIES TAKE SOCIAL MEDIA

## SERIOUSLY

The world has evolved a lot. Companies and businesses now interact with their customers online. Today if my new AC fails to function properly, the company knows I would vent my frustration on facebook or twitter and thus the brand image of the company would be damaged as word would travel. So next time I tweet, I wont be surprised when the company gets back to me immediately through its social media account to help me out.

Think of politicians. Narendra Modi sends around ten tweets a day. His twitter account is followed by 12 million followers! I haven't watched the 9 pm news in months. Reason? I don't need to! I follow all the news channels and journalists on Twitter, and if there is something big, I get a message on whatsapp. The world today has moved from television. It is all social media. It is even going from a computer right to the mobile on my hand. Everyone is there.