

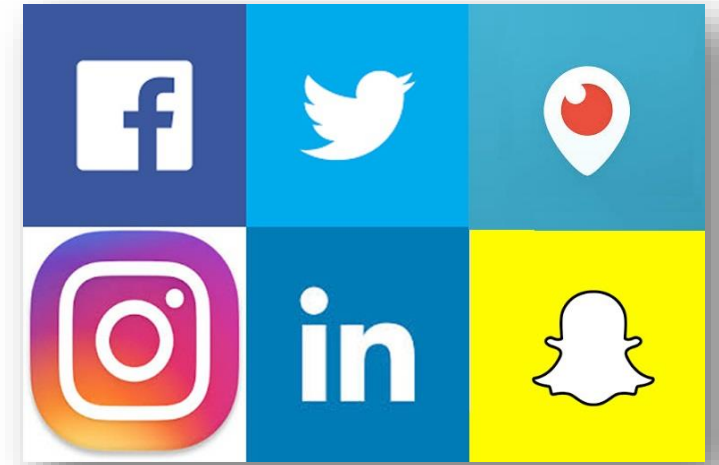
TEEB Country Studies Media Training

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C-2

Social Media

Social Media



“We don’t have a choice
whether we **DO** social media,
the question is
how well we DO it”

The Social Media Revolution Video

<https://www.youtube.com/watch?v=AikUFAGzCuc>



**IS SOCIAL MEDIA
A PASSING CRAZE?**

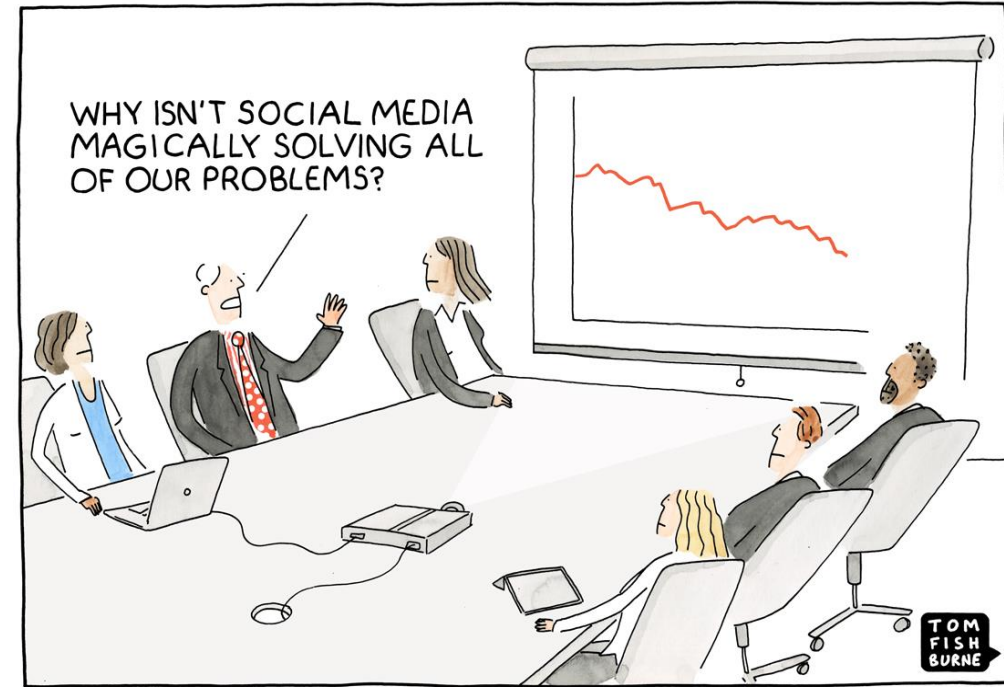
C-2

Social Media

Social Media

We no longer search for the news, the NEWS finds us

- * Journalists are increasingly scouring social media for story ideas and quotes
- * Policy Makers, Universities and Research Institutes are fully involved in Social Media
- * Research our stakeholders' behaviour: language, tool, usage, time...
- * Make science accessible, ask for collaboration and... Funding!



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SHARE
PHOTOS
AND
STORIES

100 MILLION
DAILY
ACTIVE USERS

71% OF USERS
ARE UNDER
34 YEARS
OLD

60 MILLION
PEOPLE VISIT
SNAPCHAT
DISCOVERY



LIVE
VIDEO
STREAMING

10 MILLION
REGISTERED
USERS

15% OF BRANDS
ON TWITTER
USE PERISCOPE

350K
HOURS OF
STREAMED DAILY



MICRO
BLOGGING

320 MILLION
MONTHLY
ACTIVE USERS

29%
OF MILLENIALS
USE TWITTER

44% OF USERS
HAVE NEVER
SENT A TWEET



BUSINESS
ORIENTED

380 MILLION
MEMBERS

79% OF USERS
ARE OLDER
THAN 35

57% OF COMPANIES
CREATED
LINKEDIN PAGES



LEADING
SOCIAL
NETWORK

1.5 BILLION
WORLDWIDE
USERS

91%
OF MILLENIALS
USE FACEBOOK

20+ MINUTES
A USER SPENT ON
FACEBOOK
PER DAY





DISCOVER
IDEAS

100 MILLION
ACTIVE MEMBERS

80%
FEMALE USERS
20%
MALE USERS

66% OF PINNERS USE
PINTEREST TO SAVE
THINGS THAT INSPIRE



SHARE
VIDEOS

1 BILLION
MONTHLY
UNIQUE USERS

82%
OF USERS
ARE
TEENS

AVERAGE TIME SPENT
ON YOUTUBE
IS
40 MINUTES



BUILD
CIRCLES

300 MILLION
ACTIVE USERS

51% OF USERS
ARE
MEN

AVERAGE MONTHLY TIME
SPENT ON GOOGLE+
IS
7 MINUTES



SHARE
CONTENT
AND
LINKS

234 MILLION
MONTHLY
VISITORS

8% OF USERS
ARE
14-17
YEARS OLD

A PERSON SPEND
AVERAGE
85 MINUTES
ON REDDIT



SHARE
PHOTOS
AND 15 SECOND
VIDEOS

400 MILLION
MONTHLY
ACTIVE USERS

90% OF USERS
ARE
YOUNGER
THAN
35 YEARS
OLD

8% OF USERS
ARE
BOTS



Main Social Media Networks



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND



FACEBOOK

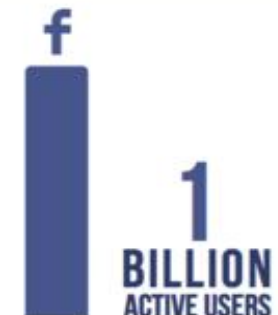
SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES



NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**



LINKEDIN

**BUSINESS
ORIENTED**
SOCIAL NETWORKING SITE

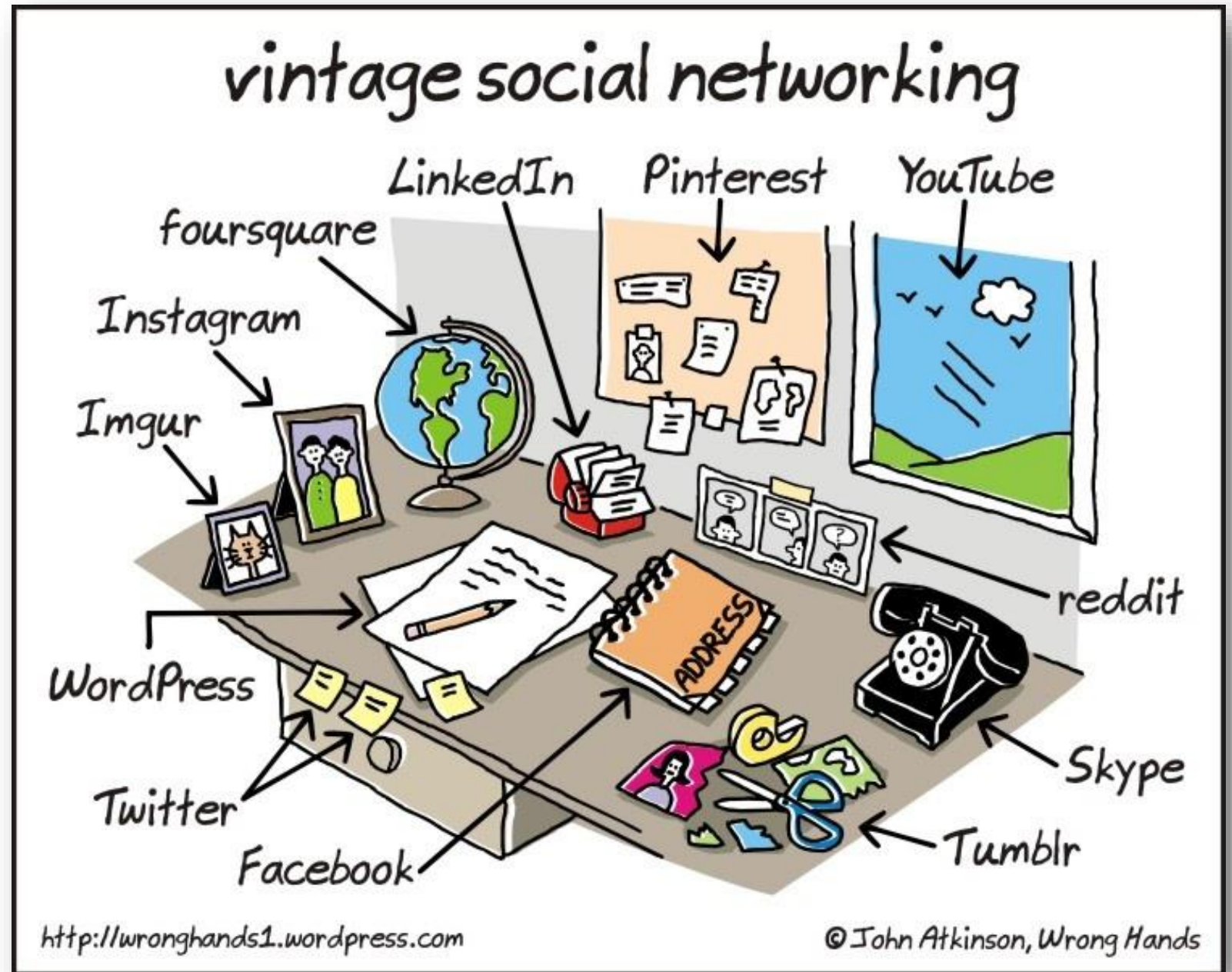
BRANDS THAT ARE
PARTICIPATING
ARE **CORPORATE**
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



79% OF USERS



Social Media

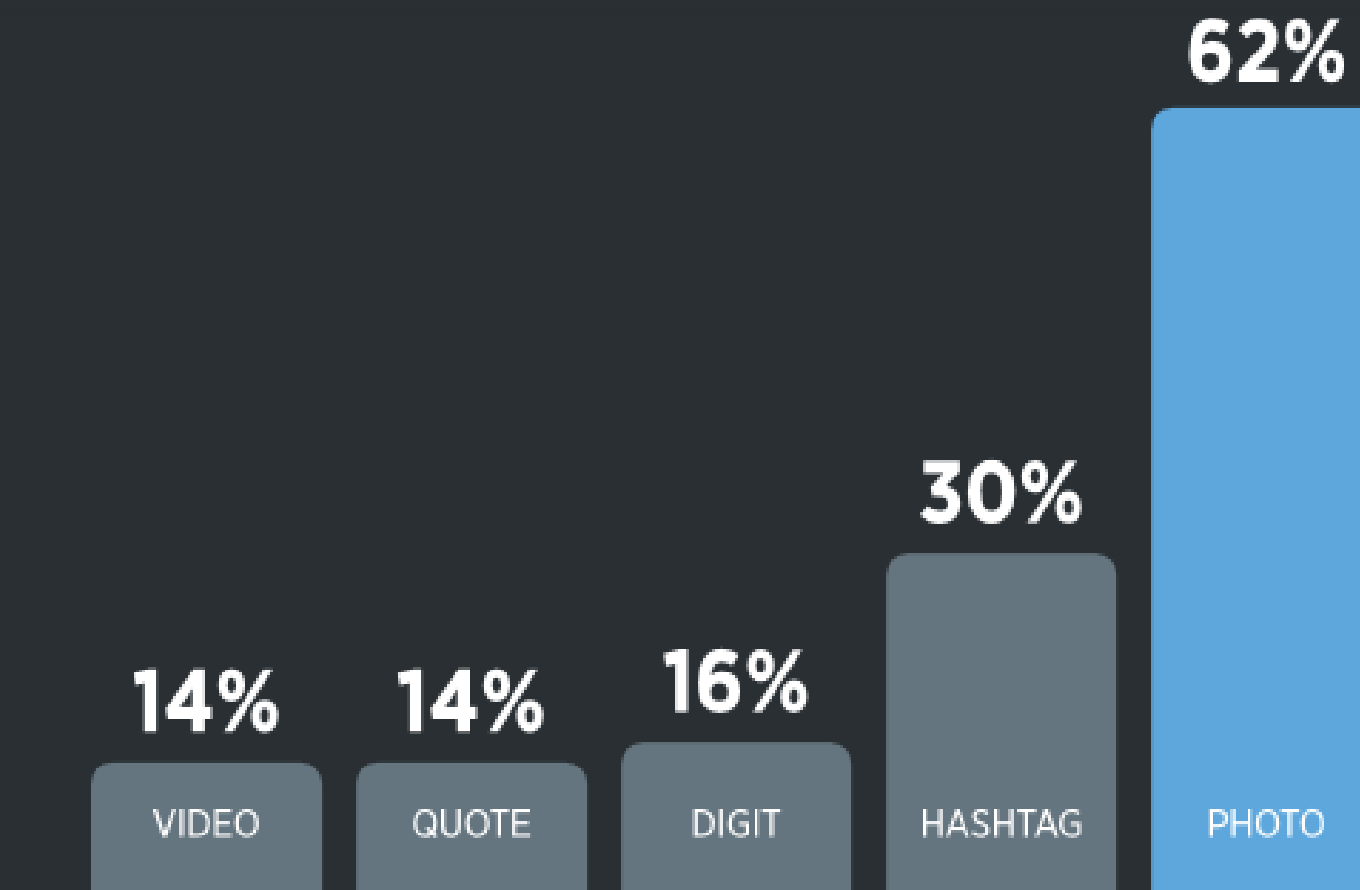


Twitter

- Share notes of 140 characters or less, often links
- Can share images
- Follow people, institutions or magazines
- Organize your feed by using lists
- Reach large audience by using hashtags,
- Good to draw attention to interesting work and to add short comments
- Not good for in depth discussion
- Short messages are prone to misunderstanding
- Incredibly popular service with very diverse audience

Effects on Retweets: Government and politics

How adding specific elements increased percentage of Retweets by area



UNEP TEEB Initiative Retweeted



Walter García C. @WalterGarciaArq · Dec 5

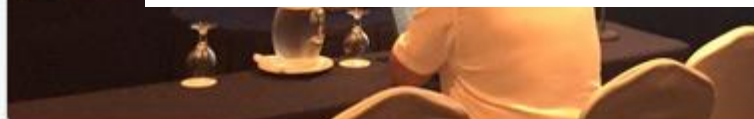
#BuenLunes Iniciamos en @COP13MX Taller Mundial sobre la Evaluación de la Economía de los Ecosistemas y la Biodiversidad (TEEB).



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TOMAS DECLERCQ @TDECLERCQ · 13h

@Sangaywk presenting TEEB Bhutan at side event #cop13 on assessing change in ESS provisioning under hydropower diversification scenarios

Philippines

Bhutan



TOMAS DECLERCQ @TDECLERCQ · Dec 5

Minister @WalterGarciaArq opening the TEEB International Workshop #COP13

UNEP TEEB Initiative, Ambiente Ecuador and Francisco Prieto



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Facebook

- Most popular social networking site
 - Follow people, magazines, institutions, join interest groups
 - Make “friends” with new people
 - Share and discuss links, updates, images, videos
 - Very well integrated with many other apps
 - Very useful to remain in contact with people you’ve met
-
- Organize news feed and targets of your posts by using lists
 - *The usefulness of facebook for science depends crucially how well you organize your feeds and friend lists*



TEEB4me was live.

Published by David Díaz Martín [?] · 18 hrs ·

Presenting TEEBAgriFood Mexico



1,641 people reached

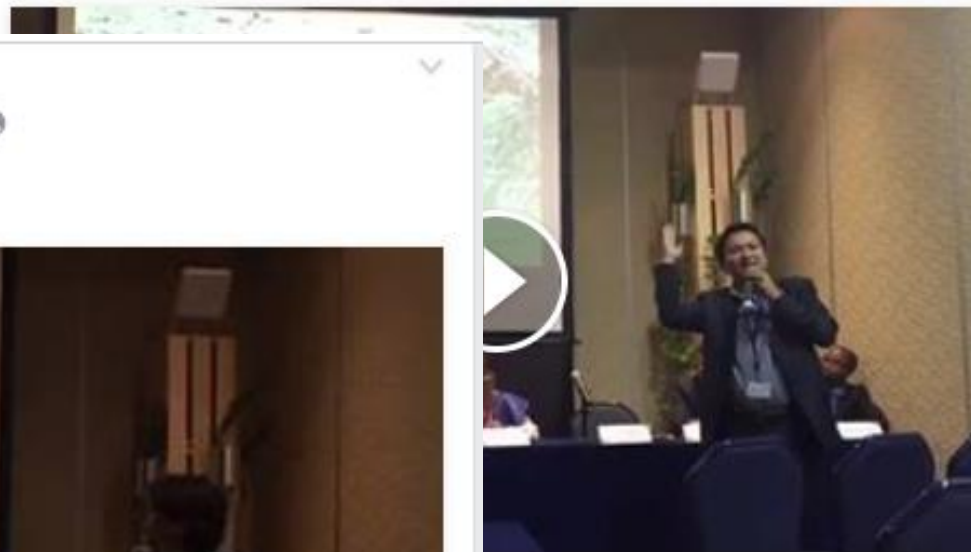
118 Views



TEEB4me was live.

13 hrs ·

TEEB Bhutan



Boost Post

70 Views



TEEB4me was live.

Published by David Díaz Martín [?] · 19 hrs ·

TEEBAgriFood Side Event at CBD COP 13



1,895 people reached

Boost Post

161 Views

LinkedIn

- The probably best known professional networking site
- Useful to get introduced to friends of friends
- No feed clutter
- Lists your work experience
- Lists skills by “endorsement” (accuracy depends strongly on how well your contacts know you)
- Useful to make contacts outside of academia



1 -> The AUDIENCE

2 -> The STORY

3 -> The TOOLS



OBJECTIVE



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