



# Making your Move in the Digital Age

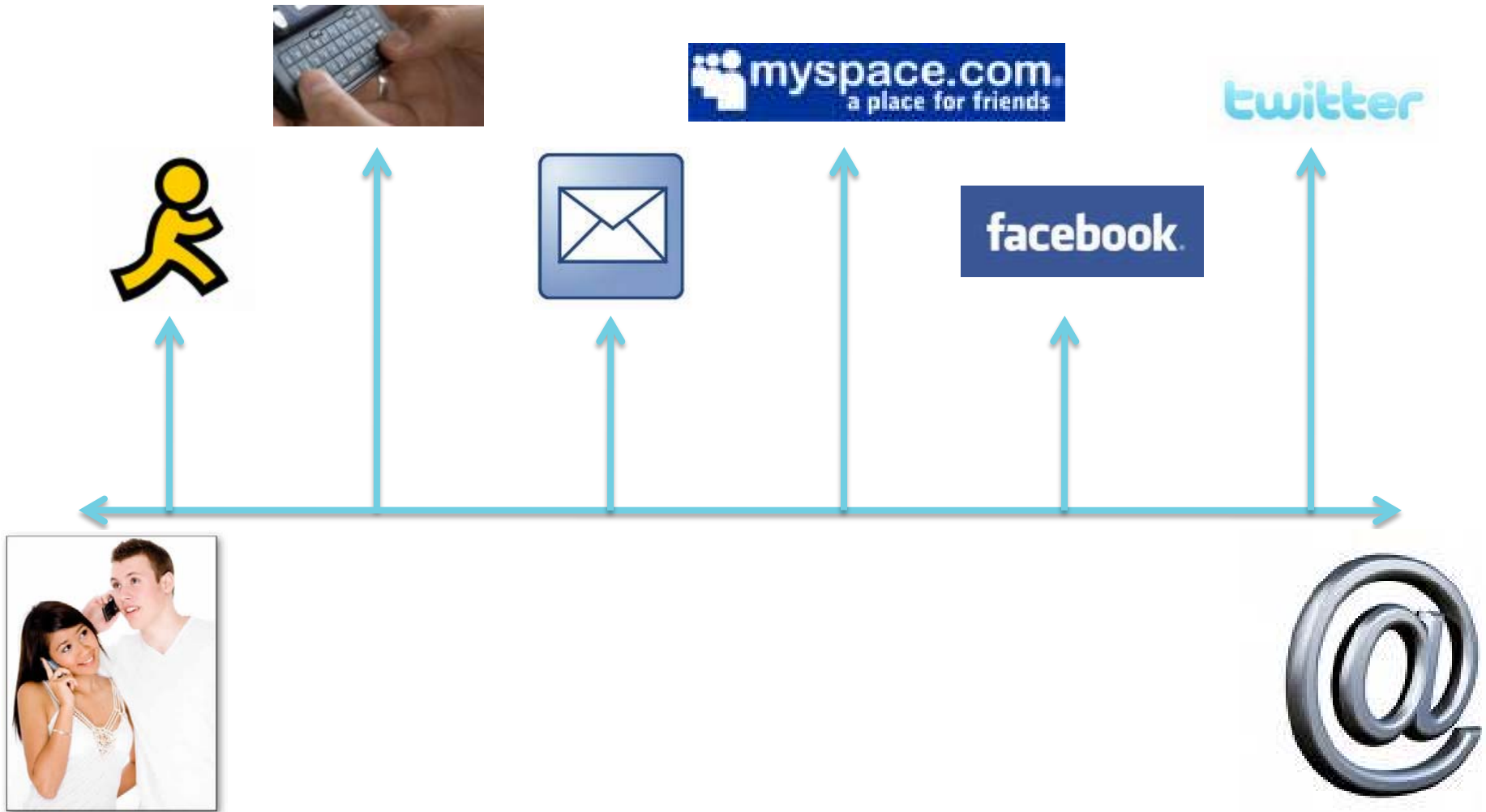
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April 23, 2010

*Michelle Fares, Intern Interactive Strategy*



# Social Media Continuum



# How is technology changing the way we communicate?

## Hey Grrrl! Haha, like a tiger.

Between You and Jeremy [redacted]



Jeremy [redacted] September 19 at 2:17am

Hey Leslie,

I noticed you didn't RSVP for my "New Phone Need Numbers" party. Is that cause I didn't have your number to begin with? lol. That's fine. I still need numbers in my phone! Haha, I guess it's a "New Phone Need NEW Numbers" party. But I also need my old numbers. Sorry if the title mislead you. I'd like your number.

Anyways whats up? Not much here, chillin out and eating some wheat thins. THESE ARE THE BOMBZ.

where dat numba at bitch? Haha, kidding. Ur not a bitch ur great.  
Jeremy

Sent via Facebook Mobile

# Stats and Trends

50

10



300,000



9

Requests	
	1 friend suggestion
	1 friend request
	13 event invitations
	1 pending album
	3 mob wars invitations
	49 other requests




# Millennials

- Youngest in teens, oldest just turning 30
- Use technology for self expression
  - Constantly connected
- Over 80% sleep with a cell phone by their bed
- 75% have social network profiles

# Flirting 2.0 - Early Stages

- Millennials are good at communicating with words, but not so good at picking up nonverbal cues
- Use Twitter, Facebook, etc. to strike up a conversation, but have trouble noticing if they've said the wrong thing

 Caitlynn is now single. · Comment · Like

 Mike [redacted] likes this.



**Mike** [redacted] wooo back on the market. what you doin tonight girl?  
about 2 hours ago



**Caitlynn** [redacted] Actually, my boyfriend was hit by a car a few months ago. I just got around to changing my status but im still not over it. Sorry.  
about an hour ago



**Jason** [redacted] nice one, asshole.  
about an hour ago



Heading out? Stay connected  
Visit [facebook.com](http://facebook.com) on your mobile phone.

## Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

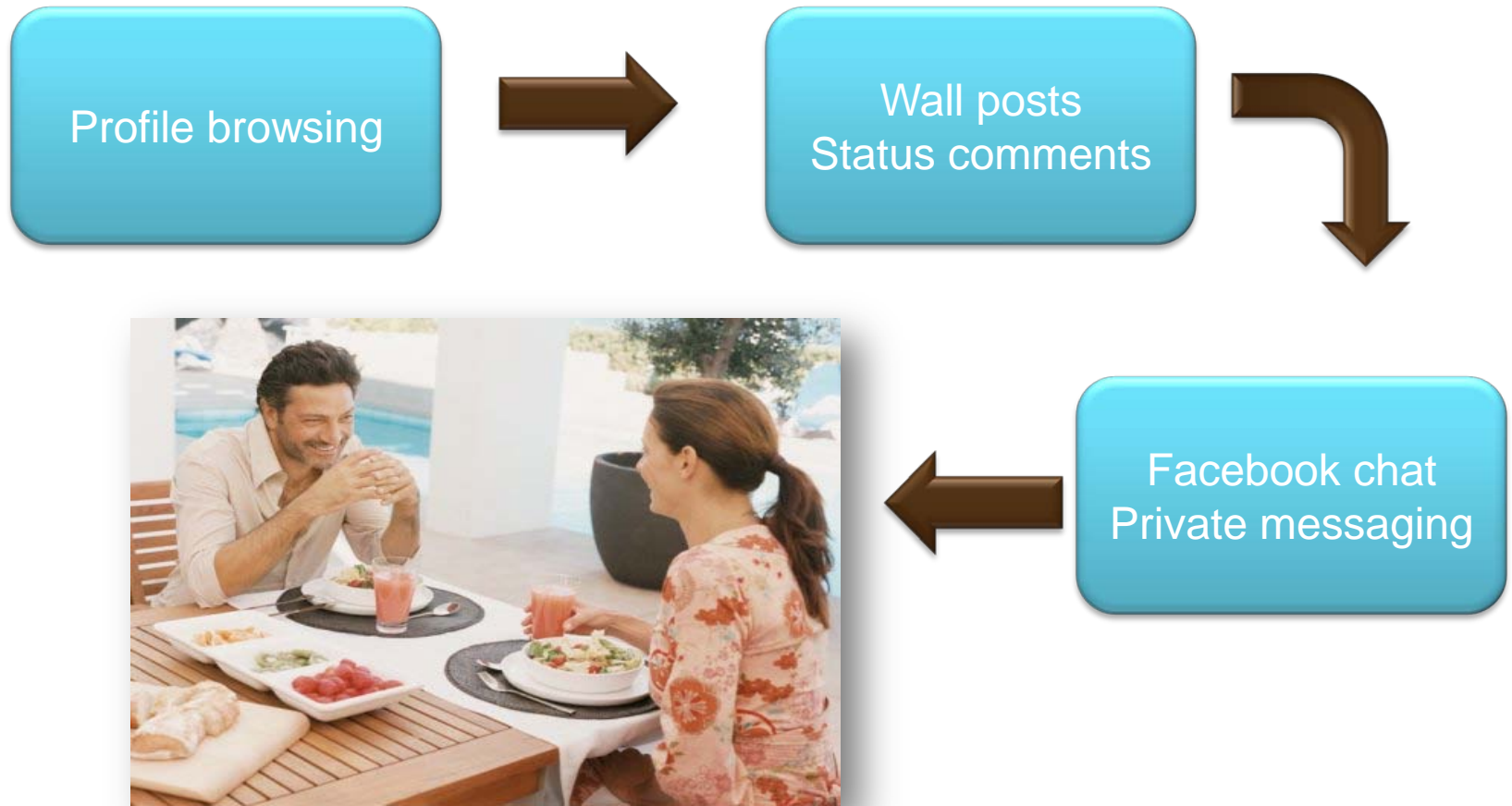
Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)



# Facebook Flirting

Flirting begins with a friend request...



# Facebook Flirting

- Poking is an online application that lets you get someone's attention
- Facebook stalking...

**SuperPoke!** edit ⌵ ✕

Displaying recent actions | Your Friends See All

Today

- Neha Tiwari (Berkeley) has tickled Caroline. 12:15pm ✕
- Caroline has thrown a sheep at Ryan Lawler (New York, NY). 12:13pm ✕
- Caroline has pwned Wilson G. Tang (FSU). 12:12pm ✕
- Caroline has high fiiived Lindsay Moody (F & M). 8:26am ✕

Yesterday

- Lindsay Moody (F & M) has given a beer to Caroline. ✕

**What do you want to do to Caroline (just click & wait)**

bl\*\$% slap, bite, buy a drink for, caress, chest bump, cock block, cuddle, defenestrate, dropkick, feed, give a beer to, give flowers to, headbutt, high five, hug, irritate, jab, karate chop, kiss, lick, pet, pinch, pwn, slap, smack, spank, spoon, sucker punch, throw a sheep at, tickle, trip or worship.



Already a member? [Login](#)

Find places, people, tags

SEARCH

# CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

JOIN NOW

## RECENT ACTIVITY



**Marulia G.** in Madrid, España:  
wrote a tip @ **Casa Paca**: Rica barra de pinchos, buena selección de vinos. Restaurante de comida clásica castellana



**Michelle W.** in Stafford, VA:  
became the mayor of **The Firkin & Bulldog**.



**Dan C.** in New York, NY:  
wrote a tip @ **Nate Harper**: Nate will never be mayor of himself.



**Stefan B.** in Sassnitz, DE:  
wrote a tip @ **Seaside Apartments**: 10% Rabatt auf Ferienwohnungen im Juni 2010



**Lars S.** in Herfølge, Sjælland:



## GET IT NOW

**iPhone** →

**BlackBerry** →

**ANDROID** →

**palm** →

**OTHER DEVICES** →

What is foursquare?



# Foursquare Flirting



Foursquare flirting has its benefits, but there are also pitfalls to be aware of...

**Do**

- Acknowledge that it's an unusual approach
- Use Foursquare to keep conversation moving
- Cement the connection casually
- Leave them an easy out

**Don't**

- Try to be mysterious with your information
- Use your phone as a crutch
- Assume a closeness that doesn't exist (yet)
- Continue the conversation if the other person isn't interested



Search for a keyword or phrase...



Discover what's happening right now, anywhere in the world

TOPICS [Glee](#) [Justin Bieber](#) [Kobe](#) [Lakers](#) [Omgduvalfact](#) [Ciara](#) [Of Women More Likely](#) TRENDING TOPICS [Heechul](#)

### New to Twitter?

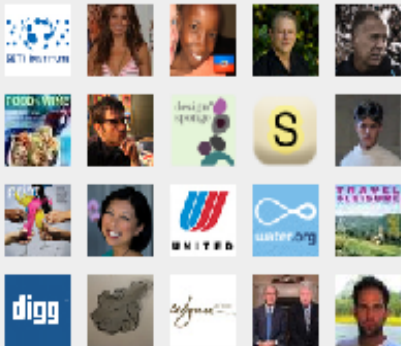
Twitter is a rich source of information. Stay updated. Others updated. It's a whole new world.

[Sign Up](#)

Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.

Using Twitter for a business? Check out [Twitter 101](#)

### See who's here



Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

### Top tweets [View all](#)

**DABieberVille**  

 about 1 hour ago via web

**JBieberAdmirer** яετωβεετ ιf υσυαε α ρασυθ νεειεβεεα  
 about 1 hour ago via web

**Jemmo1** All over Ireland everyone is pretending to have English relatives and getting pissed on Bombardier  
 about 1 hour ago via web

**The\_National** HIGH VIOLET is now streaming!  
<http://www.nytimes.com/2010/04/25/magazine/25national-t.html>  
 about 1 hour ago via web

**polljack** Nick Clegg wins on a Daily Mail poll. So the Daily Mail pull it, and lie to their readers. Good work! <http://bit.ly/d9jGKP>  
 about 2 hours ago via web

**camdengiles** There is a definite line between looking and staring.  
 about 4 hours ago via web



# awkwardin140

**Name** awkwardin140

**Web** <http://awkwardin1...>

**Bio** Because Life is Awkward, and people tweet this sh\*t

**881**    **752**    **53**  
[following](#)   [followers](#)   [listed](#)

**Tweets** **75**

[Favorites](#)

I was on a date last night talking about twitter.. I said "If you come in for a minute I'll show you my twitter." OMG beyond awkward!

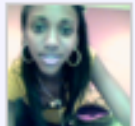
9:53 AM Oct 24th, 2009 via Tumblr

- Twitter offers another opportunity to connect with a person of interest online
- However, it is a public medium
  - @ vs. DM@
- If you're not careful, you could end up on this site

### Random



SarahGenest is tagged **courageous**, **hot**, and **Beautiful**



CaliDro is tagged **hot** and **cute**



Hello\_Pajj is tagged **cute** and **beautifully**

### Quick Search

I am a

Guy

Checking out

Girls

Country

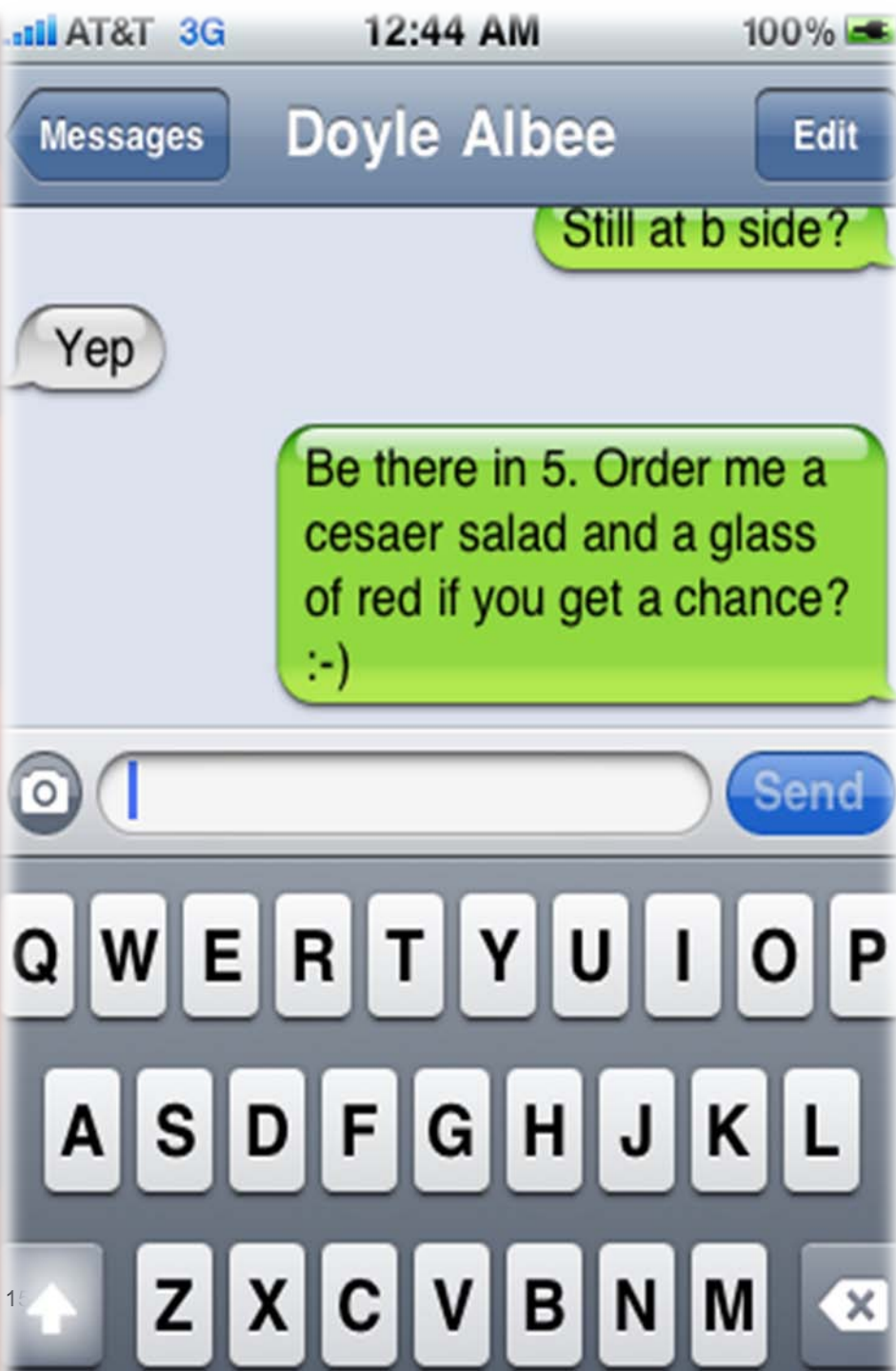
United States

State/Province

Any

Within 50 miles Zip Code

- Sites like Flirt140 help connect people on Twitter
- “Flitter” is a speed dating event created by a Canadian company
  - Sample tweet: #129, you’re so fine, but #152, you’re hot too. Man oh man, what will #72 do?

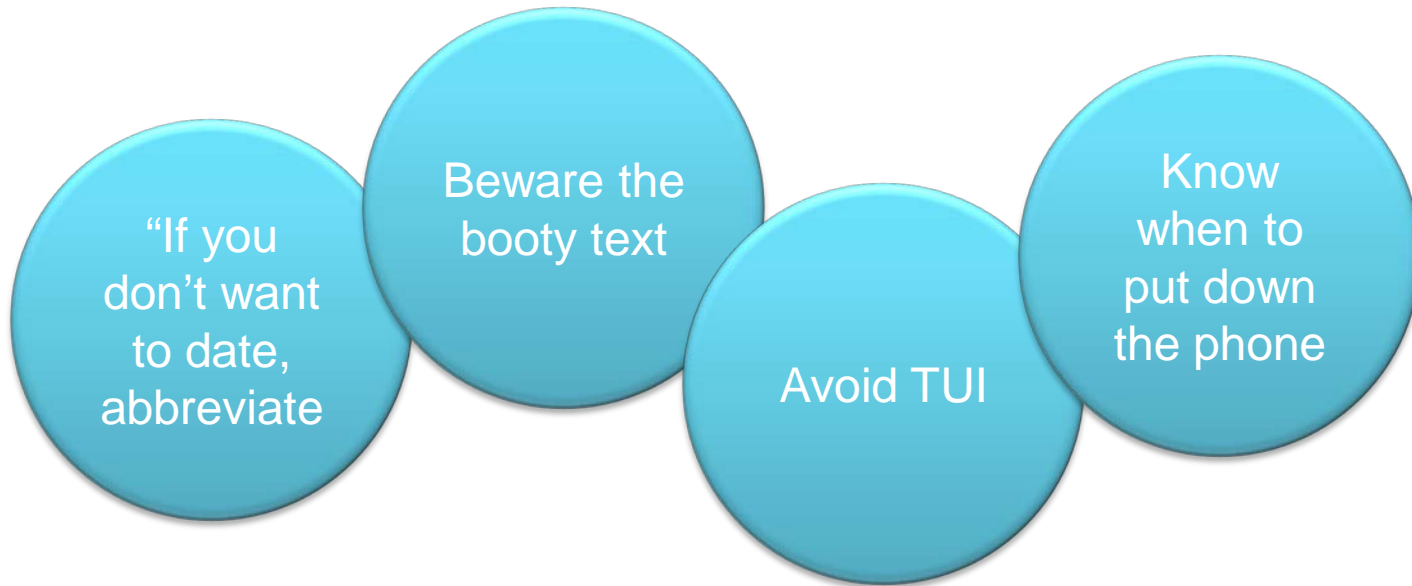




# Text Message Flirting



- There are many benefits to text messaging
  - Convenient
  - Instant
  - (Mostly) Private
  
- “Flirtexting” traps:



# TEXTS

## FROM LAST NIGHT

Nights:

**Best**

[Order T-Shirt](#)

(720):

he was so drunk he doesn't remember anything. I have to **break up** with him all over again



Favorite



Replies  
(16)



Good night  
(361)



Bad night  
(6781)

- “Flirtexting” is not perfect, and there are always dangers you can fall into.



## Post-Flirting: What Happens Next?

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# gremanda

+ Follow

Lists



gratuitous gremanda mention in a cbs new entertainment piece on social media love:  
<http://bit.ly/bnD2MK>

3:51 PM Apr 7th via HootSuite

laying low at #sxsw but we did get to see super-grefanda @adrants & impress @thebrianpesehn with our star power:  
<http://bit.ly/acm3bm>

4:00 PM Mar 15th via HootSuite

Name gremanda  
Location Long Island, NY  
Web <http://gremanda.com>  
Bio Greg Verdino+Amanda Gravel, America's Favorite Tweethearts. 3

116 following 165 followers 5 listed

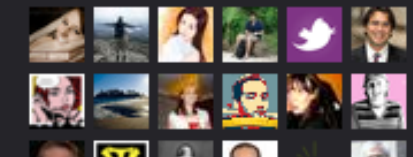
Tweets 80

Favorites

Actions

block gremanda  
report for spam

Following



## The couple that tweets together...



# When it goes too far...





When the Going Gets Tough, the Tough Get on Facebook

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# BREAKUPTXTS

HOME ABOUT TERMS & CONDITIONS

Feed | [Subscribe via Email](#)

Search...

Search

by submitting you agree to our  
[Terms & Conditions](#)

Dude

**TAGS**  
50000 years accordion anymore

**ENTER TEXT HERE!!**

**I hate your guts!**

From: DUDE or CHICK



**Rick** life cant get any worse...  
4 minutes ago · [Comment](#) · [Like](#)



**Jane** oh yes it can, and it just did. im dumping you  
about a minute ago

[lamebook.com](#)



**Julia** is single.  
44 minutes ago · [Comment](#) · [Like](#)



**Meaghan** I'm coming Friday - we will find  
better ones :P  
25 minutes ago



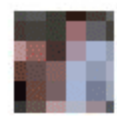
**Dane** hopefully she won't cheat on that guy too  
21 minutes ago

[lamebook.com](#)

### RECENT ACTIVITY

♥ Ricky went from being "in a relationship" to "single." · [Comment](#) · [Like](#)

♥ Ricky went from being "single" to "in a relationship." · [Comment](#) · [Like](#)



**Ricky** False alarm everybody. She was kidding but I thought it was  
serious. FML. Drinking incase anyone wants to join...  
about an hour ago · [Comment](#) · [Like](#)

[lamebook.com](#)

# Online flirting done right!



HunterLongeXXX @MissDeidraLeigh Hey Gorgeous cant wait to see you tonight :-)

4 days ago from web



April 23 at 11:24am

I just saw your concert pictures - I'm totally jealous that you got to see U2! Was it as awesome as it looks?



Heather Hey Mark nice meeting you tonight! hopefully Ill see you around Georgetown next year!

March 31 at 11:39pm · Comment · Like · See Wall-to-Wall



## Social media take aways

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# Take-aways



- Millennial generation is growing up with technology; they will become key customers
- Brands will need to communicate with Millennials differently than previous generations
- Millennials value their privacy, but express have different standards
- Millennials value in-person connections, but build and manage these connections differently



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