



ways we can use social media
to help our students



Canadian Association of Allied Health Programs
May 8, 2019

WOULD YOU RATHER?

Have a smartphone.

OR

Have heat and A/C at home.

WOULD YOU RATHER?

Have 30,000 new followers online.



OR

Have 3 new friends offline.

Social Media by Generation

Growth in social media time is slowing down

Gen Z and millennials are spending increasingly less time, with millennials showing a downward trend

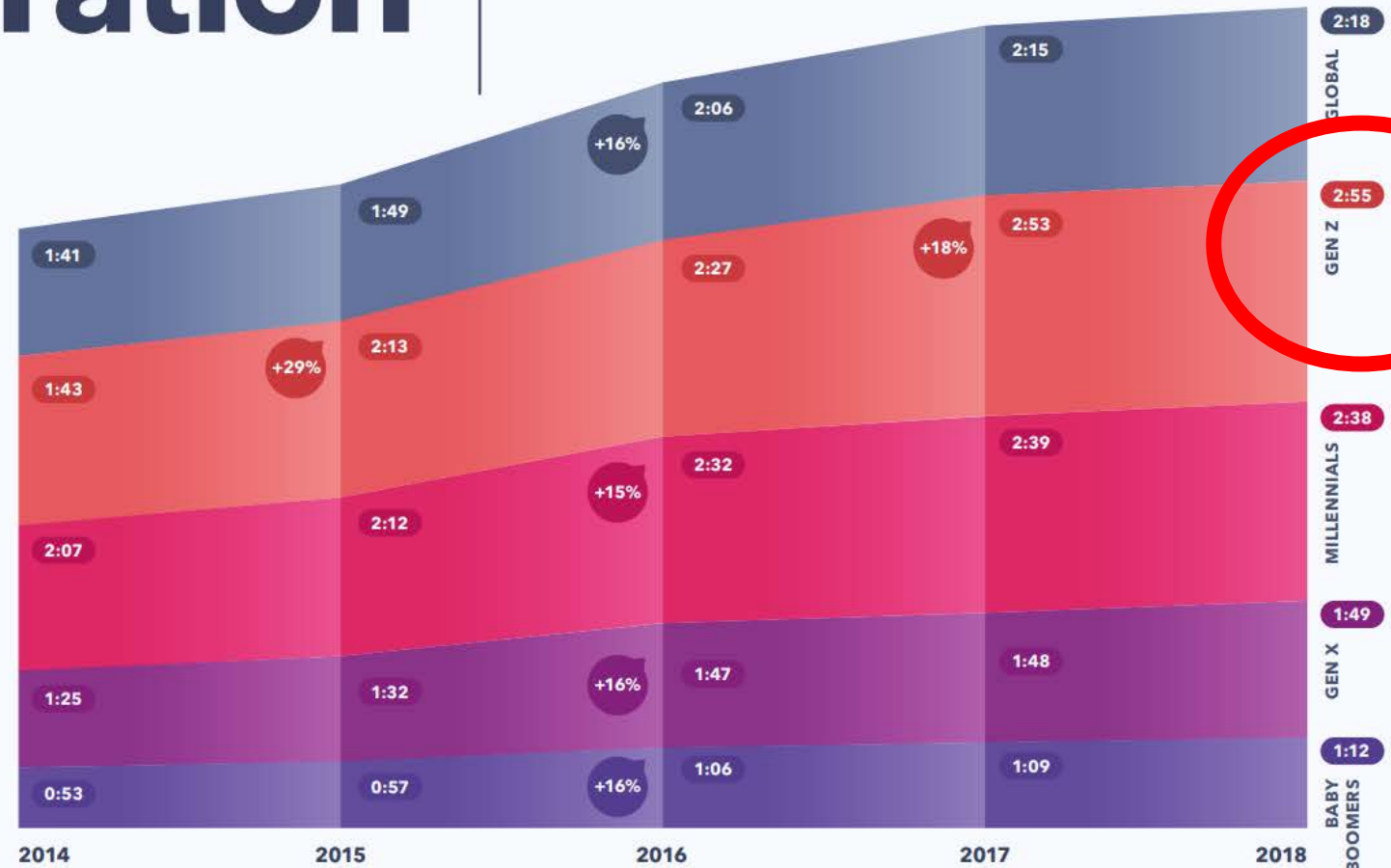
AVERAGE DAILY SOCIAL MEDIA TIME

Asia Pacific	2:13
Europe	1:50
Latin America	3:27
Middle East & Africa	3:03
North America	2:04

- Z** Gen Z
- M** Millennials
- X** Gen X
- B** Baby Boomers

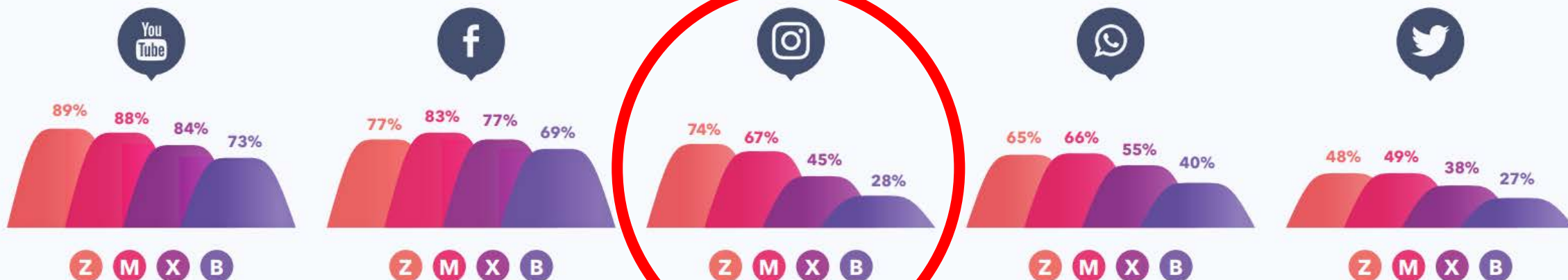
SOCIAL MEDIA TIME BY GENERATION

Average time spent per day on social media



WHO USES WHAT?

% of internet users (exc. China) who have visited/used the platforms in the past month

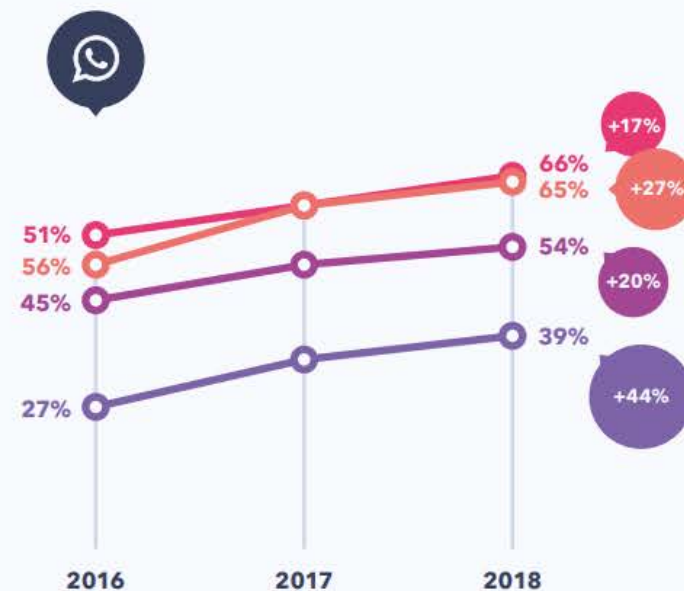


INSTAGRAM AND WHATSAPP IN THE SPOTLIGHT

Baby boomers are showing the highest growth in Instagram and WhatsApp usage

% of internet users (exc. China) who have visited/used the platforms in the past month

% change since 2016



1. Congratulate & celebrate

Well done!





McMasterScience @McMasterSci · Feb 27

It was an award-winning week for Shawn Hercules who's pursuing a Ph.D. in Biology, receiving the national Black Arts and Innovation Scholarship and two Biology Graduate Student Achievement Awards - the Outstanding Research Communication and Outstanding Leadership Awards.



2

32

170



McMasterScience @McMasterSci · Apr 22

Big thanks to Daniel Batanau & all the other @McMasterU students, staff, faculty and spouses who volunteered all day and late into the evening last Wednesday to Saturday so more than 2,200 visitors to the Biology Greenhouse could see & smell the blooming corpse flower.



1

17





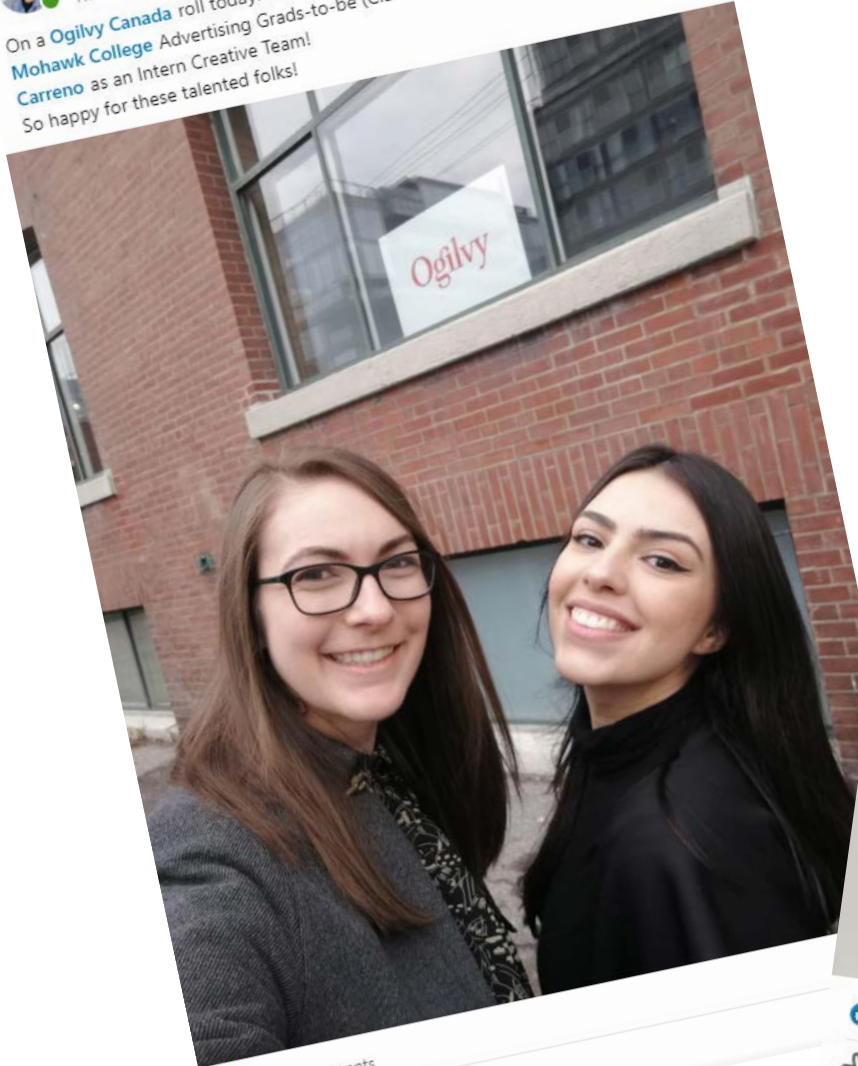
2. Connect & introduce



Wayne Aubert • 1st

Professor, Advertising and Marketing Communications Management program, ...

On a **Ogilvy Canada** roll today!!! My former agency has welcomed two more **Mohawk College** Advertising Grads-to-be (Class of 2019), **Cheryl Post** and **Angelica Carreno** as an Intern Creative Team! So happy for these talented folks!



24 • 8 Comments

Like Comment Share



Wayne Aubert • 1st

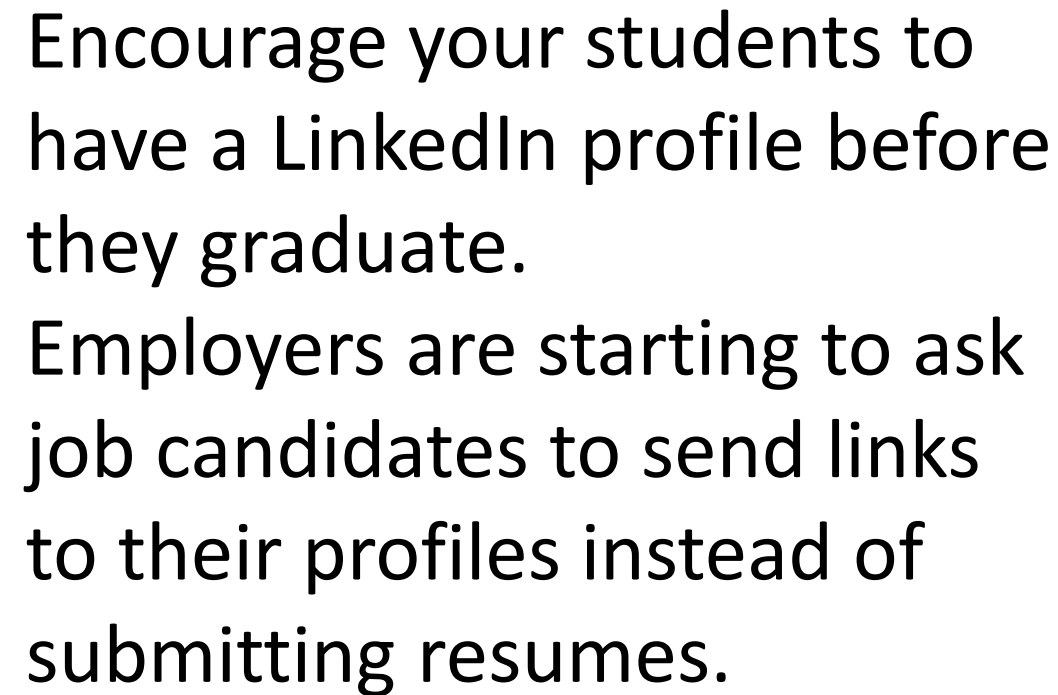
Professor, Advertising and Marketing Communications Management program, ...

Mohawk College Advertising Grad (Class of 2016) **Peter Anthony Licandro** is the Co-founder of **The Marketing Company** right here in Hamilton! Peter is an entrepreneur! Check out his agency: <https://hellotmc.com/>




29 • 1 Comment

Like Comment Share



More...

 See connections (500+)

I also offer free media training to local nonprofits, community groups and start-ups as a thank you to community builders and job creators who make Hamilton an even better place to call home. Requests for media training can be sent to jayrobb@coqeco.ca.

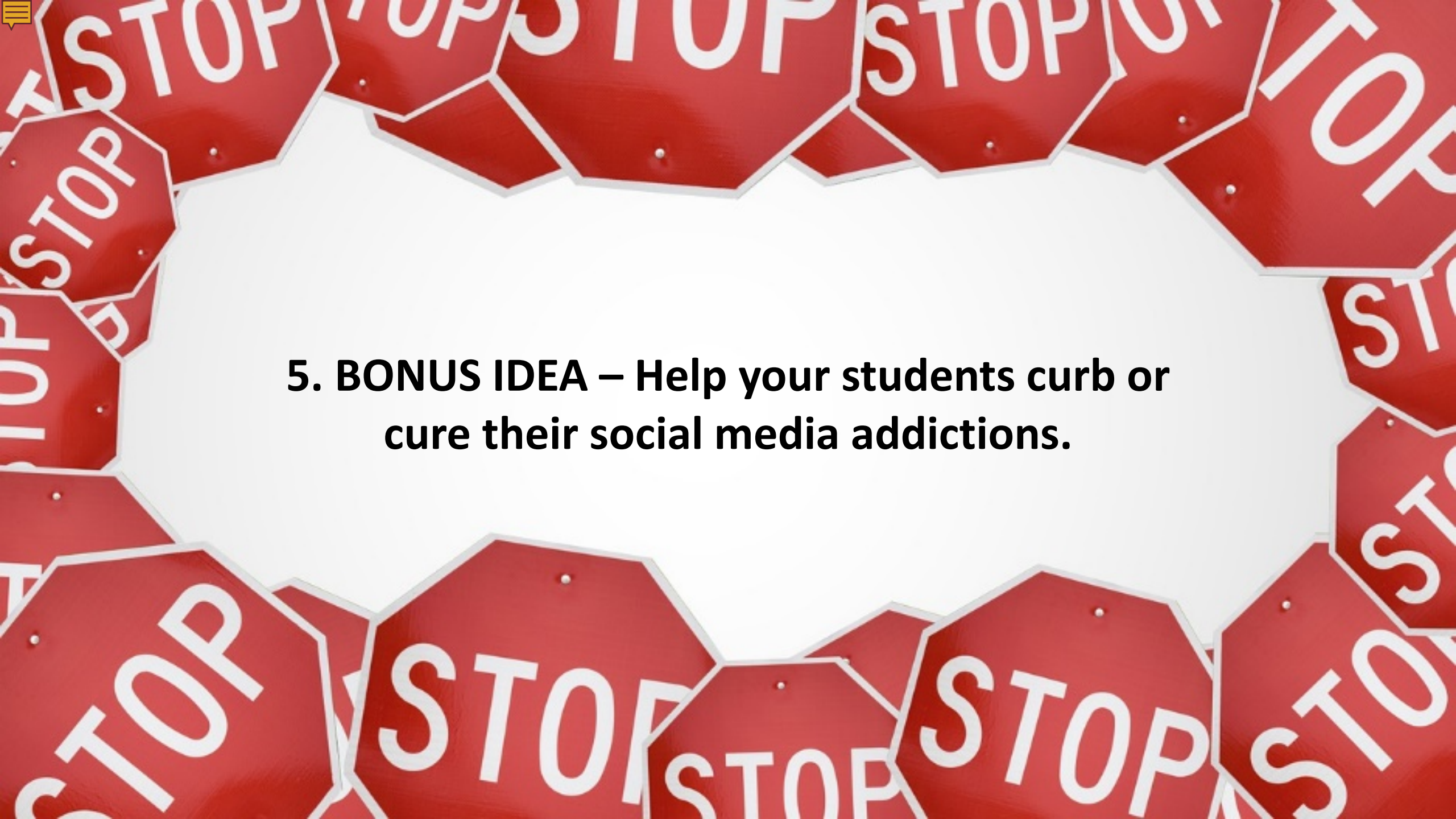


3. Curate & share



4. Coach & counsel



The background of the slide is a repeating pattern of red octagonal stop signs with the word "STOP" in white capital letters. The signs are arranged in a way that they overlap and form a circular frame around the central text.

5. BONUS IDEA – Help your students curb or cure their social media addictions.



52

Average number of times we check our phones each day.

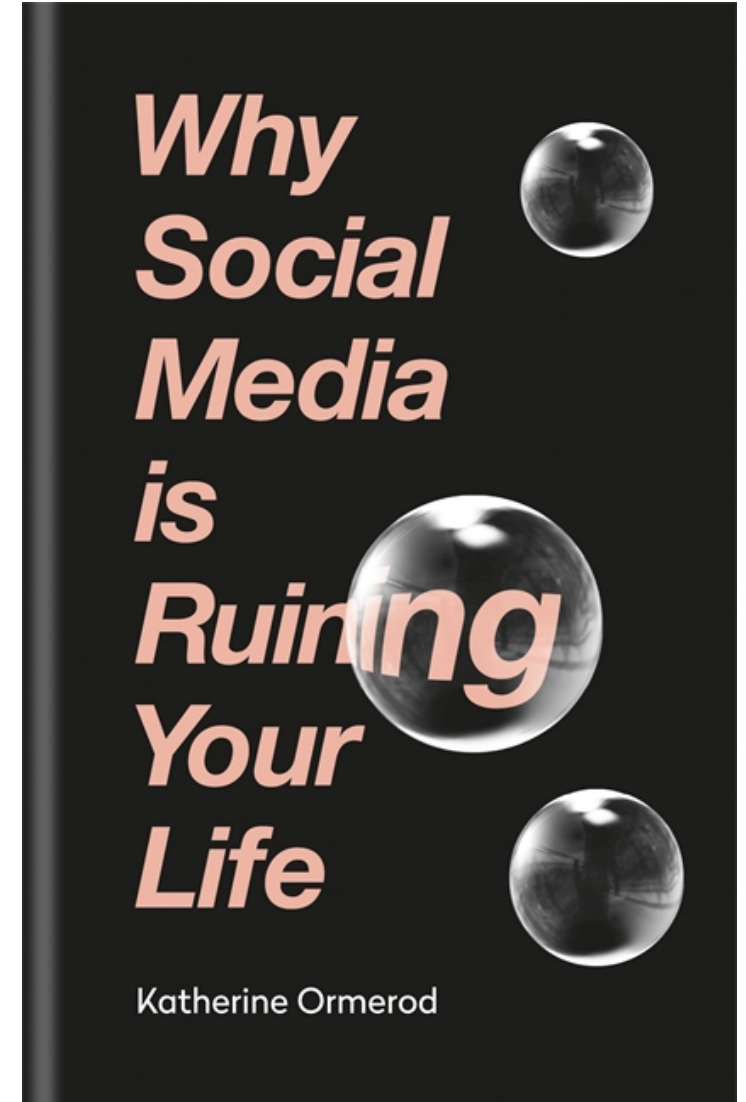
25,000+

The estimated number of times the average millennial will turn their smartphones on themselves for a selfie over their lifetime.

84

Average number of minutes that UK teens spend each week preparing for selfies.

“The impact of consuming and creating these hundreds, thousands, millions of images is only slowly being addressed but the academic, medical and anecdotal consensus is that we are sitting on a **huge health, sociological and psychological time bomb**. The sheer scale and volume of images we now view and internalize is fundamentally altering our relationship with our bodies.”





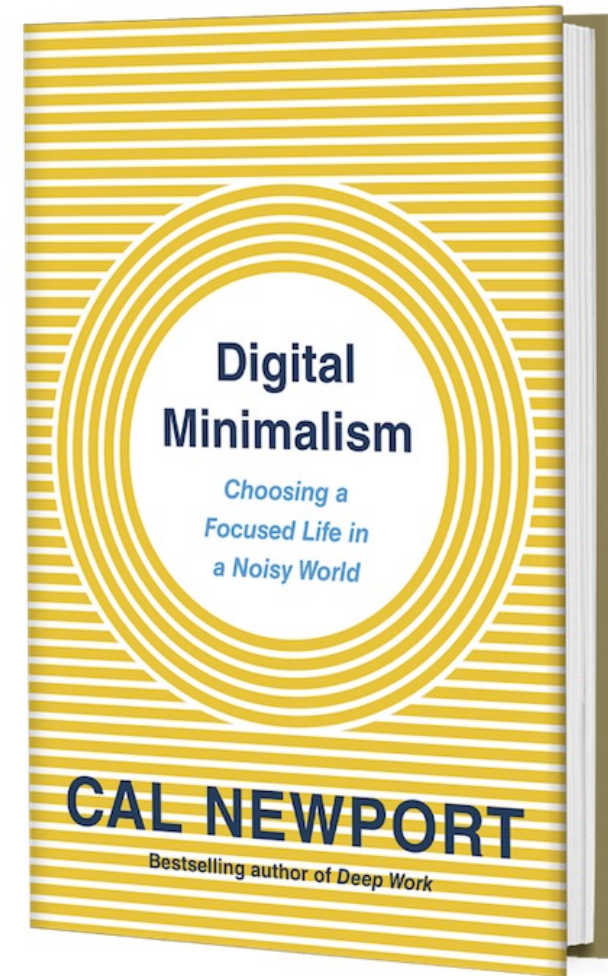
The psychological drawbacks of social media use have gained more attention in recent years, with parents, consumer advocates, and even tech companies pointing to its potential to increase anxiety and social isolation. Technologists also have taken issue with popular social media platforms that place engagement metrics at center stage, encouraging users to maximize those figures by spending more time on the site and a perpetuating feedback loop of notifications and social validation.

Instagram isn't alone in trying to tamp down on the seemingly endless competition for likes and new followers. Twitter chief executive Jack Dorsey said last week that if he could build his social network anew, he would rethink its emphasis on likes and retweets as markers of success. In a prototype of the Twitter app, dubbed twttr, the company is experimenting with removing like and retweet counts by default. Unlike the current version of Twitter, which displays those figures for every post, the beta app only shows the metrics when a user taps the tweet.

Hamza Shaban
The Washington Post (May 2, 2019)

30-DAY DIGITAL DETOX

“Much like decluttering your house, this lifestyle experience provides a reset for your digital life by clearing away distracting tools and compulsive habits that may have accumulated haphazardly over time and replacing them with a much more intentional set of behaviors, optimized, in proper minimalist fashion, to support your values instead of subverting them.”



Checklist



1. Congratulate & celebrate.
2. Connect & introduce.
3. Curate & share.
4. Coach & counsel.
5. Curb or cure.





Jay Robb

Communications Manager with McMaster University's Faculty of Science & biz book reviewer at the Hamilton Spectator.

Hamilton, Ontario, Canada



McMaster University



See contact info



See connections (500+)

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More...

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