SOCIAL MEDIA & NETWORKS

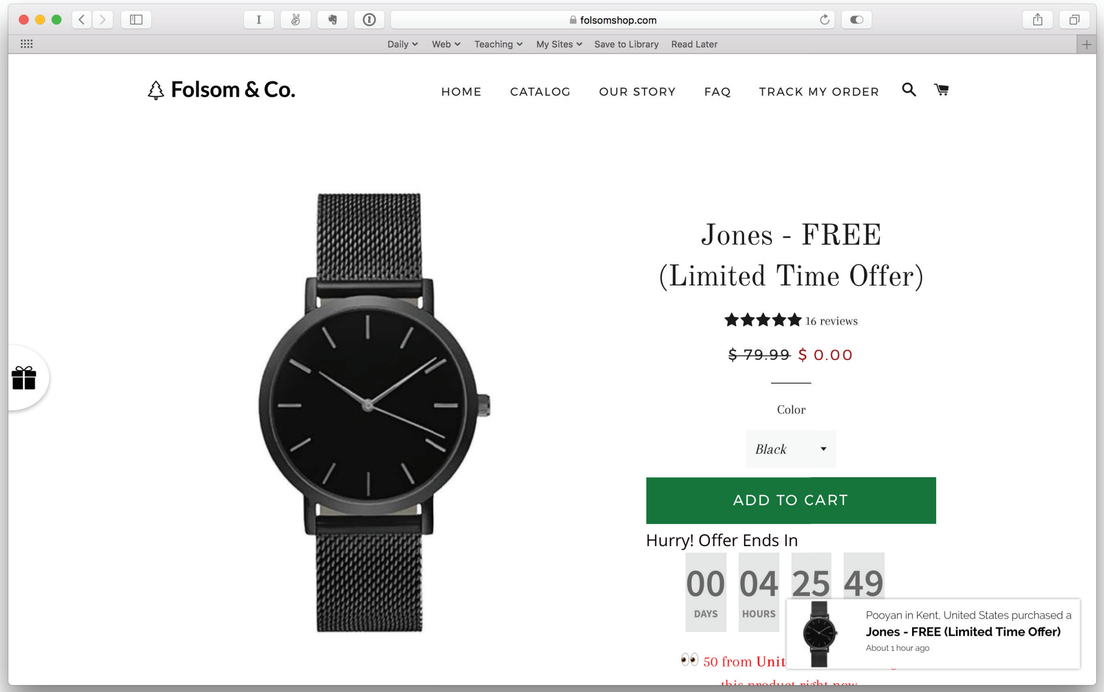
The relationship between social media and branding

Advertising, connection, surveillance, and distribution

The aesthetics of social media

There’s no such thing
as a free watch

Social media and branding


folsomshop.com
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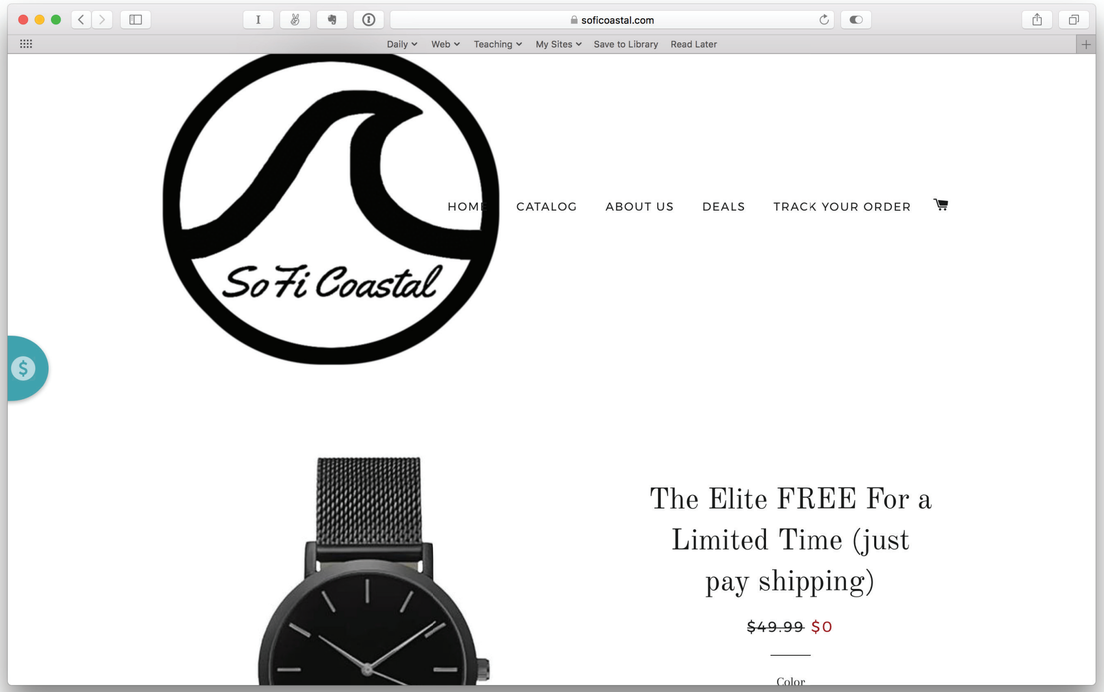
Folsom & Co.
HOME
CATALOG
OUR STORY
FAQ
TRACK MY ORDER
Jones - FREE
(Limited Time Offer)
16 reviews
$ 79.99 $ 0.00
Color
Black
ADD TO CART
Hurry! Offer Ends In
00 DAYS
04 HOURS
25
49
Pooyan in Kent, United States purchased a
Jones - FREE (Limited Time Offer)
About 1 hour ago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Daily
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Save to Library
Read Later
So Fi Coastal
CATALOG
ABOUT US
DEALS
TRACK YOUR ORDER
The Elite FREE For a
Limited Time (just
pay shipping)
$49.99 $0
Color

“It simply lays bare the categorical deception at the heart of all branding and retail. The different watch values are, in the strictest sense, speech acts: the watch is $29.99 because someone said it’s $29.99. It’s $29.99 because a certain person is wearing it on Instagram; it’s $29.99 because it’s photographed next to fannel and a Chemex. While “Bradley” of “Bradley’s men’s shop” may not be the most feshed-out character, he – and the entire existence of Folsom & Co., Sofcoastal, etc. – are examples of the now-household term, “brand storytelling.” And the internet makes it possible for anyone to tell any story, about anything, from anywhere.”

Social media closes the gap between brand and consumer.

Turns *brands* into *people*.

theatlantic.com
Daily Web Teaching My Sites Save to Library Read Later

Stephanie Keith / Reuters

Instagram's Creepy New Ads Look Like Posts From Your Friends

Who are those people drinking beer in a forest at golden hour?

KYLE CHAYKA | SEP 22, 2016 | TECHNOLOGY

Share Tweet ...

TEXT SIZE
– +

This Is Why You Don't Mess With China

The Share Club

●●○○○ Verizon LTE 2:26 PM 11%

Instagram

naturallightbeer Sponsored

♥ 1,178 likes

naturallightbeer Great flow. Better beer.

●●●○○ Verizon LTE 11:32 PM

Oakland, California ›

millerhighlife Sponsored

♥ 6,727 likes

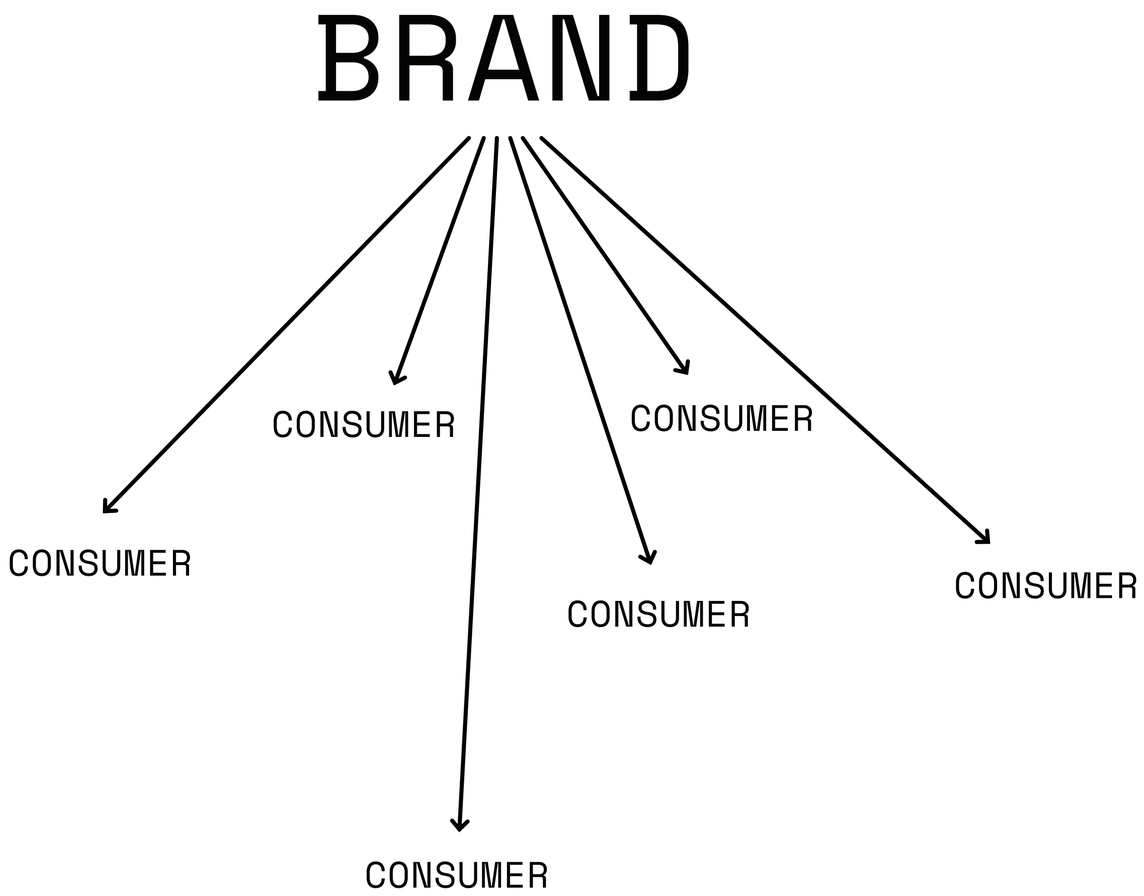
millerhighlife A classic summer game needs

●●●○○ Verizon 3G 7:57 PM

budlight Sponsored

♥ 2,076 likes

budlight Lime Thoughts: You could relax without a Lime, but why would you?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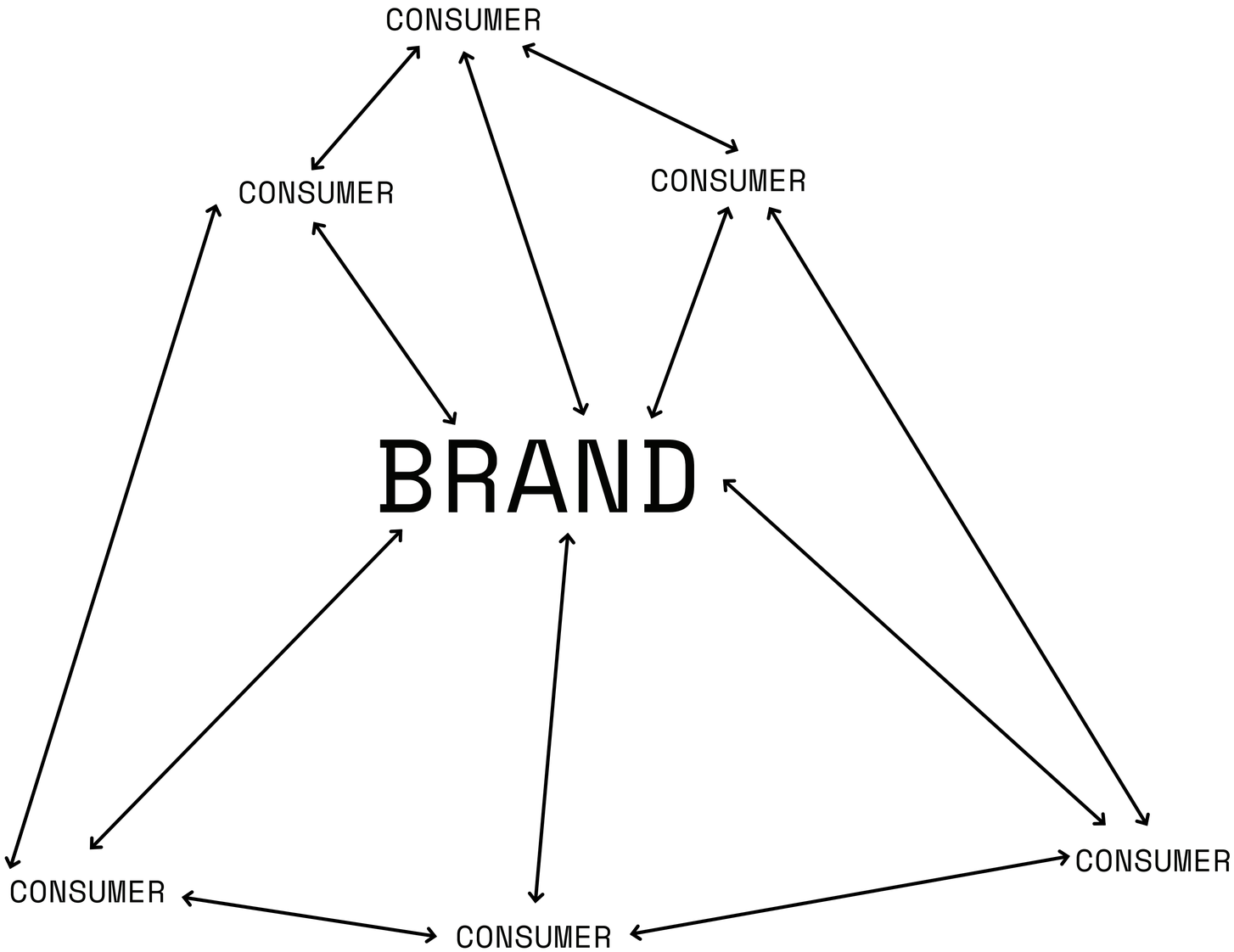
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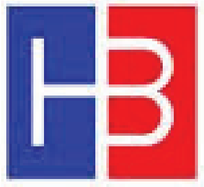


THE LIMITED

OKA
SAN

IDEO

CAD

MORNINGSTAR

ENRON

USSB

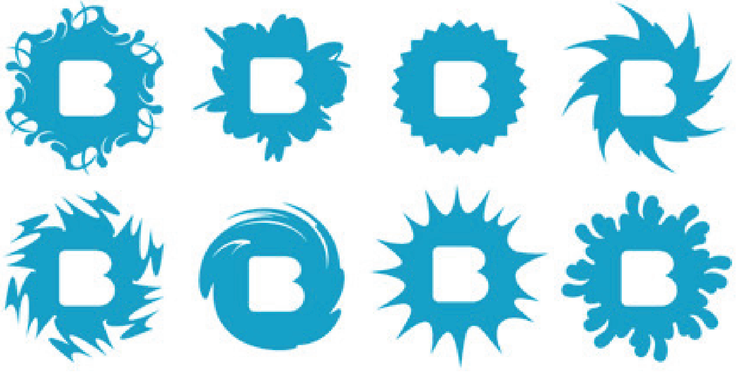
PDR

NeXT

Aol.

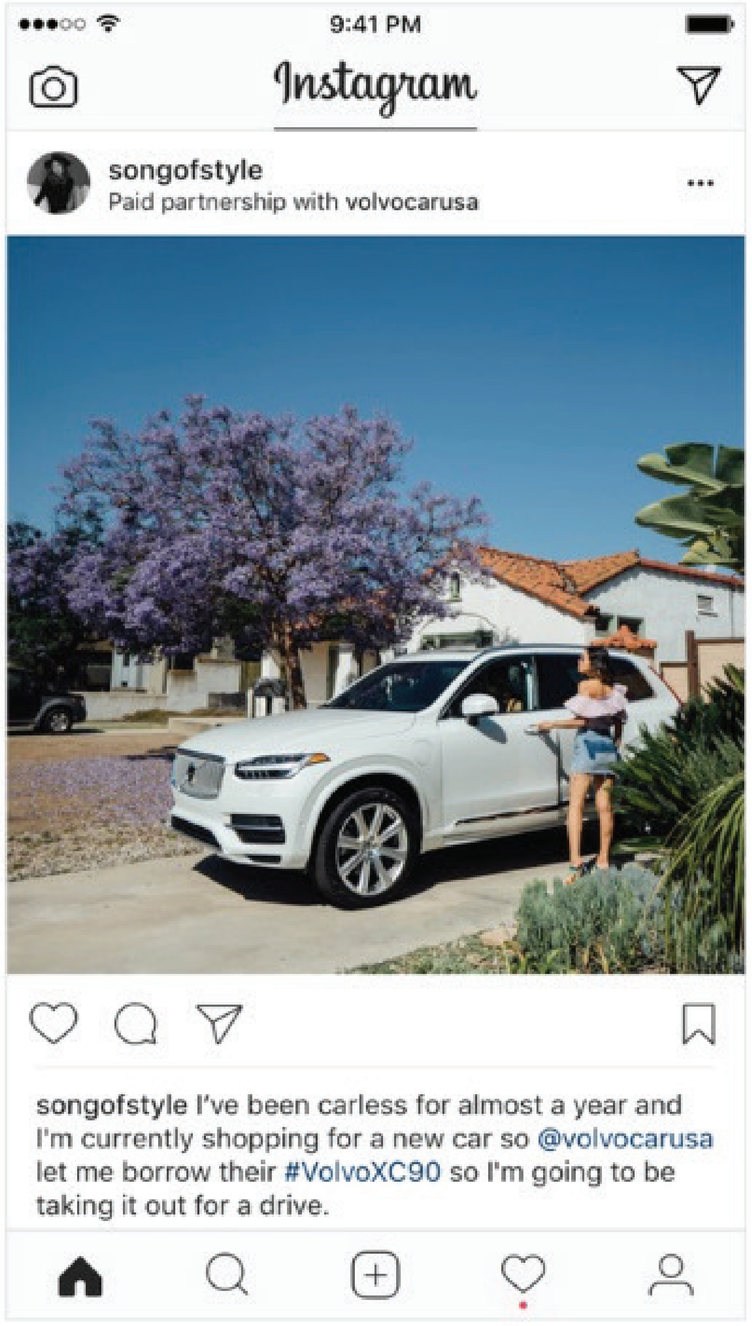
CITY OF MELBOURNE

Art



Social media closes the gap between brand and consumer.

Branded content
Brand ambassadors
Influencers


9:41 PM
Instagram
songofstyle
Paid partnership with volvocarusa
songofstyle I've been carless for almost a year and I'm currently shopping for a new car so @volvocarusa let me borrow their #VolvoXC90 so I'm going to be taking it out for a drive.

songofstyle 10m
Paid partnership with volvocarusa
New car, who this?
Borrowing
@volvocarusa since
I'm carless.
#VOLVOXC90
Send Message

The rise of social media corresponds to the rise of reality television.

“Glorification of the *normal*”

Social media turns *everyone* into a *brand*.

“There’s only freedom of the press for those who can afford a printing press.”

“Population-wise, it’s larger than any single country; in fact, it’s bigger than any continent besides Asia. At 2 billion members, “monthly active Facebook users” is the single largest non-biologically sorted group of people on the planet after “Christians” — and, growing consistently at around 17 percent year after year, it could surpass that group before the end of 2017 and encompass one-third of the world’s population by this time next year.”

—Max Read, *New York*

“Connectedness”

people → people
brands → people
people → brands
people → causes
buyers → sellers
sellers → buyers
makers → consumers

GOOD

connectedness
globalism
empathy
community
distribution
gives everyone a voice

BAD

filter bubbles
closed communities
fake news
harrassment
gives everyone a voice

Is this empathy?

These are not *social media* companies but *advertising* companies

(this is not a bad thing!)

Creates a tension between serving users and serving advertisers.

(you are the product!)

Not advertising, but surveillance

GAP
GAP
GAP

First Last

First Last Home

First Last
Edit Profile

FAVORITES
News Feed
Messages
Ads Manager
Events 20+
Saved 3

PAGES
Lorem ipsum dolor 1
Lorem ipsum dolor 20+
Lorem ipsum dolor
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GROUPS
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APPS
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Lorem ipsum dolor 20+
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Update Status | Add Photos/Video | Create Photo Album

What's on your mind?

Custom | Post

Suggested Post

First Last Lorem ipsum
Lorem · ipsum dolo

Like Page

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Lorem ipsum dolor

95 Likes 16 Comments 21 Shares

Like | Comment | Share

YOUR ADS

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Tips for New Advertisers

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Get Started

This Week

138 Post Reach

13 People Engaged

Today's Results

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Ads Shortcuts

Lorem ipsum dolor at 7:30pm

Lorem ipsum dolor sit amet

TRENDING

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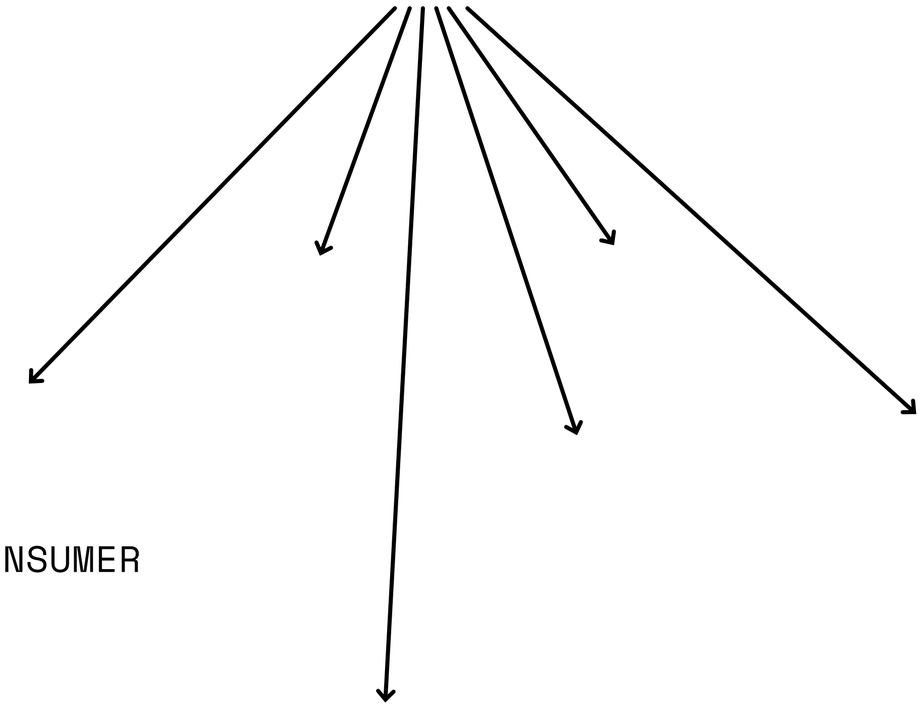
Lorem ipsum dolor sit: amet, ut quam nulla leo dolor interdum nullam.

Lorem ipsum dolor sit: amet, ut quam nulla leo dolor interdum nullam, nunc nec vitae, natoque parturient urna vitae.

See More

SUGGESTED GROUPS

ADVERTISER



CONSUMER

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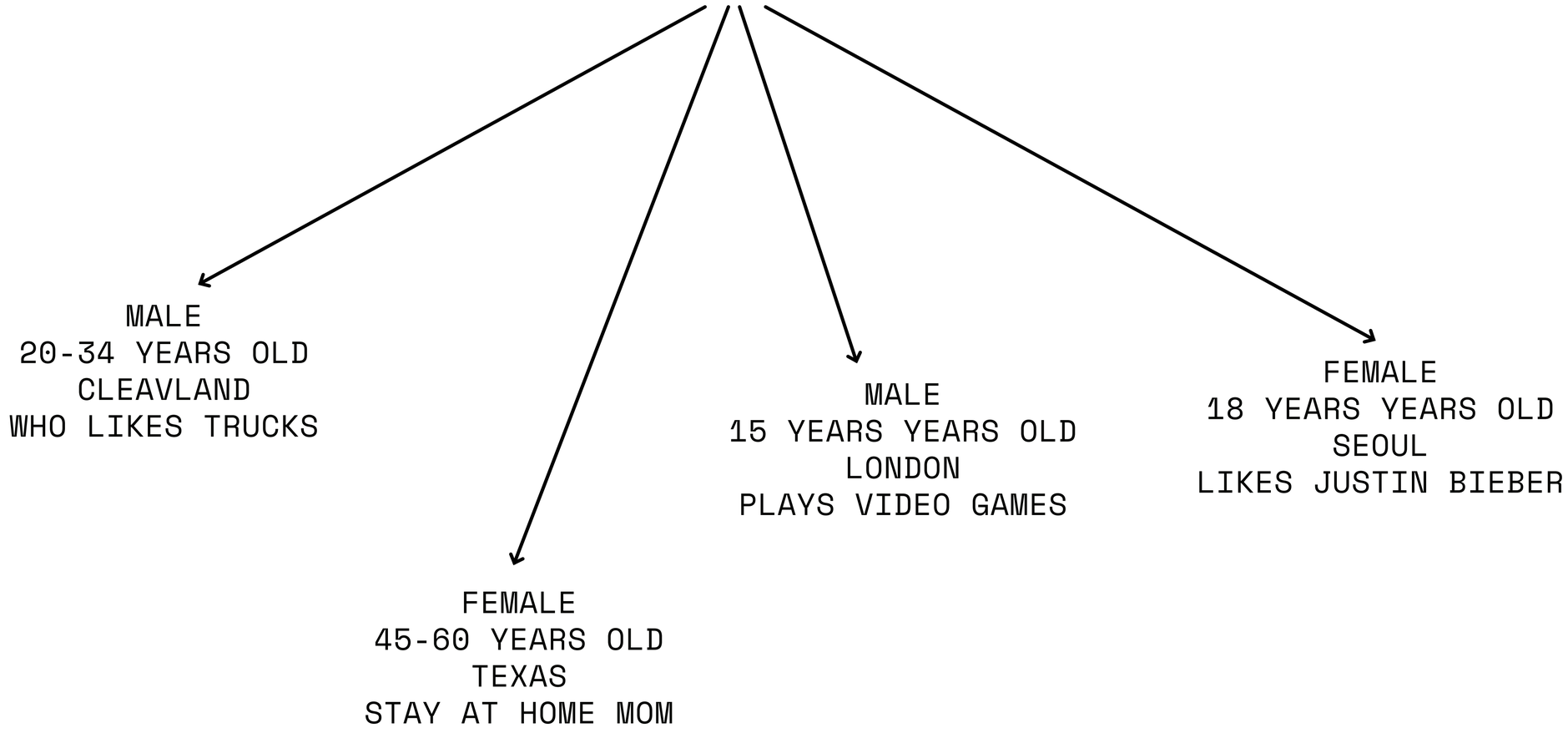
MALE
20-34 YEARS OLD
CLEAVLAND
WHO LIKES TRUCKS
FEMALE
45-60 YEARS OLD
TEXAS
STAY AT HOME MOM
MALE
15 YEARS YEARS OLD
LONDON
PLAYS VIDEO GAMES
FEMALE
18 YEARS YEARS OLD
SEOUL
LIKES JUSTIN BIEBER

An aesthetics of social media?

centered portraits
where I Stand
centered food
stylized still lives
animated gifs
most hashtags

...what else?

In the final three months of the US presidential campaign, the top-performing fake election news stories on Facebook generated more engagement than the top stories from major news outlets such as the New York Times, Washington Post, Huffington Post, NBC News and others.

Aesthetics and Algorithms

Social media
completely changes
how information
is shared

(design!)