

# #thebrief

back to basics

Version 14.02

## facebook

Recognised as the largest and most visited social networking site, Facebook had over one billion active users as of September 2012. Membership was initially limited to Harvard students, but today anyone claiming to be at least 13 years old can use the website. However, it is not uncommon for children under the age of 13 to be registered with the site.

Registered users can: create a personal profile, add other users as friends, exchange messages, upload photos, and join common-interest user groups, amongst other features. Unless privacy settings are changed, this information will be in the public domain.



## Instagram

**Instagram** is an online photo-sharing, video-sharing and social networking service.

Enables users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter and Tumblr.

Users are also able to record and share short videos lasting for up to 15 seconds

After being launched in 2010, the service rapidly gained popularity, with over 100 million active users as of April 2012.

Like Twitter, Instagram uses hashtags, allowing users to search for photos and videos featuring topics of interest.



**Twitter** is an online social networking service that enables users to send and read **Tweets** - text messages limited to 140 characters.

Anyone can read messages that have been tweeted. Twitter can be accessed through the website, SMS, or mobile device app. It is one of the top 10 most visited websites.

### Speak the language - the basics:

**Hashtagging** – by prefixing words or phrases with "#", similar posts can be grouped together.

The "@" sign followed by a username is used to mention or reply to other users.

**Retweeting** – reposting a message on your own twitter feed, sharing it with your followers. Retweeting is symbolized by "RT" in the message.

**Trending topic** – a word or phrase that is tagged frequently. Topics start to trend either through a concerted effort by users, or because of an event that prompts people to talk about a specific subject. Trending topics show what people commonly tweet about right now.

# Vine

**Vine** is a mobile app owned by Twitter that enables its users to create and post short looping video clips lasting a maximum of 6 seconds. Videos can be shared on Vine, or through other services such as Twitter and Facebook. On April 9, 2013, Vine became the most-downloaded free app within the iOS App Store.

**Did you know?** Pornographic video clips started appearing on the service less than a week after it first launched. One sexually explicit clip was accidentally featured as an "Editor's Pick" in the Vine app. Because pornographic content violates Apple's terms of service, on February 5, 2013 Twitter raised the minimum age limit to 17+ following a request by Apple.

**Snapchat** is a photo messaging app which allows users to take photos, record videos, add text and drawings, and send them to a controlled list of recipients.

Users set a time limit for how long recipients can view their sent photos (from 1 to 10 seconds), after which they are hidden from the recipient's device and deleted from Snapchat's servers.

**Screen grabs** can be used to save sent pictures, but Snapchat notifies the sender when this happens.

However, a new app called **Snaphack** automatically saves images sent via Snapchat without the sender knowing.

Furthermore, on Android Snapchat's "deleted" photos are only hidden on the device, and can be retrieved using special software.

There have also been concerns over cyberbullying through the app – as photos disappear before a victim can show an adult.



**Tumblr** allows users to post multimedia content to a blog. Users can follow each other's blogs, reblog posts made by other users, and make their blogs private. Blogs that are not private can be viewed by anyone. Most features are accessed from the **dashboard**, from which users post content and view posts of followed blogs. As of February 7, 2014, Tumblr hosts over 170.2 million blogs.

### Did you know?

Tumblr has a sizable amount of pornographic content, it was revealed that in June 2012 between 2% and 4% of Tumblr's traffic was porn-related.

# tumblr.