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E-MARKETING

Tourism Marketing on Social Media - Facebook, Instagram, Tik Tok, etc.

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TYPES OF SOCIAL NETWORKS

"There are different types of social networks:

- Facebook
- Twitter
- Instagram
- TikTok
- LinkedIn
- YouTube
- Pinterest ..."



Facebook

"Facebook is the largest social network of today. Initially, Facebook was designed as a social network for students at Harvard University. Today, it has over 1.49 billion users. Facebook pages allow the sharing of multimedia content, photos, and videos with other users. Users form so-called virtual friendships and can follow the profiles of their 'friends.' The basic applications that engage users include photos, videos, groups, events, items, notes, and gifts. In addition to these basic applications, there is also the possibility to create custom ones."



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"A Facebook profile gives other members an idea of who is behind the profile, as well as their interests. To make it easier to find friends, Facebook collects information about all users in order to create a dense network of contacts. The Facebook platform is designed to allow users to navigate and find their way around as easily as possible. This was also a key advantage over MySpace, the largest social network at the time."



"To use this platform, users do not need any prior knowledge of computer programs. The user only needs to know the basic functions of the keyboard and mouse to use the Facebook platform. The platform is designed for users of all ages and educational backgrounds and consists of two main parts: the Personal Profile (English: Timeline) and the section with information about friends and Facebook pages (English: Newsfeed)."



"The personal Facebook profile section contains:

- A personal photo of the Facebook user
- A cover photo that provides more information about the user and reflects their interests
- Information about the user's date of birth, employment, education, and interests
- The Timeline section, where profile visitors can browse activities the user has engaged in by year and month (sharing photos, sharing interesting articles, content, etc.)
- In the Timeline section, other members can leave messages, photos, and any other type of multimedia content
- A section for instant messages or chat
- A section for adding someone as a friend
- A separate section for photos and videos the user has posted during their time on the social network
- A section where the user receives information about new friend requests, instant messages, or notifications"



"Facebook's algorithm collects information from users, which it stores in its database and has access to. Later, this information is provided to its users for marketing purposes.

The Facebook algorithm has information about how many contacts a particular Facebook profile has made with other Facebook profiles, and based on this, it will categorize those two profiles as relevant or close. This means that if one user posts information (shares a photo, link, article, video, etc.), that information will be shown to relevant profiles. The same algorithm applies to Facebook pages."



TWITTER

After MySpace and Facebook, the Twitter platform was introduced to users. Twitter is a social network founded in 2006 by Jack Dorsey, Evan Williams, Biz Stone, and Noah Glass. Its creators approached social networks in a different way from their competitors. Their goal was for a network like Twitter to be significantly more open and transparent than its competitors, allowing information to spread faster and more efficiently.



"Twitter network has separate profiles that users access by registering on the site. The service is free, and anyone who has an email address can join this social network. When registering a profile, the user must provide their first and last name and choose a nickname they will use when communicating with other users. In front of the nickname, there is the @ symbol, which denotes the profile's username.

When a user opens their profile, they can follow information from other profiles by following them (commonly known as Follow). Unlike Facebook, Twitter profiles are open for following, and any user can read another user's status. However, if a profile is set to "Private," only then do other users need to request approval from the profile they want to follow. In this social network, the main focus is on the exchange of textual content. The creators of this social network envisioned Twitter as a microblog where users exchange their opinions through short textual content. For this reason, Twitter is called the largest global Internet chat, where information flows at an extremely fast rate and in real time."



"The textual content that users share is formatted as a status, which cannot exceed the limited 140 characters.

Twitter has a main screen where the information from the profiles that the user is following appears.

The user has the right to comment on, share (ReTweet), and mark as liked (Favorite) the same content.

Twitter's algorithm works by displaying posts one after another depending on their timestamp.

The most recent posts will appear at the top of the main screen, while older posts will appear at the bottom."



Instagram

"Instagram is a social network that was created in October 2010. Its creators are Kevin Systrom and Mike Krieger.

This network was launched in October 2010, and by 2012, it was acquired by Facebook for around one billion US dollars. Instagram was originally created as a service for photo editing and processing, but in 2013, the option to post video clips with a maximum duration of 15 seconds was introduced.

This social network allows its users to share content on other social networks such as Facebook, Twitter, and others. By the end of 2014, Instagram reached a popularity of 300 million active users per month.

The impact of this social network is evident in the fact that it collects 4 billion photos from all users annually."



Anyone with a smartphone and an email address can access this network. It is very easy to use, and although there is a desktop version, users are recommended to use the mobile version. Similar to the Twitter social network, content posted by users can be tagged with hashtags, making it easier to search and find similar interests. Following content from other users, just like on Twitter, is done by 'following' them, by clicking the Follow button."



"Instagram has an algorithm that tracks users' interests and, in this way, offers them content that it deems relevant.

There are various factors in selecting the algorithm, some of which are:

- Friends that the user follows (tracking the behavior of friends)
- The country in which the user lives
- Interests and hashtags the user has used
- Popular trends followed by people in the user's surroundings."



"What represents the advantage of this network is the platform itself, which is primarily designed for smartphones, allowing brands to directly connect with users in the closest and most personal way possible.

Brands, in the minds of consumers, transform into 'friends' and build relationships that, before the creation of such platforms and mobile devices, were unimaginable. The impact that Instagram has had on society is evident in the fact that a new term, 'selfie,' has been introduced into the English language, referring to taking a self-portrait and posting it on this social network."



LinkedIn

"It was founded in December 2002 and officially launched to the public on May 5, 2003. The company was founded by Reid Hoffman and members of the founding team from PayPal and Socialnet.com, led by Jeff Weiner, the former CEO of Yahoo Inc. The main headquarters is located in Mountain View, California, with five additional offices around the world.

Since 2013, LinkedIn has had over 259 million users worldwide (across more than 200 countries), and the statistics show that membership grows by two members per second.

Communication on LinkedIn is professional, and the network now has over 400 million users. LinkedIn is a business-oriented network. Its primary purpose was networking and finding employment, but companies also use it for promotion. It is possible to have two types of profiles: as an individual and to create a company page.

Communication on LinkedIn does not happen as much in real-time as on Twitter and Facebook, but it is more important for the profile to be filled with quality content about business."



"Registration is very simple, and like most social networks, it works in the same way - you need a valid email address and reliable personal information. After opening a profile, the user has the option to edit their work biography, share their content, follow job listings, and the user becomes visible to employers and anyone searching for users via the search engine.

One of LinkedIn's main features that differentiates it from an online CV is the ability to network with other users, where each user can build their network by connecting with others who are in some way similar. This leads to the next feature, which is the possibility of recommendations among members who are connected and in a certain relationship."



YOU TUBE

"YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim, who were employed at PayPal. The domain YouTube.com was activated on February 14, 2005. In May, a test version of the site was published online, and testing was completed in November of the same year when the official version was released. YouTube started as a small private company, and in November 2005, the investment company Sequoia Capital invested 3.5 million dollars, followed by an additional 8 million in April 2006. The company acquired YouTube in 2006, and all its projects now operate based on integration with this site."



YouTube is a platform for distributing various video content. Users can be active or passive. The official YouTube app is pre-installed on nearly all smartphone devices, allowing users to view video content, copy it, and share it on specific social networks directly from their mobile phones.

Companies that advertise on this social network can do so in several forms—through banners on the side of the screen, by playing a video clip selected by the user, placing a banner ad over the screen, or during specific time intervals while the user is watching a video. 85% of ads can be skipped after a few seconds, and ads are localized, meaning they are shown to users from selected regions."



GOOGLE+

"Google+ is a social network that was created in 2011 and is part of Google's services. Google+ has a concept similar to Facebook and Twitter in terms of adding friends and following their content. On this network, adding friends and following their content works through Google Circles or their interests, such as entertainment, sports, news, or similar. Thus, the user has the ability to categorize their friends under specific interests."



"Compared to the mentioned networks, Google+ focuses more on connecting with people who share similar interests. This network also allows the creation of private circles where content can be shared without being visible to other friends who are not invited to the circle. A Google+ account serves to connect to all Google networks and acts as the main account through which the user controls their YouTube account, Google Email, Google Drive, Google Adwords, Google Play Store, etc. This network is especially useful for Android users, who can comment on their mobile apps and participate in improving them through this network.

Google+ is also connected to Google search, which means that Google search will later influence the posts that will appear for users. Additionally, with Google+, users can easily transfer documents and music. Essentially, Google+ aims to integrate various services developed by Google and offer them to users to make their use easier."



FORUSQUARE

"Foursquare is a social network that was created in 2008 and is based on location search (geolocation service). This social network allows users to search for interesting locations such as bars, restaurants, cinemas, and view their services and reviews from users who have already visited those locations.

Like any other social network, Foursquare allows users to connect with friends and follow their locations. So, if one user checks in at a location, another user can see where and when their friend checked in. The app has four main tabs: Friends, Explore, Lists, and Profile."



"On the Friends tab, you can see the activities of friends, or those who have checked in most recently. The Explore tab offers a search for nearby and potential locations that the user might want to visit. The user can visit locations within their vicinity, while also being able to explore what is recommended or trending at the moment. In addition, the app allows filtering data by: specials, food, nightlife, shops, etc. On the Lists tab, there are locations that the user has marked as places they plan to visit and those they have already visited. On the profile tab, there is the number of user points from the last 7 days, a leaderboard, and a list of friends with their points."



This social network has the Swarm app, which allows users to check in at locations of interest. By checking in regularly, users earn points, and depending on how many times they check in, they can receive certain badges and perks. If a specific place, for example a local café, follows the trends of this social network, it can also create its own account and location. Through the account, it can manage reviews (a guestbook) and learn more about its guests and their views on the location.

The location where users check in can offer gifts and specials to the most loyal web fans who check in."



TikTok

TikTok is a popular social media platform primarily focused on short-form video content. Launched in 2016 by the Chinese company ByteDance, it allows users to create and share videos that are typically 15 to 60 seconds long, although they can go up to 10 minutes in some cases. The platform is known for its highly engaging and creative videos, often set to music, including dance challenges, lip-syncing, comedy sketches, and viral trends.

One of the key features of TikTok is its algorithm, which curates content based on user preferences, ensuring that each user sees videos tailored to their tastes and interests. The "For You" page is central to the TikTok experience, showing personalized content from both creators you follow and those you don't. The platform is also known for its viral challenges and hashtag trends, which spread quickly and allow users to participate in global conversations.

TikTok also offers a variety of editing tools and special effects, allowing users to enhance their videos with filters, transitions, and soundtracks. The app has a strong community-driven nature, where users can collaborate, duet, or remix each other's content, contributing to its rapid growth and global appeal.

TikTok has gained massive popularity among younger audiences, with millions of active users worldwide. It has also attracted brands, influencers, and content creators, making it a major platform for digital marketing, entertainment, and social interaction.



Thank you for your attention!



Questions & Answers

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