

The Future of Social Media

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Pitch And Beta

Pitch - <http://seanpickering.media/2021/03/19/the-pitch-bcm235/>

Beta - <http://seanpickering.media/2021/05/18/beta-bcm-325/>

Digital Artefact Links

Post 1 - <http://seanpickering.media/2021/04/02/the-future-of-social-media-marketing/>

Post 2 - <http://seanpickering.media/2021/04/16/is-becoming-a-social-media-manager-in-my-short-term-future/>

Post 3 - <http://seanpickering.media/2021/04/30/the-future-of-aquilah-productions/>

Instagram - <https://www.instagram.com/aquilahproductions/>

Facebook - <https://www.facebook.com/AquilahProductions/>

YouTube - <https://www.youtube.com/channel/UCY3m5aHKCCF26DkOR1bKocw>

Concept

for my digital artefact I decided to write three different blog posts based on what will impact my own personal future in becoming a social media manager and the prospects that Aquilah productions will have.

Links to Research

[Blog post 1](#)

Research by Appel's 'The future of social media in marketing'. Breaks down the future of social media marketing into three different predictions of the consumer, business, and public policy as well as looking at the immediate and long-term futures in these areas.

[Blog Post 2](#)

I found Jacobson's paper 'You are a brand: social media managers' branding and "the future audience"' looks at social media management as an emerging profession and what current employees treat their social media and how "always on the job market' to maintain their employment.

Another source found is Samuels's '9 skills every social media manager must have' illustrates the skill and technical abilities that are needed to succeed in this industry to become more employable, and also recommends additional sources to improve in the areas that the reader may need to improve on. The skills involve "communication, writing, creativity, efficiency, traditional and digital, customer care, making connections, agility, data analysis.

While Marianna Sigala & Ulrike Gretzel's book 'Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases, New Directions in Tourism Analysis, Routledge' details the importance of social media in the travel, tourism and hospitality industry and explains the innovation and techniques that social media managers are recommended to succeed in their career.

[Blog Post 3](#)

Gary V is one of the greats in creating a successful digital social media presence as well as creating a successful online business and has greatly influenced me over this assignment in creating a business plan for the future of Aquilah productions.

<https://www.youtube.com/watch?v=ucVgFhupm54>

Links to Lecture Material

- From Week 6, especially with Alvin Toffler's suggestion that the futurists job is to create 'new', finding alternative images of the future, which isn't just futuristic cyberpunk-y things but more 'mundane' things like policy, writing, and infrastructure. Thinking about social media and its past and present trends to consider the future of it is a great way to engage with the subject goal and think like a futurist.

Social Utility and Public Audience

Day Summary 7 days 30 days Quarter Year All Time

Stats for 30 days ending June 1, 2021 (Summarized)

Title	Views
Home page / Archives	50
Beta - BCM 325 View	18
Communication Avoidance on Social Media	5
Project Statement - Visual Essay	5
ReviewTime - BCM325	4
Social Influencers an Ethical Explainer	3
Aquilah Productions	3
Uni	2
Peer Review Comments - BCM 325	2
Is Becoming A Social Media Manager In My Future	2
Canva 125	2
Group Pitch - Hide and Seek	2
The Future of Social Media Marketing	2
First Year	2
Uni Photography	2
Androids VS Mutants: Tabletop Warfare Game	2
The Pitch - BCM325	2
Live Tweeting - BCM 325	1
The future of Aquilah Productions	1

Figure 1.0

My issue was reaching industry professionals, as shown in figures 1.0 was a lack of views readers and comments due to a lack of sharing on my behalf for the future I would share my post to twitter, reddit and also use relevant hashtags on WordPress.

Timeline of key contributions and progress

Original proposed timeline

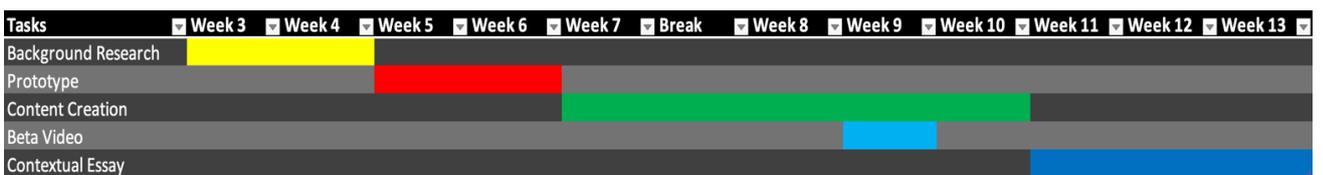


Figure 1.2 – Schedule outlined in Pitch

Adapted timeline

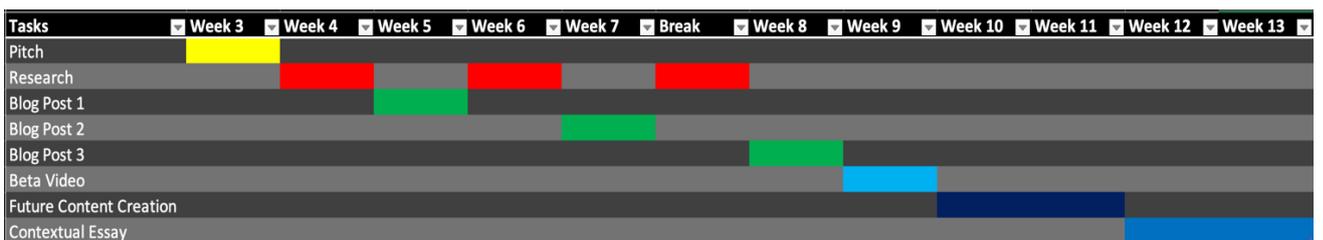


Figure 1.3 Adapted schedule to Pitch Feedback

As you can see in figure 1.3 my proposed timeline was shifted as I received feedback on my project which required me to change part of my project or do further research before my next video was produced.

Conclusion

Though my DA is finished for this class, the project could continue to evolve and explore other new technologies which could potentially affect the future of e-Commerce or dig deeper into AR and VR technology, as this project really only had enough time to skim the surface of the potential these technologies have which was definitely its biggest limitation.