

Abstract Submitted
for the MAR17 Meeting of
The American Physical Society

PhysicsCentral's future in Snapchat, and new social media strategy JAMES ROCHE, APS — In 2017, social media is no longer just an amplifier for marketing strategy, but for many large organizations is firmly at the core of it. Facebook is the reigning social media king, boasting 1.2 billion daily active users around the world. Snapchat, one of the latest platforms to be declared the future of social media, hits 150 million daily active users globally. The platforms differ by nature, with Snapchat valuing ephemerality over Facebook's stalk-able photo albums. However, the average age of a Facebook user is 40, while the average age range of Snapchat users is between 12-25, and on any given day, Snapchat reaches 41% of all 18-34 year olds in the United States. Students under 25 now turn nearly equally to TV and social media as their primary source of news content. The opportunity for physics outreach in an important young demographic is clear. The American Physical Societys outreach website, physicscentral.com has found success on multiple online and social media platforms, and now thanks to the SPS summer intern program, has entered the Snapchat world.

James Roche
APS

Date submitted: 11 Apr 2017

Electronic form version 1.4