

## Q1 - What social media platforms do you have an account?

Other
Etsy
Indeed.com
Live Journal
Imgur, Google+, MySpace
Imgur
Twitch
Periscope
Skype
Spotify
Xing
Chive

## Q1 - What social media platforms do you have an account?

<b>Other</b>
Discord
Ello

Q7 - If someone asked you to consider your digital legacy, which of the following factors would you consider to be significant influences on your digital legacy? (Select all that apply)

Other
Real name vs handles
Youtube videos
Sending memes
I literally don't understand this question.
School
Speaking engagements & Marketing
academic papers published to digital databases such as arxiv
Academic/ Advocacy Research
Food
My website of my artwork
YouTube Videos/Channel

Q7 - If someone asked you to consider your digital legacy, which of the following factors would you consider to be significant influences on your digital legacy? (Select all that apply)

**Other**

My journalistic work

Q9 - What factors do you consider when creating a social media profile? (Select all that apply)

Other
intuitive usage
Entertainment
Extended family interaction
Ehhics
Perception
Manageability-how frequent one has to post (is why I use twitter much less than any other network. It requires too much activity at a high frequency to feel fully integrated into the social network. This, can I comfortably be a part of the network and manage conversation)
Although, a lot of them have Twitter instagram and other stuff and I haven't ever had those. I don't post often enough or really care to to have 5 different social media platforms. I also don't use for my news so while my friends are using is accurate it is also inaccurate if that makes sense
Entertainment

Q9 - What factors do you consider when creating a social media profile? (Select all that apply)

**Other**

Representation and how it plays a part on my role in a sorority

Potential audience/exposure

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Let my friends and family know what I'm doing

Business art related advertisement

I hope to stay updated in the popular trends and things going on near me.

It allows me to express myself creatively, and it allows me to communicate important topics to a larger audience than just my circle of friends and family.

To keep my friends/followers up to date with my life adventures.

Let my followers know what I'm doing and maybe get a laugh in there

Nothing

To create a good representation of myself and to use it for entertainment.

Close relations with distant family and friends, a good laugh, and be able to see what people are doing around the world.

show my friends and other people who I am as a person and let them get to know me (hopefully in a good way)

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

I hope that my creations update people I haven't spoken to in a while on my life as well as provide something enjoyable for people to look at.

attention or a specific type of response from the audience

To connect with people, keep folks updated on my life, and inform others about things I'm learning about.

Showing my life.

Depends which outlet I am using. Facebook I post things for friends and family to be able to keep up with the major things going on in my current life.

Snapchat I use more so for just friends, I am less formal on it and use it as a fun way to share cool things I am doing during the day.

Spread activism awareness.

Political influence, humor, better family communication.

I'm hoping my use of Twitter and my blog will help get my name out there for writing purposes.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Depends on the platform. On Instagram, it's usually post likes from my friends that I'm looking for. On Tumblr, which is really the only other site I create content for, it's fandom celebration/community. Creating content for properties I like (gifsets from TV shows, fancasts for books, etc.) allows me to engage with and communicate with other fans with whom I otherwise would not be able to connect.

I hope to entertain, mostly. My content is typically geared toward an audience, not as much about me as it is about sharing ideas. I hope that it adds a bit of happiness and fun to the world, and maybe paves the way for others like me.

I want people to think I'm doing great/cool things, and think I'm funny and smart.

It depends on the platform. Usually either to stay in touch with distant friends or present myself professionally.

I create content that I share in order to communicate my own personality and show what's going on in my life. I like to keep in touch using social media, so my posts should be representative of what's going on with me and where I'm at in life.

A description of the moments in my life that I want to share with friends.

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Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Connections with other users

Make others laugh, show them a small window into my life, continue to communicate with them, share experiences with them.

Sense of accomplishment that others can enjoy with me when I'm having fun

I hope to show people the feal me. It's not a platform I use to be vulnerable nor to portray someone who I am noy.

Business. I advertise my business on social media.

Attention

Connecting with others, presenting a professional image, showcasing my content

Attention

Sell products from my business

Sharing my life and contributing positive or educational content for followers.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

I very rarely post anything

Gospel presentation, aesthetically pleasing photos

Engaging content that serves as a representation of my professional skills.

I promote my craft buisness share info with people of similar interest.

Recognition from my peers.

I have a professional page (I'm a cosmetologist) that I use to gain clientele as far as my personal page I just create content so my friends can keep up with what I'm doing

I hope that after a couple of years that I can look back on my Instagram or whichever platform and read it almost like a visual journal that tells a story and is aesthetically pleasing.

Share what I'm up to.

To share something I consider beautiful, heartbreaking or humorous.

share my experiences and activities with my friends and family

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

On Facebook I talk to friends, keep track of what is going on in their lives, I read local news from where I used to live. I use it to keep track of what is going on with people right now.

Other people will think highly of me

Connecting with friends, family, and colleagues

Staying connected to people in my home state.

Attention

Show others who I am while promoting positive and appropriate things

I hope to share the pieces of my life that I want others to know about and portray a positive image of myself.

- sell products/make money

- raise awareness

I want to share things that I think others might be interested in.

Immediate communication with family and friends.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

A response from others

The creation of content serves as a collection moments (I.e. Think of your Instagram posts as a photo album), a reflection of you & an extension of your personal brand - regardless if the posts are related to your personal or professional life.

So my friends can keep up with what I'm doing and me with them.

Positivity!

Getting to know people who I wouldn't normally talk to on a regular basis

Views

Have fun and share my life with others

Maintaining relationships with people, even if I hardly ever or don't see them

Depends on the media I am using. Facebook is usually to keep family updated and included in my life. Instagram is more for friends and to post pictures for myself that I feel others would want to see. Snapchat is another method I use to hold virtual/visual relationships with friends I don't see everyday. I start using it more when I am home and don't get to see my close friends much. LinkedIn is solely for job search. I update it like a resume. Pinterest is personal and I use as a therapeutic technic to make me feel like some part of my life is organized.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

To display creativity

Sharing my story.

For instagram: A photo to match the aesthetic I'm trying to achieve.

For facebook: A post that will inform my family and friends of what's going on in my life.

For snapchat: Just a quick photo or video of what I'm up to that day.

The only thing I can really accomplish from my content is getting someone to engage in political happenings or think more about what they may be reading else well/ask questions about that information. Most of my content is personal updates or quirky thoughts and photos.

Just a way for people to know me who don't meet me in person.

Communication with friends

Keep in touch with old friends.

Showing friends what I'm up too.

Just to have fun and stay connected with friends.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Sharing knowledge, opinions and experiences.

Some is to advance my career and the rest is to keep in contact with friends and family.

Self expression

Either express something I support or am passionate about or share what I am doing.

Increase in followers

Recognition

Not much

A good brand for myself.

I love to share my updates, stories, and pictures.

I have former students on my feed. I consider this continuing education.

Connecting with friends and sharing cool experiences

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

My aim is not to gain followers, but to create a sort of portfolio online that is easily accessible and representative to my work. As a freelance artist, it is important to me that potential clients know what I am capable of and how I have improved over the years.

I hope to create memories

Facebook is for family. Twitter is for findin audiences that find me relatable.

A narrative

Trying to accurately show what's going on/important in my life

Let my friends and family know how I'm doing. Maintaining connections with people even from a distance.

Aestics

Usually, this is on Reddit forums and usually when I post there I am trying to "pay it forward." That is, when somebody is trying to accomplish something and I'm on the other side of that attempt, I like to respond to their questions.

Communication with friends

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

To provide false information to prevent unauthorized individuals to obtain information about my self with out consent.

Staying in contact with others and keeping them updated on my life and interests. I also share things I find humorous and political important content.

Engagement, likes, awareness of an issue.

I generate pictures purposefully for posting to social media. I hope to share positive aspects of my life with family and friends (and generate 'likes')

To share aspects of my life or create humor

I use social media for business promotion and community organizing so education and bringing people together.

Sharing unique experiences

Visually beautiful profile

I make gifs for tumblr. Usually based on requests from others or to make gifs of something I like/care about.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Higher levels of engagement

A way to look back over my life, personal progress, and eventual tracking for business growth.

The social media I use most frequently and I am most active on is Facebook. I primarily use Facebook as a way to stay in touch with my friends and relatives. Overall, I rarely post on social media.

I like to make people laugh. Funny tweets and pictures.

For me social media is a way of connecting and staying in touch with people. In addition I keep up with the news and what's happening in the world through social media

Mostly to keep in touch with friends and family. Some job networking.

Lots of likes!

Sharing about my life, keeping in touch with long distance friends

Just for people to know who I am and that I am an amicable and funny person. I want to show that I'm actually fun to be around, and not just an introvert.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Something for me to look back on, like a digital scrapbook.

To portray an accurate and authentic descriptive view of myself and my life for friends and networking opportunities. I post things that align with my social and political beliefs to express them to my circle and their friends- potentially. But I am equally involved on social media to connect with, observe and learn from other people who have similar (or intersecting) beliefs.

Staying connected with those I have limited interaction with on regular basis. Helps generate and continue professional connections as well

Depends on the platform. Snapchat doesn't have any feedback mechanism, you're just hoping your friends appreciate it. For Facebook photos, likes are nice but mostly I'm trying to keep my friends in the loop on my life's goings on.

Inner satisfaction

That it mirrors my real life as much as possible.

I try to show the word another part of me - either a text post about what I'm thinking about or a photo I've set up that represents my \*asthetic\* (the latter definitely for Tumblr)

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

To show my day to day life as well as my artwork

Self-expression, making friends

To create an aesthetic version of myself that still connects with other people.

no explicit goals besides connecting and keeping in touch with friends/family (especially the ones not nearby) and entertainment

Connect with friends, promote my business, find and share hilarious content

Specifically for LinkedIn, for future employment.

I have an Instagram where I post one photo a day of what it's like to be a veterinary student so that I can inspire the future generation, connect with current students, and show the general public a realistic perspective of what vet school is really like.

Protray my authentic self

Nothing

A sense of social awareness

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

I probably hope to appear as an interesting, successful, and attractive person.

Stay connected with friends and family

Empowering youth and other queer people

Having fun. Connecting with friends.

I create the content for very specific goals at the time, whether it be trying to raise money or just update people about my life.

Entertainment, attention

I like being connected to my friends and seeing their lives outside of school or staying in touch with Those that live far away

Connection to current and past friends, saving interesting posts from others

Connections with peers, preservation of memories, future connections

Creating memories and connecting with friends.

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

Nothing. I just do it for fun.

Limited to social interactions

Aesthetically appealing and informative content.

Depends on the platform. Sometimes to express myself, other times to share important information, oftentimes for fun.

Entertainment and growing a viewer base.

it's a hobby! I have no goals, just a way to waste time and be informed

I like to publish news updates, because my career is in the media industry.

Relationships.

A platform for me to grow and eventually benefit from.

I want to have a record of my life to look back on later in my life. I also want perks associated with high profile social media presence (mostly free stuff!).

Q12 - What do you hope to accomplish from your creation of content for social media use.

**What do you hope to accomplish from your creation of content for social med...**

To reach an audience and share my thoughts in an entertaining way.

For instagram and facebook, I want people to like me, to think I am funny and pretty, to get the validation of people paying attention to me.

For facebook, I want to stay in touch with far-flung people.

For twitter and facebook, I want to express myself in some small way.

For twitter, I want to stay connected and create a brand for my job (as a journalist).

To, ultimately, expand my audience and increase my influence.

Something pretty and memorable for myself and others

No specific goal, just as a way of maintaining a creative outlet.

I've never really thought about this.

It gets me a job

A social presence that represents me but also presents me as a valuable employee to potential job recruiters.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

To keep up with my friends and family

I use Snapchat mostly, just to keep in touch with friend and make new ones. I use it cause it's convenient and fun to an extent. Reddit is mainly just for laughs and keep me updated on news coverage. Facebook I haven't used in a while, or tumblr.

basic communication with friends, business professionals, and family. I use it rarely, but often find myself looking at what other people post

I essentially use social media as a platform to express my ideas about politics/society in general. I also use it as a news source for the latest inventions, innovations, etc.

Business art related advertisement

I use snapchat often because it is short video vlogging and you learn a lot from people through the videos and geotags.

facebook, to post pictures and to keep in touch with old friends.  
instagram. post pictures  
snapchat, to post pictures.

I rarely use social media. This summer I created a Facebook account to receive notifications of events happening on campus.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use Instagram most often because I love photography. I want to be a photojournalist so Instagram is a platform that allows me to practice my skills and express myself. I use it often and use it when I am interested in admiring photographs of others and other kinds of art.

I use social media to communicate and stay up to date with my friends. Additionally, I follow some of my favorite artists and musicians.

I just like looking at instagram and facebook for funny memes and videos. Gotta love it.

I don't really know how to use social media

I use apps like Instagram and Snapchat to keep up with my friends' activities along with things going on in the world, such as music, news, film industry.

I use Facebook in order to document and keep photos in chronological order while staying in touch with family. I use Instagram to let people know what I am doing through cute photos and videos. Snapchat is used constantly to keep daily conversations going and to post literally anything. Twitter is mostly used to scroll through the most funny posts and memes of today's world. Pinterest is used anytime I have a couple ingredients that need a recipe or a piece of clothing that needs an outfit inspiration.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I constantly use snapchat and Instagram. I use it to see what everyone is doing, and to talk to people.

I use it when I am bored or feel like sharing what I'm doing/where I am.

I use snapchat to keep in touch with people on a regular basis, this is my most intimate form of communication. Instagram is a less intimate platform for me and my posts don't tell the full story, they're just a glimpse into a filtered version of my life. I don't use my twitter. I mostly use Facebook to post to albums just so I can have all my photos grouped together and to see what my friends and family are posting.

I use it to look at memes and news.

I use my social media to share my experiences and perspectives.

I'm not really active on any of my social media accounts. I use them to be caught up with my friends and relatives or to get updates on things I enjoy i.e. television and books.

I use Facebook to connect with people who don't live in the same area as me. I use snapchat to just have fun and communicate with my friends and Instagram to share my experiences with my friends through pictures.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Okay, wow, huge question... I use social media as an outlet for my opinions. I have a temper and I'm probably not terribly responsible about the things I say, but I feel better when I say it.

I use it pretty often and it helps me stay connected.

Facebook I use to communicate with others who I do not get to interact with on a regular basis. It helps me keep in touch with people I care about. I try to remain formal and professional on my facebook account because I am aware that once it's posted, it will forever be online. snapchat and instagram I use more for fun, to see what my friends are doing or where they are and vise versa.

Pintrest I only use to browse through images to help me gain ideas for things.

Heavily personal/activism

I started using Facebook to communicate with my kids and grandkids. I stay in touch with former coworkers, old friends. I use it to stay informed, and most of all in the past 6 months, I use it for political networking and organizing.

The most common social media I use is Facebook, and that is honestly only because it is one of the most common ways to stay connected to friends and businesses that I like. I used to use tumblr a lot, but that was only because I enjoy fan blogs of shows and video games that I enjoy. I don't go on anymore because I can't simply enjoy my favorite blogs without running into politics and stupid people arguing.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Probably a little excessive on the needles apps (Facebook, Snapchat) and less than it should be with things that are more productive like WordPress and Twitter.

I use various social media platforms very differently... Facebook I mostly use for the Messenger & Group features, and to keep up to date with my friends. I don't post often at all. Instagram is more common, and I mostly post cosplay pictures there. I never use Twitter, Google+, or MySpace, though I have accounts with all of them. I use Pinterest for gathering resources and ideas: resources for future cosplays, pictures of hair colors and styles or makeup looks I want to try, and so forth. So I don't really use it in a social way at all. I'm not at all consistent about using Tumblr, Reddit, or Imgur. When I do use them, it's mostly to browse and rarely to post (though I used to be pretty active on Tumblr). I keep my LinkedIn profile pretty up-to-date, but I rarely use the social features (posting, liking, commenting).

I use social media mostly to connect with strangers. My facebook pages are either for my entertainment profile or my small business. My "personal" page is rarely used. Tumblr is largely a venting platform that I have a few friends on, but not close friends. I also have a sideblog that I post screenshots from a video game I play. Twitter is more of the same.

I mostly use Facebook and Imgur, both primarily for entertainment purposes. Facebook is also used to keep up with friends lives, and post updates on mine. Imgur I almost never post content of my own, just look at other users.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use my facebook accounts to keep track of my various friends and family members who don't always remember to keep me informed of things. I use twitter to enter contest and rarely use it for anything else. I use LinkedIn when job hunting and used for profession connections. Reddit is just to look at pictures, gifs, and videos that I would otherwise not see when I have down time.

Facebook is used to keep in touch with my friends back home. (Rarely used more than 20 mins)

Twitter is used for me to follow content creators, and to make online friends. (I use this at least 30-60 mins every other day)

Instagram is used to promote my art and misc things I play or take pictures of. (Rarely used)

Reddit/Imgur are used for entertainment via memes and gifs (daily)

Twitch is used for me to stream my games, and watch speedrunners, and musicians I follow and chat with fans (I use this the most)

I mostly use Twitter to keep track of current events, while Facebook is a good platform to follow the social lives of friends and family. I rarely post on either platform. I use Snapchat exclusively to communicate with my immediate family.

I use it when I'm bored and when I'm doing exciting things. I also use it to share news stories (especially on Twitter)

I use sometimes Facebook simply for entertainment. I go on Facebook on my phone usually around

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

It's mostly consumptive. I occasionally comment, and rarely post. I use it occasionally throughout the day, mostly Facebook.

I mostly observe and 'like' things that other users post. I post occasionally, usually vacation photos (So my long distance family can see what I'm up to) or animal videos. I do not text regularly, so Facebook and Snapchat allow me to casually stay in touch with more distant friends

I use it to keep up with friends. I check it once in the morning and before bed.

Mostly when I'm bored. Just to check in on people, live vicariously through them I guess. I try to be funny. It works sometimes.

I use social media to keep up with friends and find events happening around me. I don't post on traditional sites like Facebook or Instagram much, but use Snapchat just to talk to my friends about daily activities. I have found that when I delete my apps, I use these sites less.

Stay in touch, relieve boredom, see cool things

My social media use is very minimal. I don't like most social media platforms nor do I share a lot of personal information.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I mostly use social media to keep up with the world and with others - I don't post a lot of original content myself, and when I do it's usually pictures. Instagram is my favorite platform because pictures are my favorite form of communication and because of its really simple interface. Facebook has gotten more and more complicated and I've posted less and less because of it - I mostly use it to keep up with other peoples' lives and to follow brands and news outlets. My favorite thing to see on Facebook is, again, pictures of other peoples' lives. However, even though I don't create a lot of my own Facebook content, it's easily the social media that I consume the most, maybe 2 or more hours a day. I used to use Tumblr a lot more, but I feel like now that I have two jobs and am busy a lot, I don't use it at all really. Pinterest confuses me so I'll occasionally pin things, but I don't really get it. Snapchat I mostly use to see other peoples' Stories, but I don't have unlimited data and I don't feel like it fills a niche that I have in my life. On Twitter, I retweet a lot of things, but I rarely create my own tweets. I use social media the most in the morning and at night.

I use them to stay up to date with friends and family

I use it for work, college and when I'm bored. I use professional accounts for LinkedIn and Twitter, as well as Facebook; however, Instagram and Snapchat are more private and personal.

Most of my social media use is for entertainment, but I use certain platforms like Twitter for reading news and other information about topics I care about. I use LinkedIn mostly to search for job postings - my LinkedIn activity increases quite a bit when I'm looking for a job. I also use Reddit for news but also mostly for entertainment. I'm kind of a "lurker" - I read these platforms frequently, but I rarely post content (even on Facebook).

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**Describe your social media use. Consider what you use, why you use it, how...**

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I very rarely use social media. It is mostly a time waster when I'm on the toilet or just wanting to see what friends are up to

I use it mainly to stay in touch with family across the world.

Engagement, following increase, building a personal brand related to blogging

I use Instagram the most out of all the mentioned platforms. But even then, I post a picture every few days-week. As opposed to Facebook, I like that I can choose who to follow and what shows up in my Instagram newsfeed, while still allowing people to follow me who want to but not having to follow them back if I don't like the content that they post.

I use Twitter for creative purposes. I mostly follow authors, publishers, agents, and book bloggers. The content I post on Twitter is usually related to the field of writing.

Facebook I mainly use for either networking or just keeping in touch with others. I look at it every day, but I only really post something new if it's relevant, relatable and/or interesting. I also like seeing popular news stories on Facebook because I can then read brief descriptions of occurrences and then do additional research on the subject afterward.

Instagram is literally just for sharing creative pictures of experiences and projects I've worked on.

Snapchat is kind of a fad method of social media, but it also plays into keeping in touch with friends

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**Describe your social media use. Consider what you use, why you use it, how...**

Facebook-to stay updated and intouch.

Very active.

Banana Republic marketing for sure. . . so my boss doesn't come to my house telling me i'm fired like in a random dream. . .

I use it to keep up with friends, since life gets busy, it's the only way to know about all of them. I use it to post about what I've been working on for my family in other countries to see.

Mostly business pictures. Some pictures of friends and family

I enjoy getting small updates on others lives via text or photo, and sometimes do similarly. Most of my time spent on social media is for news though.

i usually just post pictures of my dog because he is really cute

Snapchat is primary means of communication for me: mostly the chat feature but also pictures and videos. I post pictures occasionally on Instagram and just look at Facebook but rarely post

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**Describe your social media use. Consider what you use, why you use it, how...**

Frequent, curated, creative, reflects my personal brand. It is self promotion.

I use Facebook the most, mostly to kill downtime on a lunch break or a bathroom break. Instagram is for when I don't have the 20 minutes to spend on facebook, and I want to be inspired by a photographers pictures of world travel. Never use Twitter. Pinter estate occasionally to get project ideas.

I feel like some of my answers are skewed because I work on social media and manage over 40 profiles.

I like to show my highlights

I use Facebook now to sell products from my business

Sharing my life and contributing positive or educational content for followers.

I use it to keep up with friends and family who are at a distance mainly.

Catching up on old friends, I use mostly facebook. I really only post pics, I rarely write anything. I just like other people's posts.

I use Facebook to post pictures and memories about 5 times/year.

I use LinkedIn for job purposes (recruiting), but rarely post anything

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**Describe your social media use. Consider what you use, why you use it, how...**

Facebook to keep up with family and friends.

I use Instagram to foster creativity. I posted a picture every day the month of January and it turned into a really great challenge to find something to capture during the "every day." Facebook is used more for keeping up with distant friends and family members. I get a lot of design/fashion inspiration from Pinterest.

I use it sparingly, but I do take the time to interact with specific influencers, demonstrate my knowledge of social media content and keep up with personal life and news. I use it frequently because it is part of my education and professional life.

I like to promote my craft business, connect with other artists or people with similar interest and share ideas. I also enjoy keeping up with friends and family that I don't get to see.

I use social media every day (Snapchat, Facebook, and Instagram in order of frequency). I use it to keep updated with my peers and for news around the world.

I Post to get my name out for my career to build business and as far as other usage just plain millennial boredom of scrolling and sharing memes and articles. I rarely share just to share but I state my opinions on things sometimes

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I primarily use social media as a news feed to keep up with what is currently happening with friends and in the news and privately message family and friends. I will occasionally post a public update or message, but it is rare. My professional social media presence exists, but it is minimal. I don't keep it especially up to date or spend much time reading updates from others.

Use Facebook daily to keep up with others and post family pictures.

For work and to entertain boredom.

I use Instagram pretty heavily in comparison to other social media sites. Other sites that I use it is only out of necessity rather than desire. I use Instagram each day to document my life as it is happening. I try to take photos from the day and to post it that day so it is as accurate of a visual journal as possible.

To see what others are doing and the places they're going. I also use it for inspiration.

I use some form or other of social media on a daily basis. I never center my life around it, such as making plans or capturing moments with it in mind, but treat it more so as an avenue to share those things if I happen to come out of an experience with something to share, and even then, only sometimes. Admittedly, my social media activity comes in waves, but almost consistently remains on the decline.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Most Social media use is to share pictures and videos about happenings in my life, sometimes in real time. I also use it to share my thoughts and gain insight from others

Social media is a sort of electronic bookkeeping of my activities and life in genera

I mostly use facebook and Snapchat. I don't post that often, I like to watch other posts and if I see something funny, or a post that can help my friends/followers I will share it. I most use social media because I'm bored. I use it all the time; when I'm cooking, in the bathroom, in the morning before getting out of bed, at night before going to sleep.

On facebook I use it to keep in contact with people that I don't talk to on a regular basis. For instagram I use it to track of what my daughter is doing.

I use Instagram to make others think I am happy and carefree. I use Snapchat to send pointless pictures of half of my eye to people.

I use most social media to keep up with friends and news coverage. I use it mostly when I am bored or in need of distraction.

I use it mostly to avoid things I should be using, or when I am bored, or avoiding social interaction with strangers. It is easy to get lost in the scrolling

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I hardly post on social media, but rather use it to keep in touch with my friends. Overall I would say all of my social media outlets are kept rather professional and I monitor them closely to ensure that I am representing myself well.

I do lots of social and political commentary on Facebook and Twitter. Instagram is much more just for posting fun photos. And Pinterest I use for life ideas and recipes.

I mainly use it to stay connected with friends and family. I also use it for promoting our business.

I typically use snapchat to communicate with individual friends and use facebook and instagram to learn about news/celebrities/food

I just social media more often than I should in order to pass time or just stay updated

Instagram: I use it to see what's going on in people's lives but it's mostly just for my friends. I post pics and vids when I feel like I'm represented well either in an achievement or my appearance. Use this every day.

FB: I use this to keep up with family and coworkers/supervisors. I post achievements and updates on here. Check this every day.

Twitter: I use this to understand what's happening around the world and to share laughs. Twitter can be hilarious if you follow the right people. I wouldn't necessarily want my supervisors following me because humor is subjective and so are political opinions. Use this every day.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Mostly for photos and seeing what friends are up to

I use it mostly when I'm bored or to keep up with friends who live far away.

Each social media platform I use has a separate purpose. Facebook is mostly for staying connected to friends/events/organizations. Instagram is more for mindless scrolling and enjoying the aesthetic of those that I follow. Snapchat is for posting everyday things (humorous, important to me that day, etc.) that I know are seen by my closest friends. I prefer this platform because I can post a few times in one day and know that the content will be erased after 24 hours. Pinterest is for recipes, ideas, etc. and not used for sharing or posting.

I use social media to communicate with friends and family as well as raising awareness for different causes. I also use my social media to promote my business.

Mostly ai just scroll theough these accounts when I'm bored. I don't post much, except to share things I think are good artices to read. I use Pinterest for project and recipe ideas, and I use instagram to keep up wit what my friends are doing when they are far away in addition to texting.

I log in and scroll to look at other people's posts, though rarely post myself.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I mainly use social media to keep in touch with people I don't see often and how they are doing. I've lived in a few different places, so Facebook and Instagram offer a nice platform to keep up with people that I used to know. Facebook also allows me to stay connected at school with event pages and notifications from organizations. Pinterest is solely for myself. I like to make boards to inspire me, save ideas and quotes, and for outfits and recipes I want to try.

To connect with long distance friends who participated in my sport.

I enjoy staying up to date with family and friends on social media and playing interactive games.

I use Instagram to give glimpses into what I am doing. Travelling, marching, etc. Facebook can be used for the same thing, but instead of just talking about things that concern me, I will branch out and share many news posts that I feel are relevant and necessary

Facebook is primarily used to keep up with friends and to keep myself entertained through memes or video. Snapchat is a primary communication tool for me, and can be used more than texting on most days.

No

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

LinkedIn - strictly professional. Used to expand my network in hopes of building my personal brand and receiving opportunities. The profile I log into the least.

Snapchat, Instagram, & Facebook - strictly personal, however I am cautious what I post since I'm friends with coworkers. Primarily used to stay in touch with friends. All are used on a daily basis.

I use mostly Instagram because I like the story feature. I use it throughout the day just to post funny videos of friends

I use Snapchat. I use it because it gives me an outlet. I use it everyday!

No.

Just to keep up with friends and former students on their lives. Kids, marriages, jobs, etc.

I use Facebook for the games, and as a way to reconnect with people from my past . I also use it as a tool for researching my family history.

I don't post a lot of personal information on social media but have an Instagram account for artwork that has a lot of followers that I update on a regular basis

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use it to find funny posts, catch up on news, update people on what I'm up to and see what other people are doing.

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My social media use is all over the place. I use it for networking, shitposting memes on my friend's walls, a lot of messaging, the casual social media stalking and just passing time while waiting in line.

I'm more of an observer. I rarely post.

To keep in touch with family

I rarely post on social media. I mostly browse to see what's trending and keeping up with old friends.

I use it for fun and to stay in touch with old friends.

To communicate/ stay updated with friends or places/people that interest me and current events

I'm a social media strategist so I use social media all day long personally and professionally.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Keeps in touch with friends and family. Find things that interest me.

Log into Facebook frequently to connect with people normally I do not see

I use Facebook to keep up with friends - primarily as a messaging platform, especially while overseas. I also browse the newsfeed, but I rarely post anything or update my profile. I only have a LinkedIn profile because people keep telling me I need one. I don't like updating my LinkedIn profile because it seems redundant since I have to submit a resume with job applications. I do, however, use LinkedIn to browse job opportunities because of the promotional emails they send me.

I use Facebook to keep up with people, twitter to follow sports, and instagram to look at pictures and share pictures

Again, this varies by which media I am using. All of them cater to a different audience, whether it be friends, family, future employers, or myself.

I use twitter to express my thought every now and then. I use snapchat and instagram to post what i am doing and what is going on in my life so my friends and family can see what I am up to.

Leisure

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Browsing Facebook and Snapchat periodically out of boredom Sharing photos etc

Laziness/boredom

Some are fun. Some are professionally centered. Some are to update others.

All day, every day

Stay connected with my friends

Never post just scroll the timeline & comment when necessary

Maintain contact with friends

Mostly Instagram because of the memories from photos.

I use it as a means of entertainment not business. I do not add people I don't know and I don't use it to post more than I use it just to watch.

Boredom

I use Instagram, Snapchat, and Facebook most often. Most times I look at information or others' post rather than posting myself. I update photos to make sure I am represented appropriately according to my present self.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use Facebook but only to "lurk," meaning I scroll through my feed and click like sometimes. Rarely will I comment on posts. Sometimes I will reply to posts that people have tagged me in. I almost never post on Facebook-- in fact, about a month ago, Facebook sent me a few emails reminding me that I haven't posted in 20 weeks. Sometimes I will re-download snapchat for a few days but then delete it again because I notice how addictive it gets.

Facebook Is my time wasting option, but I do enjoy being able to stay up to date with distant friends. Skype and snap chatting I use to message friends I can't see face to face. Everything else I only check in now and then.

Facebook-Mainly to keep in contact with friends and family.

Snapchat- send quick updates or funny pictures to friends

To connect with others & speak my mind

My favorite social media account has to be my instagram. My instagram feed always follows a certain aesthetic to match either the season or the mood I'm in.

Mostly, for entertainment or to keep updated with the social world around me

I use it to keep in touch with friends or family, as a digital storage unit for memories, to share thoughts or musing that I don't expect most if anyone to read or see, and to update those around me about political happenings as a grassroot-ish method of engagement.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Limited mostly looking at others

I use my Facebook as a way to connect with friends and family. But mostly my intention is to use it as a record of my kids and our lives I comment more in a blog like fashion about my kids, likes, dislikes and thoughts I then print the social books so that I have print of all the things I talk about, my kids milestones, etc.

Appropriate. I use it to share details from my life but I keep it clean.

Facebook when I'm bored and want to see what others are up to

Facebook - just to keep up with friends and family and to find funny videos  
Pinterest - to save recipes or other ideas I want later, don't really use it "socially"

iPad iPhone

Keep in touch with family and friends FB  
Find crafts and ideas for work. Pinterest  
Family laughs /snap chat

Mostly for entertainment and to stay in contact with friends and family.

Facebook and Instagram to update people on my life. Twitter to tell people happy birthday.  
Snapchat for sharing funny things happening to me. LinkedIn for future business

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Nothing better to do, just get on to pass time

I am often on Facebook and Instagram. I am able to post pictures of my children for family who is not nearby. I also keep up with friends from high school and college. I started on Facebook when it was a university only website. When I was looking for a job I kept my LinkedIn profile up to date.

To stay connected with my friends everyday.

Fun! I love being able to interact with friends and meet new people. Also, I like sharing my accomplishments/adventures with the world!

Very limited. I use more of a source of looking at others rather than posting about myself.

I use it to keep tabs on friends (from afar), keep tabs on the news and recent events, to connect with others, and as a release from the everyday issues.

My Twitter profile exists to help bring together the tech community, women in STEM, work projects, same with LinkedIn. Facebook and the others are more personal. However I belong to a couple sites with the purpose of volunteerism for Women in STEM

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use it whenever I'm bored just to look around and keep up with friends

My main use of social media is to keep in contact with family and friends I do not get to see often. Being able to share pictures as well as milestones of our children and families lives with each other.

Scan out of being bored

I use Facebook to keep up with long distance friends and family regarding their family. I also like friends posting family pics

Boredom therapy mostly. I use Tumblr for art references too.

I use it to keep up with people

Rarely post, mainly use it to keep in touch with friends and family (all of which live across the country).

Build personal brand. Reach out to professionals

N/a

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use social media to keep up with close friends and shared interest groups.

I'm always on social media, scrolling through timelines. My favorite social app in order is Snapchat, Facebook and Twitter. I use them to kill time when I'm bored and because I'm addicted and don't want to feel left out of what's going on in today's society.

Our family is all long distance. FB and Insta are how we all stay connected. Some days we even have "cousin coffee" as we group messenger each other on FB.

Too frequent, trying to limit my time

Use instagram to see what people are doing and post nice pictures and Facebook for the free and for sale pages

I use all of my platforms to be socially engaged with my friends and family. I avoid political engagement on these platforms. I avoid confrontation on these platforms.

I try to use it in a professional way

Networking and maintaining long distance relationships

I use Facebook, Snapchat, and Instagram most often. These allow me to stay up to date with friends and family. I also use Facebook and Twitter for news content sometimes.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use social media to stay up to date with current media, news and politics. Its also nice to see what my friends and family are up to.

I use it to showcase my life to others

I like for all of my accounts to be pieces of one, larger digital brand that tells my story.

Mainly I use it to stay connected with friends and with what's trending in video (mainly humor, late night shows, feel-good videos). It's morphed into an addiction of mindless scrolling for the purposes of taking my mind off of stress and anxiousness. I read news publications for news updates, but social media is often where I catch wind of news updates.

I keep in touch with friends and former students who have become friends. I network professionally. I learn stuff. I keep informed politically.

I use social media - primarily Facebook - to see what is happening in friends' lives and to organize events. Pinterest is for assembling ideas and thinking about projects, mostly for my personal use at a later time (or never).

I mostly use Instagram. It's become a visual journal of sorts. I type exactly as I would speak and love being able to look back on things I have done or people I spent time with. I'm a very visual person so I enjoy being able to follow others as well

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Rarely

I use social media to keep up with people and share my projects. I am an artist and musician; having a place to post my work is important to me.

Use it more so to keep in touch with college friends and high school friends.

I use social media to connect with friends.

I don't use it that much

To keep in touch and interact with others.

I have Facebook and Twitter opening and closing all day long constantly watching updates. I retweet and post on Twitter often and use Facebook posts to spark connections with friends and family.

I was a social media account manager for several clients in the past and kept my personal accounts going as a means to present social media professionally. Now it's mostly a news stream and means of contacting people. Rarely post anymore.

I mostly use it in order to chat with people that are no longer living close by

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I mostly use it to communicate with friends and some of the communities I am a part of. I rarely post to my personal pages. I mostly use features like facebook messenger and I only use snapchat to communicate with friends and family.

Most of my social media use is simply as something to scroll through to pass time, and catching up/staying informed is my secondary use of it.

I use social media pretty sporadically. When I feel the urge to share something on one of those forms, I do. I used Twitter much more frequently a few years ago and would very often just tweet streams of thoughts related to whatever I was thinking (frequently about hockey).

Passive for the most part. I usually only post to Facebook which I use as a way to keep up with my personal and professional contacts, and Instagram which I use to post about and keep up with others interested in my hobbies

I spend too much time scrolling through the newsfeed on Facebook.

Well that would be lengthy and take too much time

Mostly for entertainment. Facebook serves a double purpose as many friends and associates use it as a convenient planning and networking tool.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use Facebook to stay in contact with people. I originally opened an account because that is where my sister was documenting her pregnancy. I try not to use it for news and will stop using it when my wall is mostly filled with hyperbolic news stories. I do occasionally use it to share information or give a celebratory update on something in my life.

I use Twitter for research. I don't tweet because I don't want to influence my data source.

I use Reddit for information and little mind breaks. The 'aww' forum is really good for mind breaks.

Facebook/Instagram - keeping in touch with family/friends (rarely post)

Pinterest - generating ideas for school (teacher)

LinkedIn/Twitter - professional networking

I connect with friends, family, and local community.

I check it when I'm bored and waiting or as a way for individual communication.

I mostly use it to post life updates, things I find humorous, and political messages that are important to me.

Minimal to moderate. I use it to share with friends, occasionally share about myself, or things that I like or find interesting.

I scroll through the news feeds of my Facebook and Instagram for a few minutes nearly every hour.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I tend to cater my social media use to the platform. Generally I use Facebook to keep touch with people from my home state or family, I use Twitter more often to find comedy, and Instagram mostly to look at nice photos. I use LinkedIn professionally, Reddit to find interesting things, and Snapchat is mostly just to communicate with friends.

Mostly Facebook for business because it is the easiest to use. I don't understand the others. (Older millennial)

I use social media to share my experiences and keep up with others, but I try not to use it to get a specific reacting from people (like posting I'm upset to get sympathy)

I use social media to stay up to date on current topics and what my friends are doing.

See what my friends are up to. And I use it to keep my friends updated about where I am.

I use twitter and Tumblr most heavily. I use these platforms mostly for pop-culture related purposes, whether I'm participating in the conversation about what's going on in the world, making gifs/sharing other content related to it. I use it all the time during my free time. I use twitter more to interact with others and to talk about the things I like or care about right now, ranging from tv/film/etc to current events and politics. When I use Facebook, it's more to update people about what's going on in my life, share pictures, etc. I use Snapchat to show a glimpse of what I'm doing right then.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Na

I mainly use Facebook and Snapchat to keep in touch with friends who live in various places across the states. I tend to post content for entertainment. However, I do follow the news and social justice movements through Facebook. I would like to have a bigger presence as an advocate for social justice movements on Facebook, but I hesitate because I feel that the people on my newsfeed already agree and have a wider net of ethos and information to share. I tend to follow the people on Facebook that I do because I learn and grow from them in terms of advocacy. However, I feel like I may not be engaging in social movements as much as I could because I am not making my outrage of injustices known on social media. I think a big part of this is a fear of becoming a slacktivist.

I check social media in the morning before I get out of bed. Then periodically throughout the day when I'm bored.

I use social media to connect with friends and family - to see what they share and what is important in their lives, and in turn to share things that I think are important, interesting, and reflect myself. I use some form of social media once a day. I check social media platforms my friends post on more frequently, and I am more likely to check social media frequently after I have posted something.

I use social media to connect with like-minded people, to share updates about my life with those who live further away from me, and to stay up to date with news and events in my area. I also use (Facebook specifically) to moderate an activism group I'm a part of, so my social media presence spills over into my real life quite regularly.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Currently, I use social media as a way to engage with friends, family, and like-minded people. I enjoy sharing highlights from my day-to-day, but also using it as a way to encourage others.

As mentioned above, social media is primarily a way for me to keep in touch with friends and loved ones. I don't typically post on any of my social media accounts. If I do, it is usually to upload photos on either Facebook or Instagram.

I mostly browse Facebook, but I occasionally share articles or start discussions. Twitter is all about jokes. Instagram is usually whatever pictures I feel like posting. Snapchat is for communication with friends. Reddit mostly for browsing.

I use Facebook as my chief source of information by following news pages and as a source of seeing what everyone is up to in their lives. My snapchat, instagram, and twitter are all for my own personal use to be more expressive in my own creative ways.

I do not use social media frequently. Frankly, posting a bunch of things is a waste of time and energy to me when so many other objectives can be accomplished throughout the day.

I mostly use social media for networking/advertising. But I do enjoy catching up with friends as well.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use Facebook quite a bit to keep up with friends, but I don't post on Facebook very often. I very rarely post on Twitter, but I look at my Twitter timeline frequently to keep up with news.

I use Twitter most often to see news/what's going on. Check in the morning and at night. I always have my work twitter account open bc I follow a bunch of people who tweet about stocks/the market and often it's the quickest way to figure out why a stock is up or down

Use fb mostly in evening to keep up with my family. We have a family fb group will my immediate family members. That's about it for fb though I like to flip thru the news feed to see what ppl are up to and occasionally stalk people of course

LinkedIn rarely use...have a job but I keep it updated

Reddit mostly to unwind on train after work and read certain subreddits related to my hobbies

Friends/family, discuss current events

Vast majority of my utilization is the consumption of media, as opposed to posting anything myself.

Lately I use IG more than FB. To keep up on people's lives, mainly. Seems more people post on IG more these days than FB, which is why I tend to check IG more.

Use it when bored and need a break

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use them when I get bored the majority of the time. And I use them to keep up with other people's lives who I may not be good enough friends with to talk to regularly.

Very limited, mainly used as an alternative form of communication to my cellphone.

Constantly on the daily, especially when in awkward situations or I don't want to look like I'm doing "nothing" when I'm waiting for someone or something.

I use FB to keep my friends updated on myself. I only use instagram to see celebrity pictures.

I use it too often honestly. But mainly to connect with friends and see what they're doing and document my life.

I use social media to connect with friends, family and people I don't see often

I use Instagram daily, but don't post daily. I like the creep aspect. And it seems to give a less cluttered more visually descriptive depiction of people's lives. It's exactly what they want to show you- and it seems to me most people intentionally create image content to coordinate clever captions or hashtags - all going toward the effort to showcase individuality and uniqueness.

In that same vein more businesses use Instagram now to disseminate messaging which give a new more unique visual platform that draws in younger demographics.

As a millennial it still seems like a flawed concept, even to me, however, I do use Facebook to read through news (mostly news that my friend network (liberal mostly) finds important or troubling. But the frequency of news posts and advertisements on Facebook makes it frustrating to use and

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Keep people updated on what's happening in my life, and share shelter animals that need homes, and uplifting stories.

I mostly read things other people post.

I use it for interacting with groups/people not geographically near me. I use it to organize various groups for work. I use it to keep in touch with family and friends.

Rarely would I describe it as productive or "relaxing". It takes up more time than it should, and it kind of traps you in.

I read news stories, read comments, watch videos, look at reviews

I would love to get rid of certain social media platforms but have "fomo".

Mostly I post memes but I also like giving commentary on relevant issues

I look at others' content much more than I create my own. I often read articles or look at memes/videos.

Facebook and Snapchat I exclusively post pictures. Very occasionally I will browse Facebook. Reddit I browse frequently and is my main source of news.

I usually mindlessly scroll through Facebook, but I use other platforms such as Instagram and Pinterest to get vegan recipes, advice, and restaurant locations. I also use them for yoga instructions, and workouts

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

A combination of personal use and for my work. Since starting my new job where I manage over five social media accounts across the four big platforms (Facebook, Twitter, Instagram, and Snapchat) I have posted far less on my personal account.

All my responses for this survey were about my personal use. Also, since graduating college and moving to a town without many people my age, I have posted on social media far less. Without the constant contact with people who are also posting, posting doesn't seem as important or necessary.

Facebook is used to keep in contact with friends and for major life updates. Twitter is more quick thoughts that I have in the moment. Instagram is very "look at this place I'm at, it's cool." LinkedIn was created because I was afraid I wouldn't find a job and I \*had\* to have one to succeed (but it's been used for networking once). Snapchat is to keep in contact with friends on a daily, personal level. Reddit is for a mixture of memes/news/reading comments to understand experiences.

N/a

I spend too much time on it. I really love my tumblr and treat it like a journal. I share photos and write haikus. I use it before bed.

I use twitter at work as a reward. When I finish a project I can scroll up my timeline.

I use facebook to keep family and friends updated on what Im doing with my life. I use instagram to post my artwork and fun things about my job as well as my adorable puppies. I hardly use anything else. Reddit for entertainment sometimes.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Fairly heavy social media user, was very active on facebook but have pretty much quit cold turkey to improve mental health.

I use tumblr daily as a social, creative, interactive platform.

I feel like Snapchat display my everyday life. My Instagram my interests. Facebook my humorous dude.

facebook is the most often used, for letting people know what i am up to and what things i find important

Utilized for review of current events, staying in touch with family and friends

I am mostly an observer on social media. I don't post all that much, but rather I follow certain individuals and like/comment on what they post. My social media consumption is very limited, spending one hour or less per day between all the different platforms that I have an account with.

Low user for my age

I view Facebook, repost significant events that interest me, usually without comment. Pinterest is used to store info and for others to view to learn what I believe is important.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Mostly political or sports related. The political posts are mostly neutral.

My main social media use on a professional level is a public Instagram (see previous answer) while I use Facebook, a separate private Instagram account, and Snapchat to interact with my friends and family

I have social media to connect with family, share videos that are funny, educational and share awareness.

I use Facebook to keep in touch with friends and family

Light use

Everyday

I use social media (mostly Facebook) to keep in touch with relatives and friends, to keep contacts and organize social events.

I use social media more for one-on-one or group interactions than I do for general posting. I use Snapchat to send pictures back and forth with friends who are not in my city, and I use Facebook/Instagram to keep track of what people are up to and occasionally post videos or pictures. I use Twitter mostly for scientific and political reading and Pinterest when I'm bored just for scrolling and looking at things related to fitness, etc.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use my social media more for inspiration for my hobbies. I also read articles and stay up to date with the news.

I post photos on Facebook so my family/friends know I have a life but generally I'm a lurker-- meaning that I read what others post but don't post myself because I have social anxiety and posting makes me anxious

I post in Facebook about bigger life events. I tend to post about my dog as my more in the moment posts. Otherwise I post about social justice causes I'm concerned about like farm worker pay and which farms to support and why people should shop for

Farms versus the store. otherwise major life stuff to update people and see their life updates esp due to distance

I only use social media when im bored. Typically i just scroll to read others peoples statuses. I use social mediomore in the evening after work usually.

Research new food trends and keep incontact with my friends and family

My social media use is minimal in comparison to others my age. I only consistently use 2 platforms, I post maybe once every few months, and I mostly just browse the platforms to keep up with friends and family.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use social media mainly as a means to keep in touch with old friends. I also use social media as a way to track what news and trends my friends and family are following. I keep my posting to a small amount because i want to make sure that the post I do make reflect well on who I am.

I have anxiety and it's harder for me to stay connected with people in person. Using Facebook helps me feel like I'm still a part of people's lives.

Pinterest I use for projects.

Twitter and Snapchat I barely ever use.

I use it to keep in contact with family and friends. To spread happiness. To share photos

A place for me to post about my family, cat, and political beliefs.

I use Facebook and Instagram to be nosey

I mostly use social media in response to what other people do on those platforms (i.e. responding to snapchats, replying to interesting facebook posts, etc)

I use Tumblr to reblog posts that I find funny or informative or represent me. I use Facebook to connect with friends and family and share photos of my life. I mostly use Twitter to follow the accounts of my favorite podcasts to keep up to date with their latest news. Also I use Peach, which I completely forgot to add to the Other category and the survey won't let me go back to change it, so I'm very sorry if this messes up your data a little bit. I use Instagram to mostly post pictures of my cat. I use Snapchat to send silly pictures to my friends or use the filters.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use facebook to keep in touch with old and new friends and extended family. Snapchat I use mostly so I can snap my long distance boyfriend. I use Instagram mostly to post my selfies somewhere. These are my more regularly used social media as in I log onto them daily. Pinterest I like to browse for workout ideas, decor inspiration, and diy projects.

Get on it when I'm bored, use it to keep in touch with family and friends

I hate using social media. The cons far outweigh the pros and yet I haven't been able to give it up permanently.

Recreational when im bored on my phone

For entertainment and to communicate with friends and family.

I use it daily just off of impulse. I could scroll through instagram updates once and rescroll through it all over again 2 minutes later. It's addictive. After my 8 hour shift, I scroll through everything because I feel like I missed something. I recently deleted twitter, because I spent way too much time tweeting about everything. I felt that I was disclosing too much. I use these platforms because they are popular. Interesting to see what's going on with others.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I'm a Facebook whore and I love Snapchat filters

None

I like reposting funny memes or making informative posts. The funny stuff goes on Tumblr and Facebook mostly. The informative stuff goes on FB. On Twitter and Reddit I mostly observe others - I'm very much a lurker there.

I mostly use Snapchat, Instagram, Facebook, and twitter. Usually to vent, discuss, and post things that make me happy, or make me think. I like to post things that I also think could change the world.

Facebook, stay in contact

I use Facebook, Snapchat and Instagram, Twitter the most because it's what my friends use. I try to use facebook and Snapchat for social with friend. Twitter and Instagram are for my art work or look at some art work.

I rarely post anything about myself. Usually, I just scroll through my news feed to see what my friends are up to.

I use Twitter almost exclusively for work now and Facebook is still 90 percent personal. Instagram and Snapchat are only personal.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

Photos, keeping in touch with friends and family, memories

I use Facebook to keep in touch with family that lives far away. I rarely post on Facebook and use it mainly to keep up to date with family and to message family. I rarely post pictures and never put personal business on the internet.

It's a place for people to keep in contact from a distance

I don't use social media super frequently, follow a lot of different news sources and journalists, keep up with my friends on social media

I use Snapchat the most which is basically an alternative form of texting and talking to my friends

I only post personal information to Facebook, where I have a regularly reviewed friends list and high privacy settings. On Instagram, I mostly post about specific subject matter (rarely pictures of myself or info about me). In other platforms, I am anonymous and typically only "like" or "save" what others have posted.

I read and consume far more than I post. It's a distraction and a way to keep up with people.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

To keep in touch with extended family and long distance friends; to access news; to run social media for a nonprofit I volunteer for; I use it daily for these reasons

To keep in touch with friends and family.

Snapchat for checking in on friends, Facebook for news and media, LinkedIn for professional connections

Most of my social media use takes place on Facebook. I use Facebook because many of my friends & family use it & I find it a good way to share life events with them. I frequently share pictures of my boyfriend & I on our dates. I also reshare humorous pictures & memes. I sometimes share humorous political posts but try to avoid offending others. I normally use Facebook after work. I normally scroll through Facebook on & off between the hours of 2pm and 11pm

Mostly browsing.

I don't use social media for a specific goal. I check my accounts periodically throughout the day, not really with a purpose, but just to scroll through and pass time. I post on social media occasionally. For example, if I go on a trip and take a picture, I might upload it to Instagram, but I don't take pictures specifically to put on Instagram.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use facebook to keep up with whats is happening in my friends lives, and to socialize in groups i am a part of. I only use snapchat with my partner. I usually check in every few hours or so, unless Im not working, in which case I use it more often.

I mostly use it to keep up with my friends and find some of the interesting things running around online.

I use it to express myself but also to keep tabs on others

I use Facebook to look at articles and to keep up with friends and family. I also use it to find events I might be interested in attending.

I use Tumblr to engage in fan communities and follow politics and social justice stuff. It's the place I post my own content most often. It's anonymous, so I don't feel like I have to be so guarded with what I think and feel. With my job, I can't state my opinions about certain controversial topics on many of the platforms I use. I can on Tumblr. It's also the best place I've found on the Internet for being part of a fan community. People are really game to connect about fandom things and nerd out.

I use platforms that allow me to stay up to date with friends. Otherwise I rarely post anything that is public though I am frequently logged on and reading what others post.

Active.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

I use social media solely for communication. It is useful for sharing information in organized groups, and getting in touch with people you don't have contact info for. I find most other aspects to be mindless dribble on a day to day basis.

I use it for communication with others, entertainment, and occasionally news content (via news websites I like on FB, as well as stories others I know share)

I use it mostly to keep in touch with my international friends, and for networking. I also suck at remembering the things I do/places I go, so it's a good way to chronicle my adventures. I suck at crafting, so scrapbook I got is out, and the convenience of quickly posting what you're doing and with who is helpful. It's also an easy way to find the content/stories/news/memes everyone is circulating.

visual portfolio/real life updates on my life for friends/family

My social media use is mostly confined to lurking. I look at it a lot but am often too shy to post

I use it to keep in touch with friends, family and acquaintances. I use it to network. I like to share what I'm doing, where I'm traveling, etc without having to text out photos. I enjoy seeing what other people are doing. I try not to mindlessly scroll through Facebook while in the physical presence of friends and family. I am guilty, however, of using social media when I'm bored. I also try not to use it as my main source of news.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

All of my social media use is for news updates, and things regarded to my career, except Instagram, which is very personal for me.

I use it to stay connected to friends and family. I post rarely and use it to get access to news and other content.

If I could describe my use it would be a lurker. I use social media a lot to keep up to date not just with people I know personally but real news and pop culture.

I most heavily use Facebook, with Snapchat and Instagram falling close behind. I use Facebook to see what others are up to and what is going on in the world (like news). Snapchat is for keeping up with friends. Instagram is both for keeping up with friends and also for creative inspiration and aesthetic appreciation. I rarely use Twitter, but when I do it's to share random thoughts I have or read good tweets about current events. I was required to make a LinkedIn but don't really use it. Tumblr and Pinterest I both rarely use, if at all.

I mainly use Facebook as a way to maintain contact with friends and family, posting about my own life regularly. Twitter, Snapchat, and Reddit are mainly my ways of entertaining myself when I'm bored.

I use Facebook, Instagram and Twitter to keep in touch with people and promote an idealized version of myself.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

My social media use is strictly that, social. I do not typically use it to network, simply to keep up with new and old friends while staying current on happenings with work and my friend's lives.

I typically use social media in my "downtime," or when I am bored. I have recently tried to limit how many times I reach for my phone and open social media apps.

I, by far, use Instagram more than others. Originally it was just a creative outlet, but now I get a lot of freelance work as more people find my profile. Because of this, I'm married to it throughout the day and check it constantly.

I use it to remind myself of the things that stood out to me during my day. If I record those little memories, it gives me the complete picture of where I was and what I was taking in at the time I was at some location and who I was with.

Use of Instagram posts as a photographic portfolio and journal, use of instagram stories and snapchat to display daily activities; less curated content. Facebook, mostly personal use as a means to maintain contact with friends and family.

To post pictures of my life

I usually just post updates about my life but I use instagram as a source for fitness/healthy living. I will share workouts and meal plans occasionally. I've considered deleting my Facebook many times but it's an easy way to keep up with family.

Q13 - Describe your social media use. Consider what you use, why you use it, how you use it and when you use it.

**Describe your social media use. Consider what you use, why you use it, how...**

A person who likes art, coffee, and traveling

I would say my social media persona says I am someone who enjoys spending time with family and friends as well as traveling to new places.

Young, educated and black male w/ a sense of style.

funny, clever, etc.

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

There's different times for work and play

If I post terrible, comedic things on my permanent social media, then it reflects badly on my reputation, and by association, leaves me with fewer job opportunities.

I dont user any personal identity, I rather have separate personas.

with pictures, i separate different pictures with different work groups

I just don't have anything personal on social media.

Just because I have friends that follow me on social media does not mean that I have to connect with them on LinkedIn.

They are separate parts of my life.

Not yet but if I use linkin i would.

My professional persona is more serious and I try to be lighthearted on social media.

Sometimes your personal life that is only meant for close friends should not be seen by others.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

Because a professional life is not the same as person and they don't need to be the same. I like privacy

mixing business with personal never ends well, even on social media

Sometimes I wish to be silly and other times I wish to be taken seriously.

I separate my personal and professional personas on social media because the people that are on my social media don't really care about my professional life. & I try to not post anything questionable on my personal accounts so that any people connected to my professional life who may see my personal accounts aren't skeptical of my character.

It is important to be professional when need be, even though I don't post inappropriate things on the internet.

I don't want my parents bitching at me for posting things they see as unprofessional or unfair. My dad is super concerned with what I post on Facebook in terms of what my grandma sees me post. I could give a shit because she doesn't know me or care to get to know me.

I do this because anyone can have access to the world wide web. Once something is posted online whether or not you delete it yourself, it is easily obtainable. In today's day and age I want to represent myself in the best light online because anyone can get access to it. I don't want to risk my future over a photograph or a comment I made years prior that I never realized was extremely naive or insensitive etc. In the future we won't even remember a comment we made, but that doesn't mean it couldn't come back to haunt you. The world is not a fair place, and so even though someone might be an upheld citizen, one mistake online could somehow come back to you and

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

Not everything I'm passionate about is appropriate in education work circles (mostly body art, sex positive activism, sex toys and fetish culture)

Because I am a former school social worker and have connections with former students. I am very active and opinionated politically and I don't want to use my status with those students to influence them. They are mostly people with disabilities and it wouldn't be fair.

I dunno if I even do it correctly. All I know is that I have to be careful about what I post on Facebook and Tumblr when it comes to politics, religion, and other controversial topics. If future employers look at social media accounts then caution should be taken.

I don't want my personal life to mix with business because if something I say or do doesn't fit in with the company I work for it could come back to produce a negative image for the company, or for me and how I might be treated by coworkers/the company.

I know that it's important to have a visible social media presence as a prospective employee - employers want to believe that you're not hiding something from them, but also that you act in a way that will represent the company well. It's important to be cognizant of the ways in which different social platforms are used and who will be encountering your information on them. For instance, I can post cosplay pictures to Instagram because it's not an offensive or outrageous activity, so it's fine for potential employers to see it, but it's also not how I would present myself in the workplace, so it's not appropriate for LinkedIn.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

I believe that my personal persona should be held private and not everything needs to be out on social media. My professional persona allows me to be honest, but still protect my privacy and home life.

Because the only people who need to know who I am REALLY are my friends, not random people.

Because I don't want people I work with talking to me outside of work.

Personal me is depressed and full of self hatred. I almost never post personal things unless it's something major like a surgery or the like.

"Professional" persona is me pretending to be a functioning member of society via memes and chatting with people online via Twitch or Twitter.

I work in communications, so it would be easy to conflate my personal opinions with those of my employer if I didn't separate them. Building a wall between the two allows me more flexibility in my personal posts.

Much of what I post on professional venues would be only tangentially related to the personal, and vice versa. It would just annoy the respective audiences.

My work is not one that is allowed to receive much media attention, so i do not post about it. I also try to keep a separation between my social life and my work life in real life, so I do in social media as well. I think it makes me a more professional person to not discuss work on social media

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

Because I know employers look up people on social media and I really don't want the reason I don't get a job is because I swear a lot or politics or something stupid.

I hit the wrong button. I do not do this.

Bc my prof personna needs to be a different person than who i am with friends

Platforms such as LinkedIn should only be used as a professional connection.

I mean, I just have a LinkedIn account for professional interactions and stuff of that sort, and then my personal Facebook, Twitter, and Instagram are limited to people who are actually my friends, generally. I don't think it should matter what I do in my personal life when I'm applying for a job. If current employers/coworkers want to be my friends on Facebook, I will accept them, but I have privacy settings that keep potential employers from snooping through my Facebook.

Job search after college; 2 sides of me.

I want to have at least two profiles (LinkedIn and Twitter) that are completely open and available for anyone to see, that have a better representation of my professional interests, so potential employers will see that side of me.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

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Because everyone needs a break from a professional persona occasionally.

They aren't too different, but I am required to post on social media for my job so I have to have a certain voice for those posts.

Because of my career choice, my professional persona is highly judged (regardless of what I post, even if it's appropriate). It's easier to keep my personal interests and hobbies separate so that they don't affect my professional life.

Because, as with everyone, there are aspects of my personal life that have nothing to do with my professional life and vice versa.

I don't have separate accounts but I act more professional in LinkedIn bc of the business tailored platform. Facebook is a bit sensors because of the amount of adults, Instagram next and Snapchat isn't really websites bc I only allow people I'm friends with see it

Because I keep my personal and professional lives separate

I try to keep the audiences different and therefor the content for each applies differently.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

The separation is mostly in that some social media outlets (like Facebook and Pinterest) are used for personal uses whereas LinkedIn is intended for career-focused use. Since the goals are different, what I present is a little more focused on the goal. I also tend to prefer a little space between my personal and professional life in general.

I keep my Facebook for social purposes: keeping up with family and friends.

I use LinkedIn solely for recruiting purposes

I think different media require different skill sets. For example LinkedIn is more for professional use, but Facebook is good to keep up to date. Sometimes these worlds overlap, so I focus more on the tone of the medium.

I work in education so I have to be very careful. I also use social media to promote my business and keep my online persona in line with that.

Certain platforms like LinkedIn are meant for professional use so I only put professional information on there whereas Facebook, Snapchat, and Instagram are just for fun so I post random things on there.

I don't feel like there's much benefit to subjecting my friends and family to any professional networking messaging I might do, and very little of what I project in my personal profile would benefit my professional image.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

For career purposes.

I am a young professional.

For the purpose of representing that I understand boundaries. They are not so separate that if someone within my professional realm could not access my personal realm, but I do not set them up for such a purpose.

Certain things posted are for the people I allowed in those spaces, professional connections or my professional persona are not always a part of my personal life and I feel they shouldn't always be a part of my social media experience. However I do often experience overlap

Personal life and professional life are inherently distinct and separate and that's how I like to keep it on social media

What I may find funny, the corporate world may not. I rather keep it to myself/personal page and whoever don't like it can unfriend me, block me, do what ever as they please.

I am a teacher so I cannot post what I really think about politics, etc. I don't post about what I think about issues etc due to my profession and that I could be judged for my beliefs. We are not allowed to be human beings with feelings in certain professions. We live a "fake" life due to how we are perceived by the public.

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

I don't have a profession

I use a pseudonym and never list my workplace on social media. I want to keep my employer out of my personal life; a past employer used my social media to spy on me, so I am much more careful now about how and when I use it.

To ensure that employers and other professionals don't have full access to my personal life.

To be more professional on Facebook and sites like linked in

I prefer to have a more professional persona on Facebook due to future employment "auditing" my digital legacy, and to keep up a certain image with my multi-generational friend list and their multiple viewpoints. Having a more personal persona on Snapchat allows me to be a bit more like myself because I know who views the content.

I don't want everyone to know everything about where I work, where I am when, etc.

Professional persona is of no interest to my friends.

It is important to keep personal life and politics out of the professional setting

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

Jobs

Certain social media platforms are geared toward professional networking (LinkedIn) while others cater to personal expression (Snapchat, Instagram, & Facebook).

It allows me to adapt into real adult life!

I am "friends" with a lot of people who I have never even met in person and do not want to post anything about myself that could potentially put me in a negative situation

I want to get a job someday, so I keep them separate.

Acquaintances do not need to know my personal life

Because my personal persona on social media is ridiculous

Professional is professional and less private. Personal is friends and family.

My line of work is very professional and there are a lot of specific policies required of me.

I have tattoos and piercings my manager doesn't approve of

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

I like to keep business life separate from personal

I don't want employers to know more about me than what I chose to tell them. I don't party much or participate in many activities that might seem inappropriate to discuss in a professional setting, but I don't want to feel like my personal life is being policed by my boss.

Though I don't post anything inappropriate on social media, I don't follow work people or anything to maintain an outside life

I believe that each audience knows a different me. I am the same way in person, the only people who know multiple variations of myself are those who are really close to me (ex. Boyfriend, siblings, best friends). I believe I represent myself well on all platforms, so if future employers do happen to look at any sites, they will still see a clean reputation.

I did not really know how to answer the question exactly. I do try to stay pretty professional on my social media. I make sure to not have profanity and negativity on my social media because all represent who I am as a person. I guess I can say that on my social media I am not worried about having proper grammar and having the ability to just have fun. For example, if I am bored I might post a video of me lip syncing to a song and I most likely won't be doing that in a professional setting.

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

I filter for audience

Different spheres of life

Different people in different circles look at these different platforms.

I enjoy having a separate personal and professional appearance simply because some content is not all family-friendly.

As a black woman, I do not want to be perceived one way before my employer even knows me and my qualification.

In different sites yes but in Facebook I just change privacy settings deeming a professional persona unnecessary. I also don't talk about my job/ where I work on social media

Professional me and personal me are different

For my future

I have nothing professionally related on my social media. I don't post inappropriate things, but I occasionally "like" politically geared items and it's inappropriate to be representing my profession and promoting a political affiliation.

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

Keep a good track record

To keep my business life and personal life separate.

So I am not judged

I sometimes don't want people in the professional world seeing what I do with my friends

Professionalism doesn't always mix with personal

You shouldn't mix personal with professional.

Because I wholeheartedly believe the two should not mix, depending on your occupation.

I don't always choose to be "out" at work about my non-heteronormative family. One of my partner's family are mostly unaware of our family, she is pregnant, so it's a little harder now to keep things quiet at work, for me. The "are you a parent" answer is "I will be in 10 weeks or less". I'll put yes since it's likely the study will be evaluated after our baby is born.

Because I want a job

Q18 - Why do you separate your personal and professional personas on social media?

**Why do you separate your personal and professional personas on social media...**

It does not look good as a school teacher or a parent

Professional life should not be a part of social media...not professional

Shame possibly.

N/a

In order to keep appropriate professional boundaries.

Personal accounts are for me to say any and everything I want with no filter most of my friends are on my personal account. Professional personas on social media are based on corporate America. I have to be and act a certain way. I follow my colleagues, coworkers and potential future companies on this social account.

Learned the hard way at work; personal information can become work gossip in the wrong hands. Purged my FB of work "friends" and limited my "friends" to family and personal friends, only.

I do not want to be seen by friends as too professional or not being myself; I do not want future employers to take me less seriously due to my social media

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

Social media presence and footprints are known to follow you forever. In efforts to pursue and be a successful professional, I am cautious about what information I share with whom.

My professional network does not need to know what's happening in my personal life.

I don't have two accounts for different personas, but I do use different social media platforms for different elements of my life. Facebook and Instagram are the personal elements of my life, while LinkedIn is my professional journey and connections.

My professional persona really isn't present on social media - I am not connected with people from work/school, and I don't share details about where I work or what I do, for the most part.

I feel it is important to keep work and personal life separate. I will not connect with the same people on LinkedIn that I would on Facebook and I would not post the same content on Twitter that I would on LinkedIn. My career is different from my creative professions and I want to represent both accurately without giving the chosen audiences too many conflicting views.

Because professional and personal should always be separated

## Q18 - Why do you separate your personal and professional personas on social media?

### **Why do you separate your personal and professional personas on social media...**

I am an elementary school teacher and I don't want parents of my students seeing my profile. There is a line that needs to be drawn.

Yes

I want there to be a professional persona for perspectives bosses and colleagues to find when they search me. I also want to enjoy posting in a more personal and anonymous environment not meant to be found when googling my name.

I don't really have a personal social media persona. I keep it all personally professional. Doesn't really represent myself

Work has no business in my personal life

Because it would be unprofessional to bring a lot of my personal life into my professional one.

There isn't too much separation, however, I wouldn't do something such as post a hot political article on my LinkedIn.

I need to maintain a professional persona on pretty much everything because I don't want something unprofessional to interfere with my career, but not Snapchat because I only use that with a few friends.

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It is part of my curated image.

Same reason people don't swear, drink or discuss sensitive topics in the work place. I don't want a current or future employee or boss making inaccurate judgements about me from a meme I found funny.

There are things I think and feel which are private and not meant to be shared. I also worry about the permanency of things posted online. Once content is posted it is no longer fully under my own control.

I don't need my employer or professional contacts in every aspect of my life.

I have a job that makes my professional life public by its very nature. I often connect with family on social media and I'd rather not have some of the people I interact with through my job connect with those same people.

My personal beliefs don't always align with the organizations I am representing and visa versa.

I work in a very conservative industry and people may question my professional judgement based on my social media posts

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To represent myself in a professional manner

To remain neutral on issues that might affect employment

I don't want my high school students to find me and I've always believed that the best way to get to know a person is in person and not through text.

I want my social media to reflect that I am a mature adult rather than someone who spends 50% of her income on food and alcohol

Some parts of my personal life are irrelevant to my professional life and I would rather they not be linked. Also, I sometimes post about politics in my personal life but am committed to maintaining a nonpartisan image in my professional life.

I find that I appreciate being able to talk about current events/pop culture with my friends in a more relaxed way than I would with coworkers or potential employers.

Now, I separate it because what I do for work does not involve a lot of the things I do in my personal life.

When I started integrating my personal business into social media, I will probably mix the two.

I can be professional on one for family and a little more risky for the other.

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Employers might look into who you are on the internet and make judgements of you. In addition I believe you need to be able to put up a professional side of yourself out there to give yourself some unspoken credibility

Because it is necessary to look presentable to future employers.

I feel as if I put my personal matters on social media i'll become more active on it which is something i try to avoid.

I'm more casual in my dealings with friends on social media. Generally speaking, I do not "friend" co-workers on social media sites like Facebook, Twitter, and Instagram. I'd just prefer to keep our relationship on a professional level vs. a social, friend level.

Keep them pretty separate in real life...and obvious stuff like employers seeing your stuff. I rarely ever post though so not a big deal

I work in a very conservative industry that does not always represent my personal beliefs. I am passionate about my career so I like to keep these separate.

Because my industry is very web-based and I cannot have pictures of me drinking or proclaiming my sexuality in a professional forum.

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Not everything it meant for the professional world

I try to leave a minimal digital footprint because I've seen how that information can come back to hurt people years later.

Personal = fun and a bit rough on the edges. Professional = maintained and well mannered.

I guess to show that I am a professional individual, but I like to have fun too!

I am a teacher.

Because as I am an adult I know employers look at this but I still want to be myself  
And enjoy my 20s / share my thoughts.

I usually use Facebook as a more professional platform, with some teachers and instructors. My Instagram is more for family and friends, I post my siblings as well as personal photos. Snapchat is only for my close group of friends and family. Less than 20 people

I think they must be to some degree separated, but see previous long form response

Professional sites are specifically for that, LinkedIn, and does not need to be mixed in with my social site.

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Because I'm planning on a career in academia.

The same reason people might wear a suit to work but not to the bat. Societal expectations are different in a corporate environment and I don't necessarily want to force my personal accounts into conforming to those expectations.

I do this on separate accounts such as Linkdin where there really isn't a need for personal viewing of oneself

I'd like to think my professional persona is a bit more tamed than my personal persona. I think the line comes in with inside jokes and how I treat my friends verses my coworkers.

My professional persona is very straight-laced. My Twitter, IG and FB are "clean" versions of myself. I try not to curse too much (but I will retweet profanity) and I don't post about partying/drinking/substance use on these profiles. I will share content of that sort on Snapchat and Tumblr which are more private.

Because some people only want to see my artwork and could care less about me as a person.

To increase chances of being hired as well as maintaining a job.

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Social media is for my own personal use. And sometimes you need to guard your personal interest and beliefs from people in order to keep a professional level between them.

easier to avoid "inappropriate" posts

I don't think that certain professional connections would find aspects of my personal life to be relevant, interesting, and/or acceptable.

I'm a physician and I'm gay. Patient and colleagues don't need to see my personal life

Yes, I believe I do.

Because I view them as separate realms in my life.

100%

It's important to separate business and play

To keep my personal life private from potential employers

I act different in professional settings

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I separate the two because one is regarding my abilities and skills to produce income and make a living, while the other is to personally express thoughts or feelings.

I don't REALLY separate them to a large degree. They are basically the same. But I am more casual on Snapchat, say, than I am on LinkedIn.

It's not good to mix the two especially if your work is intense and you serve the community. I also like to protect my personal life because I value what I have at home. I also value my work enough to not want to mix it with my personal life.

I try to but I generally don't post anything that would represent me poorly if a future employer looked at it

I mean I do but I don't. Most of my colleagues are fb friends but I guess I wouldn't post myself playing beer pong even if they would t care. Most everything on my profile is completely orivate. I can't even be searched if we don't hAve mutual friends.

Im a chef and also represent my job along with my family

I have seen very unfortunate results when people are careless on social media.

I don't believe that all of the people that I am friends with on Facebook need an inside look into what I do in my work place.

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Because I'm a lot less serious outside of work.

There are things that I do that I would not share with my professional world. I do not believe mixing work with personal things

My coworkers and students do not need to know my personal life

Because my coworkers don't need to know my business.

Because it is difficult to get rid of anything posted online

Linked in is my professional persona so I can keep track of my academic and professional accomplishments. The personal personas are just for fun

There are certain things, particularly my political beliefs, I don't want my coworkers seeing. I've already been treated different just from what they know in our daily interactions, let alone what I post on social media.

Because its easy

Social media is meant for entertainment but it's widely used across all areas of life. You never know who can stumble upon your profile and you want to be careful of that

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Code switching, I like to keep it separate. This is why I use a different name. I do not want to be found by coworkers and or employers.

Because a hoes gotta keep her job

Because I want to act silly.

Because it would be tiring to maintain a professional mask all of the time on social media. There are places where it is appropriate (like LinkedIn). Even my Facebook is somewhat professional, however, I still post things I believe in and like. In my opinion, if a company doesn't support my views/my use of free speech, I likely don't want to work for them.

Who I am professionally is more refined

I suppose I answered this question incorrectly. I never post anything I wouldn't want an employer to see, so I don't have to separate my personas.

It's just something I thought was important for balance in my life.

How I live outside of work is not professional

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**Why do you separate your personal and professional personas on social media...**

I feel there needs to be a separation between professional and personal lines

I stay private on things that I don't want everyone to view. My personal life I keep private

I guess I don't. My personas are just broadly "appropriate". Even my personal accounts have older church lady friends, for example

As a teacher, I prefer not to broadcast my public profiles to students whom I teach.

Professionally I want to keep my friendships separate and free

Because they are separate aspects of my life.

I don't really have a professional persona, but most of my posts on social media are just of fun things that I've done, so I don't feel a need for the two mix.

To ensure that stuff I post socially, which may not be appropriate for a future job, isn't seen by my employer(s)

Because I'm ratchet personally but my boss shouldn't know that.

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I am restricted in what I am allowed to say publicly in places where I am associated with my employer. And even if I wasn't, I would be hesitant to tie my professional identity with activities and opinions that could harm me in the workplace. I know that employers look up potential hires and even current employees, and what they find influences how they see you. So If I wouldn't talk about something in a job interview, I probably don't want it to be associated with my public professional identity.

The professional persona I have on social media needs to be carefully curated. I don't trust my normal personal social media behavior to always be look upon favorably by potential employers.

I don't know

Mostly because my professional persona is still in development. However, I see logic in only showing employers things they aren't likely to misinterpret

I never want my personal life to interfere with my professional life.

Professional spaces don't tend to care for my rants on sexism, racism, and my general misandry because fuck men.

I'm trying to get a job lol

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Different platforms are meant for different purposes

I recognize that employers look to social media when considering me for a future position. I don't post anything incriminating or extremely personal because coworkers, colleagues, potential bosses and patients are on my social media. Also I recognize nothing is ever private.

Because I have to have social media for my career. So, i have to watch what i say.

Because the more social media grows the more it could effect my future and as powerful as social media is, companies still view it as childish and detrimental to society.

I want employers to know I can distinguish between personal and professional circles.

Because my professional life is very public-facing.

I dont want my future employers to find any embarrassing content

Because I believe in keeping your professional life somewhat separate from personal.

I think it's important to have boundaries, and I try and compartmentalize my professional endeavors on LinkedIn and my more personal posts on Instagram. Although, now that I'm starting to get work through (and because of) my Instagram, the line is starting to blur a bit.

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la la

Q21 - What factors contributed to your decision to delete your social media profile. (Select all that apply)

**Other**

Twitter contributed to too much drama in my life and only served as a platform to boost my ego

I mistakenly friended some people I should not have..unfriending would have been a problem, so I deleted the account. Started a new one later.

Got super annoyed at all the drama in leading up to the prior election so I removed myself from all social media in November 2015 and came back Feb of 2017

Wasted too much time

Password got stolen

Refresh myself without social media

I had said some things on twitter regarding an old relationship. I realized that I was using twitter as an outlet to say what I felt. I never really censored myself on twitter, so I figured it would be best to delete it.

I deleted my sons snap chat, instagram and Reddit accounts.

Organization in college

Q21 - What factors contributed to your decision to delete your social media profile. (Select all that apply)

**Other**

I had a OKCupid account and was getting too much creeper/harassing messages.

I deleted Facebook occasionally. Too much boring or repetitive or annoying content shows up there.

I saw "the social network" and hated how consumed people were with FB.

Didn't want the profile, but it was required for a class

Needed a cleanse

I forgot the password

Another was because I was spending too much time in it while in college and people used the messenger all the time

I found that I needed to step away and refind my beliefs and values, while keeping my work place and social places separate

Twitter

Q17 - What online dating platforms have you used? (Select all that apply)

**Other**

Bumble

bumble

Bumble

Bumble, Codfe meets Bagel

Grindr, Realjocks

Grindr

Tagged, Mocospace, Blackplanet, etc.

Coffee Meets Bagel

Hinge, coffee meets bagel

Bumble

Grindr

Q17 - What online dating platforms have you used? (Select all that apply)

**Other**

Soul Swipe

Match

Christian mingle

Seeking Arrangement

Bumble

Her

Coffee meets bagel

Match

Match.com

Bumble

gay.com

Q17 - What online dating platforms have you used? (Select all that apply)

**Other**

Jswipe, Hinge

Match.com

Scruff, Growlr

Match.com & Christian Mingle

Match

Coffee meets bagel

Bumble