



Center for Career Development

by LINKgroup

homepage
your digital partner

DRUŠTVENE MREŽE KARAKTERISTIKE I PRIMENA

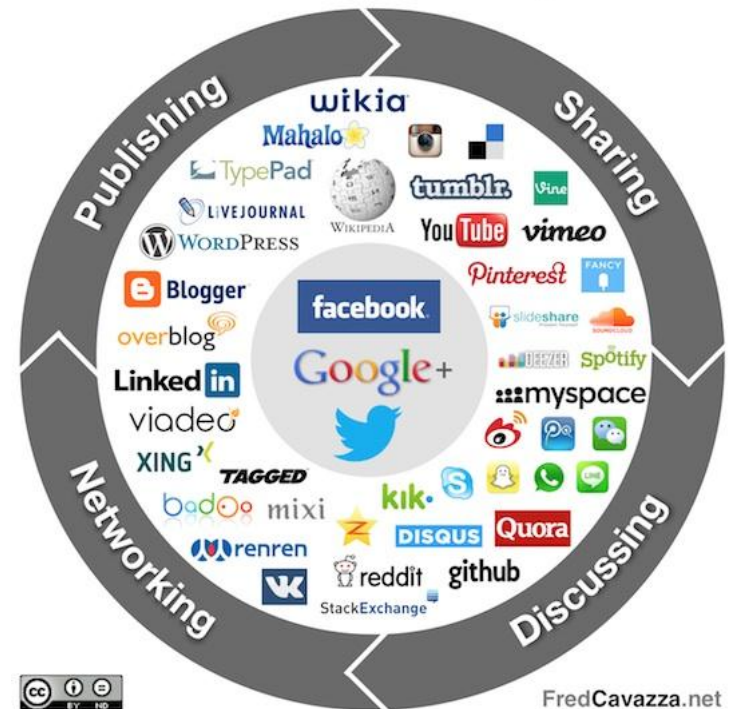
MIHAELA TURNER
ACCOUNT EXECUTIVE



DRUŠTVENI MEDIJI

- PREDSTAVLJAJU KATEGORIJU ONIH VEB SAJTOVA (VEB SERVISA), PUTEM KOJIH JE OMOGUĆENO SPAJANJE SAVREMENE INTERNET TEHNOLOGIJE SA INTERAKCIJOM KORISNIKA.
- VAŽNOST SADRŽAJA KOJE KORISNICI GENERIŠU OGLEDA SE U ČINJENICI DA DRUŠTVENI MEDIJI POSTAJU JAČI (UTICAJNIJI) SA PORASTOM SADRŽAJA KORISNIKA.

Social Media Landscape 2013

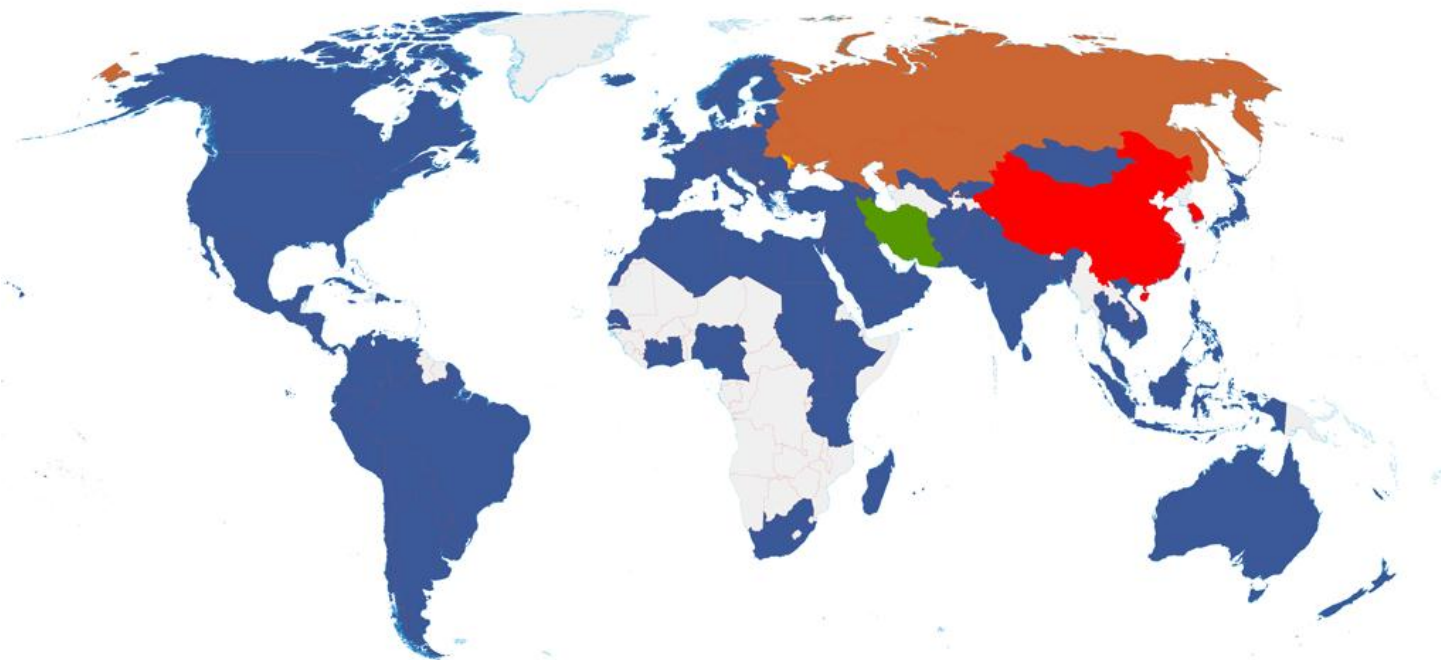


FredCavazza.net



WORLD MAP OF SOCIAL NETWORKS

December 2012



■ Facebook ■ QZone ■ V Kontakte ■ Odnoklassniki ■ Cloob

credits: Vincenzo Cosenza vincos.it

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sources: Alexa



Social Media Landscape





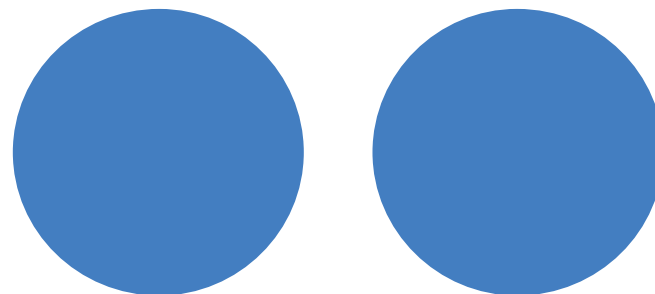
TIPOVI DRUŠTVENIH MEDIJA

■ VIŠE PODELA (IMA I POKLAPANJA)

- Društvene mreže (Facebook, LinkedIn, Google+)
- Bookmarking sajтови (Feedly, StumbleUpon)
- Informativni (Reddit)
- Media sharing (YouTube, Instagram, Pinterest)
- Mikroblogging (Twitter)
- Geolokacijski (Foursquare)
- Blogovi i forumi...



- **PLATFORMA NA KOJOJ MOGU DA SE SKLADIŠTE SLIKE, FOTOGRAFIJE I VIDEO SNIMCI**
- **YAHOO NALOG**
- **OKO 87 MILIONA LJUDI, PREKO 8 MILIJARDI FOTOGRAFIJA**
- **JAVNO I PRIVATNO SLADIŠTENJE FOTOGRAFIJA**
- **DOBAR ZA PROMOVISANJE VIZUELNOG SADRŽAJA (PROIZVODI, FOTOGRAFIJE SA DOGAĐAJA)**





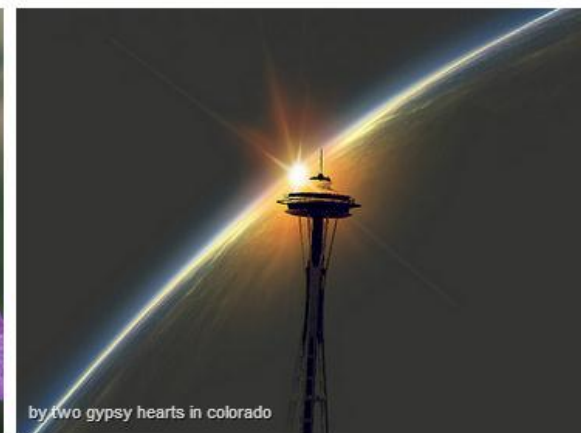
by Keith Dixon



by Elisa Chavarri



by Lana Gramlich



by two gypsy hearts in colorado



by Victor Kipling



by Scott Baldock Photography



by Kutub Uddin...



- **PLATFORMA ZA DELJENJE VIDEO SADRŽAJA**
- **EMAIL NALOG, SINHRONIZOVAN SA PROFILOM NA GOOGLE+**
- **YOUTUBE KANALI, TABOVI**
- **PREKO MILIJARDU KORISNIKA, PREKO 4 MILIJARDE POSTAVLJENIH VIDEO KLIPOVA**
- **ODLIČAN ZA REKLAME, TUTORIJALE, DIY, FILMSKU I MUZIČKU INDUSTRIJU, SELF-PROMOCIJU...**





YouTube



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The Wolf of Wall Street Official Trailer

by Paramount

The First Trailer For Leonardo DiCaprio's 'The Wolf Of Wall Street'

ThinkProgress

Music



Inside "Magna Carta Holy Grail" with JAY Z +

7,487,972 views 2 days ago



Kanye West's American Psycho Tribute Yeezus

49,367 views 3 days ago



Russell Brand on MSNBC Mocking...

by OvergrowDaGovernment

Russell Brand Hilariously Embarrasses Morning Show Hosts

reddit: the front page of the internet



miss utah

by theworldofisaac

Open thread: The pay inequality and such as

Daily Kos



John Mayer - Paper Doll (Lyric)

by johnmayerVEVO

John Mayer offers up "Paper Doll" as your new Prancer jam

Salon.com

Movies



Disney's FROZEN | First Look Trailer | Official

575,148 views 1 day ago

News - Worldwide



President Obama to Speak at Historic

by ABCNews



Foe or Friend? US to hold talks with Taliban amid

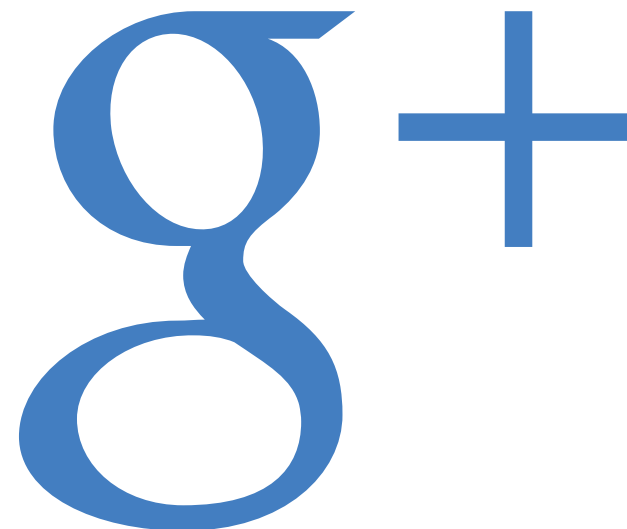
by RussiaToday



Hernandez Not Thought To Be Suspect



- **DRUGA NAJVEĆA DRUŠTVENA MREŽA**
- **OKO 500 MILIONA KREIRANIH NALOGA, A OKO 350 MILIONA AKTIVNIH**
- **KRUGOVI (FRIENDS, ACQUAINTAINCES, FAMILY...), HANGOUTS, +1...**
- **DOBAR ZA SEO, BRAND AWARENESS, BRAND ENGAGEMENT**





mihaelaturner@gmail.com

0

+ Share



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Share what's new...



Text



Photos



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Video



Hangout

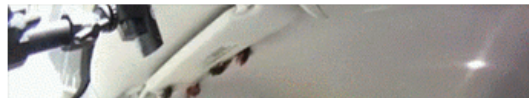
What's Hot and Recommended



RaHa T

✦ Miscellaneous - 1:15 PM

with the best wishes for my love :))))))))



What's Hot and Recommended



Bridget Davis ~ The Internet Chef

Shared publicly - 11:28 AM

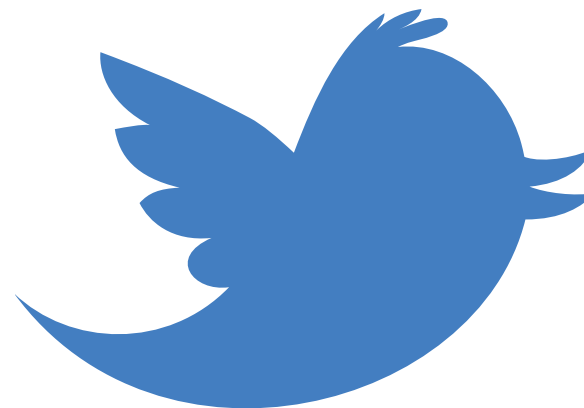
Heres a puzzle worth solving! Looks delicious... oh and healthy too ;)

Bookatable.com originally shared to Foodies Online (Food Porn):
Rubik's cube style presentation of fruit.





- **MIKROBLOGING PLATFORMA – DO 140 KARAKTERA**
- **OKO 200 MILIONA AKTIVNIH KORISNIKA**
- **PRATIOCI**
- **@, #...**
- **ODLIČAN KAO KORISNIČKI SERVIS 24/7, PR, PRAĆENJE STAVOVA KORISNIKA**





Tweets

Following

Followers

Favorites

Lists

Tweet to Coca-Cola

@CocaCola



View all photos and videos

Who to follow · Refresh · View all



Branko Djurkovic @plagosus

Follow



Ana Kandić @ZakomplikovAna



Coca-Cola

@CocaCola

Atlanta, GA · coca-cola.com

78,754
TWEETS

67,711
FOLLOWING

834,505
FOLLOWERS



Following

Tweets All / No replies



Coca-Cola @CocaCola

5m

Make Wednesday the new Friday by sending someone special their own name on a Coke can with our new app: cot.ag/15lRtHj
Expand



Coca-Cola @CocaCola

16 Jun

Super idee! Bratari fosforescente si sticle de Coca-Cola pentru a va lumina camera! :) cot.ag/14RVGCd
[View photo](#)



Coca-Cola @CocaCola

12 Jun

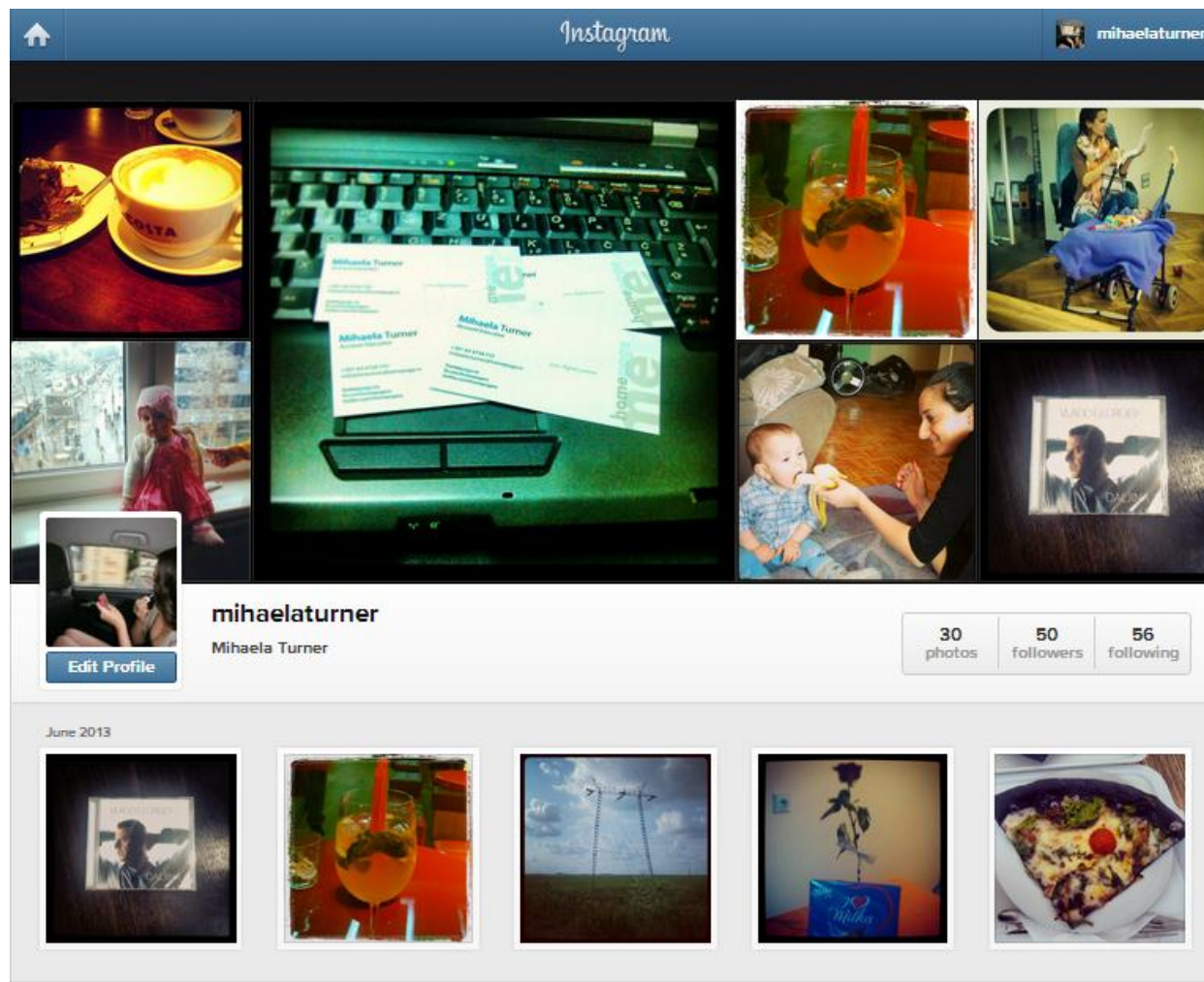
Places + Playlists = #Placelists! Intrigued?
coca-colacompany.com/stories/every-...



- **SERVIS ZA DELJENJE FOTOGRAFIJA**
- **FILTERI, OBRADA VIZUALA**
- **PREKO 100 MILIONA KORISNIKA I 4 MILIJARDE FOTOGRAFIJA**
- **#, @**
- **LOGOVANJE NA INSTAGRAM PREKO PC-A, JE MOGUĆE I TO PUTEM OVOG SAJTA:**
<http://www.gramfeed.com/>
- **ODLIČNA PLATFORMA ZA PRIKUPLJANJE UGC, PROMOVISANJE PROIZVODA, BRENDOVA, POVEĆAVA PREPOZNATLJIVOST BREND**



Instagram





- GEOLOKACIJSKA DRUŠTVENA MREŽA – ZA SMART TELEFONE
- ČEKIRANJE
- POENI
- MAYOR
- SPECIJALI
- TIPS
- OKO 35 MILIONA KORISNIKA
- ODLIČAN ZA BTL, PROMOVISANJE POGODNOSTI I DOGAĐAJA, LOCIRANJE OBJEKATA (HORECA)





foursquare

I'm looking for...

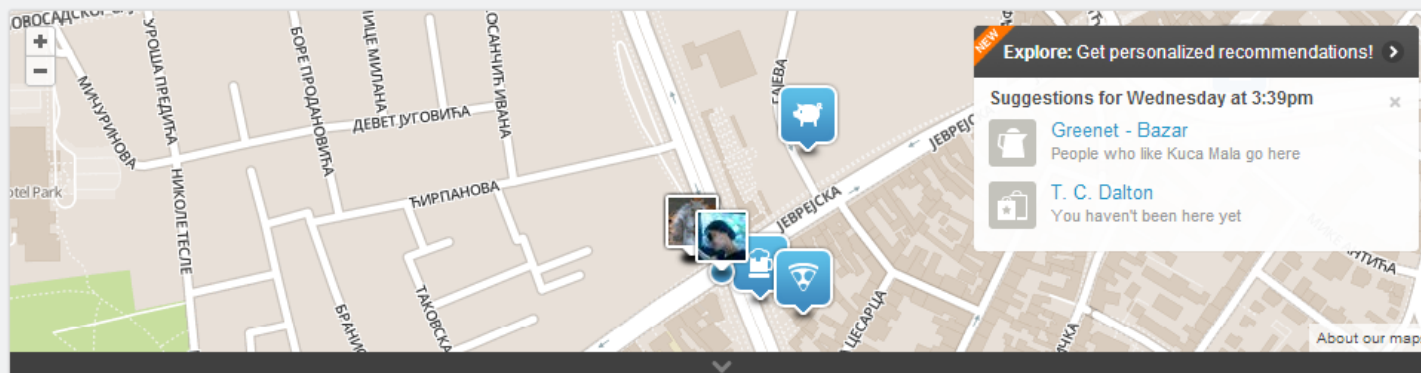
Activity

Explore

Lists



Mihaela ▾



Hi **Mihaela Turner**

Last seen 6 hours ago at: [Homepage](#)

Leave a tip



Nina Popov checked in at [Mercator Hipermarket, New Yorker, TALLY WEIJL](#) & 3 more places



[Mercator Hipermarket](#)



[New Yorker](#)

Bulevar oslobođenja 102, Novi Sad, Vojvodina



[TALLY WEIJL](#)

+ Show 6 more

49 minutes ago



Check your [mihaelaturner@gmail.com](#) inbox for a verification email from foursquare. (Not the right address? Update it [here](#).)

What's New at Foursquare



Help friends that are new to Foursquare find you! [Add your phone number](#).

People you may know

See More



Milan P.
6 friends in common



Milos D.
7 friends in common



Branko D.





- **DRUŠTVENA MREŽA ZA
DELJENJE VIZUELNOG
SADRŽAJA — JEDNA OD
NAJBRŽE RASTUĆIH**
- **TABLE, PINOVI**
- **PRATIOCI, @, #**
- **OKO 50 MILIONA
KORISNIKA**

Pinterest



Search

Vogue Paris

Live tweets @Vogueparis



Awesome Steps . | See More Pictures | #SeeMorePictures
1 repin 1 like

Pinned by Christina Fernandez

Paintings, Street Arts, 3D art...

Animal Kingdom



Пукли: Динкићеве дангубе повлаче назад у Србију - www.srbijadanas.n...

Pinned by Srbija Danas

onto Vesti



www.srbijadanas.n...

Pinned by Srbija Danas

onto Vesti



Colorful wonton

Repinning by Amazing Pictures

onto Delicious Food



Colorful wonton

Repinning by Amazing Pictures

#LFVV @Burberry_France

Pinned by Vogue Paris

Live tweets @Vogueparis



Бразил: Влада шаље војску како би смирила протесте - www.srbijadanas.n...

Pinned by Srbija Danas

onto Vesti



Mihaela



Bianca Brandolini d'Adda en Dolce & Gabbana www.vogue.fr/...
6 repins

Pinned by Vogue Paris

Le look du jour





- **DRUŠTVENA MREŽA KOJA POVEZUJE POSLOVNE LJUDE**
- **KONEKCIJE (PRVOG, DRUGOG I TREĆEG STEPENA), GRUPE, KOMPANIJE**
- **NEKA VRSTA ONLINE CV-A (ISKUSTVA, VEŠTINA, KOMPETENCIJE, OBRAZOVANJE)**
- **VIŠE OD 120 MILIONA ČLANOVA U VIŠE OD 200 ZEMALJA SVETA**
- **ODLIČAN ZA PROMOCIJU KOMPANIJSKOG HR-A I DRUŠTVENE ODGOVORNOSTI**





LinkedIn Search... Advanced

Home Profile Network Jobs Interests Premium Solutions Upgrade

Marketing Automation Tips - Download your free marketing automation guide today. 20+ pages of info!

Mihaela Turner
Account Executive at Homepage
Serbia | Marketing and Advertising

90 connections

rs.linkedin.com/pub/mihaela-turner/59/a7/21a/ Contact Info

Activity

Share an update...

Mihaela Turner has added a skill: **WordPress** (Add skills to your profile)
Like · Comment · 14 days ago

Background

Experience

Account Executive
Homepage
February 2013 – Present (5 months) | Novi Sad

Client servicing
Client acquisition
Creating, implementing and monitoring campaigns
Researching and measurement
Copywriting

homepage

People You May Know

Andrija Andy Bednarik 2nd
Co-Founder and General Manager at Serbi...
Connect · 6

ADS YOU MAY BE INTERESTED IN

For Web Developers
Boost App Performance w/
Complete App Visibility. Free
Trial! Free T-shirt!

Resn Amsterdam is Hiring
Creative HTML / JS / CSS
developers apply here.

Media Interview Prep
Get a free customizable
interview prep sheet and tips on
charity event PR

Who's Viewed Your Profile

7 Your profile has been viewed by 7
people in the past 15 days.

17 You have shown up in search results
17 times in the past 30 days.

Profile Strength

All-Star



- **NAJVEĆA DRUŠTVENA MREŽA**
- **SADRŽAJ RAZLIČITOG TIPA**
- **PREKO MILIJARDU KORISNIKA**
- **PROFILI, PRIJATELJI, LIKE, SHARE, COMMENT**





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by LINKgroup

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**HVALA NA
PAŽNJI**

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