



Social Media (and Donuts) Explained

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It is hard to keep up with the many types of social media. [This picture from Geek.Com](#) (click for larger view) summarizes some of the differences nicely by using a donut analogy (apparently created by a lover of Dunkin' *Donuts*, rather than Krispy Kreme *Doughnuts*). I don't fully understand all of the references, but "[t]he breakdown is the clearest I have yet seen of how something like [Twitter](#) differs from [Facebook](#) or [LinkedIn](#). Twitter is for telling people what you are doing at any given moment (eating a donut), Facebook is more for sharing what you like in general (I like donuts), and LinkedIn is for sharing what you're good at (skilled with donuts). Yet all rely on the sharing of information in different ways to remain relevant and keep people using them."

I hope this clarifies things as you think about the School's new social media policy and whether you want to get involved.

On the subject of donuts, there is a new entry in the Triangle's mobile food business. It is [Monuts](#), which is a food tricycle that specializes in "fresh, handcrafted donuts . . . in unique flavor combinations that bring together the best in seasonal and local ingredients." It was created by a recent UNC graduate who decided it was better to say that she owned her own business than that she was unemployed. I've not tried them yet, but I can't wait. The owner graduated with a masters degree in public health, so they must be good for you.



Red Velvet Monut