SOCIAL MEDIA
WHAT IS SOCIAL MEDIA?
SOCIAL MEDIA'S...

PLATFORM
Web and Mobile Based.

PURPOSE
Share information and thoughts. Also builds online communities.

FEATURES
User-generated content/ personalized profiles.
WHY DIFFERENT TOOLS?

HOW DO WE CHOOSE WHICH TOOLS TO USE?
MOST USED SOCIAL MEDIA WEBSITES

INSTAGRAM
1 Billion Users

YOUTUBE
1.9 Billion Users

FACEBOOK
2.27 Billion Users
OVER

1/5

OF A PERSONS TIME
IS SPENT ONLINE
EFFECTIVE USE OF SOCIAL MEDIA

SOCIAL MEDIA IS NOT ABOUT THE TOOLS OR CHANNELS YOU USE, IT'S ABOUT AN EXPRESSION OF WHO YOU ARE AND HOW YOU INTERACT WITH OTHERS.
Issues that arise due to social media
THINGS TO THINK ABOUT

- What are the advantages/disadvantages of using social networks?
- What are some of the ethical considerations needed when using social networks?
- How would a business utilize this social network?
- Is social media effective?
- What is your social media footprint?
- What is your social media “mission” statement?