

Social media!

What is it?

- ▶ Sharing
- ▶ Communication
- ▶ Personal
- ▶ Community based

Advantages

- ▶ Staying connected
- ▶ Finding old and new friends
- ▶ Sharing information
- ▶ Promotional
- ▶ Helping people
- ▶ Fast

Disadvantages

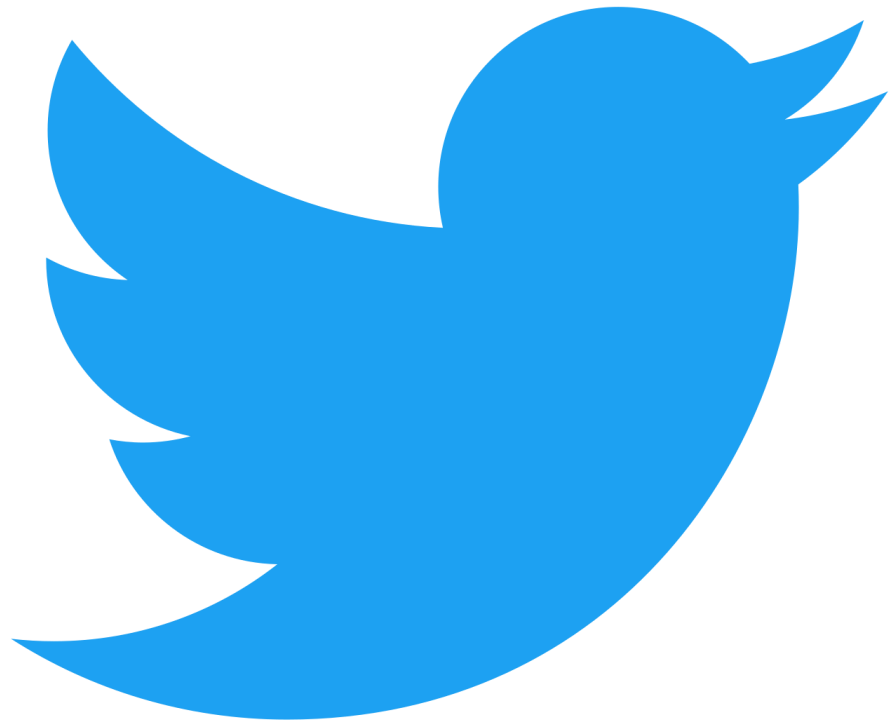
- ▶ Unreliable (sometimes)
- ▶ Relationship issues
- ▶ Bullying
- ▶ False impressions
- ▶ Addiction

Facebook



- ▶ Messenger
- ▶ Stuff for sale
- ▶ Market place
- ▶ Advertise
- ▶ Status's
- ▶ Photos/videos
- ▶ Groups/events

Twitter



- ▶ Tweets
- ▶ Photos
- ▶ Following people
- ▶ Marketing

LinkedIn



- ▶ Job oriented
- ▶ Work experience
- ▶ Portfolios
- ▶ Certificates & awards
- ▶ Group discussions
- ▶ Apply for jobs

Youtube



- ▶ Videos
- ▶ Diaries
- ▶ Music
- ▶ Movies
- ▶ Advertising

Instagram



- ▶ Photo sharing
- ▶ Short videos
- ▶ Advertising

Pinterest



- ▶ Pin board
- ▶ Sharing ideas
- ▶ Creative
- ▶ Informational
- ▶ Shopping

Tumblr



- ▶ Online blog
- ▶ Following users
- ▶ Mix of Facebook and twitter

Snapchat



- ▶ Photos
- ▶ Videos
- ▶ Messages
- ▶ Quick
- ▶ Stories
- ▶ Private

History of social media

<https://www.youtube.com/watch?v=Ha3dHchSZDQ>

Facts

- ▶ Mobile phones now make up 72% of internet traffic to these sites
- ▶ 2.1 billion people in the world have social media accounts.
- ▶ Facebook Messenger and Whatsapp handle 60 billion messages a day
- ▶ Facebook now sees 8 billion average daily video views from 500 million users
- ▶ Facebook adds 500,000 new users every day; 6 new profiles every second
- ▶ 44% of twitter accounts have never sent a tweet
- ▶ 300 hours of video are uploaded to Youtube every minute

Pick one and have a go! Don't be put off

- ▶ Facebook
- ▶ Twitter
- ▶ LinkedIn
- ▶ Instagram
- ▶ Pinterest
- ▶ Tumblr
- ▶ snapchat

- ▶ Skype
- ▶ Whatsapp
- ▶ Viber
- ▶ Reddit
- ▶ periscope