

Opportunities and threats of social media



What is Social Media?

- ★ Social media is the use of electronic and Internet tools for the purpose of **sharing** and **discussing** information and experiences with an online community.

- ★ Twitter



- ★ LinkedIn



- ★ Flickr



- ★ Facebook



- ★ YouTube



- ★ Blogging



**SOCIAL MEDIA HAS
OVERTAKEN PORN AS THE
#1 ACTIVITY ON THE WEB**

**FACEBOOK TOPS GOOGLE FOR
WEEKLY TRAFFIC IN THE U.S.**

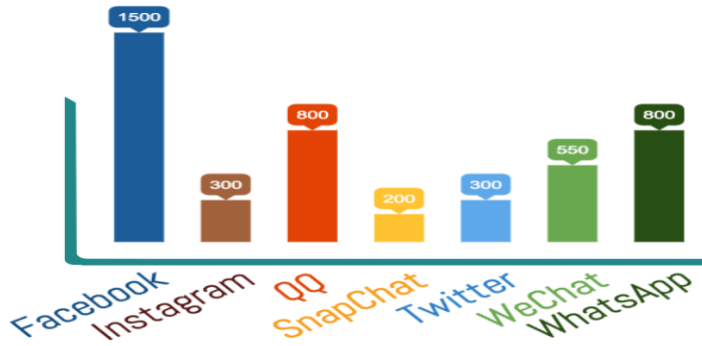
**THE FASTEST GROWING SEGMENT ON
FACEBOOK IS 55-65 YEAR-OLD FEMALES**

**CONSUMERS NO LONGER SEARCH
FOR PRODUCTS AND SERVICES,
THEY WILL FIND THE CONSUMERS**

MAIN SOCIAL MEDIA PLATFORMS

THE SEVEN PLATFORMS MOST OFTEN REFERENCED DURING THIS COURSE

User numbers (millions) on main social media platforms in 2015*



Twitter

A social media platform that enables users to send and read short 140-character messages called 'tweets', as well as images and videos.



Instagram

A mobile social media app that enables users to take and share photos and videos and apply various digital filters. Users can then share these on other social networking platforms.



SnapChat

A mobile social media app where conversations are composed of pictures and a few words which self-destruct after 10 seconds or less.

1999

QQ



A Chinese social media platform with a variety of services, including instant messaging, user profiles, email, online social games, music, shopping, microblogging, movies, etc.

2004

Facebook



Users can create a user profile, add other users as "friends", exchange messages, make comments, post status updates and photos, share videos and receive notifications when others update their profiles.

2006

WhatsApp



An instant messaging app for smartphones where users can send text and voice messages, share images, videos, and user locations.

2009

WeChat



A Chinese mobile social media app, which provides text and voice messaging, images, videos, user location sharing (similar to WhatsApp), as well as an in-built user profile (similar to Facebook).

2010

2011

*Data source: Wikipedia or similar online sources (2015)

HOW ARE YOU USING SOCIAL MEDIA FOR YOUR SCHOOL?



OPPORTUNITIES

Collective Intelligence



Collaboration



Global Market



Communication

Communities

Opportunities in Social Media



Knowledge Sharing

- Blogs
- Microblogs
- Ex. Twitter, Wordpress, Blogger



Life Sharing

- Photos
- Videos
- Ex. YouTube, Flickr



Social Networking

- Connect
- Interact
- Ex. Facebook, MySpace



Business Networking

- Connect
- Interact
- Ex. LinkedIn



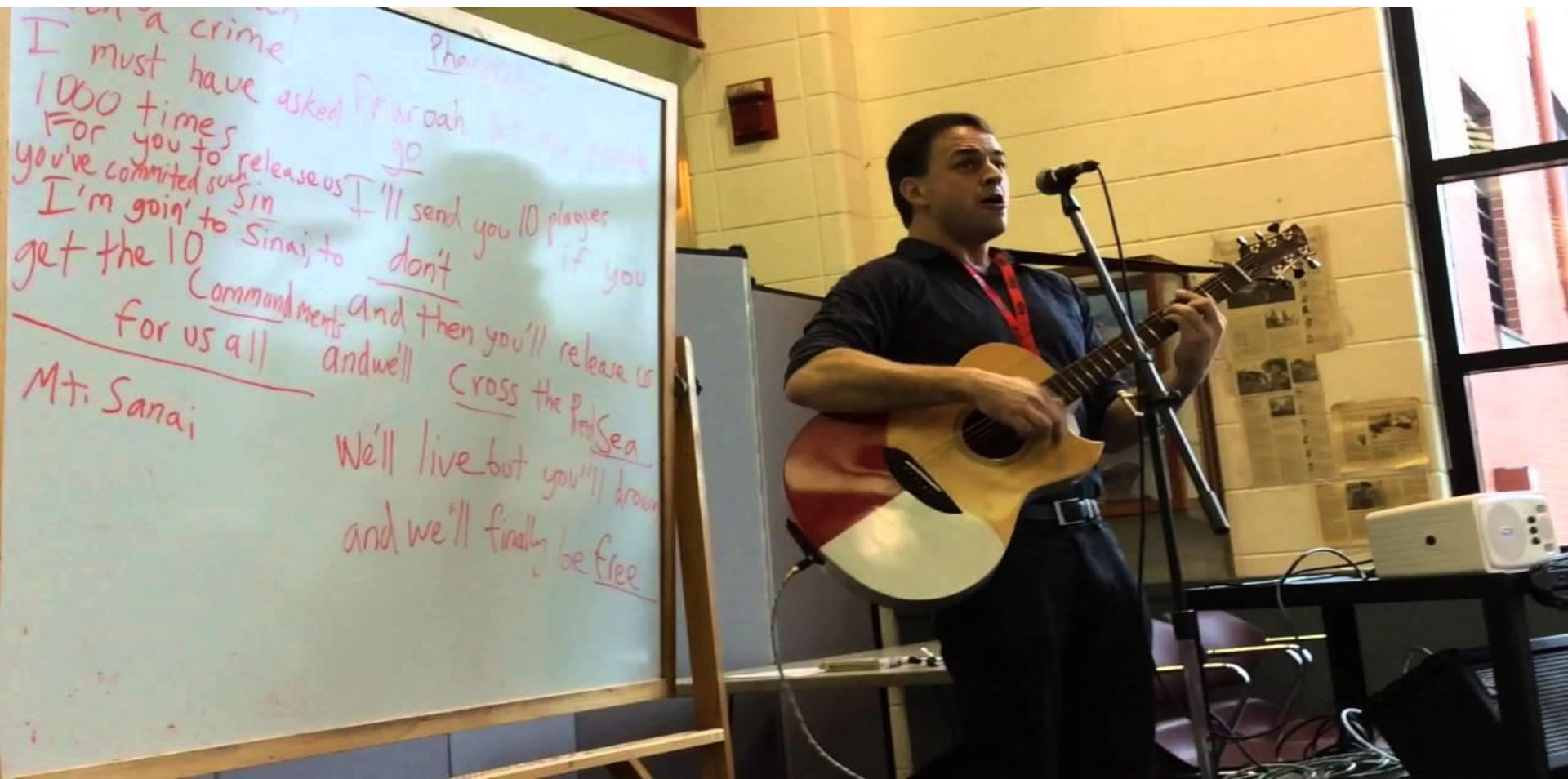
Community Building

- Collaborate
- Collect
- Ex. Ning (social networking communities)



You Tube

Broadcast Yourself



CYBERBULLYING

- Amanda Todd



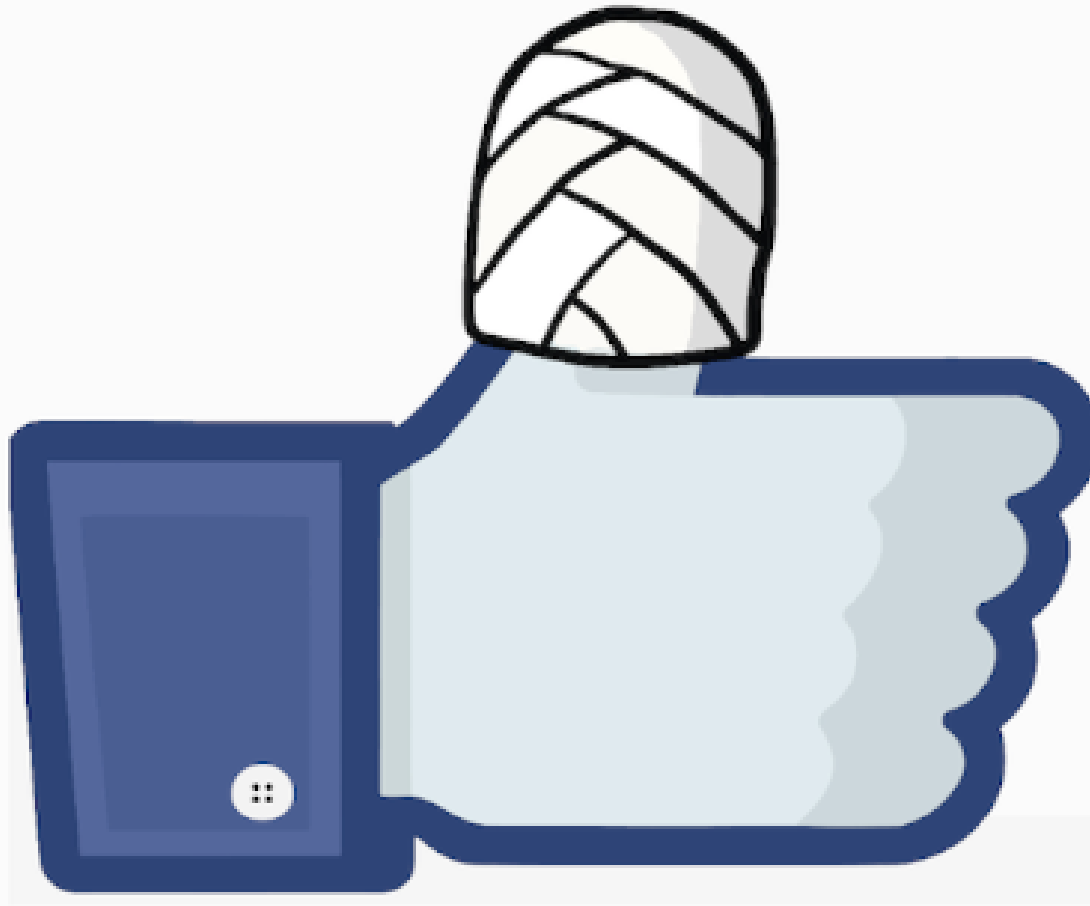
Phishing, bots-spam



ADDICTION



LIKES COLLECTOR



TIME FOR THE



task

