

# Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

**Story**

# Story:

In social media, a story is a function in which the user tells a narrative or provides status messages and information in the form of short, time-limited clips from several automatically running sequences.

[1] A story is usually displayed on a user's profile page and thus represents an audiovisual extension to the text-based status function.

- In October 2013, Snapchat first introduced the story function.
- This is a series of snaps that together tell a narrative through a chronological order.
- A story is deleted after 24 hours.
- Snapchat became very well known and popular with teenagers because of this feature, among other things.
- After 2015 they introduced a feature to add private stories which the user can control the viewer of their stories. Later other apps would copy this feature.
- [4][5] In October 2015, Twitter introduced the story feature called Moments.
- In 2016, Google introduced the Google AMP Stories service, which enables mobile websites to load faster and be presented in the format of a stories.[3]

# SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> <li>• 25-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• Photos &amp; links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Local mkting</li> <li>• Advertising</li> <li>• Relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Weak organic reach</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-25</li> <li>• 26-35</li> </ul>	<ul style="list-style-type: none"> <li>• How-tos</li> <li>• Webinars</li> <li>• Explainers</li> </ul>	<ul style="list-style-type: none"> <li>• Organic</li> <li>• SEO</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Video is resource-heavy</li> </ul>
	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; adventure</li> <li>• Questions/polls</li> </ul>	<ul style="list-style-type: none"> <li>• Ecommerce</li> <li>• Organic</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• High ad costs</li> </ul>
	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Customer service</li> <li>• Ads for males</li> </ul>	<ul style="list-style-type: none"> <li>• Small ad audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 46-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Long-form content</li> <li>• Core values</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Ad reporting &amp; custom audience</li> </ul>
	<ul style="list-style-type: none"> <li>• 10-19</li> <li>• Female (60%)</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer marketing</li> <li>• Series content</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>
	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-good</li> <li>• Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Video ads</li> <li>• Location-based mkting</li> <li>• App mkting</li> </ul>	<ul style="list-style-type: none"> <li>• Relationship building</li> </ul>

# No Of Scene Story:

- A Scene is a sequence where a character or characters engage in some sort of action and/or dialogue.
- Scenes should have a beginning, middle, and end (a mini-story arc), and should focus around a definite point of tension that moves the story forward.
- Scenes are longer, generally 1200-1500 words. Sequels are shorter, generally 300-800 words.
- Your novel should have 50-60 scenes. 25% of them are for the Beginning Hook, 50% are for the Middle Build, and 25% are for the Ending Payoff.

# Features of social media story:

- Content sharing and virality. ...
- Audience engagement. ...
- Sales and growth. ...
- Lead generation. ...
- Analytics and reporting. ...
- Customer care and communication. ...
- Collab features. ...
- Know your audience.

# Advantages of social media:

- Connectivity. Connectivity is among the most significant benefits of social media. ...
- Education. The use of social media in education is commendable. ...
- Information and Updates. ...
- Awareness. ...
- Share Anything With Others. ...
- Helps in Building Communities. ...
- Noble Cause. ...
- Mental Health.

# Disadvantages of social media:

- Addictive | Social media can be addicting. ...
- Time-consuming | Social media can consume a lot of time that could be spent doing more productive things.
- Cyberbullying | Cyberbullying is a big problem on social media. ...
- False sense of self | Social media can give people a false sense of self