

Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

**Project Demonstration &
Documentation**

What Is Social media???

- Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
- The Office of Communications and Marketing manages the main Facebook, Twitter, Instagram, LinkedIn and YouTube accounts.
- From Facebook and Instagram to X platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, equal to roughly 60% of the world's population.



Elements of a Social Media Page

Common Social Media Features

- Personal user accounts
- Profile pages
- Friends, followers, groups, hashtags and so on
- News feeds
- Personalization
- Information updating, saving or posting

Social media post



FAKE NEWS!

- Like buttons and comment sections

- Review, rating or voting systems

- Notifications

Lifewire

The Top 10 Social Media Platforms Worldwide

1. Facebook (2.96 billion users)
2. YouTube (2.51 billion users)
3. WhatsApp (2 billion users)
4. Instagram (2 billion users)
5. WeChat (1.31 billion users)
6. TikTok (1.05 billion users)
7. Facebook Messenger (931 million users)
8. Douyin (715 million users)
9. Telegram (700 million users)
10. Snapchat (635 million users)

- **What Is the Most Popular Social Media?**

- Globally, the most popular social media site is Facebook, with close to 3 billion users, according to one recent estimate.

- **How Much Time Do People Spend on Social Media?**

- Internet users age 16 to 64 worldwide spent a daily average of 2 hours and 31 minutes on social media as of late 2022, according to DataReportal, which adds that "social media now accounts for its greatest ever share of total online time, with almost four in every 10 minutes spent online now attributable to social media activities."

Step By Step In Social Media:

- Identify your goals. Every marketing strategy begins with a list of goals. ...
- Know your target audience. ...
- Choose the right channels. ...
- Study the competition. ...
- Create and curate engaging content. ...
- Communicate. ...
- Think long-term.

What are the business applications of social media?

- In business, social media is used to market products, promote brands, connect to customers and foster new business.
- As a communication platform, social media promotes customer feedback and makes it easy for customers to share their experiences with a company.
- Businesses can respond quickly to positive and negative feedback, address customer problems and maintain or rebuild customer confidence.

- Social media is also used for crowdsourcing.
- That's the practice of using social networking to gather knowledge, goods or services.
- Companies use crowdsourcing to get ideas from employees, customers and the general public for improving products or developing future products or services

Social media for business

There are many social media platforms available for businesses to connect with potential customers. Here are some of the more popular social media sites and uses for each.

Facebook	LinkedIn	Twitter	Instagram
NUMBER OF USERS	NUMBER OF USERS	NUMBER OF USERS	NUMBER OF USERS
2.3 billion	850 million	330 million	1 billion
CHARACTER LIMIT PER POST	CHARACTER LIMIT PER UPDATE	CHARACTER LIMIT PER POST	CHARACTER LIMIT PER CAPTION
63,206	700	280	2,200
USE CASES	USE CASES	USE CASES	USE CASES
B2C companies and nonprofits can build communities through targeted advertising and promoting events.	A B2B platform where industry leaders and buyers spend their time. Users can create their own forums to start conversations, which promotes thought leadership, and share industry knowledge.	Thought leadership and information-seeking. Individuals such as media outlets, writers and bloggers use this as a search engine to find real-time information. Provides brand awareness for companies and shines light on different topics.	This platform showcases a brand's culture and identity, keeping customers engaged and wanting to do business with the brand.
AGE DEMOGRAPHIC	AGE DEMOGRAPHIC	AGE DEMOGRAPHIC	AGE DEMOGRAPHIC
All ages	30-49	18-29	13-17

The Challenges Of Social Media:

- **Mental health issues.** Overuse of social apps can result in burnout, social media addiction and other issues.
- **Polarization.** Individuals can end up in filter bubbles. They create the illusion of open discourse when the user is actually sequestered in an algorithmically generated online community.
- **Disinformation.** Polarized environments foster the spread of disinformation where the perpetrator's intent is to deceive others with false information.

SOCIAL MEDIA PROS AND CONS

Social media is a term used to describe a wide range of online platforms and activities where people can communicate and share information, ideas, photos, and videos.

ADVANTAGES

1. Anyone can publish their thoughts online
2. It is a free source of information
3. It can help us make friends
4. Allows for dissent
5. It allows the truth to get out
6. It is an educational tool

DISADVANTAGES

1. It can lead to addiction
2. It can increase online bullying
3. It can lead to body image issues
4. It can spread misinformation
5. It can cause sleeplessness
6. It can increase stress