

## 1. INTRODUCTION

### 1.1 OVERVIEW

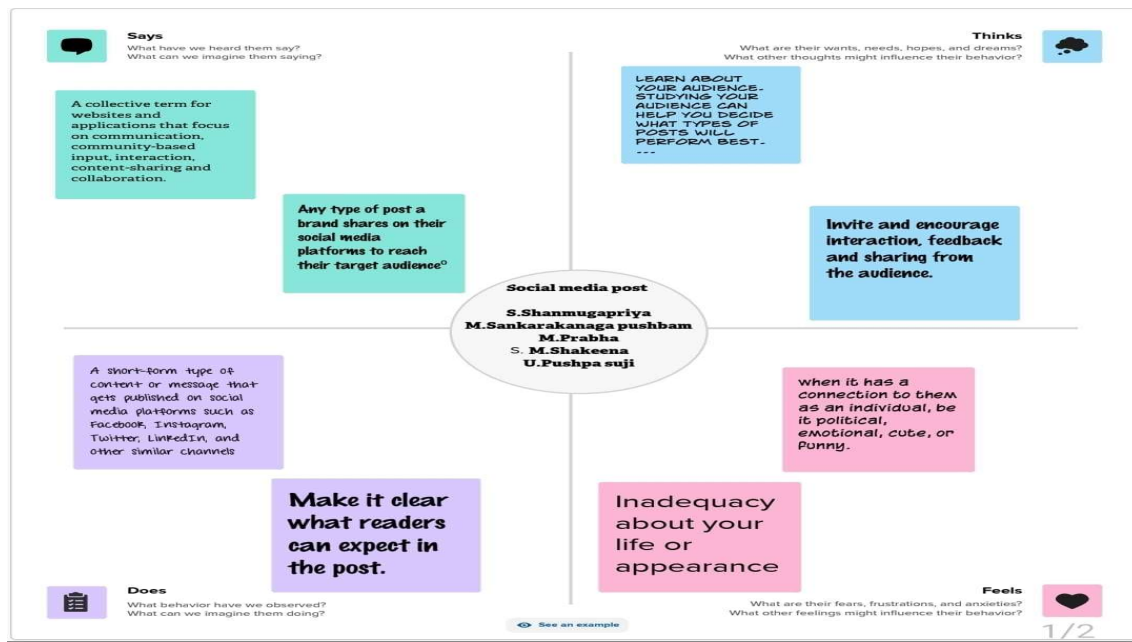
A social media policy is an official company document that provides guidelines and requirements for your organization's social media use. Your social media policy is intended to cover your brand's official channels, as well as how employees use social media, both personally and professionally. A social media policy is an official company document that provides guidelines and requirements for your organization's social media use. Your social media policy is intended to cover your brand's official channels, as well as how employees use social media, both personally and professionally.

### 1.2 PURPOSE

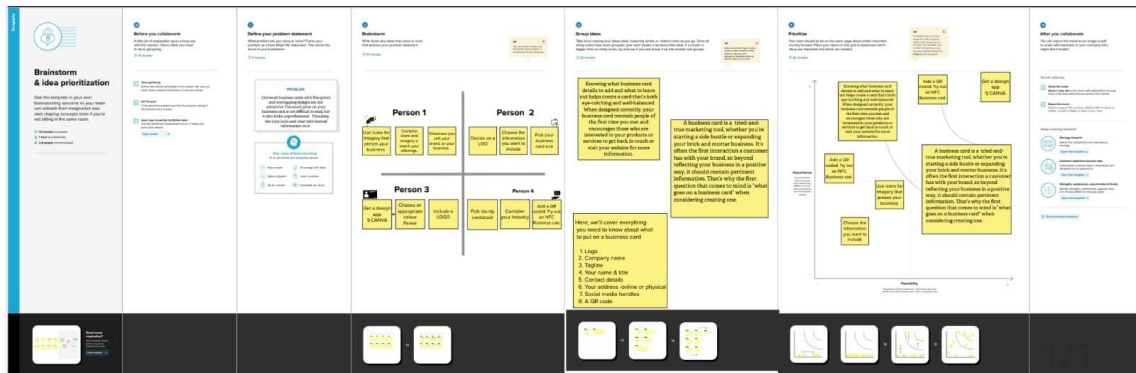
People are using social media for a variety of purposes. The four main uses of social media form the acronym SLIM: sharing, learning, interacting, and marketing.

## 2 PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP



## 2.2 Ideation & Brainstroming map



## 3. RESULT



## 4 ADVANTAGE

Using online social networks in the educational process has been supported by several educational technology researchers, who have emphasized the benefit of technologies. Rising of social networking sites and a general interest in students have attracted attention to the use of internet tools to develop distance education.

## DISADVANTAGES

Sharing your online location or getting in trouble at work because of tweeting something inappropriate or sharing too much with the public can cause you some issues that sometimes cannot ever be solved.

## 5 APPLICATION

Twitter

Instagram

LinkedIn

## 6 CONCLUSION

Social networking has a multitude of uses many of which are positive and beneficial.