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Social Media Network

Chosen social media: Facebook, Instagram

**Facebook:** The website is free to users and generates advertising revenue, including banners, sponsored newsfeed highlights and sponsored groups (whose quotas were rumored to be over $1.7 million a week in April 2006). Users create profiles that contain photos and lists of personal interests, exchanging private and public messages with each other and members of groups of friends. Viewing detailed member data is restricted to members of the same network or confirmed friends. According to TechCrunch, 85% of the members of supported schools have a registered profile on the website and, among them, 60% log into the system daily, 85% do so at least once a week, and 93% do so at least once. once a month. According to Chris Hughes, a Facebook spokesperson, people spend an average of 19 minutes a day on Facebook.

**Method of earning Money:** you can publish text and images within facebook so that way you can make a sale announcement and through messages you sell your product and earn money.

**Best hours:** 11:30 AM and 18:00 PM

Instagram: When the Instagram photo app became available for Android, its usage and popularity increased considerably. Instagram, as an application and social network, recently had its content expanded beyond these mobile systems and is now also available on personal computers, namely with Windows operating system. In June 2013, Instagram officially launched support for videos that are 15 seconds long. There are 13 filter options developed especially for the new function. In 2013 the platform completed three years and other Instagram innovations surprised: new option for editing angle correction, improved web tool and ads in users' feed. In September 2015, Instagram released the Instagram Ads tool to all users. Ads are created through a platform within Facebook and are of 3 types: website clicks, video views and app engagement. In August 2016, Instagram launched a tool called "snapgram" or "instastories", a function similar to Snapchat, in which any user can send a 10-second video or photo, which is available for 24 hours by clicking on the profile picture. In December 2017, Instagram improves its search engine, and makes its users have faster searches related to their interests. These choices are defined according to the interaction of its users through people followed, followers, hashtags and locations. Suggestions are also automatically added to users according to the synchronization with Facebook, Microsoft Exchage, Outlook and Contacts on your smartphone.

**Method of earning Money:** in addition to the same methods of facebook we also have the possibility to post stories and reels on instagram that are small videos to promote and sell products.

**Best hours:** 11:30 AM and 18:00 PM