

# **IMD221**

# **SOCIAL MEDIA LITERACY**

## **CHAPTER 1:**

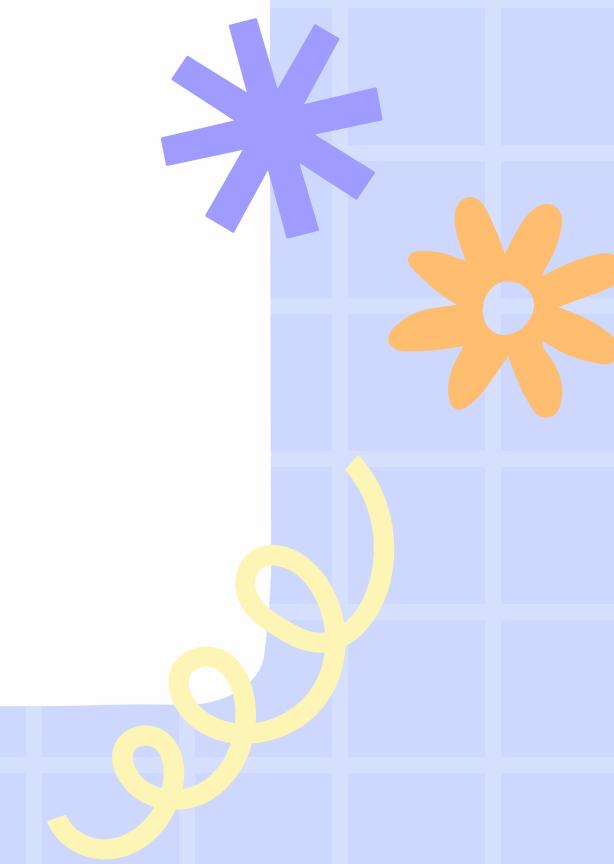
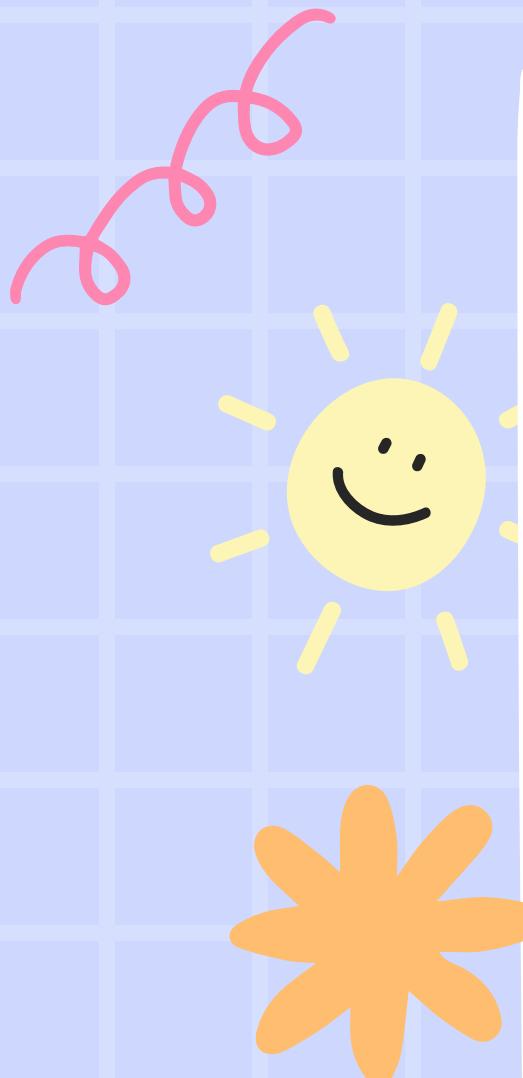
## **INTRODUCTION**

# **CHAPTER OUTLINES:**

**1.1 Definition of Social Media**

**1.2 History & Background**

**1.3 Scope & Approach**



## 1.1 DEFINITION OF SOCIAL MEDIA

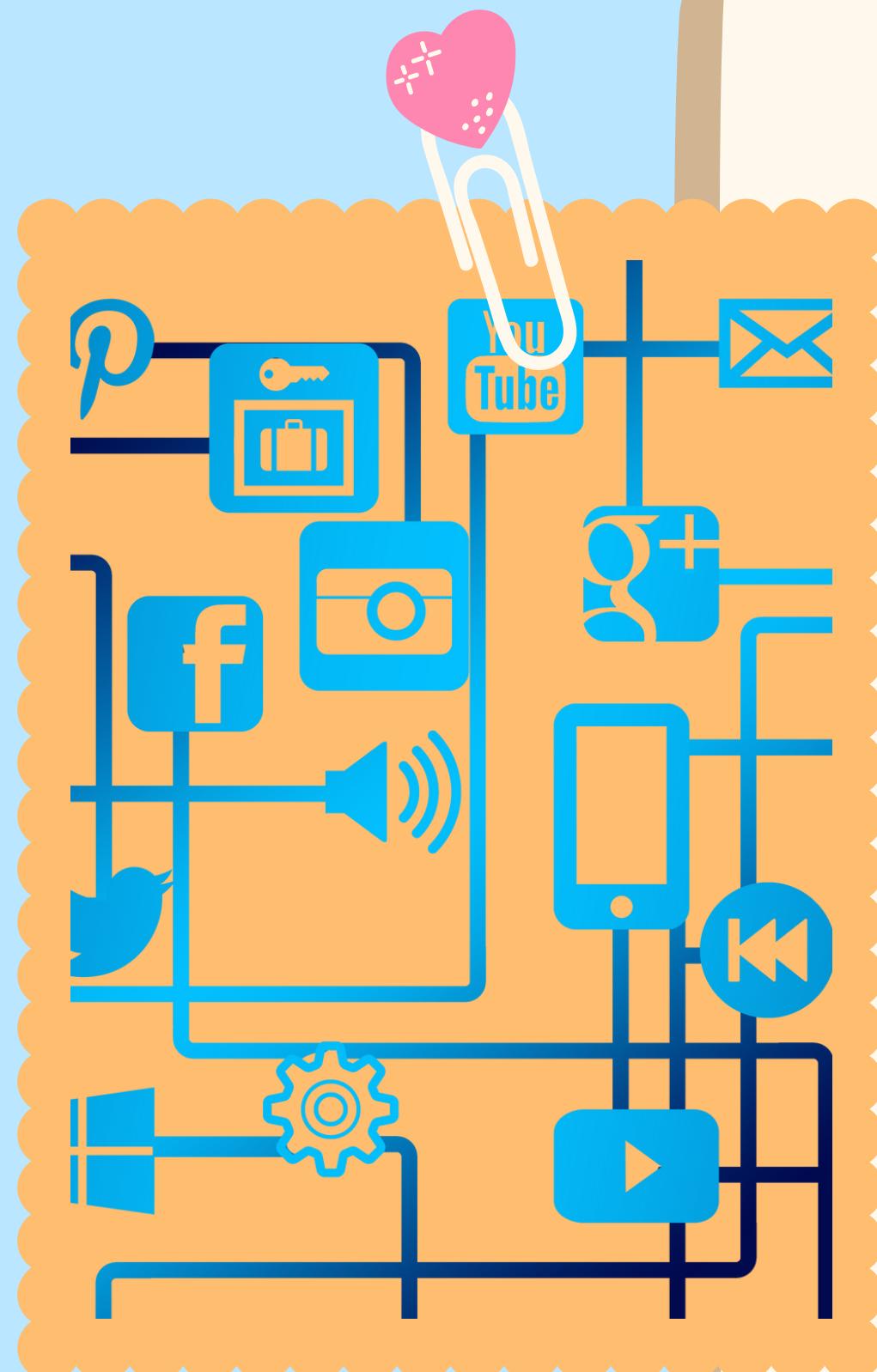


Social media is a collective term for websites and applications that focus on **communication, community-based input, interaction, content-sharing and collaboration**.

<https://whatis.techtarget.com/definition/social-media>

A term used to describe a **variety of Web-based platforms, applications and technologies** that enable people to ***socially interact*** with one another online.

<https://www.webopedia.com/definitions/social-media/>



Some examples of social media sites and applications include **Facebook**, **YouTube**, **Twitter**, **Digg**, **Reddit**, **blogs** and other sites that have content based on user participation and **user-generated content (UGC)**.

## User Generated Content

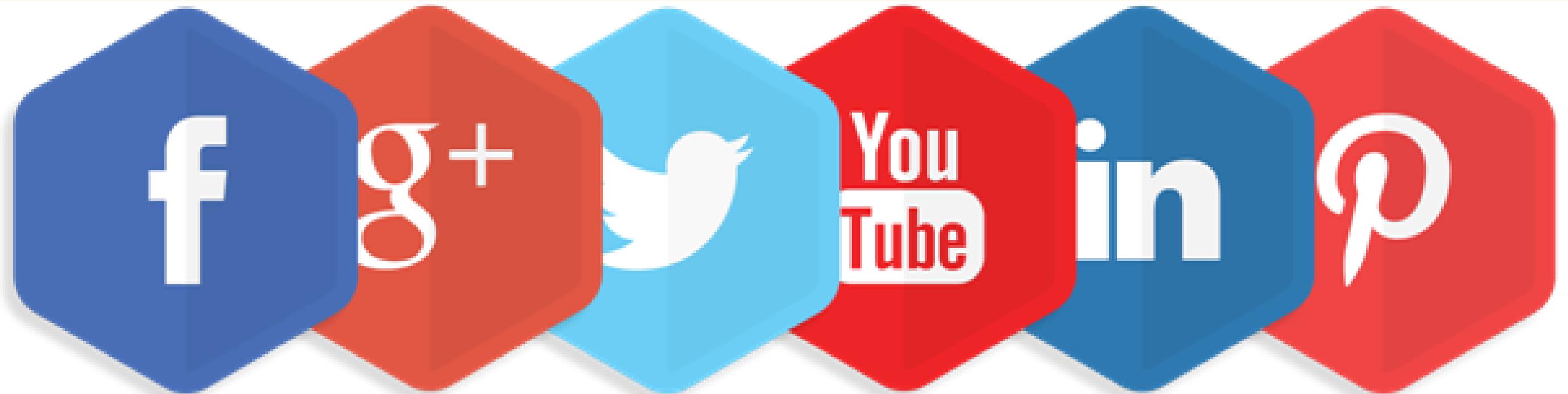
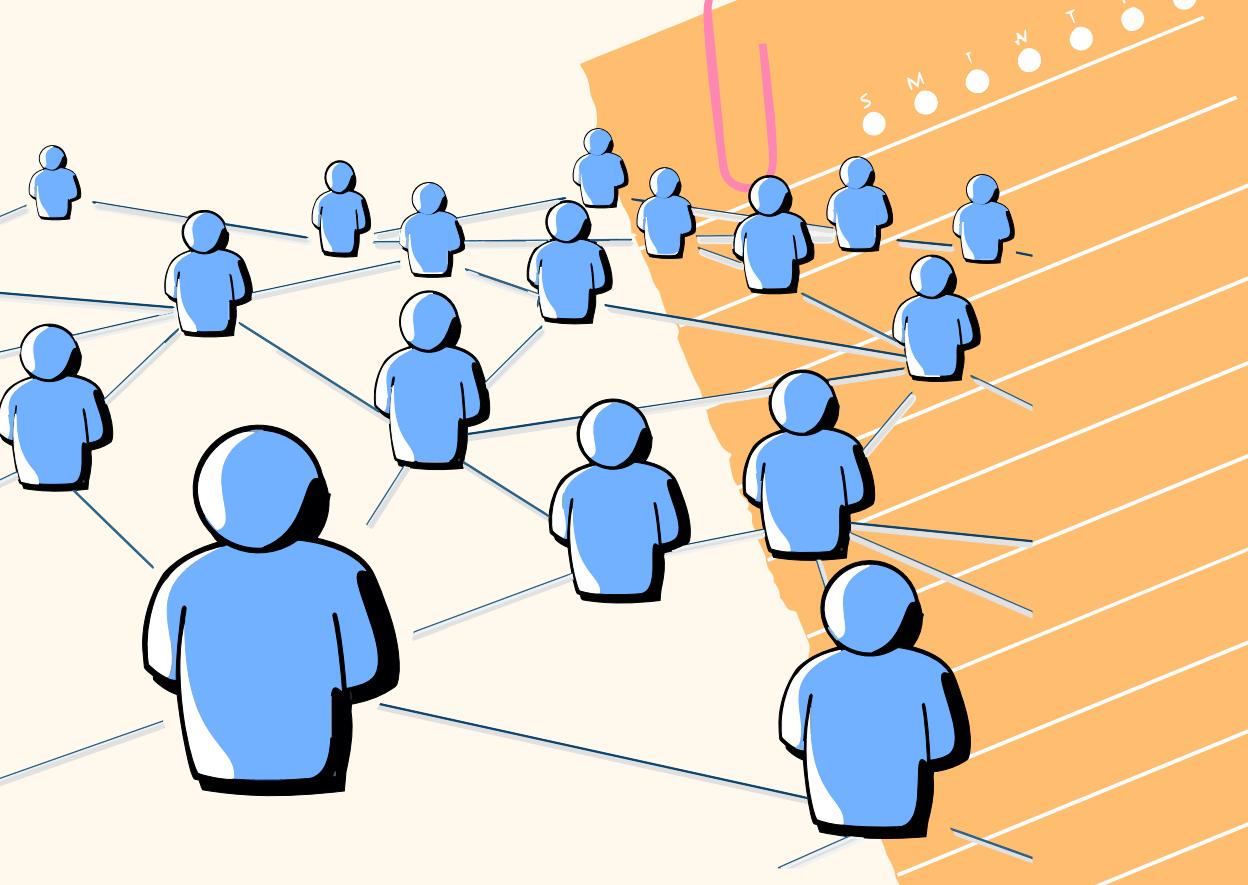
Refer to any form of content such as blogs, wikis, discussion forums, posts, chats, tweets, podcasting, pins, digital images, video, audio files, and other forms of media that was **created by users** of an online system or **service**, often **made available via social media Web sites**.

<https://www.ecommercewiki.org/definitions/781/user-generated-content>

UGC also includes content that is published on a social media platform, forum, or similar application,

<https://www.webopedia.com/definitions/social-media/>

# EXAMPLES:



**SOCIAL MEDIA MANAGEMENT SERVICES**

# 1.2 HISTORY & BACKGROUND

- CompuServe was the first major commercial Internet service provider for the public in the United States. Using a technology known then as dial-up, it dominated the field through the 1980s and remained a major player until the mid-1990s.
- **1971** -The first email was delivered.
- **1985** -The America Online (AOL) service opened.
- **1997**- The Web had one million sites.  
Blogging begins.  
SixDegrees.com lets users create profiles and list friends.  
AOL Instant Messenger lets users chat.



**WIKIPEDIA**  
The Free Encyclopedia

- **1998** -Google opens as a major Internet search engine and index.
- **1999** - LiveJournal publishing site launched & resulted in increasing popularity of Weblogs, or blogs, another early form of digital social communication.
- **2001** -Wikipedia, the online encyclopaedia and world's largest wiki, was started. And Apple started selling iPods.
- **2002** -Friendster, a social networking website, was opened to the public in the U.S. and grew to 3 million users in three months.
- **2002** - LinkedIn was founded as a networking site for career-minded professionals. By 2020, it had grown to more than 675 million users worldwide. It remains the social media site of choice for job seekers as well as human resources managers searching for qualified candidates.

<https://online.maryville.edu/blog/evolution-social-media/>

<https://dotugo.com/blog/94-social-media/308-when-the-social-networking-obsession-start.html>

- **2004-** Facebook was launched. Originally as a way of connecting collage students. First launched at Harvard Collage, more than half of 19500 students sign up in first month.
- **2006 -**Twitter is launched. At the close of 2010 Japan vs Denmark in FIFA World Cup, Twitter published 3283 Tweets per second.
- **2008 -** Facebook overtake Myspace as the leading social networking site, in monthly unique visitors.
- **2009-** Facebook ranked as the most-used social network worldwide with more than 200 million.
- Microsoft's Bing joined Yahoo and Google as major search engines on the Internet.
- **2010-** Facebook's rapid growth moved it above 400 million users, while MySpace users declined to 57 million users, down from a peak of about 75 million.
- It was estimated the population of Internet users was 1.97 billion. That was almost 30 percent of the global population.

<https://dotugo.com/blog/94-social-media/308-when-the-social-networking-obsession-start.html>

- **2011-** Social media were accessible from virtually anywhere & had become an integral part of our daily lives with more than 550 million people on Facebook, 65 million tweets sent through Twitter each day, and 2 billion video views every day on YouTube. LinkedIn has 90 million professional users.
- Social media commerce was on the rise along with mobile social media via smartphones and tablet computers.
- Public sharing of so much personal information via social media sites raised concern over privacy.

<https://dotugo.com/blog/94-social-media/308-when-the-social-networking-obsession-start.html>

- **2012-** Facebook reached a billion users in number. Some 2 billion people around the world use the Internet and social media. People also connect to the Internet via handheld music players, game consoles, Internet-enabled TVs and e-readers.
- YouTube has more than 800 million users each month with more than 1 trillion views per year or around 140 views for every person on Earth. 70% of YouTube traffic comes from outside the U.S. YouTube is local in 43 countries and uses 60 languages.
- New sites emerge and catch on. The Top 10 social networks: Facebook, Blogger, Twitter, Wordpress, LinkedIn, Pinterest, Google+, Tumblr, MySpace and Wikia.
- Public sharing of so much personal information via social media continues to elevate privacy concerns.

- **2013-** YouTube topped 1 billion monthly users with 4 billion views per day, and launched paid channels to provide content creators with a means of earning revenue.
- Facebook user total climbed to 1.11 billion.
- Twitter had 500 million registered users, with more than 200 million active.
- Yahoo purchased Tumblr blogging-social media network, with 170 million users and 100 million blogs.
- Flickr had 87 million users and stored 8 billion photos, while Instagram had 100 million users storing 4 billion photos.
- LinkedIn had 225 million users, while MySpace had 25 million users.

- **2013:**
- Pinterest had 48.7 million users, while WordPress hosted 74 million blogs.
- Dropbox had more than 100 million users with 1 billion files uploaded daily.
- Google+ had 343 million users.
- Reddit had 69.9 million monthly users, with 4.8 billion monthly page views.
- There were 156 million blogs. Blogs, online videos and podcasts continue to be staples for marketers.

- **2014:** Some 85 percent of the 7.1 billion people in the world have access to the Internet.
- About 25 percent of the world's total population uses social media, while three-quarters of the online population uses one or more social networking sites.
- **Popular social media sites include Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google+.**
- Around the world, there are some 1.28 billion Facebook users, with 540 million on YouTube, 187 million on LinkedIn, and 255 million on Twitter.
- The U.S. has nearly 200 million social media users, as does Western Europe and also Central and Eastern Europe. China has more than 400 million. Across all of Asia there are more than 900 million.

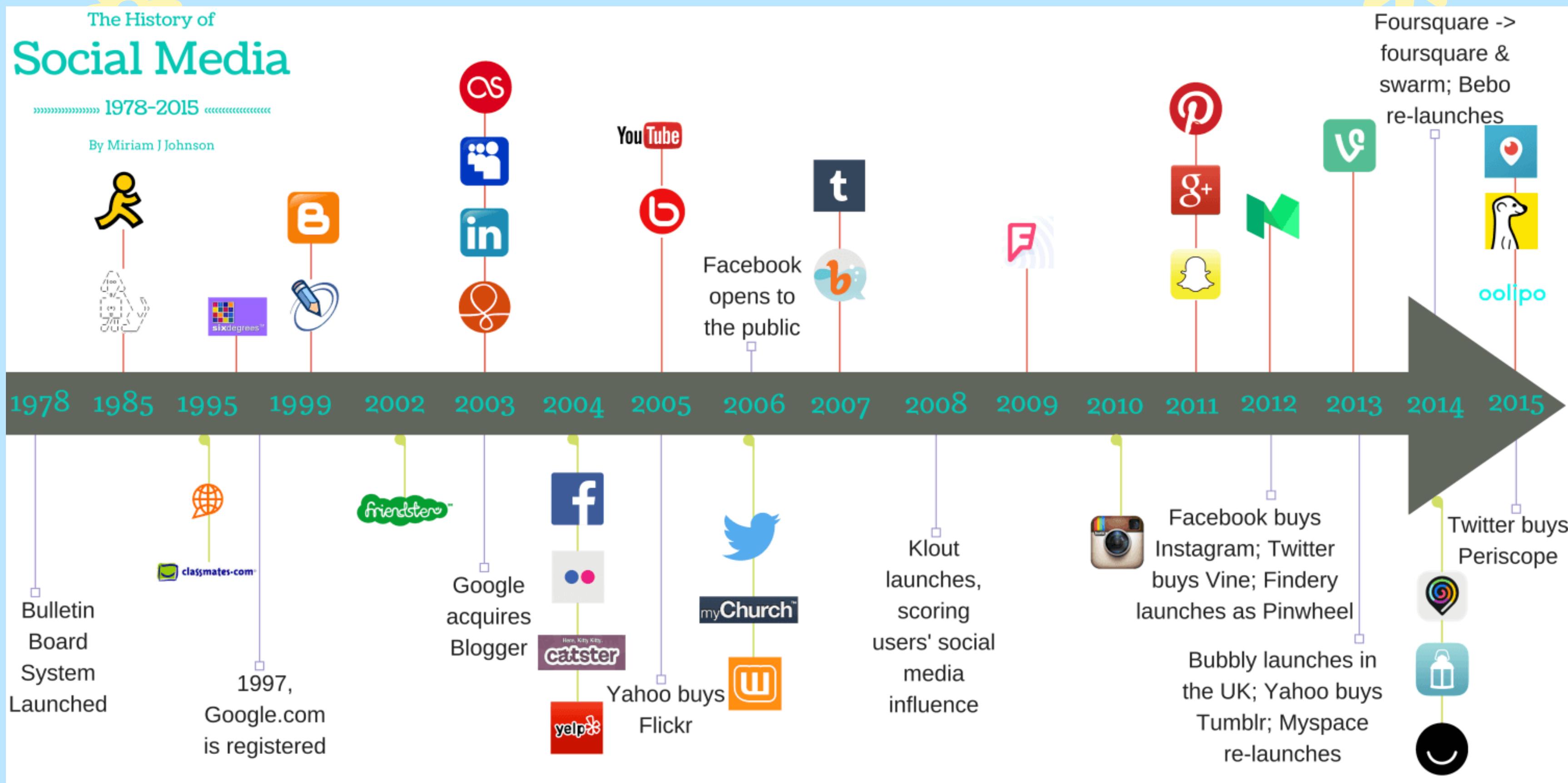
<https://dotugo.com/blog/94-social-media/308-when-the-social-networking-obsession-start.html>

- **2016:** TikTok was founded by Chinese tech company ByteDance, this short-form video-sharing site was merged with the U.S.-based mobile app Musical.ly in 2018 and became popular with American teens and young adults. As of early 2020, it had more than 800 million users worldwide.
- **Currently,** TikTok has seen the fastest growth of any social media platform. From launch only 5 years ago (2016), the video-based platform is now fifth for most monthly active users (MAU).

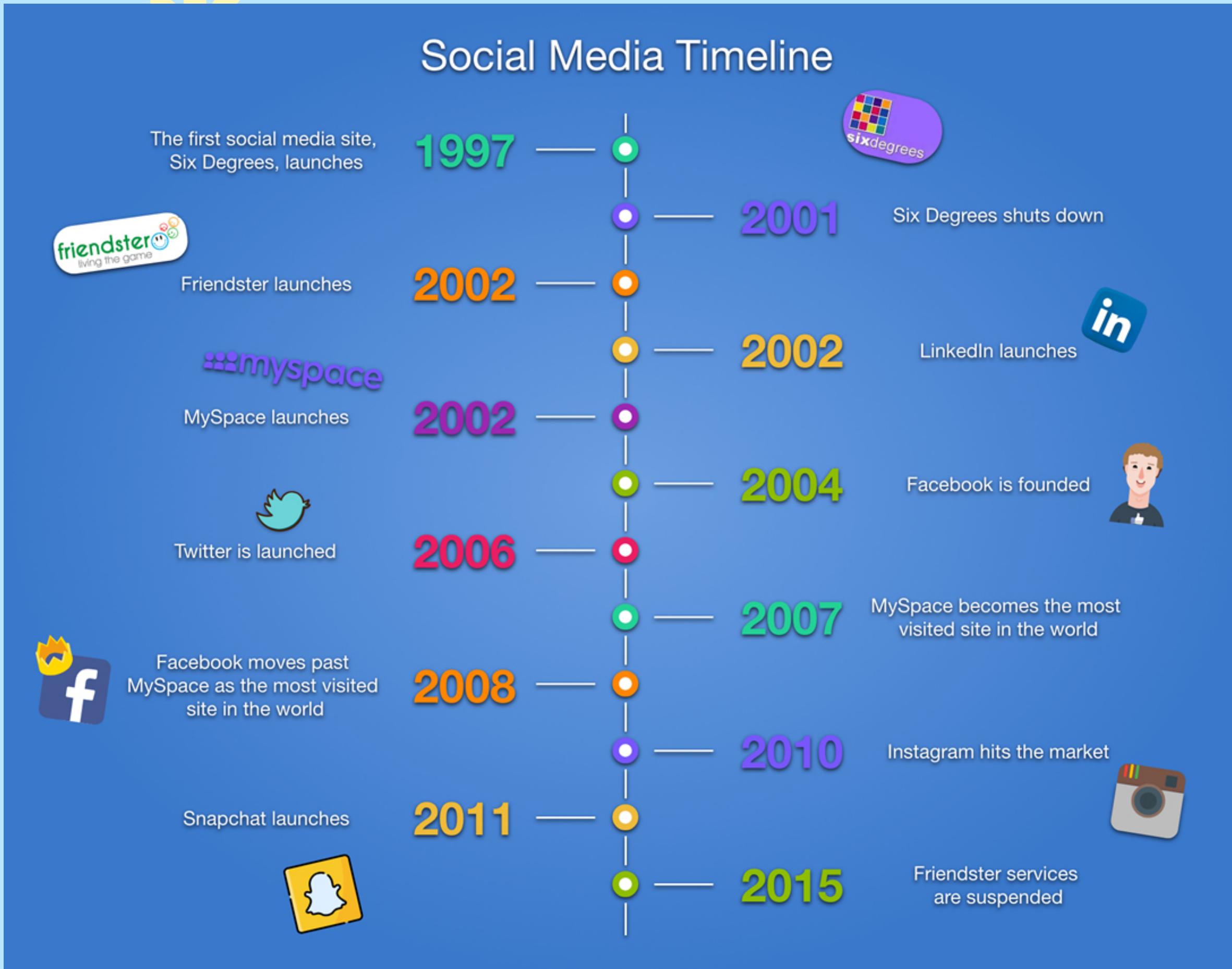
<https://online.maryville.edu/blog/evolution-social-media/>

<https://www.searchenginejournal.com/social-media/biggest-social-media-sites/#close>

# Social Media Timeline

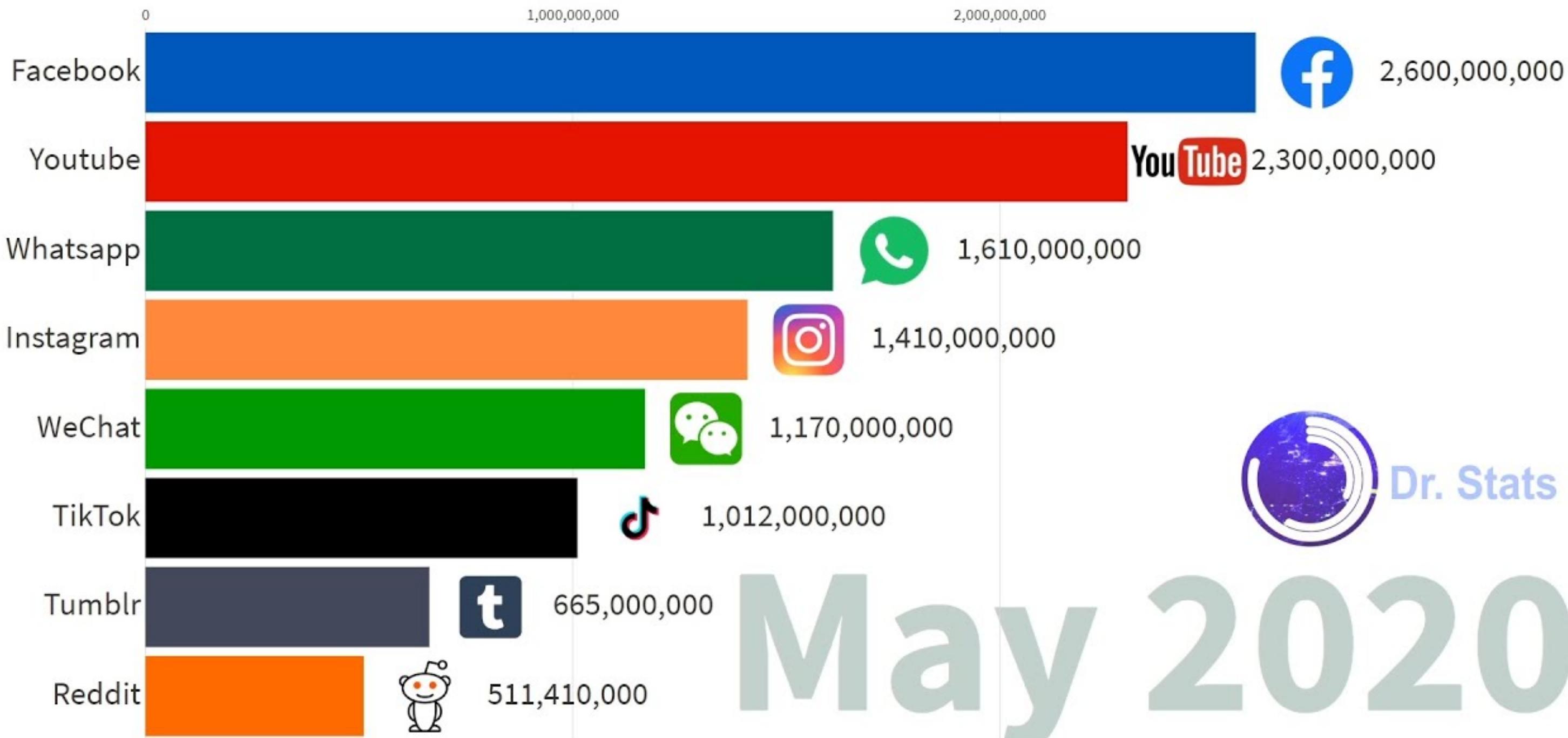


# Social Media Timeline



# Social Media Timeline : Top Sites

## Social Media Timeline



May 2020

# 1.3 Scope & Approach



Social media can be used for various purposes, these purposes determines the scope and approach of which and why a particular social media is used.

As an example one can use social media in various aspects/purposes (including but not limited):

- Business (sales, marketing, promotional, etc)
- Education (online lessons/class/course, conference, etc)
- Social ( entertainment, games, video chat etc)
- Organization (recruitment/interview, online training, collaboration, etc)

# Social Media for Business : Advantages:

- attract customers, get customer feedback and build customer loyalty
- increase market reach, including international markets
- do market research and reduce marketing costs  
increase revenue by building customer networks & advertising
- develop brand
- exchange ideas to improve the way to do business
- recruit skilled staff for example through job networking sites like LinkedIn
- increase traffic to website and improve its search engine ranking
- keep an eye on competitors.

# Social Media in Education

Some of the educational approaches and benefits of social media to improve the academic performance of students:

- Communication And Collaboration
- Finding Concrete Information Online
- Improved Literacy, Communication, And Reading Skills
- Distance Learning Opportunities
- Guardian/Parental Involvement

# Social Media benefits in Education ; continue

- Learn new digital literacy skills
- Improve knowledge retention & understanding
- Increase class participation and motivate students
- Become an effective member of an online community
- Improve student writing (through writing for peers, feedback)
- Go beyond text, e.g., images, video, design
- Take classroom knowledge public
- Let students show their personality
- Improve student attitudes towards the course content
- Digital citizenship
- Global competency



# Social Media for social good

## 1. Quality free/low price content:

- various social media platform to connect with friends, family, loved ones
- youtube,
- podcasts,
- music streaming (spotify, pandora),
- News site
- Ebook sites
- Game sites





# Social Media for social good

## 2. News Alert Distribution

- Delivering news alerts on social media channels reaches more people faster
- News outlets can share breaking stories, alerts and other important bits of news instantly with their subscribers/followers.
- When more people are aware of a situation, those working to secure locations and ensure the safety of the general public can perform their job duties more efficiently.





# Social Media for social good

## 3. Increase community awareness/responsiveness

- Social media is one of the best outlets to reach the minds of people from all walks of life to make a real difference.
- Through the use of hashtags (#), social media serves as a powerful tool for people and movements to share their stories, reaching new audiences across the globe.
- Where charities are concerned, consumers and supporters worldwide can contribute.
- Making a contribution/impact online can be done from anywhere in the world.



<https://www.forbes.com/sites/ajagrwal/2016/03/18/its-not-all-bad-the-social-good-of-social-media/?sh=604329de756f>



# Social Media for social good

## 4. Helps Understand Technological Needs

- An estimated 4.4 billion people worldwide do not have Internet access, according to statistics.
- Noting what areas of the world lack access helps developers understand the basic needs of a specific demographic group faster.
- This may mean that companies could step forward and bring technology to these underdeveloped areas for a more cohesive global connection in the future.
- As an example: connecting families via VoIP conversations from locations around the world following a major natural disaster or tragedy.



<https://www.forbes.com/sites/ajagrawal/2016/03/18/its-not-all-bad-the-social-good-of-social-media/?sh=604329de756f>



# Social Media for social good

## 5. Global Natural Disaster Relief Support

- When natural disaster strikes and causes devastating destruction, social media is the ideal vehicle to deliver messages asking for support.
- Hashtags are created to help Internet users locate related stories and show their support for those affected by the disaster.
- This helps stories that begin locally to gain national or global attention.
- Therefore, more entities can step-up to assist localities requiring assistance and raise funds to help those affected.



<https://www.forbes.com/sites/ajagrawal/2016/03/18/its-not-all-bad-the-social-good-of-social-media/?sh=604329de756f>



# Social Media in Organization

- 1. Jobs & Recruitment**
- 2. Online Training/Courses**
- 3. Online Collaborations**





# Social Media in Organization

## 1. Jobs & Recruitment:

- The job description is the basis for the job listing that will be posted internally on the organization's career page and externally on job boards or through social media.
- The job listing that explains the career opportunities in the position.
- For an external listing, the job description not only provides an accurate and compelling explanation of the open position but also sells the organization and possible reasons for wanting to work there.





# Recruitment

## How recruitment works

Finding and hiring the right people is critical. Here's what's involved.

- 
- 1 Post job description on job sites, social media, internally.
  - 2 Don't forget company ads, search engine ads, billboards, employee referral bonuses.
  - 3 Screen the prospects. Some companies use AI for this.
  - 4 Schedule interviews and help hiring managers prep if needed.
  - 5 Discuss the merits of the candidates, choose a finalist and extend a job offer.
  - 6 Inform/debrief unsuccessful candidates.
  - 7 Onboard new employee.

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# Social Media in Organization

**2. Online Training/Course:** Over the past several years, however, online courses have become extremely popular and have gained credibility in the business world. Among the advantages of online training are:

- Online training are less expensive & is convenient.
- Online training are flexible & engaging.
- Online training is an accurate record keeper: store training records accurately & permanently. Any test scores will be safely stored. If ever audited to show proof of training, records can easily be recovered.
- Online training provide networking opportunity: participants may come from all over the country, and possibly another side of the globe. Through discussion boards and chats, one is able to make strategic connections with people whom we never would have met otherwise.



# Social Media in Organization

## 3. Online Collaborations :

Online collaboration is fast becoming a permanent feature of the modern workplace. Companies and organisations are attracted by the cost-effective technology allowing employees to work together anywhere, at any time using any internet-enabled device.

- **Productivity & efficiency:** Online collaboration gives team members the tools they need to work with others from any location, including from home and while travelling. An online collaboration tool also can eliminate a lot of redundant emails which significantly reduces the time spent searching through long email exchanges, meaning more efficient communication.
- **Cost effective:** Online collaboration is highly cost-effective compared to traditional methods, and is within reach of all sizes of organisation. Also allows employees to work from home or other locations, this can potentially cut the cost of office overheads such as equipment, electricity and space.



# Social Media in Organization

## 3. Online Collaborations :

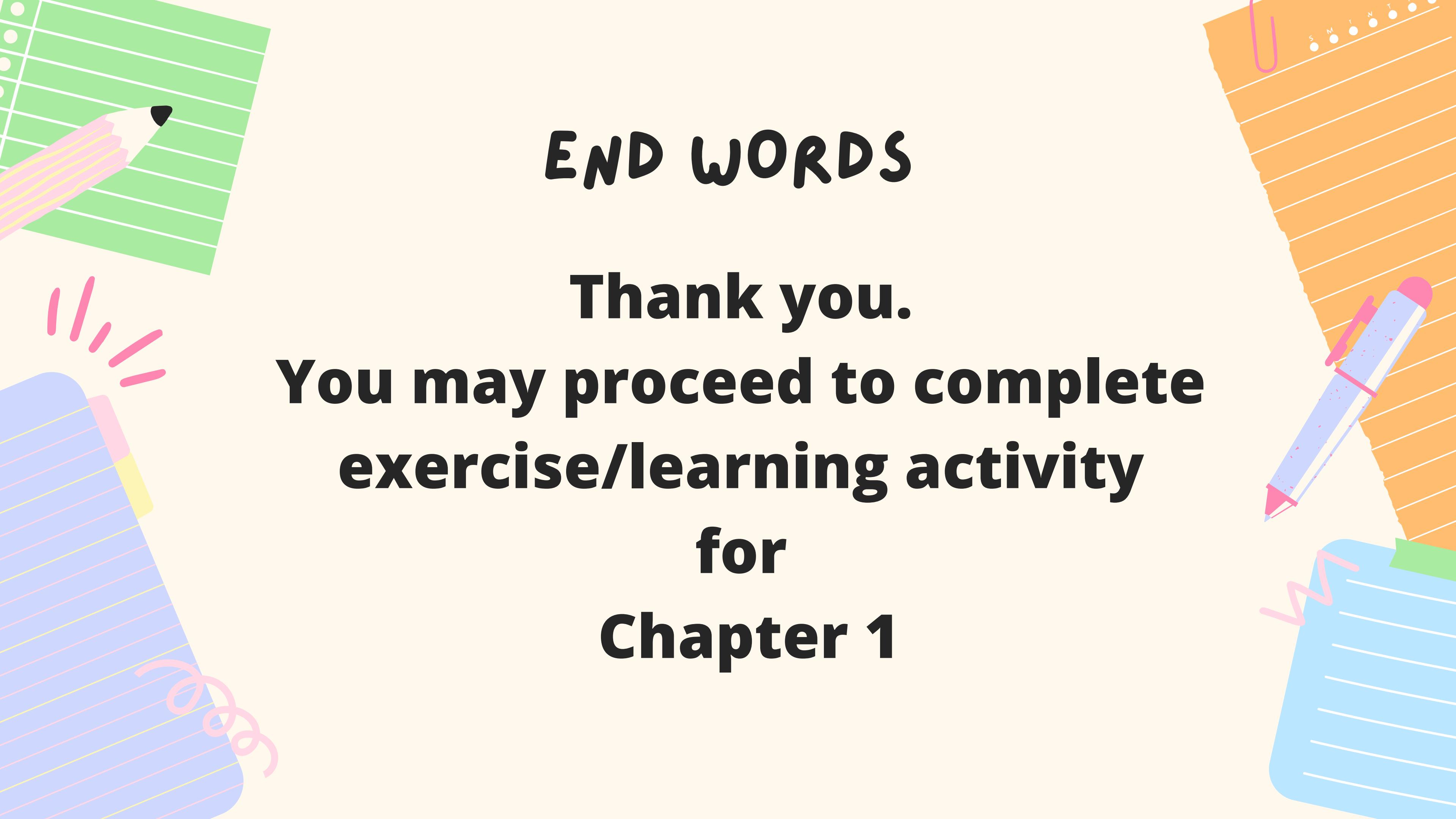
- **Audience advantage:** With the right software, one can reach far beyond the “usual suspects” within an organisation and start working closer with external stakeholders, such as your key clients, partners and suppliers. Due to this method, one can likely engage with more of external stakeholders than by using traditional methods such as meetings, phone calls, paper surveys, press advertisements and similar.
- **Security:** The most trusted online collaboration platforms have many safeguards in place to protect their users’ data. By having encryptions, password protection, two-step authentication and firewalls; users can have the peace of mind knowing their sensitive data is secure and safe.



# Social Media in Organization

## 3. Online Collaborations :

- **Project Management:** One of the major advantages of a collaborative online workspace is that they ensure all project materials and communications with external parties are kept within the **same workspace**.
- This means one do not have to worry about keeping track of emails and different versions of attachments



# **END WORDS**

**Thank you.**

**You may proceed to complete  
exercise/learning activity**

**for**

**Chapter 1**