

# Social Media Tools and Trends

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Search..



## INTRODUCTION

The term, Social Media refers to the use of web-based and mobile technologies to convert communication into an interactive dialogue. Enabled by ubiquitously accessible and scalable communication techniques, social media substantially change the way of communication between organizations, communities, as well as individuals. A powerful SMT can even 'dominate' the entire world, e.g. the prevalent social media tool, Facebook, involves 800 million active users worldwide, as much as 2.5 times the number of population of U.S.A.

Our project aims at searching for the most commonly used social media tools and analyse the common factors and predictions. With this research, we are able to find out what people need and what the mainstream SMT should be like, to benefit users in the future.

Besides, we also try to bring the results of our research into our daily lives. We aim to use one of the most potential and prevalent SMT – Google Sites, to construct a study sharing portal for Zhonghua students. With this portal, we can prove that SMTs are practical and powerful in helping people with their daily functions, at work or school.

In order to achieve our objectives, we conducted in-depth research on SMTs and their recent trends. In addition to that, we have also done some research of usage of Google Sites. With the analysis of these results, we actually applied our findings in our sharing portal.



## METHODOLOGY & DEVELOPMENT

### 1 Social commerce

- Social networks / Facebook commerce
- Group buying
- Mobile Commerce

### 2 Location based marketing

- Location
- Different tools
- Facebook's takeover

### 3 Online distribution goes beyond websites

- Fundraising
- Crowdsourcing
- Power of Social Network

### 4 Increased social media integration on web sites

- Social search
- Creating Great Social Media Experience

### 5 Mobile

- The mini computer

### 6 Video

### 7 Social gaming

### 8 Brand perception and social media

### 9 Social media convergence

### 10 For some marketers, social will mean just Facebook

## RESULTS

### Mathematics > Sec 3 Maths > Trigonometry

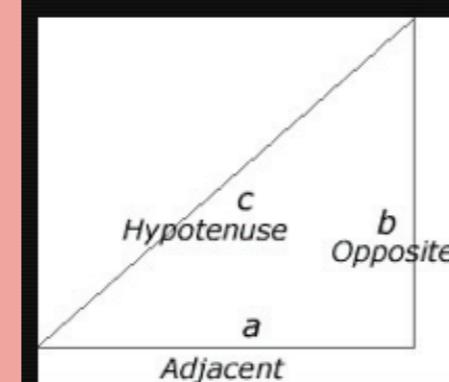
Important formulas to remember:

-For triangles:

$$\sin A = \frac{\text{Opposite}}{\text{Hypotenuse}}$$

$$\cos A = \frac{\text{Adjacent}}{\text{Hypotenuse}}$$

$$\tan A = \frac{\text{Opposite}}{\text{Adjacent}}$$



### Quote of the day!

#### Quote of the Day

"There was no need to do any housework at all. After the first four years the dirt doesn't get any worse."

— Quentin Crisp  
(1908-1999) English actor and writer - known for his memoir *The Naked Civil Servant* (1968); tried to join the army in WWII but was rejected; became a gay icon.

[Visit dontquoteme.com](#)

#### Share It!

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### Chemistry

#### Chemistry Cool

Cool Chemical Volcano



### Word of The Day

#### Word of the Day

indispose discuss

Definition: (verb) Make unwilling.

Synonyms: [disincline](#)

Usage: I did not wish to indispose him still further by an appearance of marked curiosity.

Word of the Day provided by [The Free Dictionary](#)

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## CONCLUSION

SMTs play a vital role in today's modern living. With SMTs, people have a wide range of platforms to interact with one another, share their working experience as well as entertain themselves. But, its value will be disregarded if people do not utilise it properly. This is the reason why the aim of this project is to promote the correct use of SMT through educating students. We are able to offer this platform for students from Zhonghua on the correct use and application of new technologies.

Through this amazing project, we were greatly exposed to the SMT world. After putting the research into practice, we created an enriching experience for people to connect

with others, sharing knowledge and expertise online.

Our group members did not just benefit from the knowledge of SMTs, but also from the process of researching and putting the theory into use.

Our improvement could also be seen via the process of understanding of various technical terms and knowledge, which was a little tough for us to understand totally at first as we even did not know about the definition of SMT. This one-year programme etched the meaning of the term 'research' in our mind.