



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

A Computer - Based Technology That Facilitates the sharing of ideas, thoughts, and information through virtual networks and communication.

Social media is the communal interaction among people in which they create, share or exchange information and ideas in virtual communities.

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.

It has become the basic need and quality of human beings to be social.

The spectacular developments in communications and innovative and astonishing entertainment have given access to information and the ability to provide a voice for people who would never have been heard.



CREATE A SOCIAL MEDIA POST

Social media is digital technology that allows the sharing of ideas and Information.  
Social media has enormous traction globally.  
Mobile applications make these platforms easily accessible.  
Some popular examples of general social media platforms include Twitter, Facebook etc...

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Simply put, let us understand the factors that have contributed to the popularity and widespread use of social media platforms in recent years.

Many observers believe that the number of "active users" has something to do with the situation. This factor has a significant impact on the growth of the organization, its attractiveness, and its participation.

These applications serve as the building blocks for a large number of other applications as well. Currently, Facebook is the most popular social networking site on the planet, with more than 2.7 billion active monthly members worldwide.

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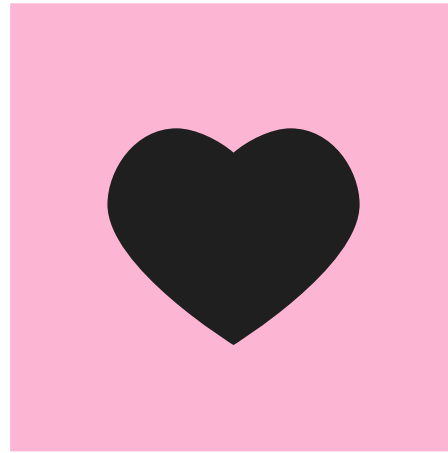
Each social media platform owned by the same company, including Facebook (the company's most popular forum), WhatsApp, Facebook Messenger, and Instagram, has more than 1 billion monthly active users.

In addition, as the number of people who use social media continues to grow, it becomes increasingly clear how important social media has become in today's society.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?