

1. Social media refers to online platforms enabling users to create, share, and interact.
2. Facebook (2.9 billion monthly active users).
3. Categorize and make posts discoverable by topic/keyword.
4. Direct Message (private conversation).
5. TikTok.
6. Strong passwords, two-factor authentication, and regular updates.
7. Promote products/services/causes to their follower base.
8. Using built-in features or third-party tools.
9. Prioritize content based on engagement, relevance, interactions.