1. Identify up to three features of a social networking site.

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| * Interact with other people using chat and email. * Sharing photos and video files. * Play games * Access the site from an app on a smartphone. * Personalise your own space/profile by adding photos and links. * Share links to music, sites, videos, blogs etc... * Like, follow other user’s content. * Accept other reasonable answers. |

1. Identify some advantages and disadvantages of social networking.

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| **Advantages** | **Disadvantages** |
| Easy for everyone to create a personal page/edit profile. | People can waste a lot of time of social media. |
| Easy way to keep in contact with people. | Some people create fake profiles. |
| Easy to make new friends with similar interests. | Loss of privacy. |
| You can post interesting things about yourself. | Online bullying. |
| Often free to join and use. | Posting content such as compromising photos may prove embarrassing. |
| Easy way to share different types of information, for example video, and to organise photos. | GPS tagging may be a risk to user’s safety if their location is given away. |
| Efficient way to communicate with a lot of people. | Easy to give away personal information which risks personal safety. |
| Moderators help to prevent inappropriate posts |  |

1. Place each social networking site listed below into the table to identify the type of social media it is.

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| YouTube, Reddit, Facebook, Instagram, Twitter, Tik Tok, Snapchat, Tumblr, Vimeo, LinkedIn, Pinterest |

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| **Social networking** | **Video sharing** | **Photo sharing** | **Interactive media** | **Blogging/Community building** |
| Facebook  Twitter  LinkedIn | YouTube  Vimeo | Instagram  Pinterest | Snapchat  Tik Tok | Tumblr  Reddit |

1. Complete the table below to identify the function of each social media site and the pros and cons to using them.

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| **Social media site** | **Function(s)** | **Pro(s)** | **Con(s)** |
| Facebook | You can build a business or personal profile that includes links to your website or for personal use, details about you and your interests. | Easy to set up an account whether it’s a personal page or business one.  It has an extensive appeal and reach and easy to share information. | Platform demands interaction with followers, this could be a challenge for businesses. |
| LinkedIn | Business-oriented social networking service.  LinkedIn caters to professionals so make sure to adapt your posts and profile accordingly.  Expect a more sophisticated audience. | The best when it comes to professional contacts and networking.  LinkedIn users generally respond better to B2B content as opposed to B2C posts. | It has fewer users than the other platforms discussed above. Therefore, your reach may not go as far as it would have on Facebook or Instagram. |
| Instagram | Allows anyone to be a photographer with easy to use filters and photo edits.  It’s a platform where users share their experience through photography. | Short videos and photos containing short text do very well on the platform.  Instagram also integrates with your Twitter and Facebook accounts, meaning you can use the same content across multiple networks. | You need to have decent photographing skills to excel (if the intention was for business purposes)  Instagram doesn’t allow much space for you to describe your photos outside of photo captions. |
| Pinterest | Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. | It is very easy to drive traffic from Pinterest to external sites.  Followers aren’t force to follow everything you do.  Information on Pinterest is very easy to share. Embedding images from Pinterest onto an external site is very easy. | The traffic on Pinterest is attractive to a very specific audience.  It is difficult to fully automate Pinterest.  More content typically needs to be shared to get noticed. |
| Reddit | Reddit combines web content, social news, a forum, and a social network into one single platform. | It’s incredibly simple to use. Go to the front page and look around.  It’s extremely easy to set up an account on Reddit, and even simpler to use it.  You will find a page that will answer most of your questions, and it helps beginners better understand how to promote a successful ad campaign on Reddit. | It can become overwhelming with the content found on these sites.  Content that is instantly visible is not always suited to the user’s preferences. |
| Snapchat | A mobile messaging application used to share photos, videos, text, and drawings. It's free to download the app and free to send messages using it. | The interface and it’s environment is more casual compared to Facebook and Twitter.  Snapchat offers users area-specific filters, which are called “geofilters,” for the places they visit.  Allows customers to communicate with businesses by replying to stories or snapping them personally. | The audience is limited, this is due to how new it is and that the majority of their audience are younger users.  Snapchat doesn’t provide much in the way of analytics.  You have the option to save your videos or snaps. People who follow your stories are able to see the shared content for a maximum of 24 hours. That means your content disappears every day. |
| Tik Tok | A social media platform for creating, sharing and discovering short videos. The app is used by young people as an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community. | Free to use and easy to reach a wider audience.  The content on TikTok is mobile first, it is fast and easy to access.  Users can create 15 to 60 second videos at most - the perfect content mobile users prefer to consume, before getting bored or losing attention. | Moderates may remove videos without giving a reason.  TikTok has limitations when it comes to text or picture posts.  Ads can be expensive to post. |
| Tumblr | Let’s users share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. | It has a user friendly interface and it’s easy to set up a blog quickly.  There are no upfront or hidden costs so it’s free to use.  There are no ads posted on the blogs. | Not as easy to customise the blog.  No access to plugins that help to make the blogs more attractive. |
| Twitter | Short and sweet is the best policy for content posted on Twitter. Always be “matter of fact” and “to the point” because most users are on Twitter for updates and news. | The platform is among the most accessible. Twitter allows you to be concise, informative and engaging in just one tweet. | It limits you to 280 characters per message. That means you don’t have a lot of room to get your entire message to your followers if you wanted to post something longer.  Posts are sorted chronologically on timelines which makes it easier to miss a message. |
| Vimeo | Vimeo provides its subscribers with tools for video creation, editing, and broadcasting, enterprise software solutions, as well as the means for video professionals to connect with clients and other professionals. | No ads because they ask for a small fee if you are using more than 500MB of upload space per week, which acts as their revenue stream.  Very easy to use because of its Vimeo organiser. | Far less traffic than YouTube.  A small fee required for upload space. |
| YouTube | A video-sharing website  Share live footage of what you or your brand is doing. | Your videos also show up in Google search results, boosting your visibility.  You can also cross-promote content on different social media platforms. | Your videos need to be high quality, entertaining and informative to gain traction and a good budget is required for this. |

\*Answers will vary because students may include pros and cons associated with the social of media for businesses and/or individuals.

1. Read the following article and answer the following questions:

<https://www.bbc.co.uk/news/uk-england-leeds-57930901>



1. What did Stephen Yaxley-Lennon do wrong?

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| Mr Hijazi was filmed being attacked in the playground at Almondbury School in Huddersfield in October 2018.  Shortly after the video of the assault went viral, Mr Yaxley-Lennon claimed in two Facebook videos that the teenager was "not innocent and he violently attacks young English girls in his school".  In clips viewed by nearly one million people, the 38-year-old also claimed Mr Hijazi "beat a girl black and blue" and threatened to stab another boy at his school, allegations denied by Mr Hijazi. |

1. What were the consequences of his actions?

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| He was ordered to pay £100,000 in libel damages to the Syrian schoolboy and pay legal costs of up to £500,000 |

1. What can users do to protect themselves from social media defamation?

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| Adjust your social media privacy settings;  Report, flag, and request removal of defamatory content;  Sign up for a Digital Risk Protection service. A digital risk protection service is like a home security system for your online reputation; it can monitor and identify threats to your reputation online. |