

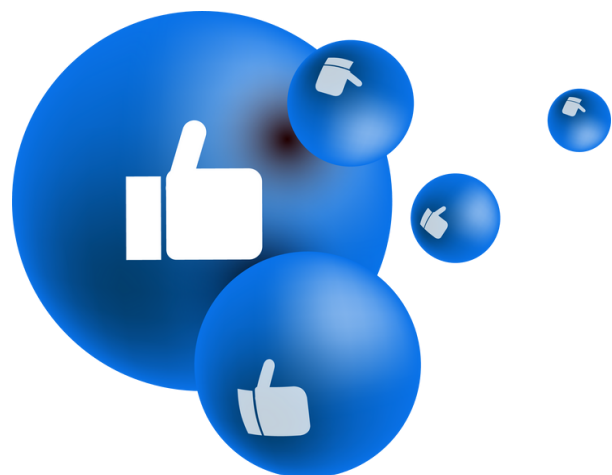
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UNITE THE WORLD WITH AFRICA FOUNDATION, INC.

EFFECTIVE SOCIAL MEDIA USE

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List the names of the icons you recognize from this picture.

1. WhatsApp

2. Skype

3. _____

4. _____

5. _____

6. _____

7. _____

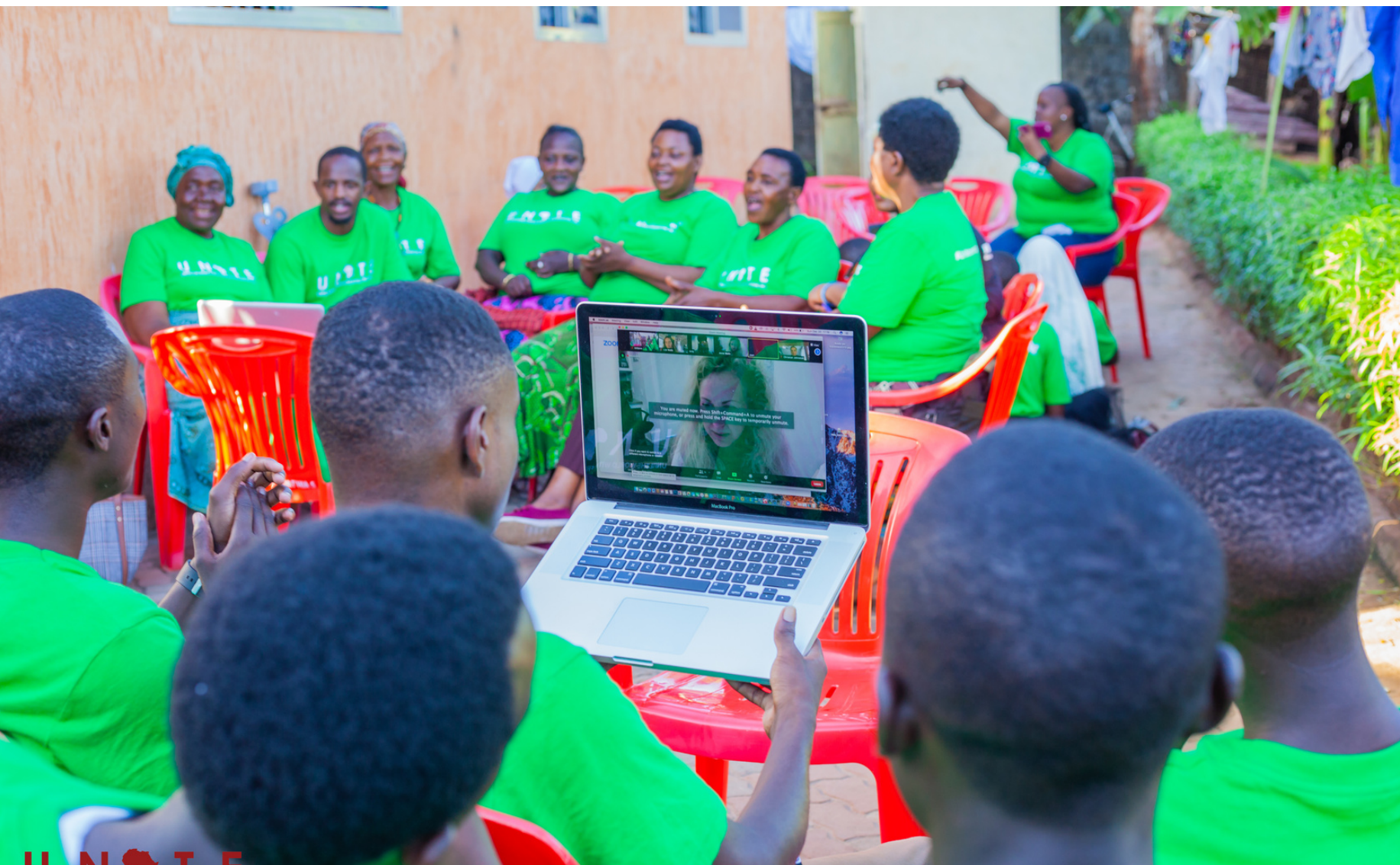
8. _____

9. _____

10. _____



What is Social Media?



- Social media refers to web-based sites that allow people to create and share content as well as to interact with each other.
- Social media relates to networking sites and apps designed for people to swiftly and effectively post information in real-time.
- The concept of Social Media is so broad that you may use it to describe nearly any site on the internet nowadays.

DID YOU KNOW?



4.70 billion people around the world now use social media, that is 59% of the world now uses social media platforms



Facebook is the most-used platform with 2.936 billion users globally. Most users are aged between 25–34 years.



Twitter is very popular for daily news about business and politics. Short messages on Twitter are called Tweets.



YouTube is the second most popular site with over 500 hours worth of video content uploaded every minute



Google is the largest search engine which processes over 99,000 searches per second (8.5 billion searches per day).



LinkedIn reigns as the world's largest professional network with more than 30 million companies registered on the site.

Source: <https://facts.net/>

Story Time

Grace and Mary were called for a job interview one morning at a large, well-respected company. During the interview Mary answered all the questions correctly, her CV was on point, and she was sure that she was going to get the job. Grace, on the other hand, was a “fresh from college” graduate with little experience, but she had completed a few internships. The interviewers then asked for their social media accounts. While Grace was very decent and kept a low profile, Mary had posted a few photos of herself partying, smoking, and drinking all night. Once the interview results were out, Grace, who had little experience, got the job and not Mary.

Reflection Question:

1. Why do you think Grace got the job and not Mary?
2. What lesson have you learned from this story?



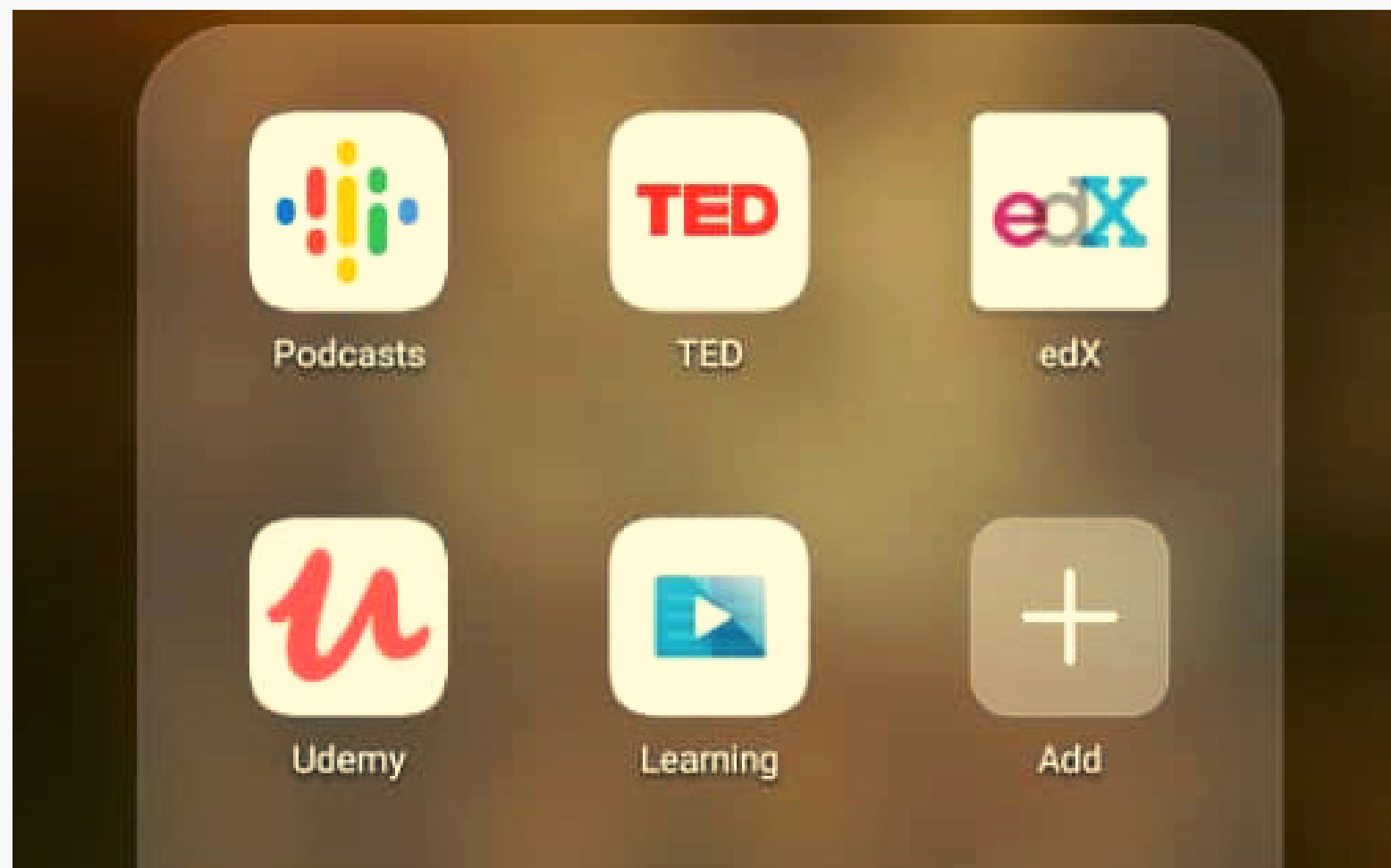


Positive Impacts of Social Media



Building and maintaining new relationships

With the help of social media, we can connect with our friends and colleagues easily. We can also find people who have similar interests to our own and build healthy, mutually-beneficial relationships with them.



Enhancing one's knowledge

Expert advice is available through many social media websites for free. Students can also learn complex subjects by watching videos and collecting pertinent study materials. Experts can hold discussions with the other qualified members and get ideas about how to improve their professional skills and tactics.

Promoting businesses

Most successful businesses need to have strong websites and active social media platforms to promote their businesses. These online channels provide excellent opportunities for businesses to engage in marketing and advertising in order to reach their target and prospective markets. Businesses can use social media to increase their brand image and to build awareness as well as to connect with the customers throughout national and international markets.



Impact in the world of work

Social media has a profound effect on hiring and recruitment. Professional social networks such as LinkedIn are important social media platforms for anyone looking to stand-out in their profession. They allow people to create and market a personal brand, share their portfolios and endorse their skills. 70% of employers use social networking sites to research job candidates. 19% of employers make their hiring decisions based on information found on social media (Source: CareerBuilders 2022)



Provide information about the latest global trends

In today's competitive environment, you must stay informed about what is happening in the world. Social media can help greatly. Set news alerts for topics that are important to you and your community.

Develop Creativity

People use social media outlets to share their creative passions and pursuits. By posting photos, videos, stories, artwork, and poems online and/or by blogging, we can challenge ourselves to further develop our creativity all the while gaining appreciation, feedback, and encouragement from the global audience.



Negative Impacts of Social Media

Can lead to serious addiction

A social media addiction can be as real and harmful as a drug addiction. Research has revealed that teenagers spend nine hours a day online and two to three hours each day on social media alone. Indulging in mindlessly scrolling through negative content can lead to a feeling of intense anxiety and depression

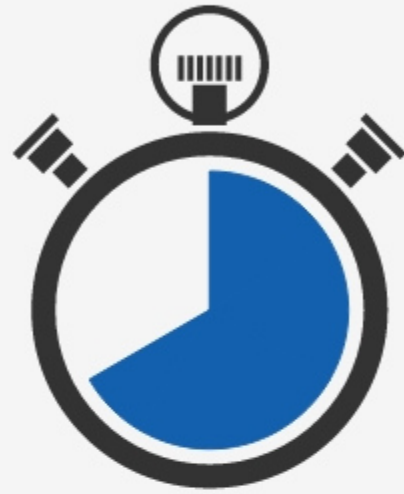
Cyber-bullying

This is one of the most common negative impacts of social media. The accounts we create online can be easily hacked and our information can be misused by people with bad intentions. With the freedom to create anonymous accounts, people can also verbally abuse and body shame others without having to take responsibility.

How Much Time We Spend on Various Social Media Platforms



 52MIN



 40MIN



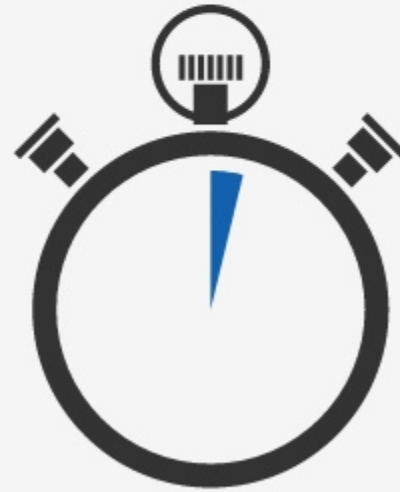
 35MIN



 25MIN



 15MIN



 1MIN





Negative Impacts of Social Media

Can lead to damaged reputation

The reputation of an individual or a business organization often takes years to build but can be easily ruined through the misuse of social media platforms. Whether it is a false accusation or not, news travels far, wide and quickly via the internet. A damaged reputation can be hard to reconstruct.

Adoption of bad habits

Social media exposes youth to other cultures and, at times, youth are exposed to harmful habits such as drugs and alcohol use. Youths using social media may be tempted to make poor and even dangerous decisions due to online peer-pressure and the fear of missing out (FOMO).

Reflection Questions



1. List all social media platforms that you are familiar with.
2. Which social media platforms do you prefer and why?
3. How often do you use social media when you are at home? At school?
4. Has social media made your life better? How? Has it made it worse? How?
5. Have you ever met and connected with someone through social media? What was your experience?
6. What should you post on social media? What should you not post? And why?

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Thank You

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