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UNITE THE WORLD WITH AFRICA FOUNDATION, INC.



EFFECTIVE USE OF SOCIAL MEDIA

Unite Food Program

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List the names of the icons that you recognize from this picture to the right.

1.WhatsApp

2. Skype

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

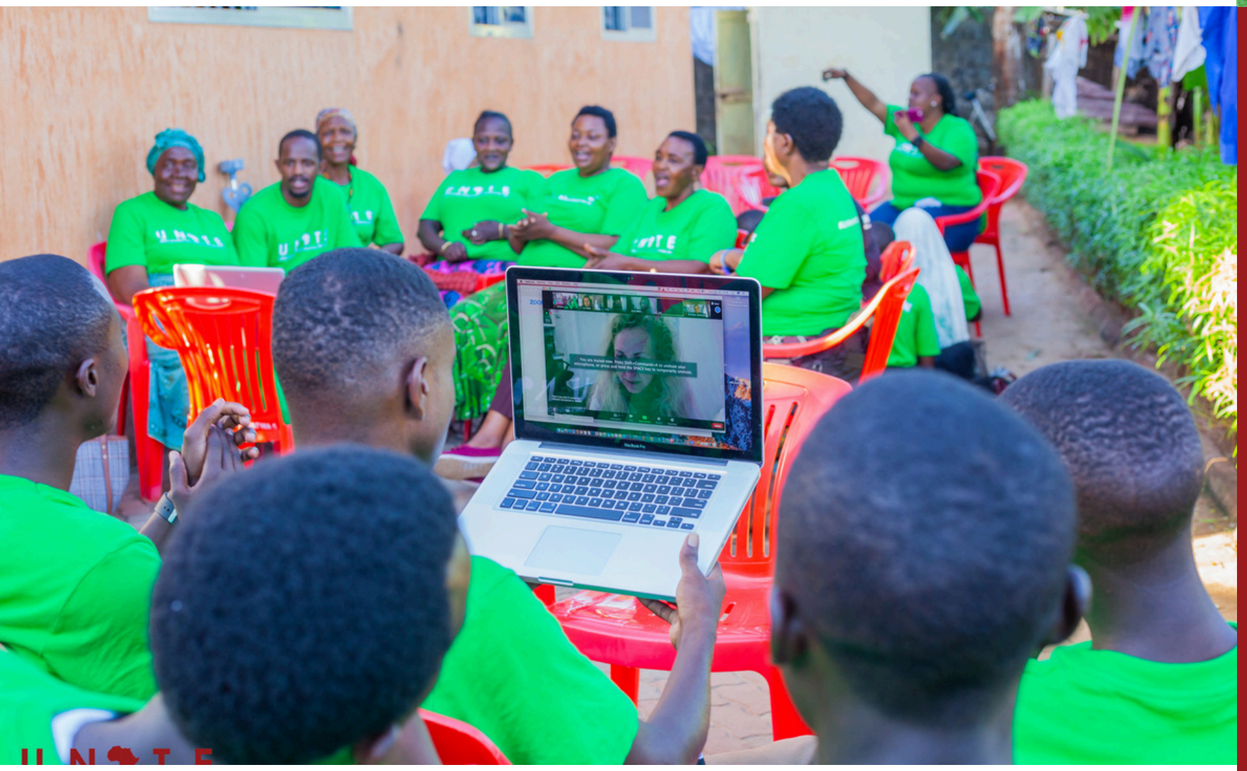
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WHAT IS SOCIAL MEDIA?





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 is the world's largest professional network with 30+ million companies registered on the site.

Source: https://facts.net/

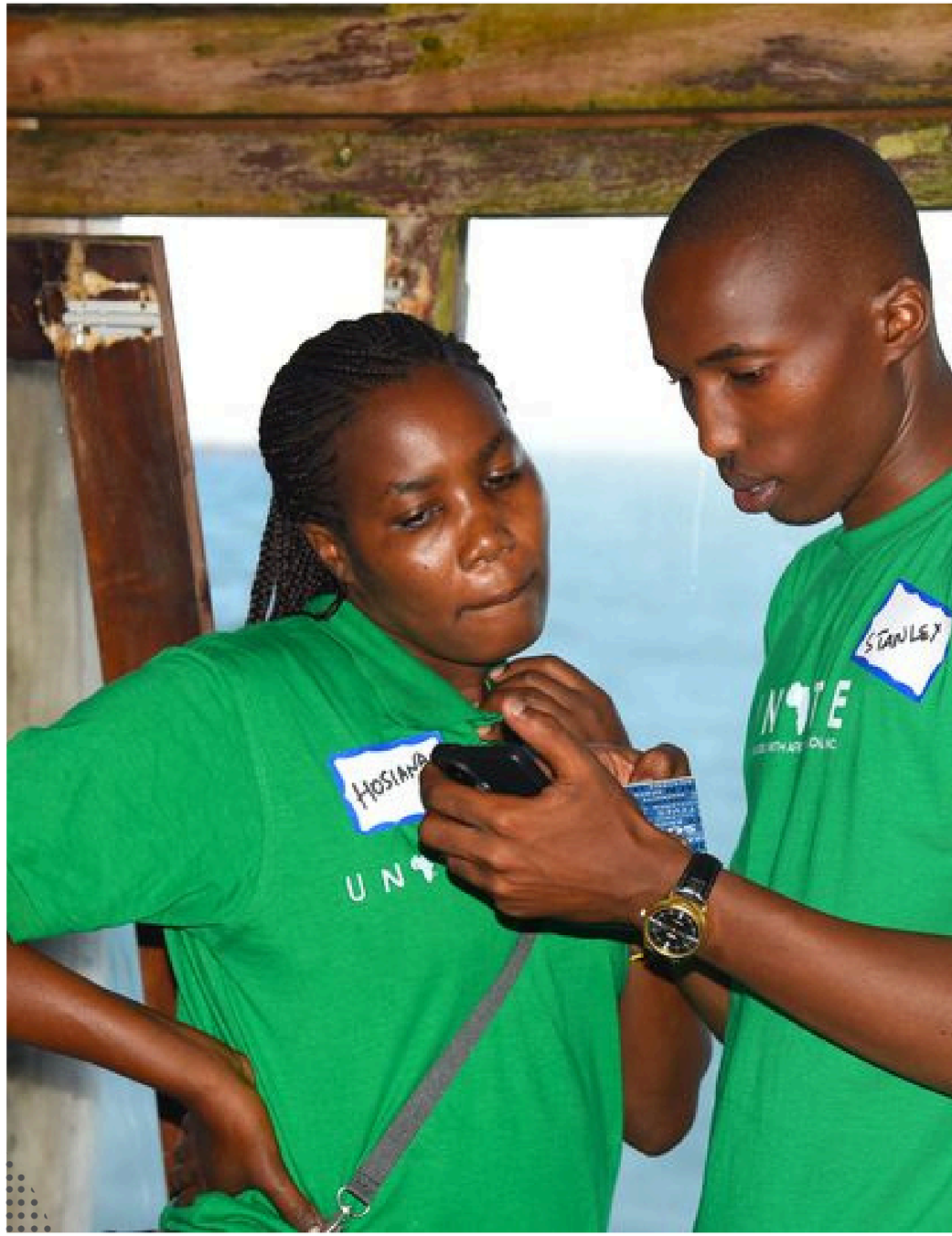
STORY TIME

Grace and Mary were called for a job interview 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 questions:

1. Why do you think Grace got the job and not Mary?

2.What lesson have you learned from this story?



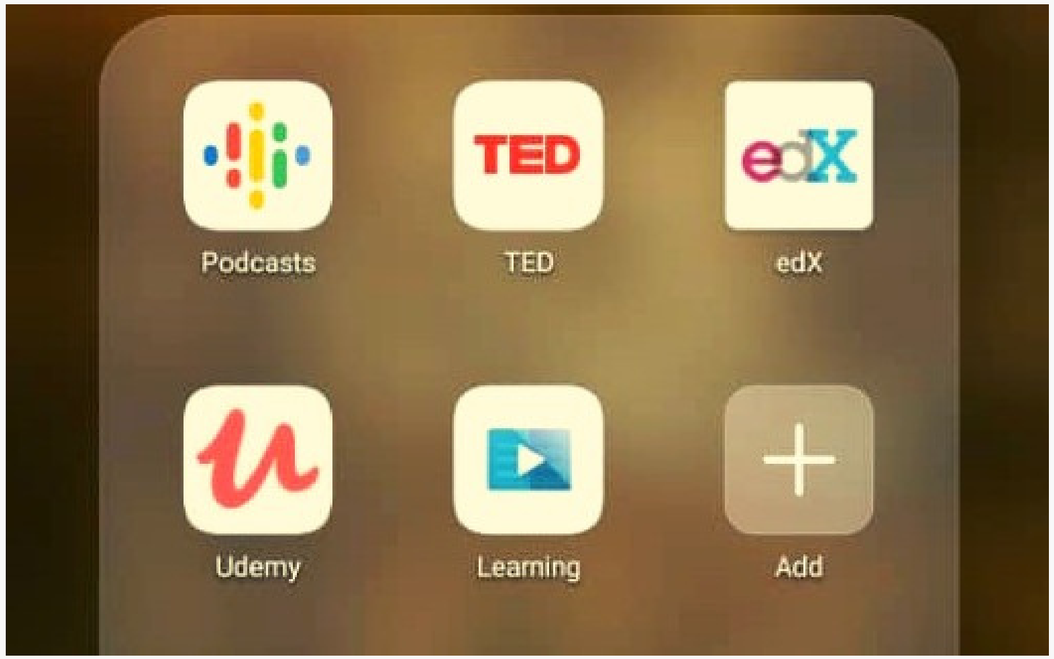
POSITIVE IMPACTS OF SOCIAL MEDIA





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.



LEARNING

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 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



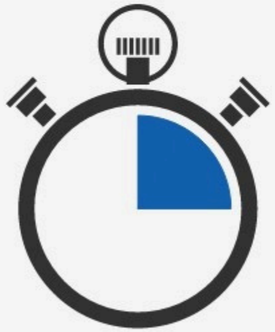
40MIN



35MIN



25MIN



15MIN



1MIN





NEGATIVE IMPACTS OF SOCIAL MEDIA

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 damagedreputation can be hard to reconstruct.

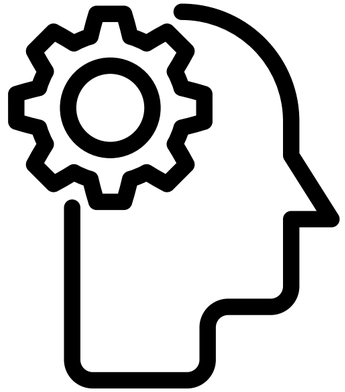


ADOPTION OF BAD HABITS

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

4. Has social media made your life better? How? Has it made it worse?

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? Why?

SCENARIO #1

Sarah, a young professional who is motivational to many youth due to her outstanding performance in the sphere of Actuarial studies, tweets a joke that she finds funny, but the tweet is interpreted as offensive by some of her followers. The tweet quickly goes viral and people accuse her of insensitivity. As a result, she lost some of her audience on her social media platforms.

- What should Sarah do after realizing her tweet has caused offense?
- Should Sarah take a break from social media after this incident? Why or why not?
- What lesson can others learn from Sarah’s experience about posting jokes or controversial opinions online?



SCENARIO #2

Thomas, a fitness influencer on Instagram, posts a picture showing dramatic before-and-after results from using a new workout supplement. However, the results are due to months of hard training, not the supplement alone, people have been using the supplements without any improvement for that specified time indicated by Thomas. And as a result, some of them began to comment on his Instagram account accusing him of being a liar by providing misleading information. This has negatively impacted Thomas' credibility with his customers..

- How should Thomas address followers who feel misled by his post?
- How can he rebuild trust?
- What responsibility do influencers like Thomas have when promoting products on social media?
- How can Thomas use this situation to educate his followers about healthy lifestyle practices?



SCENARIO #3

Joanitha James, a new mother, frequently posts detailed updates about her life and her child's milestones on TikTok. She has been sharing a lot of her information to a point that people knew all the problems with her child and even with her family. When the child turned six months old, people on TikTok commented that the child should be crawling by now (something that the child did not do) so the baby must have health issues. Tik Tok users began teaching the mother how to raise her child through the comments section, and her friends and family expressed concern that she might be sharing too much personal information online.

- What risks might Joanitha face by over-sharing personal information on social media?
- What alternatives could Joanith
- What alternatives could Joanitha consider for documenting and sharing her child's milestones?a consider for documenting and sharing her child's milestones?
- How should Joanitha respond to friends and family who are concerned about her over-sharing?



SCENARIO #4

Jane, a seasoned professional in her Law firm, sought to enhance her reputation and expand her influence in the Law industry. Recognizing the power of social media (Instagram, Facebook, & LinkedIn) as a platform, she decided to leverage it to its full potential.

Jane began by regularly sharing insightful articles and original pieces about Law in her social media platform. She focused on trending topics and critical challenges, providing unique perspectives. Her posts were well-researched and demonstrated deep expertise, which caught the attention of a lot of people. As she consistently delivered high-quality content, Jane's reputation as a Lawyer grew. Her posts began to attract not only engagement from her peers but also interest from potential clients and collaborators. This increased visibility and led to multiple consulting opportunities and partnerships.

Through her strategic use of social media, Jane effectively established herself as a leading voice in her law firm, opening doors to a range of professional opportunities, and expanding her influence on a global scale.



QUESTIONS FOR SCENARIO #4



- How can regularly sharing insightful content on social media contribute to establishing yourself as an expert?
- What types of content are most effective in building a professional reputation?
- How can you measure the impact of social media posts?
- What strategies can you use to ensure your social media content resonates with your target audience?
- How can you maintain consistency in content quality while managing other professional responsibilities?



SCENARIO #5

Odinaka Udoezika, a dedicated cybersecurity engineer with a passion for protecting digital assets, faced a career crossroads. Despite his skills and experience, he found himself seeking new opportunities in a highly competitive field. Determined to advance his career, Odinaka turned to LinkedIn, a platform he had used sporadically in the past.

He started by refining his LinkedIn profile. He updated his resume, highlighted key projects, and included detailed descriptions of his skills and achievements. Understanding the importance of a strong professional network, Odinaka actively sought out and connected with industry peers, thought leaders, and potential employers. He engaged with their posts, participated in relevant groups, and shared insightful content related to cybersecurity trends and challenges.

Through consistent interaction and a well-crafted profile, Odinaka attracted the attention of recruiters and industry professionals. One day, he received a message from a leading cybersecurity firm, inviting him to apply for a position that perfectly matched his expertise. After a series of interviews and showcasing his knowledge and skills, Odinaka landed the job. His strategic use of LinkedIn had played a pivotal role in connecting him with this new opportunity.





QUESTIONS FOR SCENARIO #5

- How often should you update your LinkedIn profile to ensure it remains relevant and attractive to potential employers?
- What are some effective ways to engage with industry professionals on LinkedIn without coming across as overly self-promotional?
- How can you leverage LinkedIn groups and communities to further your career goals?
- What strategies can you use to stand out in a competitive job market through LinkedIn?




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