

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## JEA Curriculum Social Media Guided Notes

### SOCIAL MEDIA OVERVIEW

- A 2013 study found that social media users represent 1 in 4 people on the globe, roughly 1.73 billion people.
- Just because someone else posts it, doesn't make it copyright free.
- Journalists must still be aware of copyright law.
- The ability to take photos and upload digital content on the go has dramatically changed the face of journalism. Smartphones are now used to update social media accounts take photos and upload instantly access mobile versions of websites
- A photo taken with a flip-phone is a different resolution than one from an iPhone or an Android

### FACEBOOK

- An online personal profile that allows users to find friends, follow activity of other users (individuals, organizations, groups) and post content.
- Many users quit due to privacy concerns.

### SNAPCHAT

- Snapchat is a photo sharing app that allows users to send photos with short captions and/or drawings to their followers.
- Publications post stories to followers, which are a series of photos Snaps are based on photos.
- Increasingly popular with journalists and teenagers

### TWITTER

- Photos appear in users' feeds automatically.
- Public messages are visible to anyone, but users can protect their tweets so that only approved followers see them.
- Incredibly popular with journalists and teenagers. Hashtags # allow users to search for specific content
- Easily links to other social-media, sites, etc.

### INSTAGRAM

- Instagram is an online photo-sharing site that allows users to take photos and apply filters to create unique effects, with captions that can include hashtags.
- The feed is photo-oriented.

- Some concerns exist about whether Instagram sells users' content to third parties.
- Connects easily to other social media and creates instant emotional connection.
- Can “tease” content that you’re covering in other media.
- Uses hashtags but not links, so it doesn’t easily drive traffic or story like other tools do

## TIK TOK

- Tik Tok is a social media app allowing users to create musical, dance, comedy, acting, lip-sync and other types of short videos in 15 seconds.
- The app is video-based.
- A chinese company purchased musical.ly and merged the two companies.
- 500 million users so your post is global.
- Most downloaded app of 2018.
- Gives everyone tools (i.e., filters, stickers, control over video speed, access to professional audio, etc.) to make entertaining content.

## PINTEREST

- Photos are the only items that can be pinned.
- May violate copyright, especially if no credits are included.

## REDDIT

- Reddit is a news and entertainment site with entirely user-generated content; can also link to other sites.
- *Specific concerns:* Many critics say that Reddit lacks legitimate news content.
- Fast & up-to-date because anyone can post content.
- Often unreliable and unprofessional because anyone can post content.

## TUMBLR

- TUMBLR is a short-form blogging site; allows users to post unique content and link to or follow others' pages
- Users post/link to photos that match their content.
- All the benefits of Twitter, without the 140-character limit
- Large photos make sites extremely visual.
- Fewer users but growing in popularity (152 million blogs in November 2013)