

Name: _____ Date: _____

JEA Curriculum Social Media Guided Notes

SOCIAL MEDIA OVERVIEW

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

FACEBOOK

- An online personal _____ that allows users to find friends, follow activity of other users and post content.
- Many users quit due to _____ concerns.

SNAPCHAT

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

TWITTER

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

INSTAGRAM

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

- The feed is _____-oriented.
- Some concerns exist about whether Instagram sells users' _____ to third parties.
- Connects easily to other social media and creates instant _____ connection
- Can “tease” content that you’re covering in other media.
- Uses hashtags but not links, so it doesn’t easily drive _____ 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 _____ in 15 seconds.
- The app is _____.
- A chinese company purchased _____ and merged the two companies.
- _____ users so your post is global.
- Most _____ app of 2018.
- Gives everyone tools (i.e., filters, stickers, control over video speed, access to professional audio, etc.) to make _____ content

PINTEREST

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

REDDIT

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

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 _____ their content.
- All the benefits of _____, without the 140-character limit.
- Large photos make sites extremely _____.
- Fewer users but growing in popularity (_____ in November 2013).