

# MediaSmart

## OPENING EYES

### Presentation 1 What is social media?



# What is social media?



# What is social media?



You will be working in groups of four with a large piece of paper and marker pens. In your groups, write down which social media sites you use and what they enable you to do.

# What is social media?



Leave your paper on the table and move to the next table. Read what has been written and add any of your own ideas that are missing.

Now answer the next question:

- How and where do you access social media and when do you use it?

# What is social media?



Move on again to the next table.  
Read what has been written and add  
any of your own ideas that are missing.

Now answer the next questions:

- What do you like about social media?
- What don't you like?

# What is social media?



Now, leave your paper on the table, and move back to the place where you were originally sitting. Read what has been added to the paper.

Working as a team, try to come up with a definition of social media and write it down on your paper.

# What is social media?



## Definitions

**“Websites and applications that enable users to create and share content or to participate in social media.”**

Oxford Dictionaries

**“A place to hang out and communicate with your own networks of contacts, friends and peers about stuff that interests you.”**

@rumbels

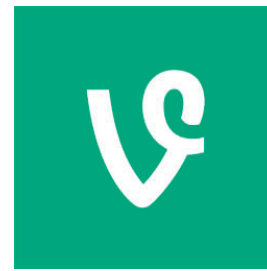
**“Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube, Flickr, Facebook, MySpace, etc).”**

Bottle PR

# What is social media?



How do we use these services?



 **amazon.co.uk**





# What is social media?



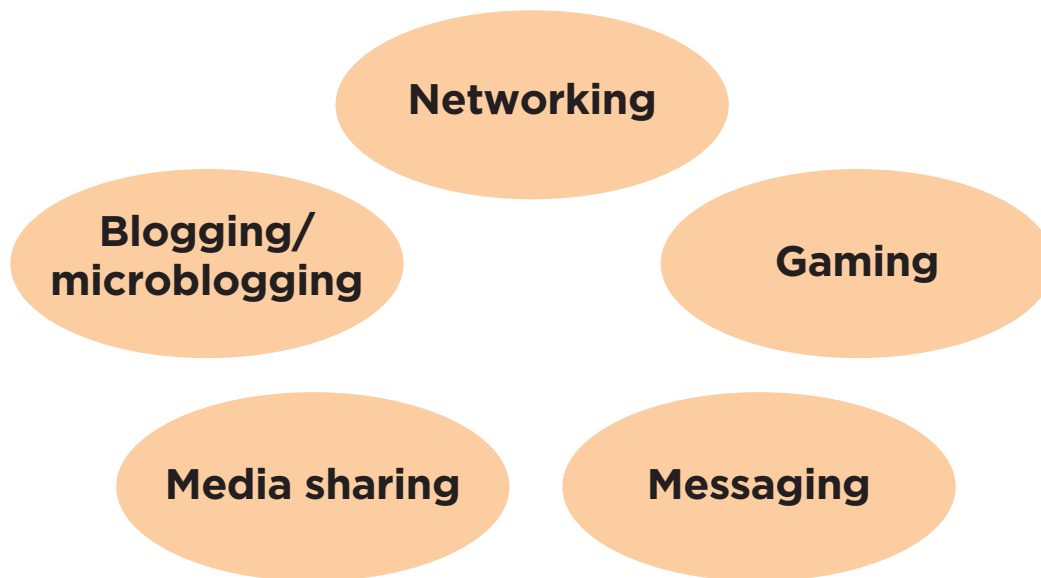
Can you match the five main types of social media with their definitions?

- Networking
- Blogging/microblogging
- Media sharing
- Messaging
- Gaming

# What is social media?



Which apps belong to each type of social media service?



# What is social media?



## Social media Wordle



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# What is social media?



## Advertising Wordle



# What is social media?



- What would our own definition of social media be?
- What about a definition of advertising?



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[mediasmart.uk.com](http://mediasmart.uk.com)

