

WHY

SOCIAL MEDIA literacy

IS A MUST

Social Media is great- it allows your company to connect to the rest of the world, to find new leads and engage with innovative tools , yet there are risks associated with all this interaction. Here's a snap shot of what is happening on social media

1 million

new users on Twitter

EVERYDAY

Facebook hit

1 Billion

Users in 2012

27 %

check social media before

WORK E-MAIL

18
PER SECOND

victims of cybercrime



1 / 6

of social media accounts have been

HACKED

ONLY 50%

Use privacy settings

76%

of social media crises are

PREVENTABLE

44%

are unaware of social media security solutions

76%

of businesses have no social media policy

WHAT SOCIAL MEDIA LITERACY HELPS YOU DO...

1
2
3
4
5

CONNECT
CHAT



AND INTERACT
SAFELY

MARKET TO



NEW CUSTOMERS



PROTECT YOUR REPUTATION AND
ENHANCE BRAND LOYALTY

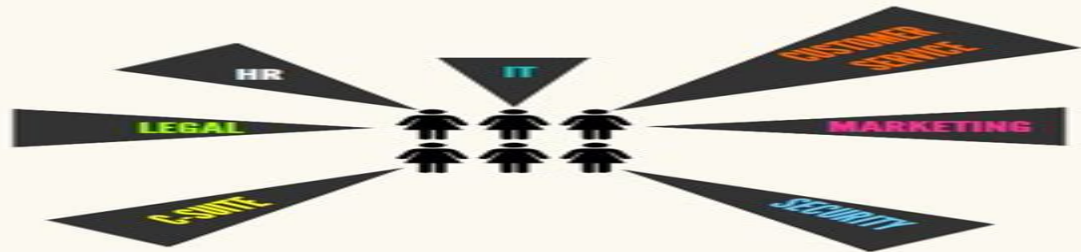
SOCIAL MEDIA / ONLINE SECURITY



OPPORTUNITIES OF TAKING BRAND GLOBAL



WHO
SHOULD
KNOW
THIS
STUFF?



EMPLOYEES WHO HAVE HAD SOCIAL MEDIA LITERACY TRAINING

Have more professional profiles

Use social media more strategically

Are better prepared for crisis

Use privacy and security tools better

Engage better with social media community

Are more productive when using social media

LEVELS OF SOCIAL MEDIA LITERACY

what is your literacy level?



SOURCES:
adobe
infographic lab
business insider
wikipedia
2012 Norton Social Media study

www.kwazicommunications.co.za

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Psychology and Intricacies in Social Media Interactions Tanusree Chakraborty, Sanghamitra Brahma, Rajdeep Bakshi, 2025-10-14 As social media continues to seamlessly integrate into our daily lives understanding the underlying psychological principles of social media becomes paramount in navigating its complexities effectively This volume offers a number of diverse and thought provoking perspectives on the profound influence that social media has on our lives Chapters explore the influence of social media on organizational culture and business ethics on business marketing strategies on consumer buying behavior on workplace mental well being on the education system on business recruitment and even on stock market participation It investigates social media usage and academic motivation in college students generational internet addiction biases in the financial world through social media and more

Social Media Graham Meikle, 2016-02-05 Social media platforms have captured the attention and imagination of many millions of people enabling their users to develop and display their creativity to empathize with others and to find connection communication and communion But they are also surveillance systems through which those users become complicit in their own commercial exploitation In this accessible book Graham Meikle explores the tensions between these two aspects of social media From Facebook and Twitter to Reddit and YouTube Meikle examines social media as industries and as central sites for understanding the cultural politics of everyday life Building on the new forms of communication and citizenship brought about by these platforms he analyzes the meanings of sharing and privacy internet memes remix cultures and citizen journalism Throughout Social Media engages with questions of visibility performance platforms and users and demonstrates how networked digital media are adopted and adapted in an environment built around the convergence of personal and public communication

The Routledge Handbook of Privacy and Social Media Sabine Trepte, Philipp Masur, 2023-06-27 This volume provides the basis for contemporary privacy and social media research and informs global as well as local initiatives to address issues related to social media privacy through research policymaking and education Renowned scholars in the fields of communication psychology philosophy informatics and law look back on the last decade of privacy research and project how the topic will develop in the next decade The text begins with an overview of key scholarship in online privacy expands to focus on influential factors shaping privacy perceptions and behaviors such as culture gender and trust and continues with specific examinations of concerns around vulnerable populations such as children and older adults It then looks at how privacy is managed and the implications of interacting with artificial intelligence concluding by discussing feasible solutions to some of the more pressing questions surrounding online privacy This handbook will be a valuable resource for advanced students scholars and policymakers in the fields of communication studies digital media studies psychology and computer science Chapter 22 and Chapter 30 of this book are freely available as downloadable Open Access PDFs at <http://www.taylorfrancis.com> under a Creative Commons Attribution Non Commercial No Derivatives CC BY NC ND 4.0 license

Teaching Media Literacy with

Social Media News Roy S. Whitehurst, 2024-08-30 Featuring tools activities and insightful stories from a CIA analyst and instructor with 30 years of experience this practical and engaging book supports busy educators to teach the lifelong skills of news and media literacy to their students Based on existing curriculum and teaching standards this guidebook shows how social studies and English language arts ELA teachers can build students confidence with social media evaluation skills which are critical to engaging in civic discourse and building a stronger democracy In Part 1 Whitehurst gives an overview of the media evaluation techniques based on those you would learn as a CIA analyst including understanding how our biases and mindset make us vulnerable to disinformation learning how media tries to persuade us checking facts and spotting disinformation Part 2 dives deeper by showing teachers how learners can check if an argument on social media is valid and how fallacies and manipulation tactics in online arguments can complicate this important skill It is illustrated by examples from social media and contemporary popular culture in different mediums including videos photos memes and AI generated content You can also find fresh and updated social media examples on the author s website News Literacy Sleuth Packed with practical classroom resources examples from popular culture and engaging insights into the CIA analyst role this book is designed to support middle and high school teachers with news and media literacy in social studies civic education and ELA

Handbook of Research on Multidisciplinary Approaches to Literacy in the Digital Age Taskiran, Nurdan Oncel, 2019-11-29 The fast pace of technology in this day and age has made it difficult for individuals to stay informed without becoming lost in the folds of an information overload Methods used to narrow down information are becoming just as important as providing the information to be discovered The Handbook of Research on Multidisciplinary Approaches to Literacy in the Digital Age is a pivotal reference source that provides vital research on the significance of being literate in the age of speed and technology While highlighting topics such as e advertising mobile computing and visual culture this publication explores the major issues society has in the information age and the methods of innovative achievements of public or private institutions This book is ideally designed for researchers academicians teachers and business managers seeking current research on a variety of social sciences in terms of the digital age

Student Journalism & Media Literacy Homer L. Hall, Megan Fromm, Ph.D., Aaron Manfull, 2015-01-15 This comprehensive resource covers everything student journalists need to know in a rapidly changing media landscape Approachable and non intimidating this book features important concepts and examples from current school publications from around the country Foremost it teaches skills such as the fundamentals of good writing and the basics of newspaper layout and design Also addressed however are topics that journalists are only now facing such as the responsibilities of citizen journalists managing a news website and digital security for reporters in the electronic age This textbook is on the cutting edge in teaching students how to navigate this evolving field EBOOK PRICE LISTED IS FOR

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The Oxford Handbook of Social Media and Music Learning Janice L. Waldron, Stephanie Horsley, Kari K. Veblen, 2020 The Oxford Handbook of Social Media and Music Learning provides fascinating insights into the ways in which social media musical participation and musical learning are increasingly entwined Enhancing Education Through Multidisciplinary Film Teaching Methodologies DeHart, Jason D., 2022-11-11 Film has become a cultural staple across the world As with literature film can be used to inform entertain inspire critical thinking educate and more As such it is a useful tool to implement in the classrooms of all levels and subjects It is essential to explore the implementation of film in classrooms and the multiple teaching methodologies surrounding it Enhancing Education Through Multidisciplinary Film Teaching Methodologies provides strategies that emphasize close reading analysis curricular connections and composing through film It examines both the theory and practice that surrounds the use of film in K 12 and post secondary classroom instruction from a multidisciplinary perspective Covering topics such as critical cultural awareness literacy education and film pedagogies this premier reference source is an essential resource for preservice teachers teacher educators faculty and administrators of both K 12 and higher education librarians researchers and academicians

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