

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

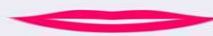
76%

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

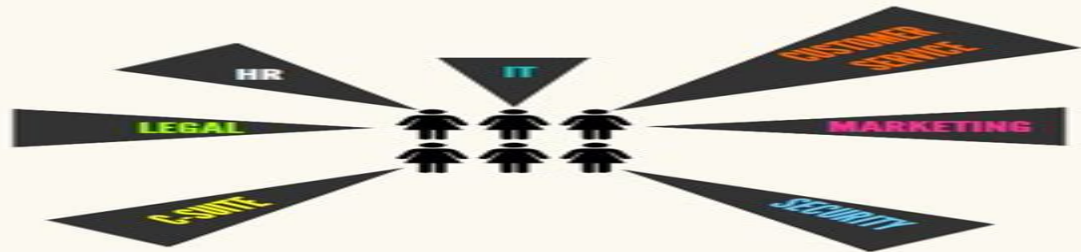
SOCIAL MEDIA / ONLINE SECURITY



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

This infographic was created by



Social Media Literacy Ideas

Jenna Kammer, Lauren Hays



Social Media Literacy Ideas:

Unveiling the Energy of Verbal Art: An Mental Sojourn through **Social Media Literacy Ideas**

In some sort of inundated with screens and the cacophony of fast interaction, the profound energy and emotional resonance of verbal art often fade in to obscurity, eclipsed by the constant barrage of sound and distractions. However, nestled within the lyrical pages of **Social Media Literacy Ideas**, a interesting function of fictional elegance that impulses with organic thoughts, lies an wonderful trip waiting to be embarked upon. Written with a virtuoso wordsmith, that mesmerizing opus books viewers on a psychological odyssey, softly revealing the latent potential and profound affect stuck within the elaborate web of language. Within the heart-wrenching expanse of this evocative evaluation, we can embark upon an introspective exploration of the book is central themes, dissect its charming writing design, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

https://legacy.tortoisemedia.com/files/Resources/default.aspx/2001_range_rover_repair_manual.pdf

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Social Media Literacy Ideas Introduction

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