

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

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

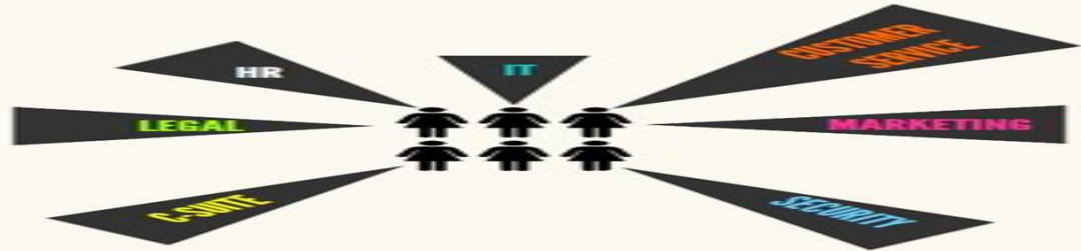
SOCIAL MEDIA / ONLINE SECURITY



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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Social Media Literacy Ideas

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Table of Contents Social Media Literacy Ideas

1. Understanding the eBook Social Media Literacy Ideas
 - The Rise of Digital Reading Social Media Literacy Ideas
 - Advantages of eBooks Over Traditional Books
2. Identifying Social Media Literacy Ideas
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Social Media Literacy Ideas
 - User-Friendly Interface
4. Exploring eBook Recommendations from Social Media Literacy Ideas
 - Personalized Recommendations
 - Social Media Literacy Ideas User Reviews and Ratings

- Social Media Literacy Ideas and Bestseller Lists
- 5. Accessing Social Media Literacy Ideas Free and Paid eBooks
 - Social Media Literacy Ideas Public Domain eBooks
 - Social Media Literacy Ideas eBook Subscription Services
 - Social Media Literacy Ideas Budget-Friendly Options
- 6. Navigating Social Media Literacy Ideas eBook Formats
 - ePub, PDF, MOBI, and More
 - Social Media Literacy Ideas Compatibility with Devices
 - Social Media Literacy Ideas Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Social Media Literacy Ideas
 - Highlighting and Note-Taking Social Media Literacy Ideas
 - Interactive Elements Social Media Literacy Ideas
- 8. Staying Engaged with Social Media Literacy Ideas
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Social Media Literacy Ideas
- 9. Balancing eBooks and Physical Books Social Media Literacy Ideas
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Social Media Literacy Ideas
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Social Media Literacy Ideas
 - Setting Reading Goals Social Media Literacy Ideas
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Social Media Literacy Ideas
 - Fact-Checking eBook Content of Social Media Literacy Ideas
 - Distinguishing Credible Sources

-
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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