

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...

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CONNECT
CHAT

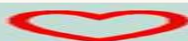


AND INTERACT
SAFELY

MARKET TO



NEW CUSTOMERS



PROTECT YOUR REPUTATION AND
ENHANCE BRAND LOYALTY

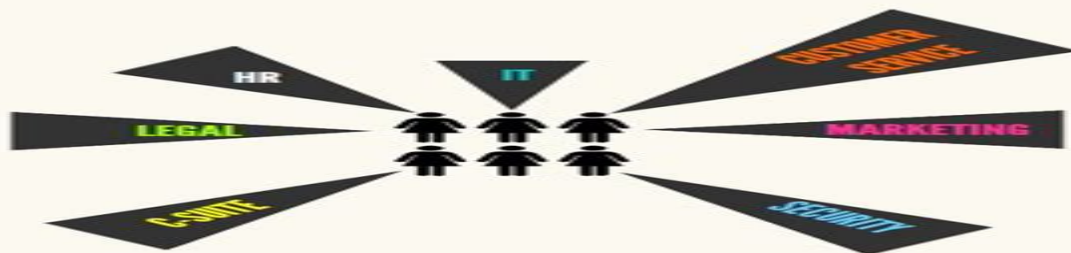
SOCIAL MEDIA / ONLINE SECURITY



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:
eMarketer
Infographic: 500
Business Insider
Social Media
2012 Norton Social Media study

www.kwazicommunications.co.za

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Social Media Literacy Ideas

**Tanusree Chakraborty, Sanghamitra
Brahma, Rajdeep Bakshi**

Social Media Literacy Ideas:

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 *Digital Literacy Made Simple* Jenna Kammer, Lauren Hays, 2023 Digital literacy describes skills and ways of thinking related to the use of technology including the technical competence to communicate evaluate and interpret digital information navigate websites and understand why all these skills are important All students need these skills to be responsible participants in school and society However teaching digital literacy can be challenging for teachers who have many other content standards they must address In this book two innovative educators demonstrate how to weave digital literacy skills throughout instruction in small ways with simple strategies to discuss model mentor build a learning culture and create digital experiences to improve students digital literacy skills and habits Through the use of practical examples that all teachers can implement immediately this book is a useful guide for any teacher working to encourage digital literacy in their students *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 **International Handbook of Media Literacy Education** Belinha S. De Abreu, Paul Mihailidis, Alice Y.L. Lee, Jad Melki, Julian McDougall, 2017-04-21 At the forefront in its field this Handbook examines the theoretical conceptual pedagogical and methodological development of media literacy education and research around the world Building on traditional media literacy frameworks in critical analysis evaluation and assessment it incorporates new literacies emerging around connective technologies mobile platforms and social networks A global perspective rather than a Western centric point of view is explicitly highlighted with contributors from all continents to show the empirical research being done at the intersection of media education and engagement in daily life Structured around five themes Educational Interventions Safeguarding Data and Online Privacy Engagement in Civic Life Media Creativity and Production Digital Media Literacy the volume as a whole emphasizes the competencies needed to engage in meaningful participation in digital culture **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

Digital Inclusion Simeon Yates,Elinor Carmi,2024-03-28 This collection presents policy and research that addresses digital inequalities access and skills from multiple international perspectives With a special focus on the impact of the COVID 19 the collection is based on the 2021 Digital Inclusion Policy and Research Conference with chapters from both academia and civic organizations The COVID 19 pandemic has changed citizens relationship with digital technologies for the foreseeable future Many people s main channels of communication were transferred to digital services platforms and apps Everything went online our families friends partners health work news politics culture arts and protesting Yet access to digital technologies remained highly unequal This brought digital inclusion policy and research to the fore highlighting to policymakers and the public the hidden challenges and impacts of digital exclusion and inequalities The cutting edge volume offers research findings and policy case studies that explore digital inclusion from the provision of basic access to digital via education and digital literacy and on to issues of gender and technology Case studies are drawn from varied sources including the UK Australia South America and Eastern Europe providing a valuable resource in the pursuit of social equity and justice This is an open access book

Teaching Media Literacy Belinha S. De Abreu,2019-05-20 Inside readers will find a wealth of intelligently crafted ready to use lesson plans and activities designed to help promote critical thinking skills for K 12 students making this a perfect teaching resource for school and public librarians educators and literacy instructors

Proceedings of IDEAS 2022 Luciana Pereira,Petter Krus,Magnus Klofsten,2023-04-15 This book explores the cutting edge ideas that are shaping the future of innovation design entrepreneurship and sustainability The proceedings of the interdisciplinary Conference on Innovation Design Entrepreneurship and Sustainable Systems offer new perspectives on these topics This book navigates the most recent research trends and practices and gains unique insights on how to address innovation design and entrepreneurship on a sustainable basis This book is an essential reference for anyone interested in staying up to date on the latest research whether they are academics designers entrepreneurs or sustainability enthusiasts Get your copy now and take part in the debate about the future of sustainable innovation

[Proceedings of The 11th European Conference on Social Media](#) Susana Pinto,2025-06 The European Conference on Social Media ECSM is a well established academic conference held annually for over a decade with a focus on advancing research and dialogue around

social media The primary aim of ECSM is to provide a platform for scholars researchers practitioners and industry professionals to share and discuss their findings on the multifaceted impacts of social media The conference emphasises the importance of understanding how social media influences various sectors including society education business and governance

ICONS 2020 Arif Zainudin ,Yoga Prihatin,Suyono ,Purwo Susongko,Taufiqullah ,2021-01-26 Proceedings of the First International Conference on Social Science Humanities Education and Society Development ICONS 2020 30 November 2020 Tegal Central Java Indonesia ICONS is an International Conference hosted by Universitas Pancasakti Tegal This Conference is arranged to become an annual conference making room for scholars and practitioners in the area of economic socio cultural legal educational environmental aspects as well as a combination of all these aspects

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