

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

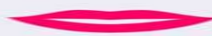
76%

of businesses have no social media policy

WHAT SOCIAL MEDIA LITERACY HELPS YOU DO...

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CONNECT
CHAT



AND INTERACT
SAFELY

MARKET TO



NEW CUSTOMERS



PROTECT YOUR REPUTATION AND
ENHANCE BRAND LOYALTY

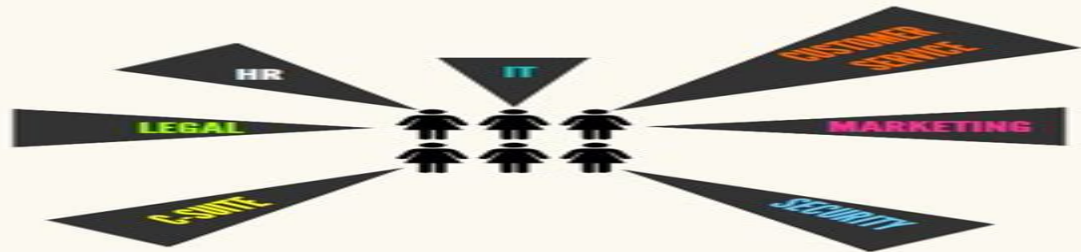
SOCIAL MEDIA / ONLINE SECURITY



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:
adobe
infographics lab
business insider
wikipedia
2012 Norton Social Media study

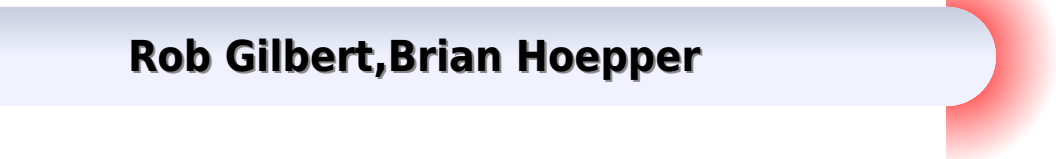
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Ideas Social Media Literacy

Rob Gilbert, Brian Hoepper



Ideas Social Media Literacy:

Information Literacy: Key to an Inclusive Society Serap Kurbanoglu, Joumana Boustany, Sonja Špiranec, Esther Grassian, Diane Mizrahi, Lorie Roy, Tolga Çakmak, 2017-01-26 This book constitutes revised selected papers from the 4th European Conference on Information Literacy ECIL 2016 held in Prague Czech Republic in October 2016 The 52 full and 19 short papers presented in this volume were carefully reviewed and selected from 259 submissions They were organized in topical sections named inclusive society and democracy employability and workplace various literacies reading preference print vs electronic theoretical aspects higher education discipline based studies research methods children and youth country based studies academic libraries librarians and teaching methods and instruction 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 **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 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 *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

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 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 **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 **Current Trends and Future Practices for Digital Literacy and Competence** Cartelli, Antonio, 2012-04-30 This book offers a look at the latest research within digital literacy and competence setting the bar for the digital citizen of today and tomorrow Provided by publisher **Teaching Humanities and Social Sciences** Rob Gilbert, Brian Hoepper, 2016-12-19 Teaching the Humanities and Social Sciences 6E prepares teachers to develop and implement programs in the humanities and social sciences learning area from F 10 It successfully blends theory with practical approaches to provide a basis for teaching that is engaging inquiry based and relevant to students lives Publisher s website

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personnelle rediges par ... Die Kartause von Parma - Stendhal Übersetzt von: Arthur Schurig · Verlag: FISCHER E-Books · Erscheinungstermin: 19.12.2011 · Lieferstatus: Verfügbar · 1230 Seiten · ISBN: 978-3-10-401217-9 ... Die Kartause von Parma »Die Kartause von Parma«, die ihre Entstehung einem langen Reifeprozess verdankt, ist eine glückliche Mischung aus Abenteuergeschichte, psychologischer Analyse ... Thermoset Injection Mold Design Tips Jan 30, 2017 — When designing a mold for an injection molded part, it is important to keep in mind that the goal is to produce parts with the best quality, ... Plenco Processing Guide The purpose of this manual is to serve as an information guide for thermoset product designers, mold designers, mold makers and molders. Thermoset Injection Mold Design Tips - Plenco Jul 12, 2015 — Sect 1 Glossary Of Thermoset Molding Terms - Plenco. Troubleshooting ... Page 5 and 6: In a vacuum vented mold, the cavity; Page 7 and 8 ... Thermoset Transfer Mold Design Tips When designing a mold for a transfer molded part, it is important to keep in mind that the goal is produce parts with the best quality in as short a cycle ... Injection Unit Design Tips Mar 16, 2015 — The following design suggestions are given to assist you in achieving the optimum processing window. Hopper. Hoppers on thermoset injection ... Thermoset Transfer Mold Design Tips - Plenco Oct 30, 2014 — Transfer Troubleshooting Guide - Plenco · Thermoset Injection Mold Design Tips - Plenco · Thermoset Compression Mold Design Tips - Plenco. Troubleshooting Guide for INJECTION MOLDING Phenolic ... Dec 3, 2014 — Check the vents and correct as needed. (See Section #6 "Thermoset Injection Mold Design Tips"). V. Watch the dropping of the parts from the mold ... Philosophy of Troubleshooting BMC Injection Molding ... Mar 16, 2015 — (See Section #6,. "Thermoset Injection Mold Design Tips"). 5. Increase cure time. 6. Use shrink fixtures to hold the parts flat as they cool ... Molding Method Guide Plenco thermoset molding compounds can and are being successfully molded by cold powder compression, preheat compression, transfer and injection molding methods ... Philosophy of Troubleshooting Injection Molding Problems Dec 3, 2014 — (See Section #6,. "Thermoset Injection Mold Design Tips"). 2. Polish the mold. 3. Increase stock temperature by increasing back pressure and/or.