

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
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CONNECT
CHAT



AND INTERACT
SAFELY

MARKET TO



NEW CUSTOMERS



PROTECT YOUR REPUTATION AND
ENHANCE BRAND LOYALTY

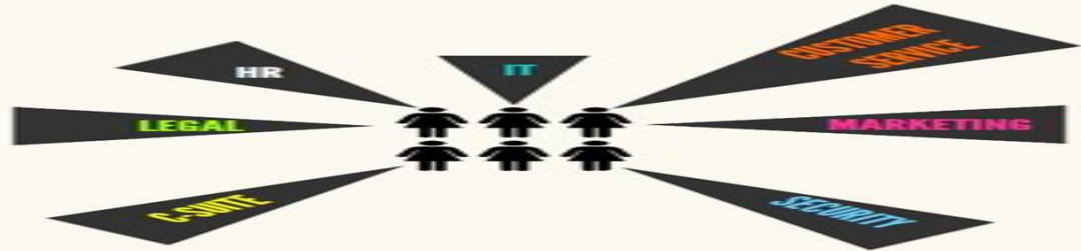
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OPPORTUNITIES OF TAKING BRAND GLOBAL



**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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Ideas Social Media Literacy

Roy S. Whitehurst



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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

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