

MEDIA LITERACY

KNOW YOUR SOCIAL NETWORK

Lesson Plan

PARTNER ORGANIZATION: Hanta Associates Ltd

Subject/Course	Media Literacy
Topic	Zoom Media Literacy - Know Your Social Network!
Level	Basic
Duration	10 minutes
Objectives	Identify social media brands & monthly active users.

Summary

Better Media literacy and all that it encompasses is an essential part of modern day life.

In order to achieve better media literacy, it is important to understand and be aware of the platforms that are used to project the media messages we receive on a daily basis.

This lesson will help users to understand what social media is, identify the most popular social media platforms and their total number of monthly active users.

Resources

Please see the list of resources below:

- Online quiz
- Exercise sheet
- Brand cards
- Whiteboard/Flipchart (for discussions)
- Video version (available via YouTube)
- Session quality questionnaire

Outcomes

By the end of this session, learners will:

- Identify social media brands and platforms
- Increase general knowledge
- The Monthly Active Users for each platform


Erasmus+



ZOOM
MEDIA

Part 1 - Social Media

ZOOM MEDIA

What is social media?

Social media is a means of communication which allows people to create, share, and/or exchange information and ideas with international communities and networks.



Part 1 - Social Media

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What is social media?

For business, social media is used for a multitude of reasons. It's used to market products, promote brands, connect people and create new business.

Social media is increasingly used by companies to better understand and interact with their customers.

Part 1 - Social Media

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What is social media?

For general users, social media can play a big role in their daily lives and can make up a large proportion of their social interactions.



Part 1 - Social Media

What is social media?

From simply talking with friends, to learning,to keeping up to date current events, the way social media is used is both broad and versatile.



Part 1 - Social Media

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What is social media?

For these platforms, branding is everything and it is important for them to have a strong identity.

By having a distinctive logo, they are able to stand out and be easily recognised.









EXERCISE #1

Part 1 - Social Media

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What is social media?

So, how well do you know your social media brands?

Take a look at these 10 logos and see how many of them you recognise.



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ZOOM MEDIA



ZOOM MEDIA



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ZOOM MEDIA

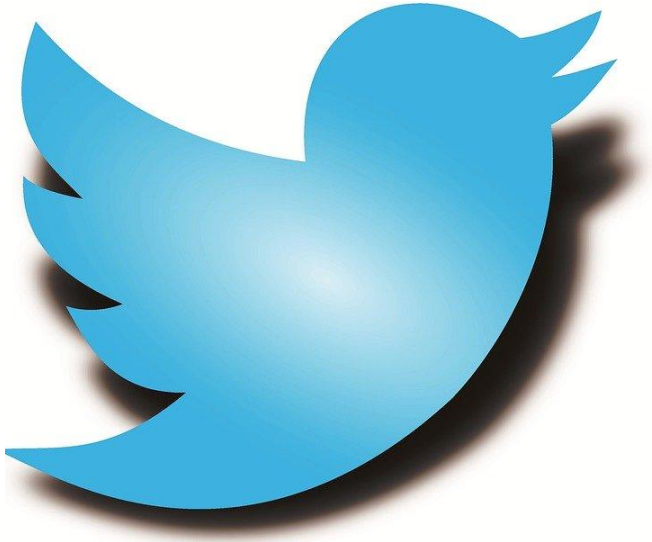


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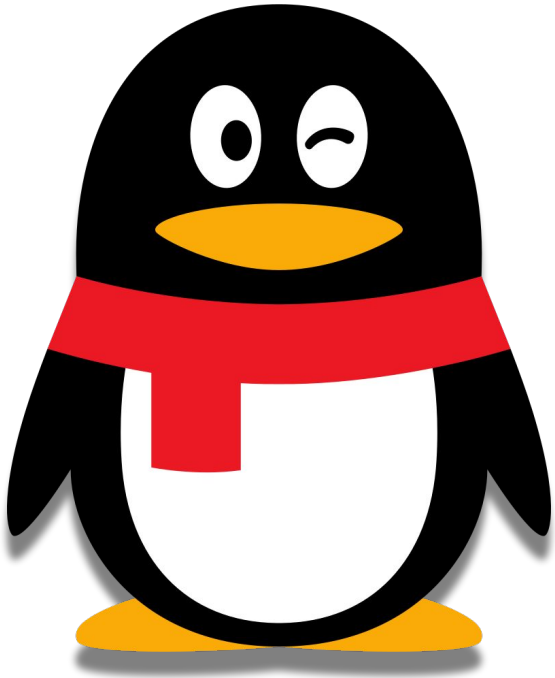
ZOOM MEDIA






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10

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How many did you guess right?



LINKEDIN



FACEBOOK



TWITTER



INSTAGRAM



TUMBLR



QQ



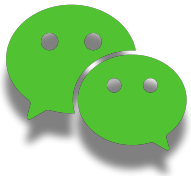
TIKTOK



SNAPCHAT



YOUTUBE



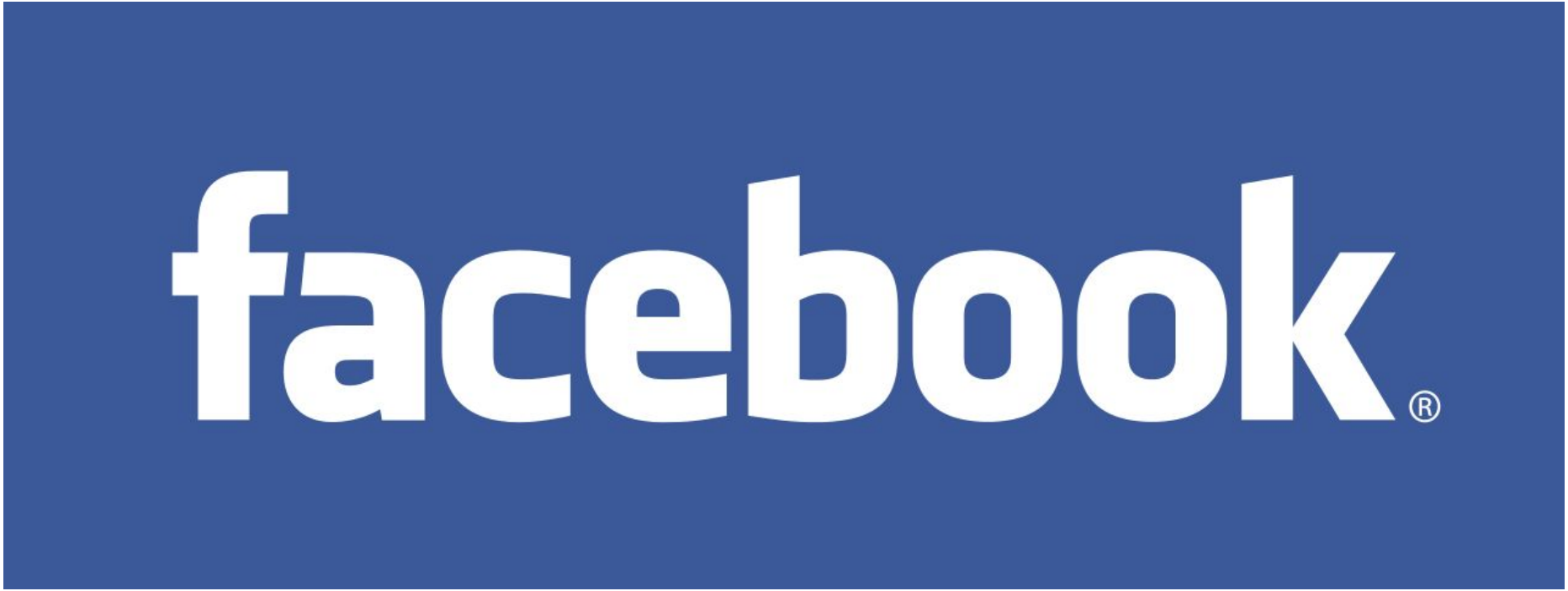
WECHAT

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MEDIA LITERACY

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facebook®

Part 1 - Social Media

Facebook is the largest social networking site in the world and the most widely used. It was the first platform to surpass 1 billion users, reaching over 60% of all internet users.

Users can network with friends and relatives, allowing them to publish text, images, videos, live broadcasts and stories.



Part 1 - Social Media

They can access different apps, sell, market or promote products, and brands through paid advertising.

In recent years, Facebook acquired popular bands such as Instagram and WhatsApp.

2.45 billion monthly active users




tumblr

Part 1 - Social Media

Tumblr, owned by Yahoo since 2013 is a social media blogging platform that is used to find and follow topics of interest.

Posts can either be multimedia or short-form blogs with many options to customize the page's appearance.



Part 1 - Social Media

One may also add texts, photos, links, video and audio files to their posts.

321.5 million monthly active users.

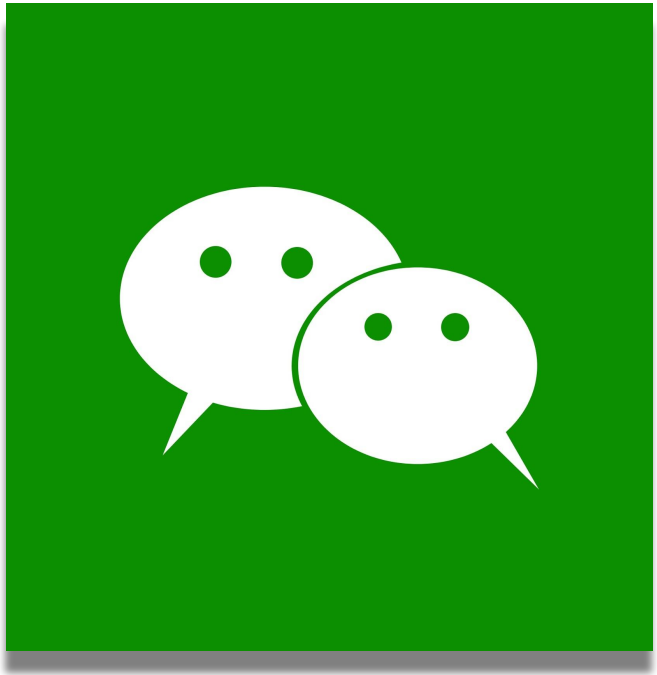



WeChat

Part 1 - Social Media

WeChat is an all-in-one communication app that enables you to connect with others.

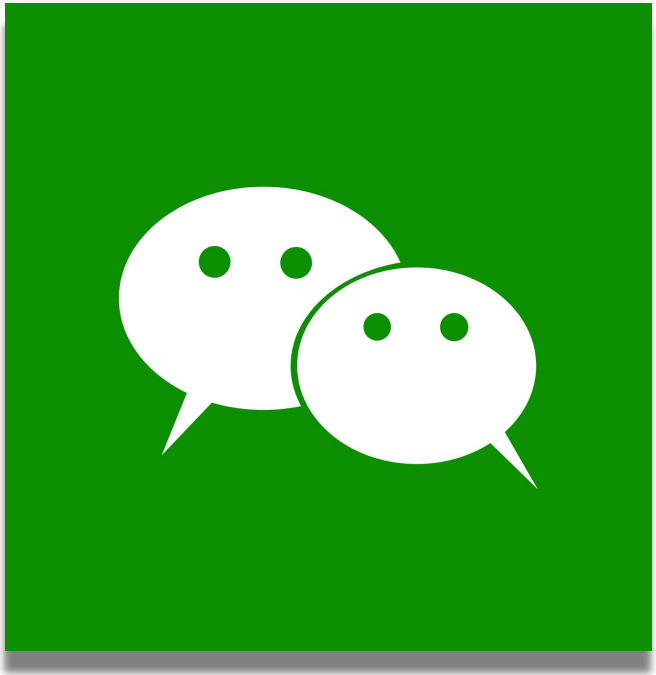
It started as a messaging app and expanded to allow its users to shop online, transfer money, share data and make reservations.



Part 1 - Social Media

It is extremely popular in China and some parts of Asia (as Facebook and other social media platforms are banned).

1.6 billion monthly active users




Instagram

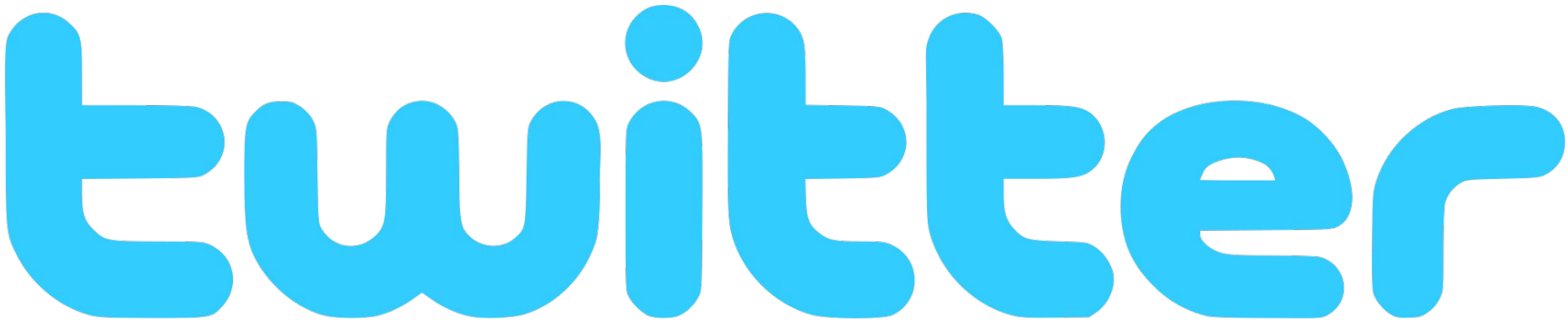
Part 1 - Social Media

Instagram is a photo and video sharing social media app that allows users to share photos, videos, stories and live broadcasts.

An increasing number of enterprises use the platform to promote their products through popular accounts, commonly known as influencers.

1 billion monthly active users

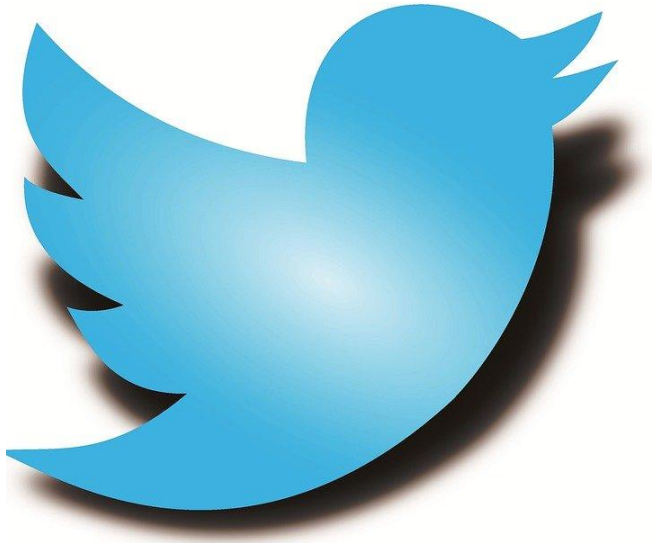



twitter

Part 1 - Social Media

Twitter is a platform that enables users to post short messages containing a limited number of characters (280) to convey messages to the world.

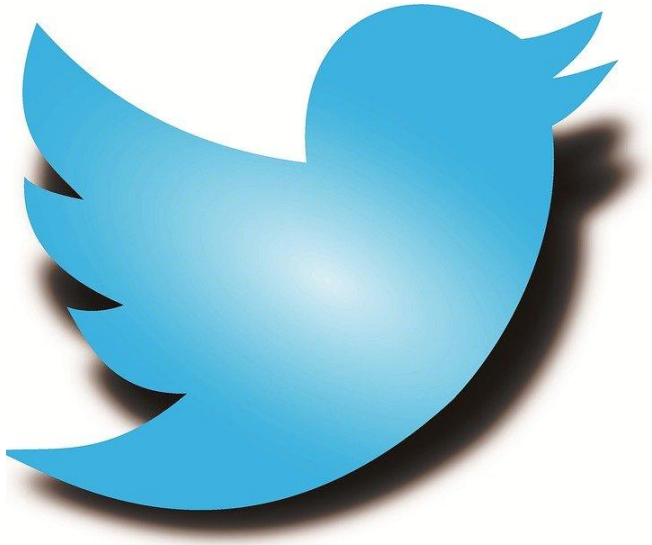
It is commonly used by news outlets, celebrities, influencers and even presidents for press releases and official announcements.

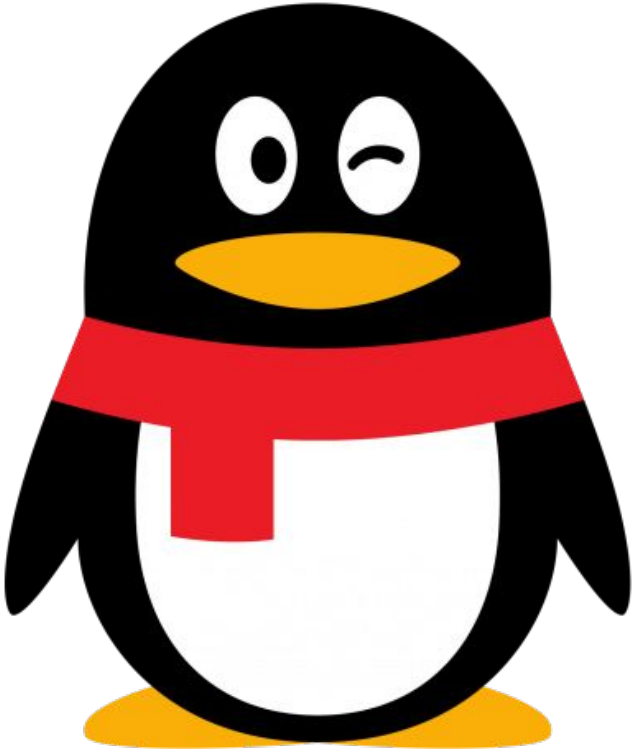


Part 1 - Social Media

Twitter, in recent years, launched their paid-advertising services and is extremely popular for its emphasis on real-time information.

330 million monthly active users



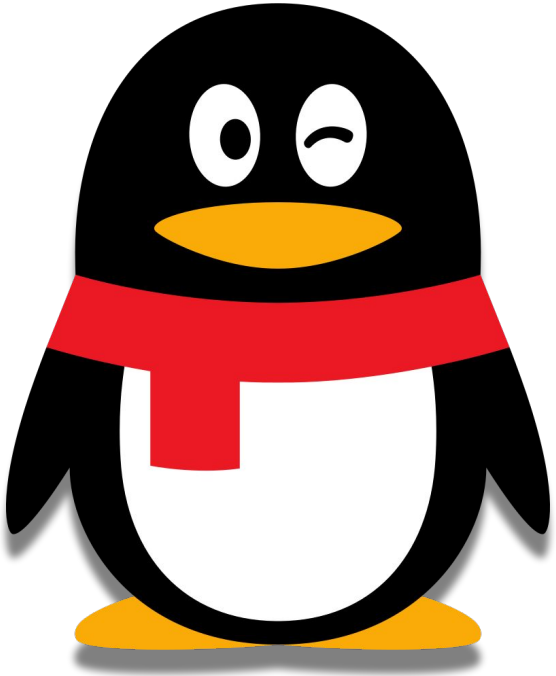


QQ

Part 1 - Social Media

QQ is a very popular instant messaging platform in China. It is also used in more than 80 other countries worldwide and enables users to watch movies, play games, shop, blog and make payments online.

659 million monthly active users




YouTube

Part 1 - Social Media

Youtube is the world's no.1 video-sharing platform with a daily average of one billion hours of videos being watched. It is also used as the second largest search engine after Google.

1.9 billion monthly active users

**Owned by google*




TikTok

Part 1 - Social Media

TikTok is a Chinese video-sharing social networking service owned by ByteDance, a Beijing-based company founded in 2012 by Zhang Yiming. It is used to create short dance, lip-sync, comedy, and talent videos.

Fairly new to the market, it has become increasing popular worldwide.

800 million monthly active users





SnapChat

Part 1 - Social Media

Snapchat is a mobile messaging application used to share photos, short videos, text and drawings.

It became hugely popular in a very short space of time, especially with young people.

293 million monthly active users




LinkedIn

Part 1 - Social Media

LinkedIn is a professional social media site where industry experts share content, network with one another and build personal brands.

It is a good place for businesses to establish themselves, their authority in their field and attract talent to their company.



Part 1 - Social Media

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Users can advertise and promote their content to their connections (friends/followers).

303 million monthly active users





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EXERCISE #2

Part 1 - Social Media

ZOOM MEDIA

Exercise #2

Match the following social media brands with the correct number of monthly active users (MAU).

Each question is timed, so you need to be quick.

Once completed, make sure you enter your name into the leaderboard.

Instagram	1 billion monthly active users
SnapChat	293 million monthly active users
LinkedIn	1.8 billion monthly active users
Tumblr	335 million monthly active users
QQ	642 million monthly active users
Facebook	2.28 billion monthly active users
YouTube	1.9 billion monthly active users
We Chat	861 million monthly active users
TikTok	800 million monthly active users
Twitter	450 million monthly active users

Submit Answers


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