



A Conversation about Social Media

Launch of Entrepreneurship Summit

Agenda

INTRODUCTION

USES OF SOCIAL MEDIA

TYPES OF SOCIAL MEDIA

MONETARY VALUE OF
SOCIAL MEDIA

Introduction

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts and information through virtual networks and communities.

Maya Dollarhide

Social media are defined as a group of internet-based applications that build on the ideological and technological foundations of 2.0 and that allow the creation and exchange of user-generated content. (**Kaplan & Haenlein**)



Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration

Ben Lutkevich

Social media is an internet-based form of communication that allow users share information and create web content.



Uses of Social Media

1. Share and find information
2. Fill up spare time.
3. Stay up with current dates and events.
4. To grow businesses
5. General networking

Types of Social Media

- Social Networks: Facebook, Twitter, LinkedIn, WhatsApp
- Media Sharing Networks: Instagram, Snapchat, YouTube, TikTok
- Discussion Forums: Reddit, Quora, Digg.
- Bookmarking & Content Curation Networks: Pinterest, Flipboard.
- Consumer Review Networks: Yelp, Zomato, TripAdvisor.

Examples of Social Media



Social networks

WhatsApp

The main draw of WhatsApp is it allows you to send and receive calls and messages using only an internet connection.

- Voice and video calls
- Voice messaging
- Secure messaging
- Photo and video sharing
- Document sharing
- WhatsApp Business
- Desktop Access



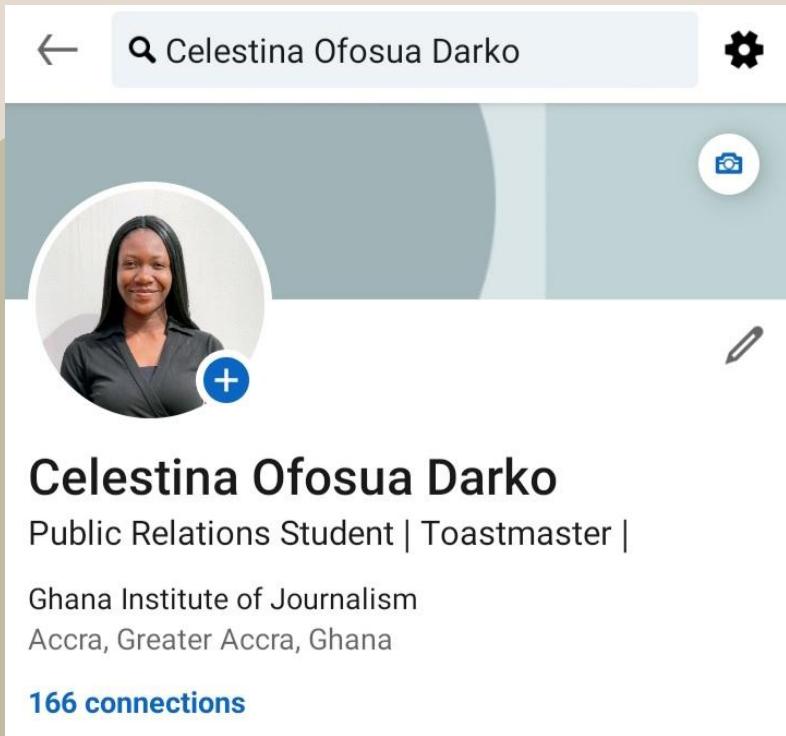
Facebook

Facebook is a form of social media network that connects people through an online platform by sharing content like text status posts, images, videos and blog posts

- Profile
- Newsfeed
- Friends
- Followers
- Groups



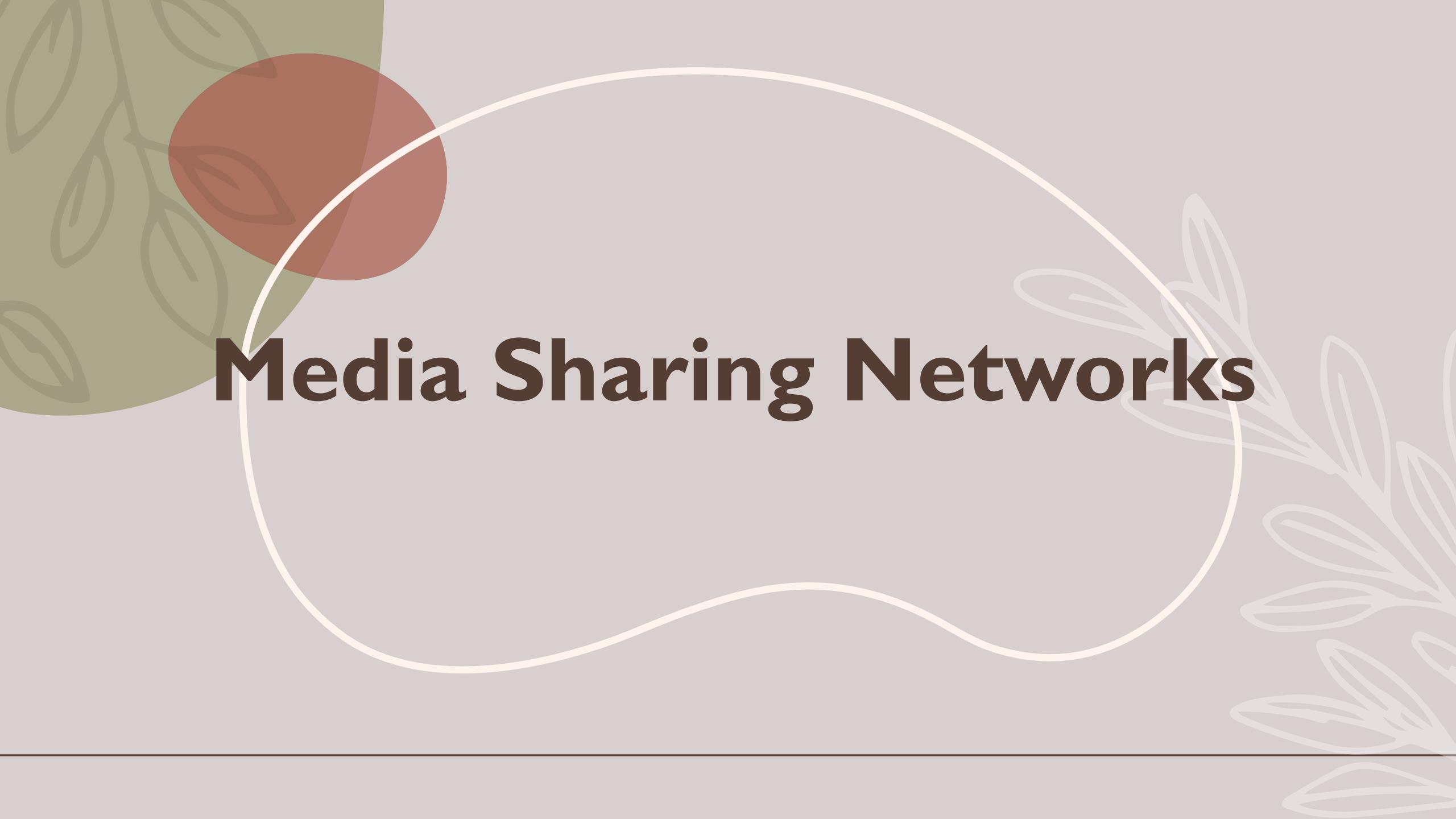
LinkedIn



A screenshot of a LinkedIn profile for Celestina Ofosua Darko. The profile picture shows a young woman with dark hair. The profile summary includes her name, title as a Public Relations Student and Toastmaster, and her affiliation with the Ghana Institute of Journalism in Accra, Greater Accra, Ghana. It also shows she has 166 connections. The profile is in edit mode, indicated by a pencil icon.

Celestina Ofosua Darko
Public Relations Student | Toastmaster |
Ghana Institute of Journalism
Accra, Greater Accra, Ghana
166 connections

- Largest professional network on the internet.
- Find jobs or internships, connect and strengthen professional relationships
- Learn skills needed for your career path.
- Organize online and offline events, join groups, write articles,
- Post photos and videos to help build your professional life.



Media Sharing Networks

Instagram

A free photo and video sharing app used to upload photos and share with followers, groups or friends.

- Sending and receiving direct messages
- Uploading, editing and posting photos
- Exploring and finding people to follow



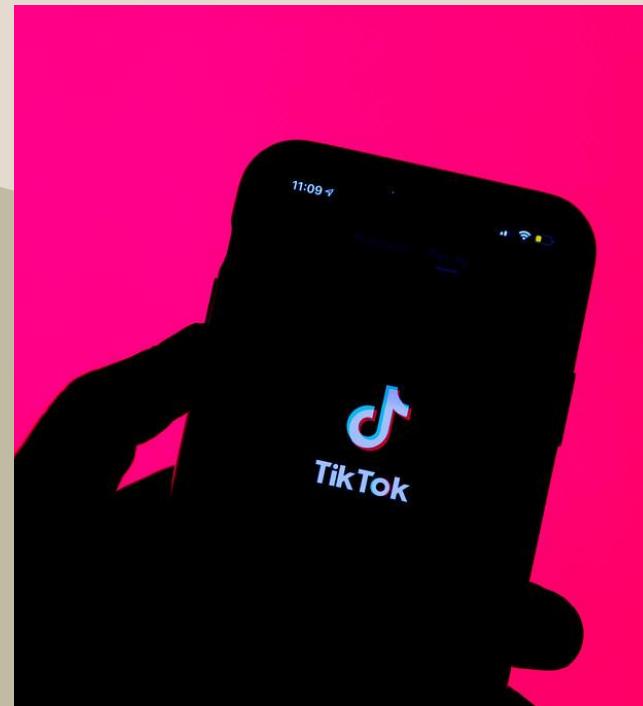
Snapchat



**Discover
memories
Chat
Snapstreak**



TikTok

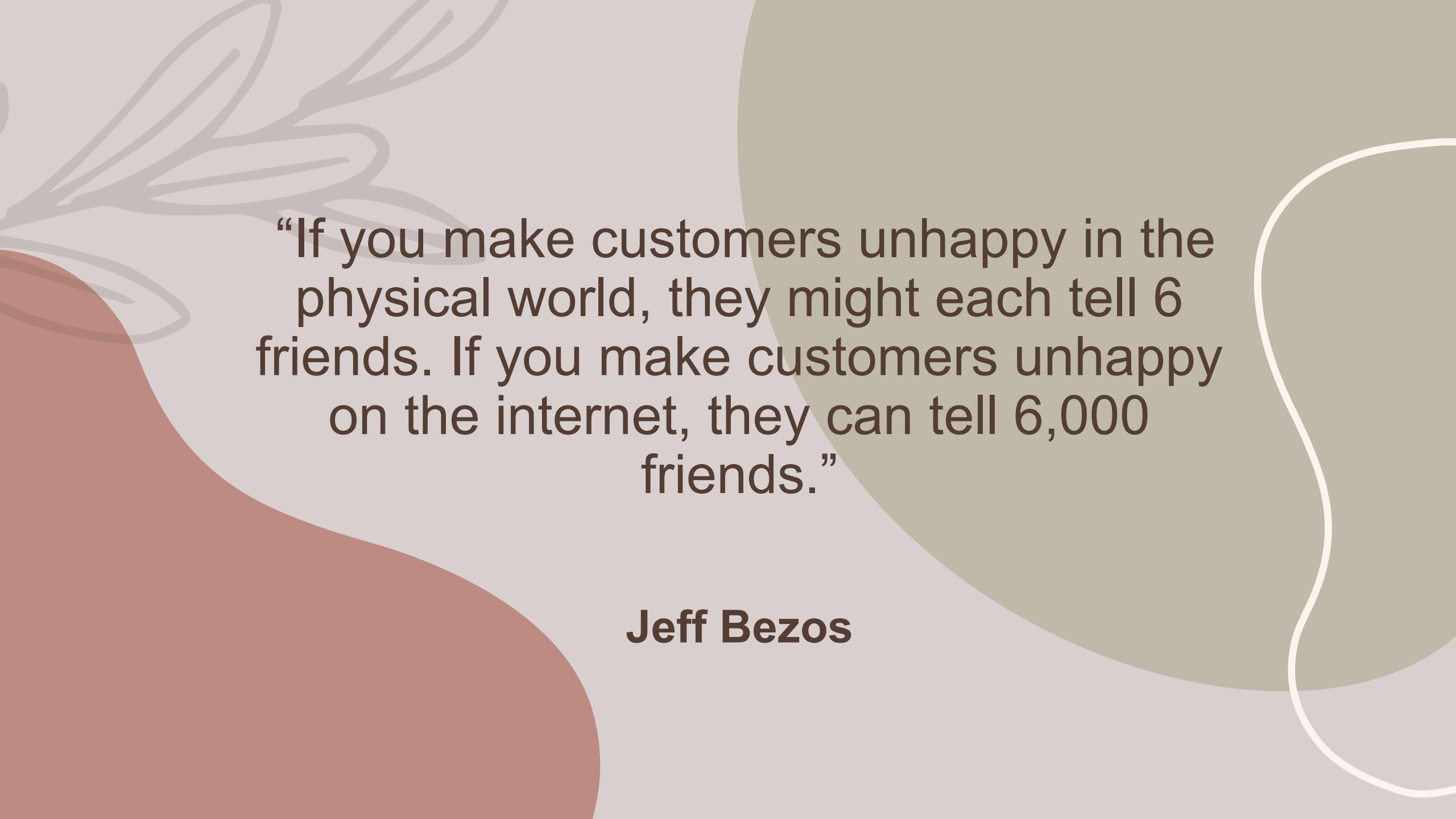


Content Curation Networks



Pinterest

An image sharing and social media service designed to enable saving and discovery of information on the internet using images, smaller videos in pinboards form.



“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the internet, they can tell 6,000 friends.”

Jeff Bezos

SHARE

TWEET

ADD

SOCIAL MEDIA

POST

FOLLOW

LIKE



Thank you