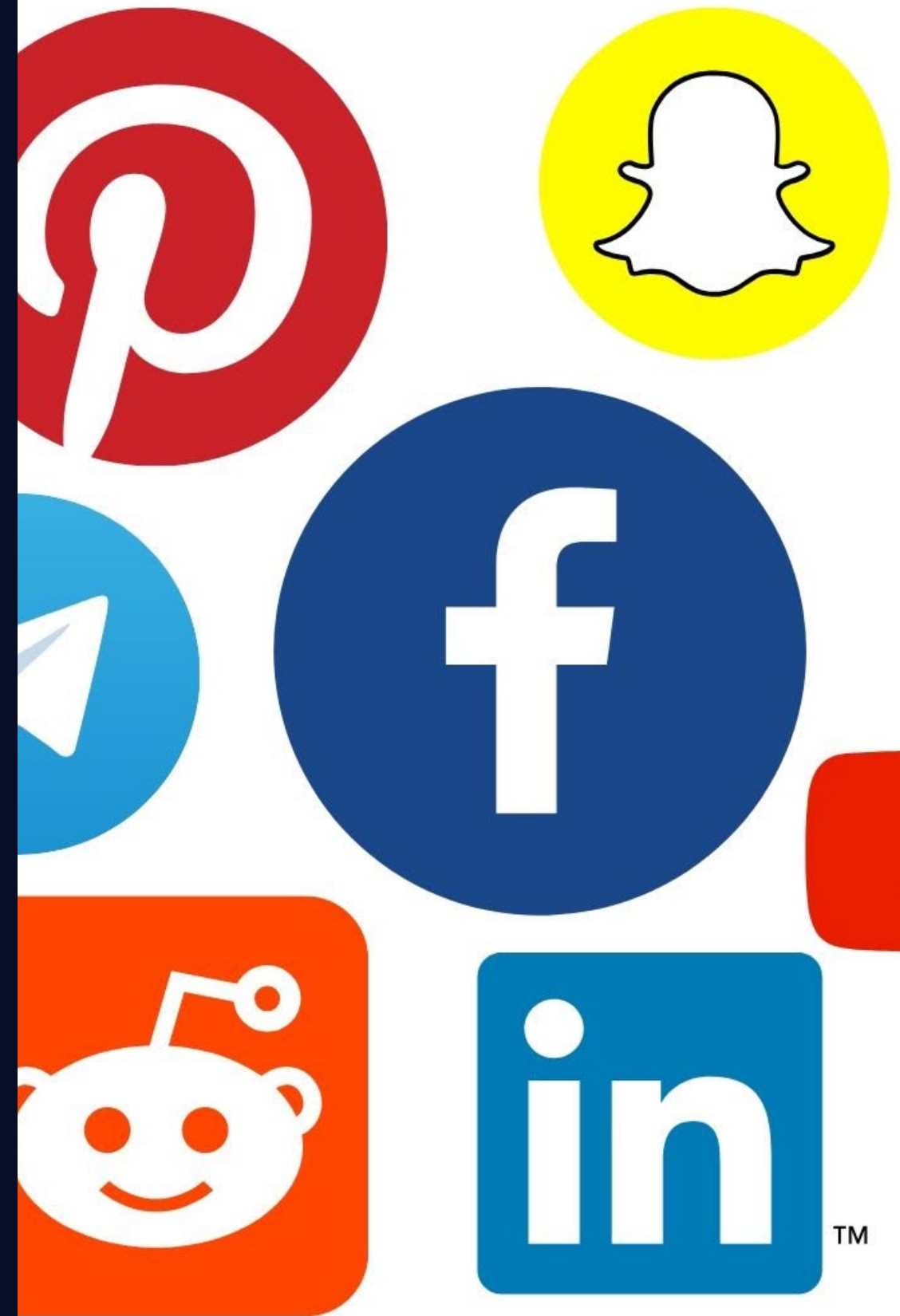




Welcome to the Wonderful World of Social Media

From Facebook to Tik Tok, social media has become an integral part of our lives and the way we connect with others. Let's explore the most popular social media platforms and discover some of their unique features.

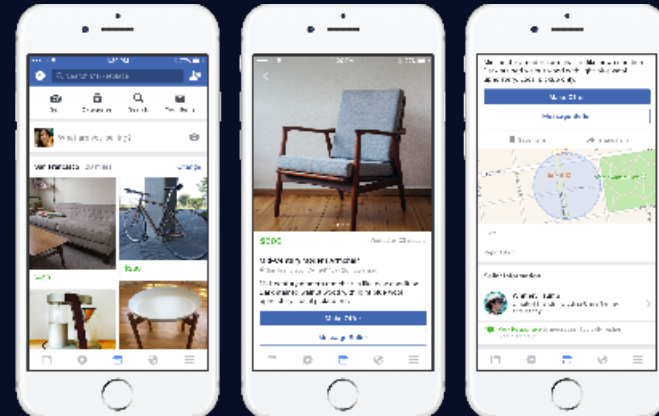


Facebook: More Than Just a Social Network



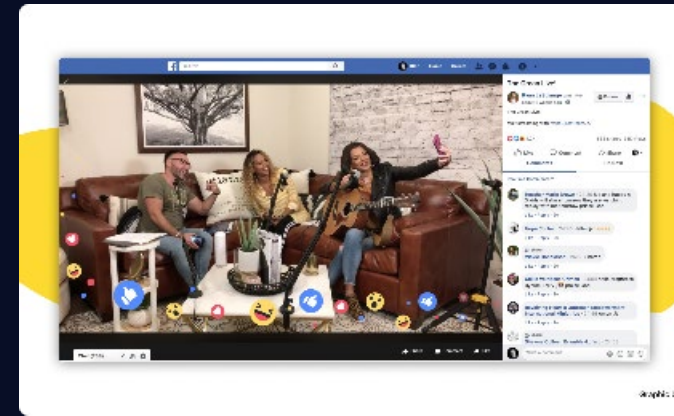
Connecting with Friends

Facebook allows you to connect with friends and family, share updates, and engage in conversations in groups and pages.



Marketplace

Shop and sell items on Facebook Marketplace – an online sales platform where you can find everything from vintage furniture to handmade crafts.



Live Streaming

Go live and engage with your audience in real-time with Facebook Live – a feature that allows you to connect with people through video.



Advertising

Advertise your business on Facebook and target a specific audience with ads that appear in News Feed, Stories, and more.

Instagram: The Visual Storyteller's Paradise



Photo & Video Sharing

Instagram is a social media platform that centers on photo and video sharing. Users can post photos and videos, like and comment on posts, and follow users.

IGTV

IGTV allows users to create long-form, vertical videos that engage followers in a more immersive way.

Filters & Effects

Express yourself and enhance the look of your feed with Instagram's filters and effects – a tool that allows users to edit and apply filters to their images and videos.

Explore Page

The Explore Page allows users to find new accounts to follow and discover content based on their interests.

Twitter: The Platform That Changed the Game



1

140 Characters

Twitter was originally a platform where users could post short messages with a 140-character limit. This limit has since been increased to 280 characters.

Hashtags

Twitter introduced the hashtag – a symbol that allows users to categorize content and search for specific topics.

2

3

Trending Topics

Twitter shows users what topics are trending worldwide, and users can join in on conversations, follow trends, and share their opinions.

LinkedIn: The Professional Social Network



Networking & Job Hunting

LinkedIn is a social network for professionals and offers features such as job postings, resumes, and networking events.



Learning

LinkedIn Learning offers online courses and video tutorials on a variety of topics such as business, technology, and creative skills.



Pulse

LinkedIn Pulse offers a personalized newsfeed and allows users to follow and share articles from top industry leaders and influencers.

Snapchat: The App for Instant Gratification



1

Photos & Videos

Snapchat allows users to send photos and videos with captions that disappear after a few seconds.

3

Discover

Stay up-to-date with news, pop culture, and more with Snapchat's Discover feature – a place to find bite-sized content from various media outlets.

2

Filters & Lenses

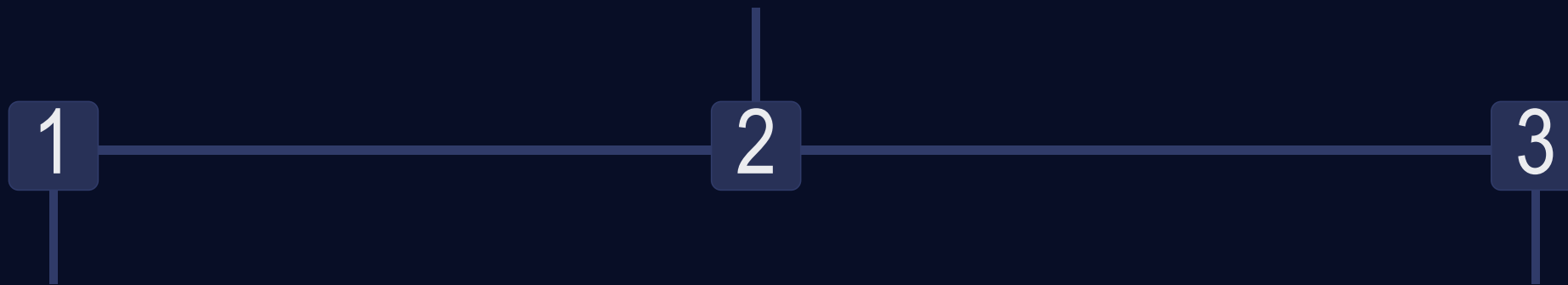
Make your snaps more playful with a variety of filters and augmented reality lenses that add animation or changing backgrounds to your photos and videos.

YouTube: The World's Largest Video Platform



Monetization

Monetize your YouTube channel and earn revenue from ads and product placements.



Content Creation

YouTube allows users to upload and share videos on a variety of topics – from tutorials and product reviews to travel logs and cooking shows.

Live Streaming

Engage with your followers in real-time with YouTube Live – a feature that allows creators to stream video content and chat with their audience.

TikTok: The Short-Form Video App



For Fun

- Short, funny clips
- Dance challenges
- Humorous skits

For Creatives

- Unique editing effects
- Breakout moments
- Collaborations

For Brands

- Engage with younger audiences
- Partner with influencers
- Share user-generated content