



Social Media

Social Media

Do you use social media?
Which platforms?

Social media is a technological tool that allows you to share your information and ideas with others in an online community.

There are numerous social media networking sites. Let's take a look at the most common ones and key vocabulary for each of them.



YouTube

YouTube is a video platform where **YouTubers** create content then **upload their videos** to their **channel**. Users can **subscribe to** (or **unsubscribe from**) different channels to watch various videos. The videos can have any content as long as the material isn't **copyrighted** to another owner. **Vlogging** and **mashups** tend to be very popular. Videos can be put together into **playlists** and you can even **go live** and **live stream** too.

Youtubers can **monetise** their videos too. **Ads** are inserted into the videos and depending on numbers of **views** and **clicks** on the ads, profit is made.

Subscribers can **comment on** and react to videos too with **thumbs up** and **thumbs down**. This platform automatically generates **subtitles** for its videos as well.



Blog

Blogs provide more content and are perfect for those who enjoy reading.

Bloggers write about their speciality and people who subscribe to and **join the mailing list** of bloggers can receive the latest content in their inbox.

The blogosphere is also a profitable industry. Bloggers can **collaborate** with companies and provide links within the blog or advertise products and services too.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is centered within a solid blue rectangular background.

facebook®

Facebook

Facebook is a site that provides numerous tools. You can add information to your **profile** (**profile picture** / **cover image**), **update** your **status**, **post** pictures or videos, where you can **tag/untag** others, and see popular public content, such as **memes**.

Facebook is a great tool for connecting to others too. You can **send, accept and reject friend requests**, see **mutual friends** you have in common with your own friends and there is an **instant messaging** tool available too. On the Facebook **feed**, you can see content that your friends post and **like, share, save** or **react** to the content with **emoticons**. When your friends post, you can receive **notifications** too. Of course, you can **make your content private** and **report** any inappropriate posts to the administrators.



Instagram

Instagram

Instagram is all about pictures and videos. You can take **selfies** or pictures of beautiful landscapes and post them to your profile or your **story**. You can **edit** the photos and videos by adding **filters** and **stickers**.

Instagram is full of **influencers** who sell products or services to their **fanbase of followers**. You can easily **follow** an account, sign up for notifications and also “love” content by **double-tapping** the image or video.

The top stories and **reels** from around the world can be seen by millions and it may even **go viral**.

Linked in



LinkedIn

LinkedIn is a more professional social networking site for keeping others updated about your professional life and career. You can **connect** to others in your industry and **make connections** with people in your professional environment. You can post **news** or updates about your career progress to keep your **network** informed.

You can also **react** to the news of others in your network, you can like, **celebrate**, **support** and commend insightfulness and curiousness on their posts too.



Twitter

Twitter

Twitter is a more limited social networking tool for creating short **tweets** to your followers with a limited number of **characters**. You can **retweet** the content of others, add **hashtags** to your tweets, save tweets as **bookmarks** and see what is **trending** in the Twittersphere.

Social Media

What are the dangers of
social media?

Cons of Social Media

- Users can be **cyberbullied**
- **Haters** may write terrible comments on posts
- Users can become **addicted** and spend too much time on these sites
- You may encounter **stalkers**
- **Data privacy** can become an issue
- Young users tend to encounter the **fear of missing out**
- **Self-image** can be damaged
- You may fall victim to **clickbait**

Social media is a great tool - you can **keep up with** what's happening in the world, **come across** new ideas and information and stay in touch with friends and family.

All you have to do is **log in** to your account and you have access to everything. You can easily **comment on** posts and **react to** your feed.

Phrasal Verbs for Social Media

to keep up with

transitive - inseparable

To be updated

You need to keep up with global affairs.

Phrasal Verbs for Social Media

to come across

transitive - inseparable

To discover

I came across a really interesting article

Phrasal Verbs for Social Media

to log in

intransitive

To enter an account

Can we log in?

Phrasal Verbs for Social Media

to comment on

transitive - inseparable

To write online

Did you comment on my post?

Phrasal Verbs for Social Media

to react to

transitive - inseparable

To like, celebrate, love a post

I reacted to your post



Practice 1

It's conversation time!

<https://virtually-fluent.com/wp-content/uploads/2022/04/16-Social-Media-Conversation-.pdf>



Practice 2

It's debate time!

Social media and instant messaging is creating bad grammar and written communication skills



Social media advantages outweigh the disadvantages



Social media is dangerous for children



We rely on social media too much



Social media is replacing
face-to-face contact



Social media can be advantageous
for small businesses



Social media needs government regulations



Companies should ban their employees from having social media sites



Certain public figures should have
their social media profiles banned



Social media is making people
lonelier



Scrolling through social media
sites is a waste of time



Social media is necessary for the
modern world



Prospective employers should be allowed to see your social media profiles



Influencers and YouTubers earn too much money



Social media companies need to
do more to control fake news



Social media provides us with a
tool for free speech



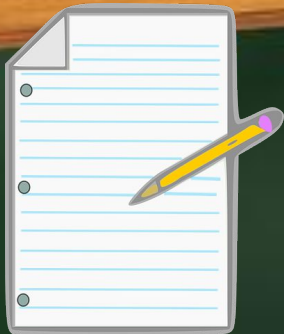
Any questions?



REVIEW



Social Media



HOMEWORK

UPLOAD A WRITING ASSIGNMENT

Link:

<https://virtually-fluent.com/topic/social-media-pros-and-cons/>