**1-4 Media Literacy: Exploring Social Media**

**Media Literacy:**

The ability to access, analyze, evaluate, use and create media. Individuals, groups or institutions such as schools that are better able to understand the complex messages we receive from television, radio, Internet, newspapers, magazines, books, billboards, video games, music, and all other forms of media will have many more opportunities than those who do not. Understanding the pros and cons of media literacy will help make sense of the exponential change that we are experiencing and possibly make us more aware of the benefits and drawbacks.

**Social Media**

Devices and media sites have taken over our lives. It’s hard to even imagine that [over a decade ago there was no Facebook, Instagram or Twitter](http://www.internetmarketingninjas.com/blog/social-media/whats-so-social-about-social-communities/)! In the late 1990s people were actually waiting to hear from each other because even email wasn’t that common. How does social media actually influence our lives and society in general? Can and how do we use it for personal productivity?

Some may see it negatively impacting us and others see it as a positive. I believe it is not going away and ignoring it will hinder the opportunity to right so many of the wrongs in this world. We can make a positive change if we do not exploited it for the wrong reasons.

Social media has definitely made us closer to other parts of the world – as someone who uses media in an educational setting, personal setting and business setting, the opportunities for effective communication, marketing and promotions, and entrepreneurship are greater than ever. However, we need to be careful to use it with integrity and avoid exploiting it for the wrong reasons.

**Assignment**: You have a multitude of choices from the list below. Select 5 and investigate the pros and cons each has to offer. Then choose 1 of the 5 previously selected and explore how to use it so that you can introduce it to someone and they can start applying it in their own lives.

Facebook Tumbler Pinterest EBay

Instagram You Tube Snap Chat Email

Twitter Websites: Weebly, Go Daddy, …

Blogging Vine Linkedin

Voice Deviant Art Other

Questions to consider:

1. *What is the purpose?*
2. *Who created it and why?*
3. *How do you use it effectively - steps?*
4. *Can it be used to make income – how?*
5. *What are your goals regarding using it?*