Social Media

SLIDESMANIA.COM

Introduction

Social Media refers to websites or apps that are designed to share content and information to others quickly and efficiently. When people think of social media, they normally think of the apps on their phone or device. Social media is mainly used as of form of entertainment, but it can also be used as a form of communication.

SLIDESMANIA.COM

Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

Positives of Social Media

- Communicating and staying connected
- Finding new friends
- Learning new things
- Raising awareness
- Building businesses

Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

Negatives of Social Media

- Distracting
- Less face-to-face interaction
- Cyberbullying
- Unrealistic expectations
- Disrupts sleep
- Addictive

SLIDESMANIA.COM

Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

TikTok

A majority of Tik Tok users are 10-19 year olds. Tik Tok is mainly used as entertainment value and most of the videos are less than 30 seconds long. Like most social media platforms, Tik Tok is very addictive and keeps the viewer engaged since you have to keep swiping the screen to see the next video. There are about 1.2 billion active users on Tik Tok.

SLIDESMANIA.COM

Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

Instagram

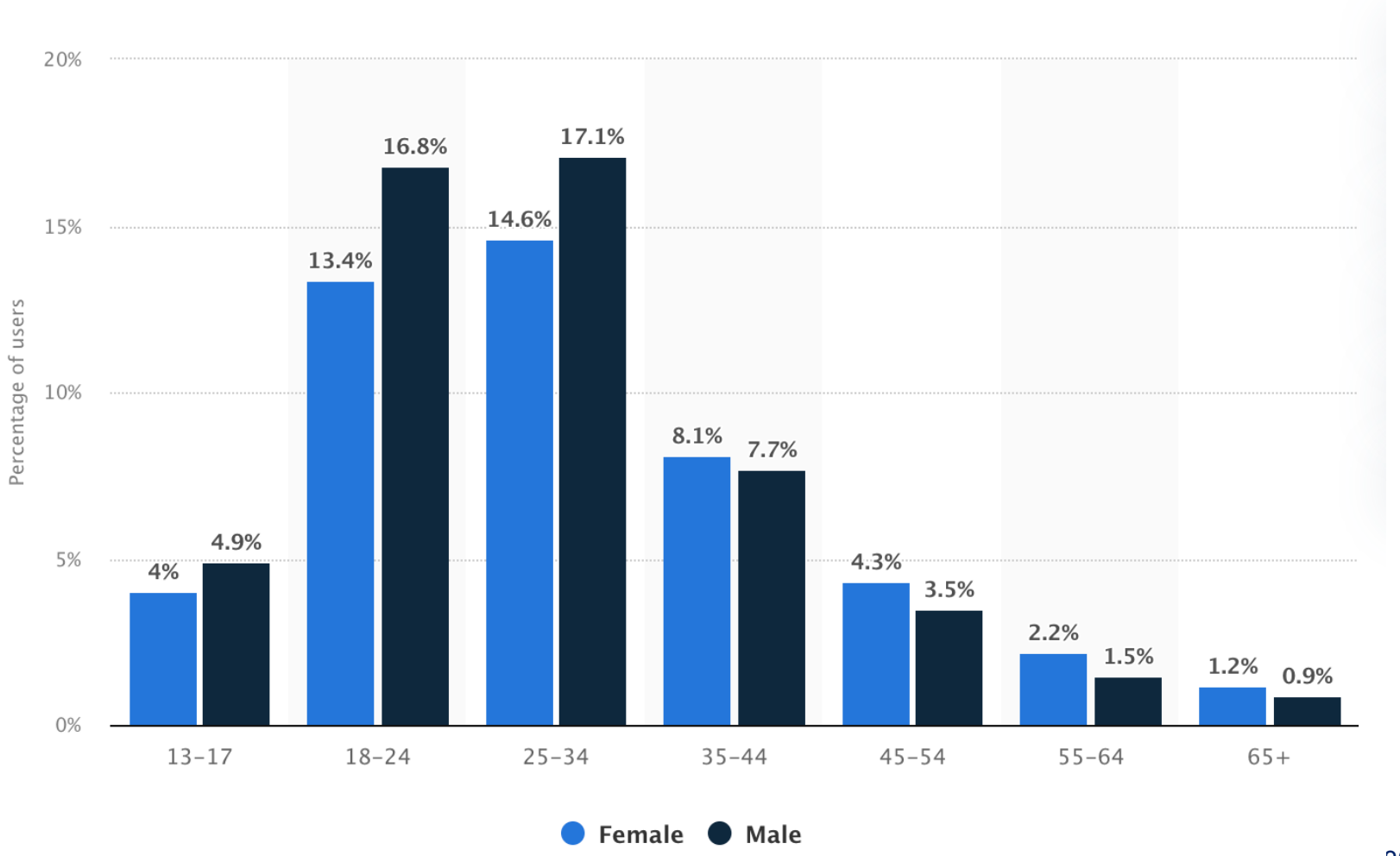
There are about 1.4 billion people using Instagram today. Instagram is used to share photos and videos with others. It can give away location based on what you post. This can be a positive because if people need to know where you were last, they could easily find you. But this is also a negative because others can know where you are and where you are not, and they can get personal information though you.

SLIDESMANIA.COM

Instagram Age Graph

1.
2.
3.
4.
5.

April 2022



Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

Facebook

Facebook is a website that allows users to connect with other people, like friends, colleges, or people they don't know. It is used to share pictures, music, videos, news, and opinions. This is nice because you can be up to date with what's going on with your community and stay connected. But Facebook can also be dangerous because you are at risk of being hacked and meeting dangerous people on the platform.

SLIDESMANIA.COM

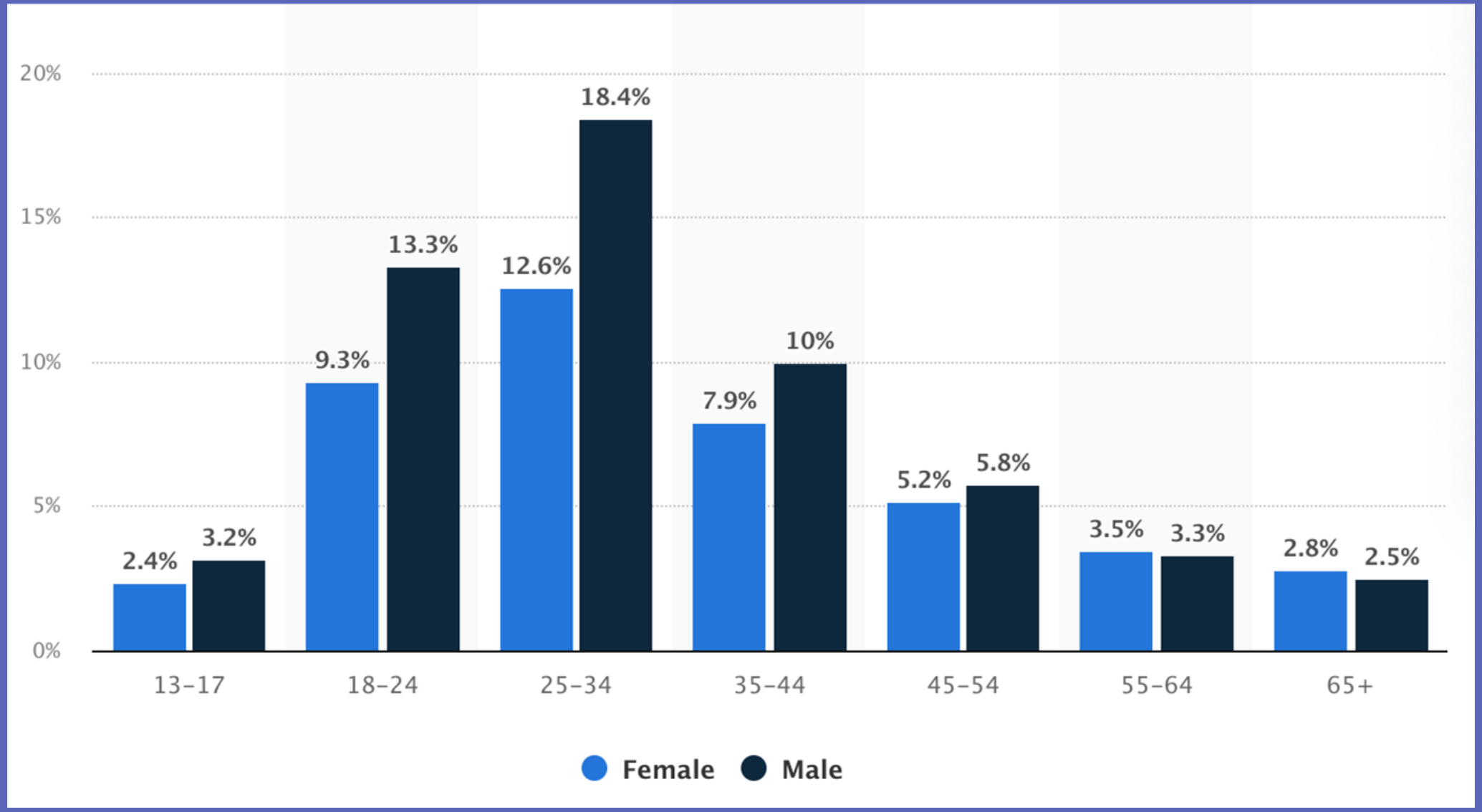
1.

2.

3.

4.

5.



January 2022 Facebook Age Demographics

SLIDESMANIA.COM

Positives of Social Media

Negatives of Social Media

1 TikTok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

Pinterest

Pinterest is a platform used to find inspiration and to discover new information through pictures and short videos.

Pros:

- You can save pins and find them again when you need it
- You can easily find what you are looking for

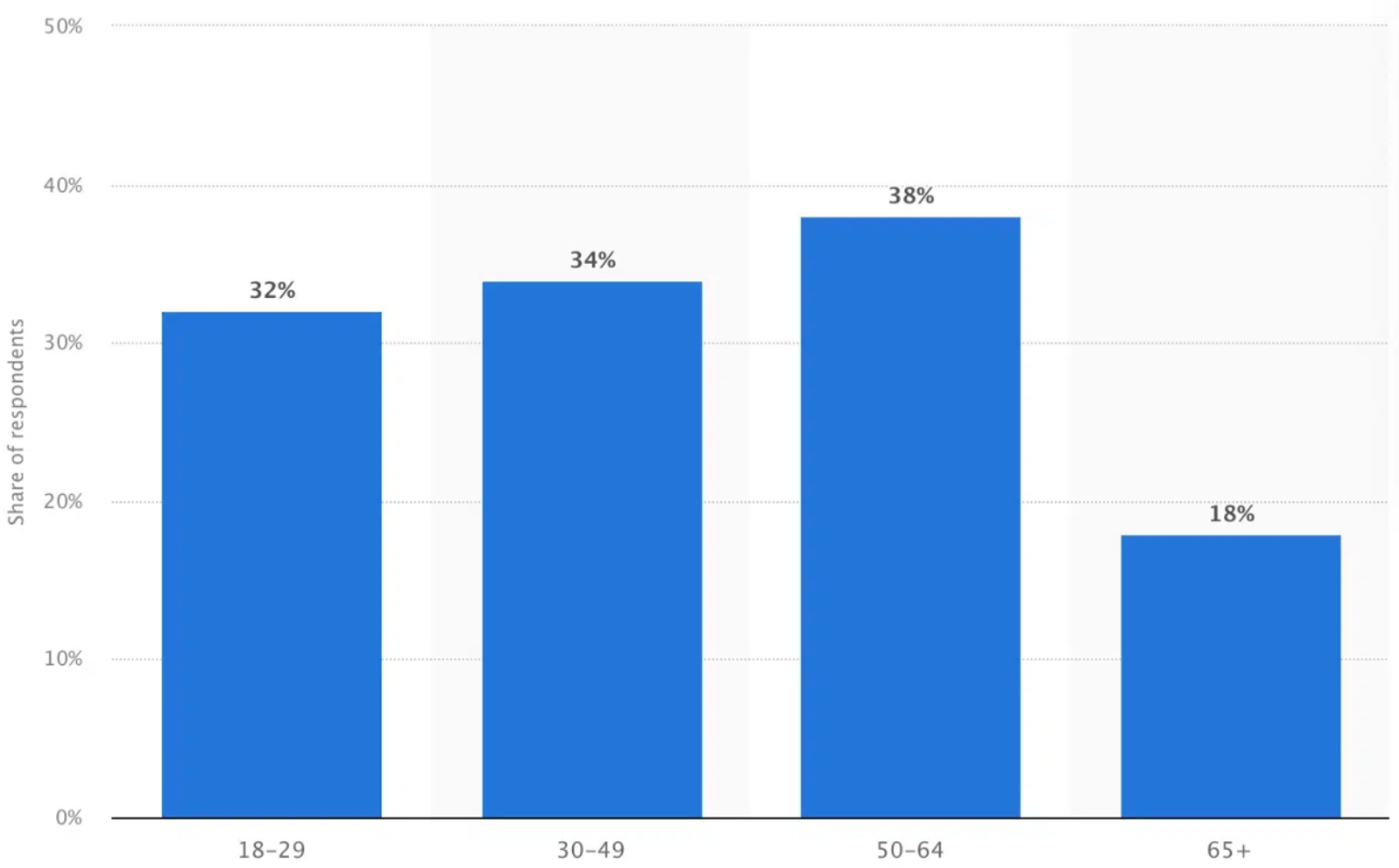
Cons:

- It can be time consuming/addictive
- It can be hard to start a new business on Pinterest

SLIDESMANIA.COM

Pinterest - January 2022 Demographics - Age

1.
2.
3.
4.
5.



1

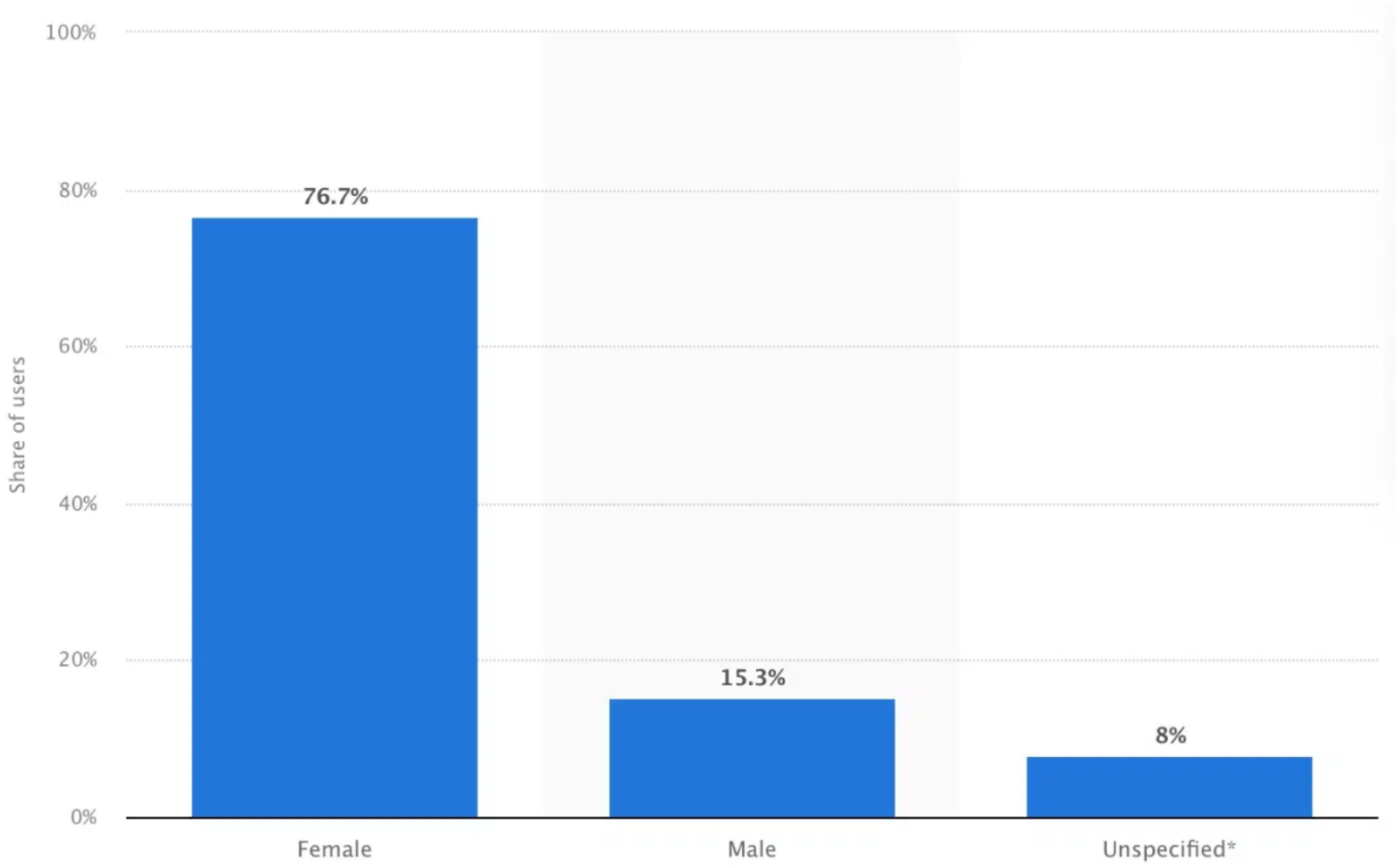
2

3

4

5

Pinterest - January 2022 Demographics - Gender



Positives of Social Media

Negatives of Social Media

1 Tik Tok

2 Instagram

3 Facebook

4 Pinterest

5 Youtube

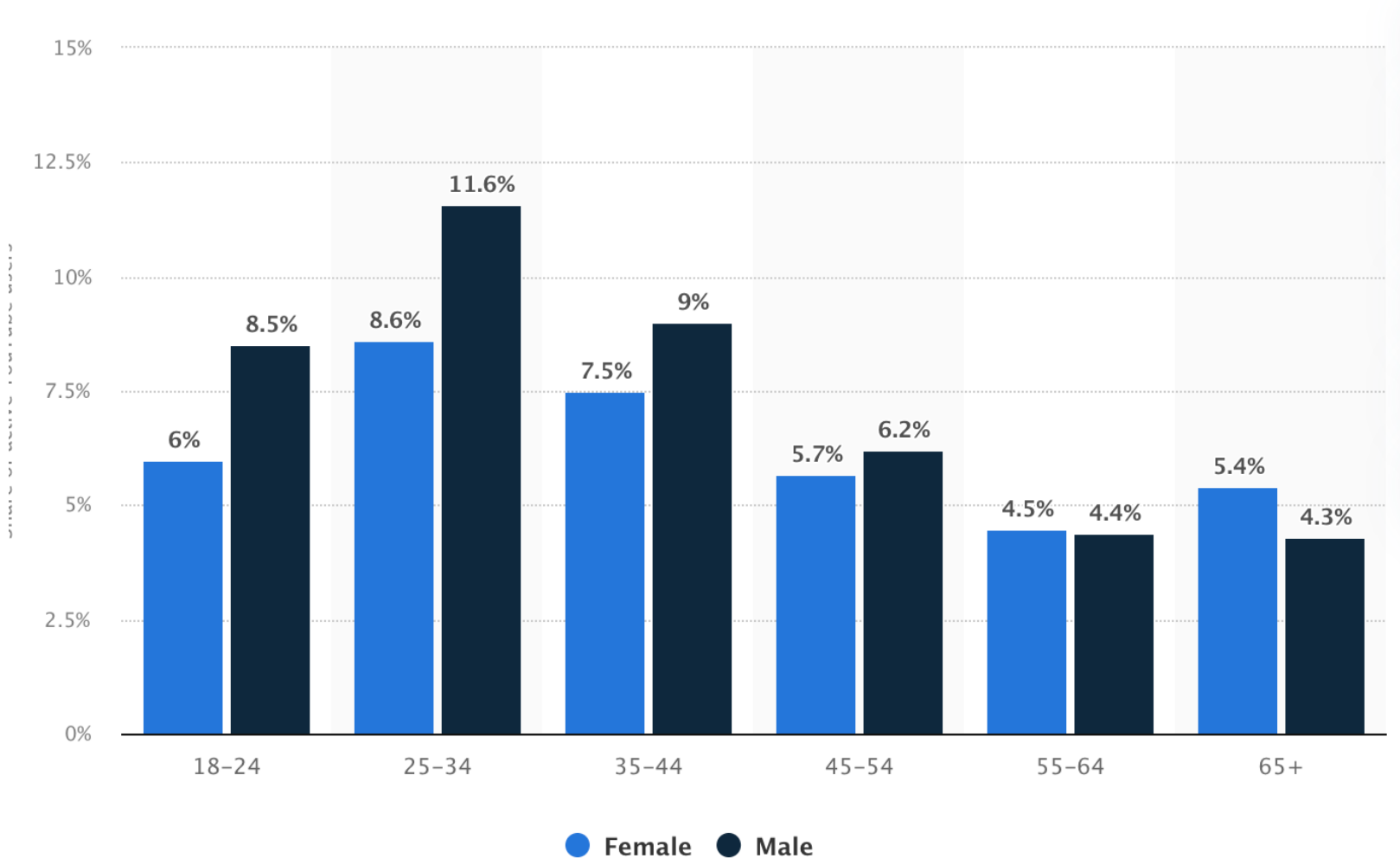
Youtube

Youtube is the second most visited website after google search. It is a form of social media that focuses on videos and entertainment. It is mainly informational. Some positives of Youtube are that you can upload your own content to share with others. You can find new music and videos to enjoy. Like any social media platform, there are also negative of Youtube. Since anyone can upload anything, you can get incorrect information. You can run into inappropriate or mean/rude content, which can also be a sign of cyberbullying.

SLIDESMANIA.COM

Youtube - April 2022 Demographics

1.
2.
3.
4.
5.



SLIDESMANIA.COM

Snapchat - Pros

- It can be used as a source of new/information
- It allows people to be more expressive
- It makes it easier to communicate across different platforms
- Reconnect with others
- Easy way to keep in touch with friends and family

Snapchat - Cons

- Your location is shared with people when you are online
- Sharing information that you can’t track
- It can be addictive
- Using filters can give unrealistic expectation
- 10 second video limit