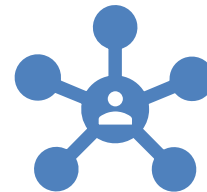


# Mankato Computer Technology University

## **Discover Social Media**

How it can keep you connected, informed, and inspired



# What This Class Covers

How social media helps you stay connected

Using Facebook, Instagram & WhatsApp

Video chatting with family

Joining hobby & community groups

Exploring new interests

Safety tips & best practices

# 2025: What's Changed

- Social media now blends media, commerce, and community

- More immersive and interactive content expected

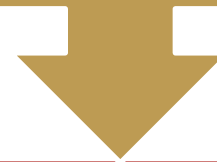
- Authentic creator-led content continues to rise

## AI & Automation

- AI-generated posts: images, videos, captions



- Smarter ad targeting & hyper-personalized feeds



- Data-driven analytics for optimization

# Why Social Media Matters



Stay in touch with family and friends



Follow community news and events



Explore hobbies, interests, and creativity



Connect with others who share your passions

# Overview of Major Social Media Platforms

Facebook •  
Instagram • TikTok •  
X (Twitter) • LinkedIn

A high-level look at  
their audiences,  
features, and use  
cases.



# Facebook Basics

Connect

Connect with friends and family

Join

Join groups for hobbies, neighborhoods, and clubs

Share

Share photos, stories, and life updates

Discover

Discover events and local happenings



# Facebook

- Large, diverse global audience

- Strong for communities & groups

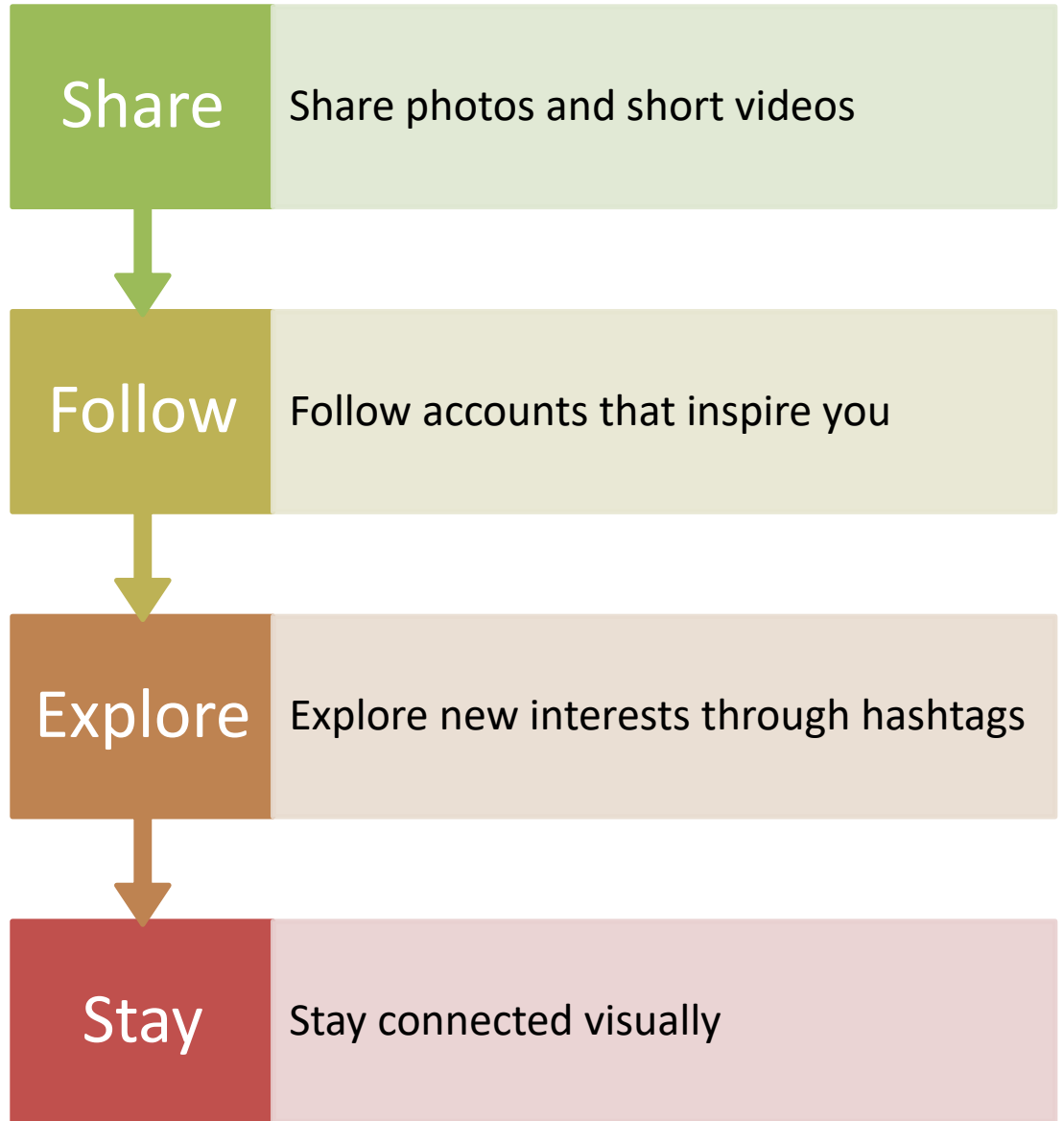
- Widely used for events and local communication

- Popular for long-form posts, photos, and sharing links

- Strong advertising tools for targeted marketing



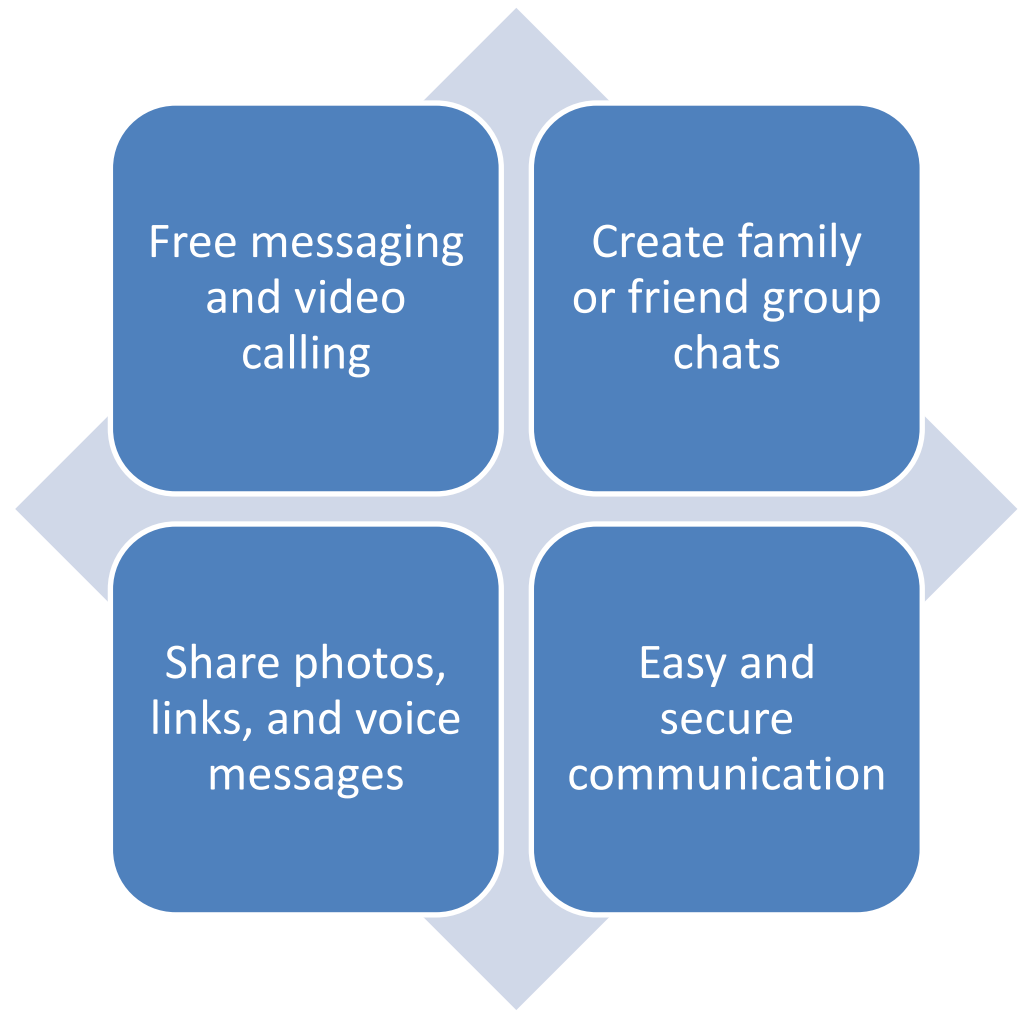
# Instagram Basics



# Instagram

- Visual-first platform: photos, Stories, Reels
- Popular with younger and creative audiences
- Great for branding and influencer marketing
- Reels drive high engagement
- Business tools include shops, ads, insights

# WhatsApp Basics





# TikTok

- Short-form video platform dominating youth culture

- Highly algorithm-driven personalization

- Strong trends, challenges, and viral potential

- Excellent for creators and rapid audience growth

- Brands use TikTok for storytelling & product discovery

# X (Twitter)



- Real-time conversation platform



- Strong in news, politics, tech, sports, commentary



- Short text posts, trending topics, Spaces (live audio)



- Good for thought leadership & fast communication

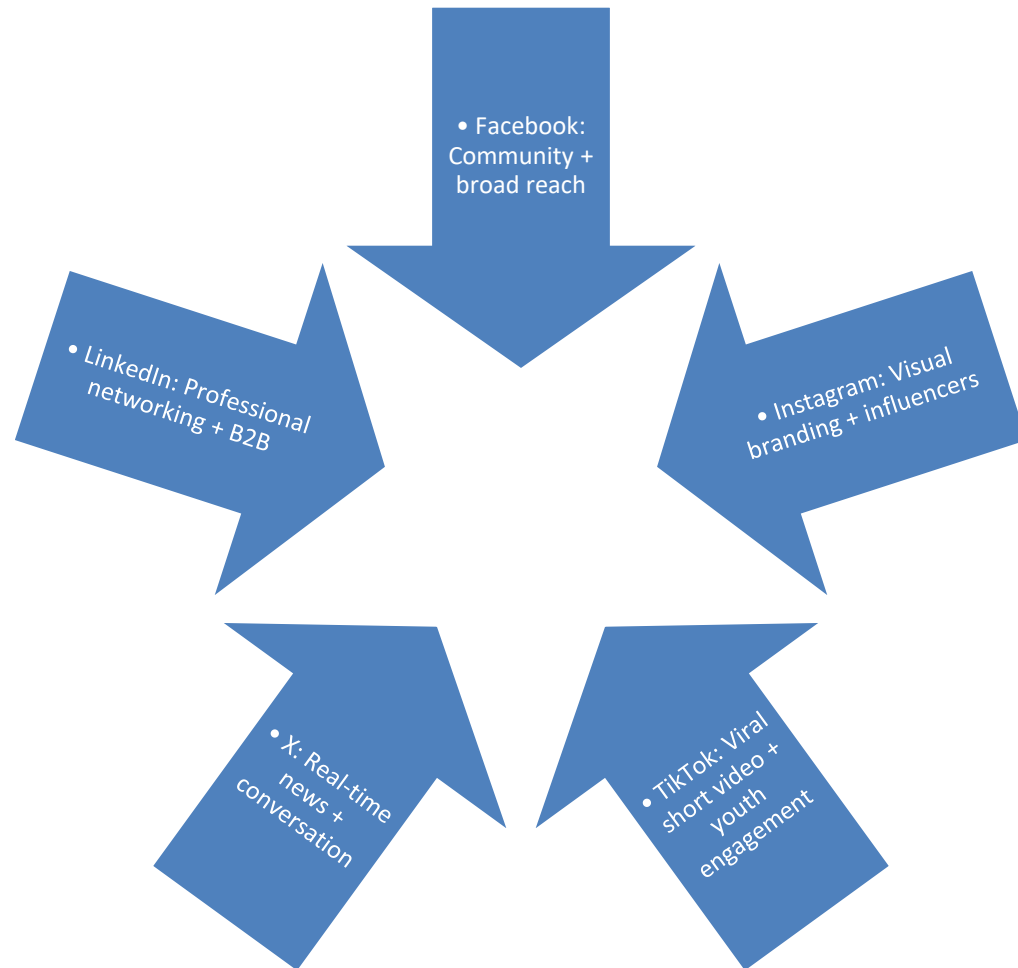


- Highly public and engagement-driven

# LinkedIn

- Professional networking platform
- Used for career development, hiring, B2B marketing
- Strong for industry insights & thought leadership
- Company pages help build brand authority
- Best for professional communities

# Comparison Summary



# Staying Connected



USE VIDEO CHAT TO TALK  
FACE-TO-FACE



SHARE DAILY MOMENTS  
AND UPDATES



SUPPORT AND STAY CLOSE  
TO LOVED ONES  
ANYWHERE IN THE WORLD



# Joining Groups & Communities



Hobby groups (crafts, travel, gardening, photography)



Neighborhood and community updates



Support groups and shared-interest communities



Meet people who enjoy what you enjoy

# Exploring New Interests



FOLLOW CREATORS, PAGES,  
AND TOPICS YOU LOVE



DISCOVER NEW HOBBIES  
OR INSPIRATION



SAVE AND SHARE IDEAS TO  
TRY

# Safety Tips & Best Practices



Use strong, unique passwords



Adjust privacy settings on each platform



Be cautious with unknown links or messages



Share only what you're comfortable with



Report suspicious activity

# Short-Form Video Dominance

- Vertical videos (15–60 seconds) dominate engagement

- TikTok, Instagram Reels, YouTube Shorts

- Great for storytelling, tutorials, and quick demos

# Social Commerce



- IN-APP STORES AND SHOPPABLE POSTS



- LIVE-STREAM PRODUCT DEMOS AND SHOPPING



- LOWER FRICTION FOR PURCHASES

# AR/VR & Immersive Content



- Virtual try-ons and interactive AR filters



- 3D ads and VR experiences emerging



- Stronger user engagement through interactivity

# Communities & Private Spaces



- Growth of niche and private interest groups



- Focus on meaningful, smaller-group engagement



- Better environment for brand loyalty

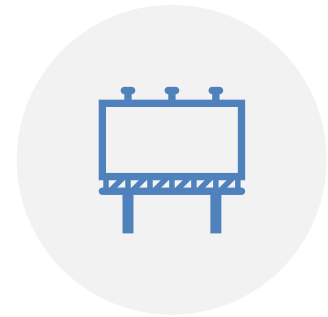
# Creator & UGC First



- USER-GENERATED CONTENT FEELS MORE AUTHENTIC



- MICRO-INFLUENCERS HIGHLY EFFECTIVE



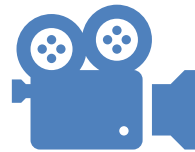
- BRANDS RELY MORE ON REAL USERS AND CREATORS



# What It Means Moving Forward



- Faster, authentic, community-driven content



- Invest in video and in-app shopping experiences



- Blend AI efficiency with human creativity

# You're Ready to Explore!

- Social media is a fun and powerful way to connect, learn, and be inspired. Enjoy exploring—and stay safe while doing it!

