**ICT WEB 201 - Use social media tools for collaboration and engagement**

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**Knowledge Questions**

**Question**
Social media is dependent on technology. Name two technologies that allow a user to access social media

*Chad Mateo's response*
Name two technologies that allow a user to access social media

The two most common or popular technologies that are used by millions of users' of social media are mobile devices and computer/laptops.

MOBILE DEVICE

For most cases, mobile devices are extremely popular for people to access social media. It is reasonably popular because firstly, it is an easy accessible device and everyone could carry it everywhere, anytime. The process of accessing a social media app from a mobile device is also fairly effortless. One reason why mobile devices are the top technology to use in accessing social media is social media apps are installed and can be accessed straightforward.

DESKTOP/LAPTOP

Another or second technology that could be use to access social medias is desktop/laptop. Nowadays, these devices vary into different sizes, which makes it easier for other users. Unlike mobile devices, desktops/laptops are limited at some point. For example, while walking in public people wouldn't use their laptops. However, thanks to modern engineers, desktops/laptops are available with sorts of sizes that anyone could choose by their preferences

The difficulty of accessing can also depends on the social media that people wants to use. To illustrate, some social medias doesn't have app version. Furthermore, big social medias like YouTube, Facebook, Instagram, Twitter could be all access by webpage and app. This is why social media with their own apps could also be a massive impact among users.

*Related Technology*

INTERNET

Internet is the most important property on accessing social media. Internet serves as glue for the two parts of successful access into social media. To demonstrate, the devices such as mobile and desktops are the bases, second part is the Internet and finally the social media world. Internet acts as a bridge for the device and the social media to be connected with each other. In other terms, without Internet, people wouldn't able to access social media with their devices.

**Question**
Compare social media with traditional media. List and explain at least four ways social media differs.

*Chad Mateo's response*
Social Media VS Traditional Media


Advertising Business

*Social Media could advertise more business and products than Traditional Media

*Social Media is wider and most of people are active in social media nowadays

*Traditional has less active audience than social media

News Reports

Social Media users receive the news quickly than traditional media audience

*Social Media users could access news because of modern technology that people carry everywhere

*Traditional Media takes time to publish news unless it is a public TV news report

Entertainments

*There are huge numbers of entertainments that can be access in Social Media

*Different Social Media provides variety of entertainments that users could enjoy

*On the other hand, Traditional Media's entertainment is very limited to their audience

Communication

*Social Media is faster in communication than Traditional Media

*There is no doubt that communicating in Social Media is a lot faster than communicating old school

*Internet is a big part of this because it serves as a short bridge for 2 far away places

**Question**
What are three ways you might use social media in a business setting?

http://www.business.vic.gov.au/marketing-sales-and-online/online-business-and-technology/social-media-for-business/using-social-media-to-boost-business

*Chad Mateo's response*
What are three ways you might use social media in a business setting?

Boost sales

    \*boost the sale by advertising your business

    \*more people will see your business

Develop relationship with customers and influencers

    \*build a foundation of business's relationship with customers and influencers' audience

    \*the business might receive loyal customers that will continue to support the business

Publish and distribute original content that demontrates personal expertise

    \*advertising or showing more engaging evidence that highlights what the business expertise

    \*some audience could find this interesting and it helps them continually support the business

**Question**
Name seven different types of social media

*Chad Mateo's response*
1. Arts
2. General Networking
3. Cooking/Food
4. Consumer Reviews
5. Games
6. Education
7. Fashion/Clothing

**Question**
Name and describe one social media platform.

*Chad Mateo's response*
Social Media Platform: YouTube

YouTube is a prime interactive social media platform that is being used/visited by 1 billion users each month according to the stats of HUFFPOST.

YouTube is a huge platform that it is used to almost every type of needs. For example, education, at schools, teachers used YouTube to present a particular video to students, which they know it's helpful. Entertainment, users of YouTube are also audience that are seeking for videos by their preferences. In addition, for people nowadays, they can find the solution to their problems by just watching YouTube videos. Of course, most of these technical supports are DIY or fixing gadgets/things.

**Question**
What is the alternative to a hosted social media service?

*Chad Mateo's response*
The alternative to a hosted social media service is, in house hosting server. In house hosting server gives you physical control over your server. There will be no third party that has access to your information. Lastly, no need to rely on an internet connection to access your data.

**Question**
Why is it important for companies to invest in social media?

*Chad Mateo's response*
-Customers want companies to be on social media

A HubSpot revealed that customers expect businesses/companies to be using social media like Facebook, Twitter and Instagram.

Consumers view companies that use social media as a sign that they're with the current time.

-Companies can reach their objective

Companies can reach just about any online marketing objective using social media. Almost everything, from raising the sales to creating brand identity to the public.

**Question**
Which three parties may dispute claim to content on a social media site if the content was contributed by an employee?

*Chad Mateo's response*
Three parties who can claim the content are:

- The Creator
- The Publisher/Producer
- The Content Owner

**Question**
What are some of the issues associated with using social media?

*Chad Mateo's response*
- · Cyber bullying.
- · Internet Addiction
- · Hacking Information
- · Sleep Deprivation
- · Digital Footprint
- · Pornography

**Question**
You are providing advice about social media marketing to a travel agency. They are currently featuring the city of London and would like to use a popular computer game that features some London scenery to help promote sales. What can you tell them?

*Chad Mateo's response*
My advice would be, find a popular game that has a special cinematic feature that shows London sceneries. Making an article or an add about the special cinematic feature would also make a big promotion for the sales.

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**Question**
Why is it useful to consider software that offers more functions than you need?

*Chad Mateo's response*
It is useful to have more functions than less because it expands the options of the user. In addition, it guarantees that the developers are aware that everyone has different preferences of how to use their software.

**Question**
What happens if you cannot find an existing application that suits the needs of your organisation?

*Chad Mateo's response*
If I cannot find an existing application that suits the needs of my organisation. The only option would be building my own application to suit the need of my organisation.

**Question**

List three things you would need to explore when reviewing a social media platform.

*Chad Mateo's response*
- · Referral Traffic
- · Engagement
- · Opportunity

**Question**

What are three possible limitations a social media tool may have?

*Chad Mateo's response*
- · Easy access for hackers to launch spam attacks and commit fraud such as identity theft.
- · The possibility of people being targeted to online scams resulting in data to records theft.
- · Diminishing productivity if employees are engaged in activities like updating profiles

**Question**

Why should you bother itemising the benefits of social media tools?

*Chad Mateo's response*
It is because to properly understand the advantages and disadvantages of using social media tools.

**Question**

What could you create to help you see what features you need from a social media tool?

*Chad Mateo's response*
You could identify and create a list of features that you require from social media.

You could also create a comparison chart to find out features that can have alternatives and cannot.

**Question**

List the features that make the user interface easier to work with.

*Chad Mateo's response*
- · Intuitive and Consistent Design
- · Highly Responsive
- · Flexibility
- · Attractiveness

**Question**

What criteria might be used to determine the best social media marketing tool?

*Chad Mateo's response*
- · Business Goals
- · What experience the business wants to have
- · Must have tool list

**Question**
What is the aim of your organisation?

*Chad Mateo's response*
The aim of my organisation is to promote myself.

**Question**
How could you achieve this aim?

*Chad Mateo's response*
I could achieve my aim by advertising or sharing different strong points I have.

**Question**
Which social media tools do you believe will be most beneficial? Include all your considerations.

*Chad Mateo's response*
Social media tools that I believed will be most beneficial are:

- · Video & photo sharing
- · Blogs
- · Social Networks

**Question**
How will you know if your aims have been achieved?

*Chad Mateo's response*
I will know if may aims have been achieved by receiving a lot of feedbacks and supporting audience.

**Question**
Describe the process of initiating a new account with Twitter.

*Chad Mateo's response*
The process  is easy:

1. Go to www.twitter.com.
2. Click "Sign up for Twitter." ...
3. Provide basic information about yourself. ...
4. Choose your username. ...
5. Decide whether you always want to be signed in to Twitter on the computer you're using. ...
6. Click "Create my account."
7. Question
8. How would you reply to a tweet someone sent you in Twitter?
9. Chad Mateo's response
10. Click the reply button and type the response and click tweet to publish.

**Question**
Describe how you might conduct a test to see how usable your site is to a group of people.

*Chad Mateo's response*
*Usability test plan

1. Commmunicate with marketing department, management and customers
2. Explain the content and test different type of users
3. Ask for feedbacks and comments about likes and dislikes
4. Collect all the results
5. Get the key points of how usable the website is
6. Question
7. Explain how you could show how easy it was for users to complete a task they were asked to perform during a usability test?
8. Chad Mateo's response
9. I would prepare a test template which all the questions I need are included which will meet my requirements for the test.