

[MODULE 3. SOCIAL MOBILE AND DIGITAL MEDIA]

CLASSMATE

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⇒ 3.1 EMAILS AND THEIR IMPORTANCE: Email is a cost effective method of exchanging messages instantly from one system to another with the help of the internet. It is called email. Email usage was limited to users of the same computer, and it asked for the users to be online to receive the messages.

Importance of Email:

- Business Communication can be done easily without any security issues and it is faster than any other forms of communication.
- Most of the email come with a subject line, and hence it is easy to understand the matter inside the email and categorize them accordingly.

⇒ 3.2 Create Email ID:-

Enter your desired email address (ID) consisting of a user name and domain name and a secure password.

Select a password for your email account. Provide first name and last name. Provide your phone number. Create email account for free.

⇒ 3.3 Instant messaging - WhatsApp, Skype, Hangout : →

⇒ Instant messaging remain very popular today; IM apps are the most widely used Smartphone :

Instant messaging technology is a type of online chat allowing real-time text transmission over the internet or another computer network. Messages are typically transmitted between two or more parties.

⇒ 3.4 Social media and their benefits : -

⇒ Social media refers to the means of interactions among people in which they create, share and/or exchange information and ideas in virtual communities and networks. The office of communication and marketing manage the main Facebook, Twitter, Instagram and Youtube accounts.

~~Page~~ Benefits : 1) You ~~reach~~ reach large audience.

2) You have a direct connection with your audience.

3) You can create organic content.

4) You build your brand.

⇒ 3.5 Risk of Social media ⇒

⇒ Uploading inappropriate content like embarrassing or provocative photos or videos of themselves or others. Sharing personal information with strangers — for e.g. images, date of birth, location or address, cyber bullying.

⇒ 3.6 Learning channels : ⇒

⇒ The three types of learning. Styles or Visuals, auditory, and Kinesthetic, crash, courses etc.

⇒ 3.7 Google drive and Google Cloud :-

⇒ Google Drive is a free cloud-based storage service that enables users to store and access files online. The service syncs stored documents, photos and more across all of the user's devices including mobile devices, tablets and PCs. Learn about Google Drive's files sharing Platform that provides a Personal, secure cloud storage option to share content with other users.

Q 3.8 Google Images:-

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1. Go to google image
 2. on your computer find the file with the image you want to search with
 3. click the image
 4. Hold down the mouse drag the image and then drop it into the search box

Q 3.9. Legal issue of Social media ⇒

⇒ Five issue of using social media:-

1. online vs reality social media it self is not the problem.
2. Increase usage. The more time spent on social media can lead to cyberbullying, social anxiety, depression, and exposure to content that is not age appropriate
3. Social media is addicting
4. Fear of missing out --
5. self image issues.