

### 3. Module 3: Social Mobile and Digital media.

#### 3.1 Emails and their Importance.

Email is important for communication because it allows users to send information in letter format, and email can replace traditional mail options.

Emails can be more beneficial for communication because they can often include text, documents and multimedia like photos and videos.

#### Importance of email →

widespread usage → Email is important because many people may use it daily to communicate with others and learn more about business. For example many people check their email on their computers and carry their phones which allows them to access their email inboxes frequently.

Accessibility → Because email is free and available across different platforms, almost anyone can have an email address. For example

a person can go to the

### Create a Gmail ID

You can use the username and password to sign in to Gmail and other Google products like YouTube, Google Play, and Google drive.

- (1) Go to the google account creation page
- (2) Follow the steps on the screen to set up your account.
- (3) Use the account you created to sign in to Gmail.

### Social media and their benefits.

Social media allow individuals to keep in touch with friends and extended family. Some people will use various social media applications to network and find career opportunities. Connect with people across the globe with thoughts, feelings, and insights online.

Benefit  $\Rightarrow$  You reach large audience.

You can create organic content.

You have access to paid advertising services.

You build your brand.

You drive traffic to your website.

You can evaluate your performance.

Risk of Social media. uploading

inappropriate content, like embarrassing or provocative photos or videos of themselves or others, sharing personal information with strangers - for example, image, date of birth, location or address, cyberbullying, being exposed to too much targeted advertising and marketing.

Learning channels.

We offer educators a massive library of videos and other resources to drive professional learning. Join our worldwide community of educators today.

## Google Drive and google cloud

Google cloud is a platform that allows business to use google cloud computing services to run their applications. Google cloud also allows businesses to use google's machine learning and artificial intelligence services. Google Drive is not a platform and it does not have the same features as google cloud.

## Google Images.

Google Images. The most comprehensive image search on the web.

## Legal Issues of Social media.

Social media law encompasses all the legal issues associated with user generated content and it comes under both civil and criminal law aspects. Some of the particular legal concerns for business social media are the right to privacy, defamation, advertising law, intellectual property, law etc.