



SMM4WIN

Social media marketing skills for fostering the inclusion and employability of young people with disabilities

Project KA205-AEF89D3BP

Introduction to Social Media



Before starting with social media, it is useful to introduce some notion about the internet and the evolution of the World Wide Web.



From its creation by Tim Berners-Lee in late 1989, the internet has evolved through four main stages (Choudhury, 2014), namely the Web of documents (Web 1.0), the Web of people (Web 2.0), the Web of data (Web 3.0), and, now, the Web of things (Web 4.0).



The main comparative differences between Web 1.0, Web 2.0, Web 3.0

Web 1.0	Web 2.0	Web 3.0	Web 4.0
1996-2004	2002-2016	2006+	2014+
Read Only	Read and Write Web	Executable Web	Interoperating Web
Links	User participation and Interaction	Understanding contents	Full connections
Websites	Social networks	Semantic web	Internet of things
One Directional	Bi-Directional	Multi-user Virtual environment	Multi-layer real-virtual environment
Static content	Dynamic content	Intelligent analysis	Intelligent actions



The **Web 1.0** or “read-only-web” was a passive, static, and unidirectional means to access content. It was characterized by a strong separation between information providers and users, considered as merely passive information receivers.

The **Web 2.0** introduced interaction among users and between users and content. It was characterized by social networking sites. The web was quickly populated by a plethora of social platforms (e.g., Facebook, Twitter, YouTube, Instagram, etc.) which empowered common users, enabling them to create, up-load, or review content.



The [Web 3.0](#), also known as the semantic web, was characterized by the exploitation of mark-up languages, such as the Resource Definition Framework (RDF), to make data readable by a program.

Web [4.0](#) was based on wireless communication (mobile devices or computers) connecting people and objects as well as integrating the physical and virtual worlds in real time. For example, autonomous cars combine sensors and software to control, navigate, and drive vehicles, with companies such as Google, Uber, Tesla, and Nissan developing self-driving technologies. In particular, Google developed a prototype that integrates lasers, radar, high-powered cameras, and sonar.



Elements of Web 2.0

- Wikis: Websites that enable users to contribute, collaborate and edit site content. Wikipedia is one of the oldest and best-known wiki-based sites.
- The increasing prevalence of Software as a Service (SaaS), web apps and cloud computing rather than locally-installed programs and services.
- Mobile computing, also known as nomadicity, the trend toward users connecting from wherever they may be. That trend is enabled by the proliferation of smartphones, tablets and other mobile devices in conjunction with readily accessible Wi-Fi networks.
- Mash-ups: Web pages or applications that integrate complementary elements from two or more sources.



Elements of Web 2.0

- Social networking: The practice of expanding the number of one's business and/or social contacts by making connections through individuals.
- Collaborative efforts based on the ability to reach large numbers of participants and their collective resources, such as crowdsourcing, crowdfunding and crowdsource testing.
- User-generated content (UGC): Writing, images, audio and video content -- among other possibilities -- made freely available online by the individuals who create it.
- Unified communications (UC): The integration of multiple forms of call and multimedia/cross-media message-management functions controlled by an individual user for both business and social purposes.
- Social curation: The collaborative sharing of content organized around one or more particular themes or topics.



Elements of Web 2.0

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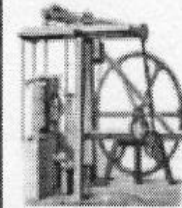


Industry 4.0

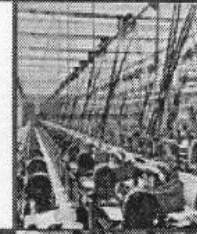
There is a broad consensus that the fourth industrial revolution has begun.

The four industrial revolutions

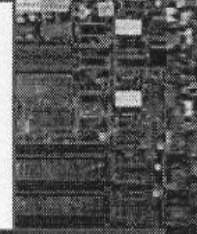
The first industrial revolution (late 1700s) was characterized by the use of water and steam-powered machines and the introduction of more optimized forms of works



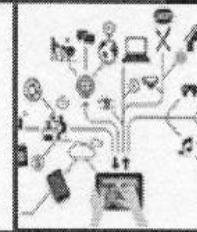
The second industrial revolution (early 20th century) was characterized by the introduction of steel and use of electricity in factories as well as new ways of productivity.



The third industrial revolution (the late 1950s) was characterized by the increasing use of electronic and digital technology into factories



The fourth industrial revolution (today) is characterized by high levels of interconnectivity, access to real-time data, and the introduction of cyber-physical systems.





Internet browsers and search engines

A browser is software that is used to access the internet. A browser lets you visit websites and do activities within them like login, view multimedia, link from one site to another, visit one page from another, print, send and receive email, among many other activities.



Internet browsers and search engines

The most common browser software titles on the market are: Microsoft Internet Explorer, Google's Chrome, Mozilla Firefox, Apple's Safari, and Opera. Browser availability depends on the operating system your computer is using (for example: Microsoft Windows, Linux, Ubuntu, Mac OS, among others).



Webpage, website, web server, and search engine

- A webpage is a document that can be displayed using a web browser such as Firefox, Google Chrome, Opera, or Microsoft Internet Explorer afari. These are also often called just "pages."
- A website is a collection of web pages that are grouped together and usually connected together in various ways. Often called a "web site" or simply a "site."
- A web server is a computer that hosts a website on the Internet.
- A search engine is a web service that helps you find web pages, such as Google, Bing, or Yahoo. Search engines are normally accessed through a web browser (e.g. you can perform search engine searches directly in the address bar of Firefox, Chrome, etc.) or through a web page (e.g. bing.com or duckduckgo.com).



Social media

Over the last two decades, the growth of the internet in every field of contemporary society has been spectacular. The impact of digital media has been without precedent. Internet users can, at the same time, be both content consumers and content producers, directly addressing a large number of other potential users. To all effects, they are *prosumers* (producers *and* consumers), to use the term coined many years ago by Toffler (1980).



Internet anonymity

Is it possible to be anonymous on the internet? Can one mask their identity by using nicknames, pseudonyms, and similar tricks?



Anonymous social networks

Recently, anonymous social networks recorded a real boom. Apps that allow users to send messages without disclosing their real names have multiplied. Some of the most used apps make the content of messages visible to all, or only to a restricted number of users, e.g., by establishing geographical limitations.



User profiles on the internet

Facebook allows users to create their profile for free, and then they can connect to different people who are organized in four categories: region, college, workplace and high school by using search engine or through web based email account. Users can post images, videos, media with others and friends can see and comment on each post. Privacy is maintained for the images posted like only friends can see or no one can download the image and so on. Google+ is another social networking site where user can post images with single user or with groups / communities.



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Importance of social media

Social Media plays a crucial role in connecting people and developing relationships, not only with key influencers and journalists covering your company's sector, but also provides a great opportunity to establish customer service by gathering input, answering questions and listening to their feedback.



Advantages and disadvantages of social media

Social media can be a useful tool for businesses, bringing **advantages** such as engaging with your audience and boosting website traffic. However there can also be **disadvantages**, including the resources required and negative feedback.



Advantages of social media

You reach large audiences.

You have a direct connection with your 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**.



Disdvantages of social media

The **disadvantages of social** networking go much deeper than privacy and safety.

Social media is an open field where anyone can post anything about everything. This means that your presence there is no different from exposing yourself to both the good and bad people.

Social media are time consuming they can absorb a lot of time of users in chatting, exchange pictures, etc.