



“ The power of social media is hard to dismiss. What once seemed like a trivial way to keep in touch with friends, sharing photos and jokes, has become a force for societal change, shining light on subjects previously unknown, deepening conversations and empowering citizens of the world to unite and effect change in a number of ways.”

- Ritu Sharma, *Huffington Post*

## **MODULE 1** | **The GOOD**

Outcome:



## Module 1

- Introduction
- How Social Media is Changing Our Brains
- Self Check: The Good of Social Media
- Competency Assessment 1 | Good Thinglink or Blog



# Introduction

Social media affects our lives in a dramatic way. It's difficult to imagine life without it. Barely a decade has passed since the influence of social media waved its magic wand over our lives. For this reason it is important to check ourselves and monitor our motivations and uphold our personal standards as we engage in our social media community.

Whether you're involved with social media personally or professionally - successful social media represents the core principles of the person and/or the business that engages. Therefore authenticity is key to creating and contributing to positive social media interactions.

There are however good, bad, and truly ugly truths of social media that impacts society daily. As a Social Media Specialist it's important for you to consider how you will portray your brand, or your business online. Like in life, taking the high road is always the most rewarding.

## The Good

- The world is open to us.
- We can connect anywhere globally for free.
- Businesses are on a much more level playing field.
- We can share elements of life such as photos, family, pets, travels and food favorites with a large community of friends.
- We connect with those we lost touch with and stay in touch with multiple persons at the same time by creating just one post, tweet, or blog.
- Businesses can connect directly with their customers.
- Businesses can create products and services that better fit their customers' needs.
- Consumers can connect with a business without the frustration of trying to get to the right person.
- Businesses have to be who they say they are — authenticity becomes the driver.
- Like minded individuals can connect around the world to hold discussions and learn from each other.
- Information is real-time.
- Cause marketing is more effective as more people can be reached without spending excessive amounts of money — this is especially good for non-profits.