"Social Media is like a stage for constant artificial high drama.
Everyone's either a magnificent hero or sickening villain.
This isn't rue for human beings were dimensional."
-Jon Ronson, So You've Been Publically Shamed

MODULE 2| The Bad and The Ugly

Module 2

- **Introduction**

- **Video: Social Media Concerns**

- **Self Check: The Bad of Social Media**

- **Competency Assessment 1 | Bad & Ugly Wordle**

- **Competency Assessment 2 | Bad & Ugly Blog Post**

Introduction

Social media is in its infancy, and its effect on society will continue to be defined. As in any new industry, the good, the bad, and the ugly will continue to surface. As an SMS it's our responsibility to be leaders in this phenomenon. Educating, inspiring, and creating new and better ways to communicate will impact our communities and relationships in the future. Below is a list of the not-so-good and terrible aspects of social media today. Being aware of the pitfalls provides social media professionals the ability to create engaging messaging that avoids this list.

The Bad

- We can create personas that are not really who we are.
- We can edit text, use filters on photos, and delete whatever we feel doesn't represent the persona we've created. In other words, we create an imaginary person and then pretend it is who we really are.
- We can hide behind those personas as well, pretending to be something we are not.
- The "relationships" you build in a social community may not be actual true friendships because of the shallow nature of development.
- People can be rude in their use of social media, checking statuses during conversations, dinner, and dates.
- In business, productivity is lowered because employees spend so much time checking and responding to social media.
- Hurting others by immediately removing all social media connections is commonplace in today's society.

The Ugly

- People will feel empowered to say anything without filters because they can hide behind their personas.
- People use social media for announcing painful life changing events such as relationship break-ups.
- People use social media to bully, publicly shame, and engage in trolling habits. (*An Internet troll is a person who starts agreements or bullies people by posting extraneous, off-color, off– topic, and profane messages on an online community such as newsgroup, forum or chat room. Trolls are cowards and often hide behind their online persona and love the attention they get for being so hateful.*)
- People use social media as a weapon to hurt by blocking, rejecting requests, or using caustic tweets that only the person who is vulnerable will understand.
- Vanity runs rampant on social media where it is socially unacceptable in the real world. Selfies, look at me, it's all about me is a common mantra on social media.
- Deplorable and sick individuals have access to unsuspecting children and adults.