

## Link Crew - Social Media Platforms Project



LinkedIn, Facebook, Twitter, SnapChat, Instagram, YouTube, Pinterest, Tumblr, Vine

My groupmates are: \_\_\_\_\_

Our topic is: \_\_\_\_\_

**Presentation** (Powerpoint, Google Slides, Prezi, other platform (maybe the one you're presenting on!?!... be creative!!))

- **HISTORY: What is your social media platform?**
  - Name (did it ever change names?)
  - Founders/History (who owns this platform, who created it, has it been bought/sold. etc?)
  - When was it created?
- **USAGE: How is your social media platform typically used/ what for?**
  - Ex. Youtube for watching videos; LinkedIn for making professional connections
  - App vs. web usage? Which is more common? How are they similar/ different?
  - Give us a short tutorial of your platform
- **POSITIVES: What are the advantages to using this site? (Be specific to *this* platform!)**
  - Hint: How can this site help increase your personal and/ or professional brand?
- **RISK/THREAT: What are the disadvantages of using this site? (Be specific to *this* platform!)**
  - What are the risks associated with this app? Hint: think cyberbullying; professional/ personal brand/ and misrepresentation, etc.
  - Include safety/ privacy settings associated with this platform and how they've changed since its development
- **CONCLUSIONS: What advice or takeaways can you give us about this platform?**
  - Be specific, summative, creative, and helpful!
  - How can we incorporate this into our professional brand as a leader at CHS?!