

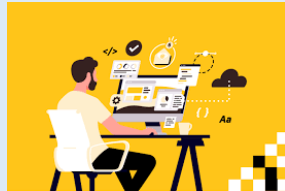
## Week 1

### What is Social Media?

Social media refers to online platforms where users can share information and connect with virtual communities through text, video, photos, and other content.

The **top five most popular** social media platforms are:

- Facebook – 3 billion users
- YouTube – 2.49 billion users
- Whatsapp – 2.4 billion users
- Instagram – 2.3 billion users
- Tik Tok – 1.56 billion users



## Week 2

### Social Media features

Social media platforms offer a lot of features that make them easy to use and accessible. Some of these features are:



## Week 3

### Product Planning and Promotion

Developing a plan for the created social media platform that you will be developing.

Establishing the following:



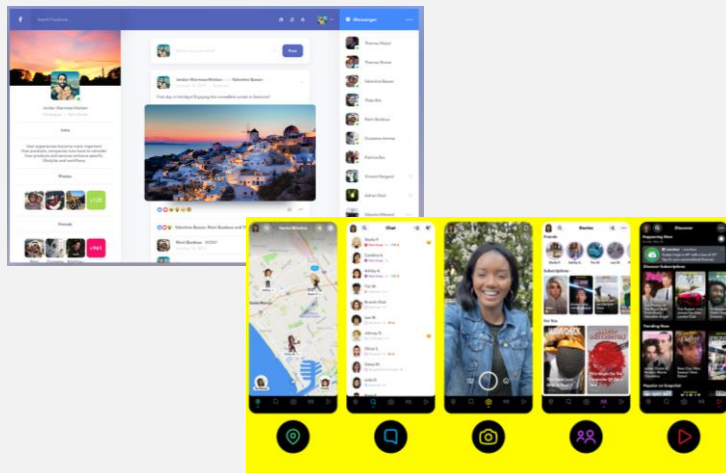
## Year 8 ICT: Term 4 – Digital Technologies and Social Media



## Weeks 4 & 5

### Assessment Weeks

Create your own social media interface that incorporates your chosen theme, ideas and features. Examples include:



## Week 6

### Peer Assessment and Further Developments

#### Designing a brand new social media platform

What I like about your design so far is .....

#### Areas for Further Development

Target 1 .....

Target 2 .....

## Key words:

**Social Media:** Online platform that provides the opportunity to communicate with others.

**Platform:** A digital service connecting two or more interrelated sets of users.

**Audience:** Groups of individuals who consume digital content.

**Costumes:** The appearance of sprites and backgrounds that can be altered.

**Features:** Services that are available to users when accessing a platform.

**Interactivity:** The ability of a computer or device to respond to a user's input e.g. buttons, videos, audio etc.

## Week 1

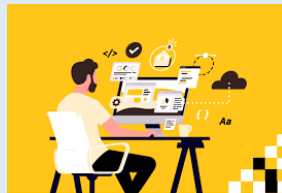
Questions	Answers
What is a social media?	Social media refers to online platforms where users can share information and connect with virtual communities through text, video, photos, and other content.
What age do you need to be to use the main social media platforms?	Facebook – 13+ Instagram – 13+ Snapchat – 13+ Tik Tok – 13+ X / Twitter – 13+ YouTube – 13+ LinkedIn – 16+ Whatsapp – Currently 16 but is likely to change to 13+

## Week 2

Questions	Answers
What information should you not post on social media?	<ul style="list-style-type: none"> <li><input type="checkbox"/> Personal information (full name, where you live, passwords or usernames, bank details etc.)</li> <li><input type="checkbox"/> Travel plans</li> <li><input type="checkbox"/> Expensive purchases that you may have made</li> <li><input type="checkbox"/> Photos of family members</li> <li><input type="checkbox"/> Public grievances (do not moan about your work or make comments about other people)</li> <li><input type="checkbox"/> Private conversations</li> </ul>

## Week 3

Questions	Answers
What are the features of an effective logo?	<ul style="list-style-type: none"> <li>▪ Establishing a visual identity</li> <li>▪ Effective colour scheme</li> <li>▪ Clear brand identity</li> <li>▪ Use of slogan to promote</li> </ul>
How can a social media platform appeal to users?	<p>Social media platforms will appeal to users if it offers content that is of interest to them.</p> <p>This is a term known as 'audience profiling' and is where a platform uses the demographics of their users (age, gender, income/occupation and location) to promote, advertise or appeal to them users and their interests.</p>



# Year 8 ICT: Term 4 – Digital Technologies and Social Media



## Weeks 4 & 5

Criteria
<p>You are going to be developing a brand-new social media interface in which you need to try and include the following:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Designs for the logo and slogan of the platform.</li> <li><input type="checkbox"/> Considerations into the colour scheme.</li> <li><input type="checkbox"/> Suitable design for the target audience.</li> <li><input type="checkbox"/> Features that appeal to users (variety of ideas – chat, call, post etc.)</li> <li><input type="checkbox"/> How the screens will be designed and linked together.</li> </ul>

## Week 6

Questions	Guidance
What about the designed product is positive and why?	Think about the exact things that your peer has done to design a good interface for their social media platform. Consider; colour choices, layout, content, appropriateness, features etc.
What areas of further development would you suggest for your peer?	Not only are you going to provide a couple of areas for further development, but you also need to consider how these points would help make the product better, therefore explain this when you give your feedback.

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