

# Types of social media

LEADER:



PARTNERS:



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# What is social media?

Social media are media that are primarily accessible via the Internet, whether on computers, tablets or phones, which allow users to exchange information and communicate with each other.

## Features of social media include:

- two-way communication: users are both creators of content (texts, images, videos, sounds...) and their recipients,
- interactivity: these media create opportunities for users to interact with each other and with published content through the ability to comment, like, create discussions, set up groups, etc.
- live communication: communication is live and around the clock, available to almost anyone and using a variety of devices,
- limited editorial interference: social media is characterized by the absence of editorial staff, as in classical media (such as TV, newspapers or radio), it is the users who decide what topics are published in social media.



Develop Your  
Creativity



# Types of social media



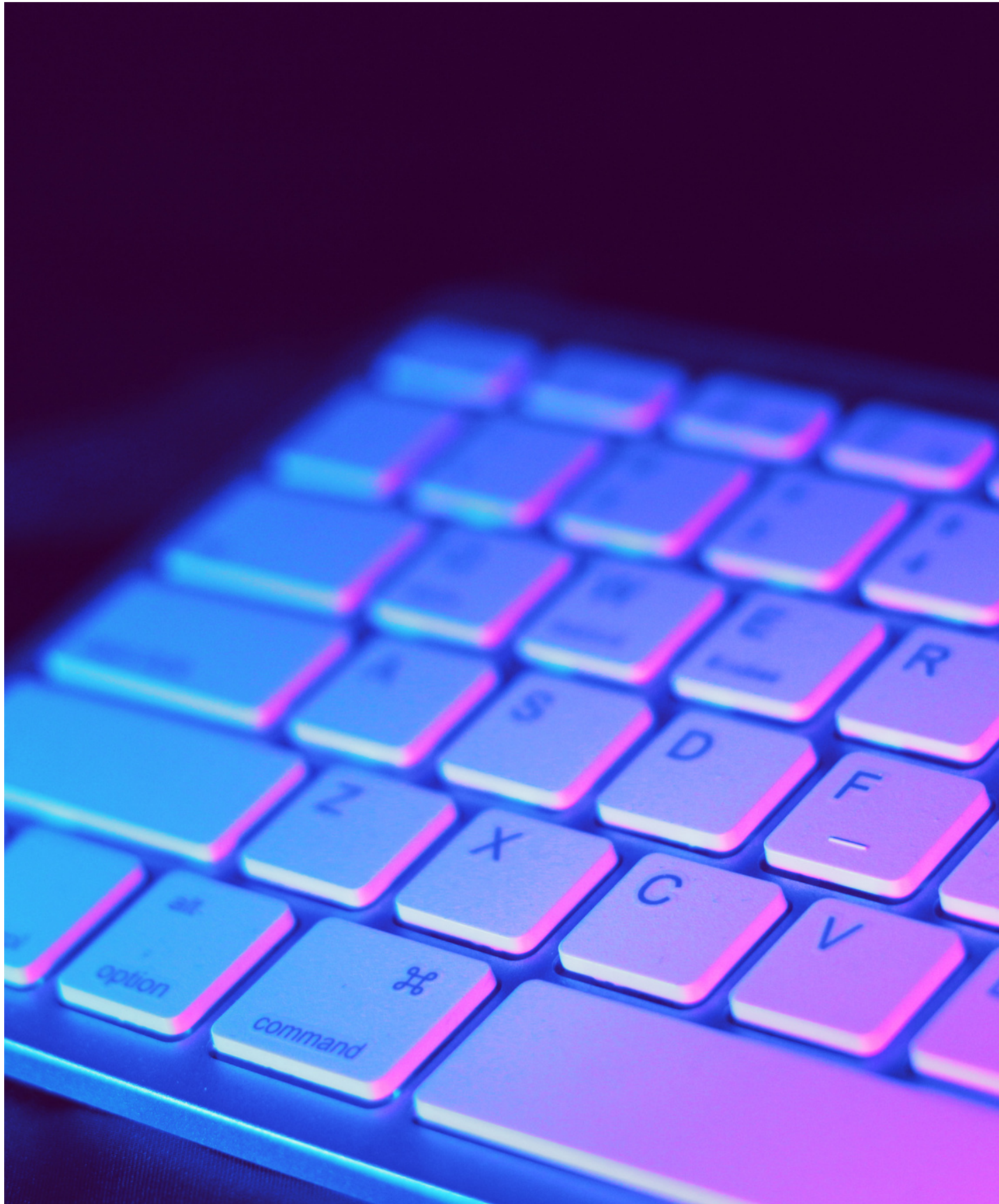
# Advantages and disadvantages of social media:

## ADVANTAGES

- Maintaining contacts with family and friends,
- Refreshing relationships with old acquaintances,
- Opportunity to meet new people,
- Social networking as an advertising medium,
- Sharing one's passions and talents,
- Quick buying and selling transactions.

## DISADVANTAGES

- Matrimonial and moral fraud,
- Profile hacking and data theft,
- Defamation on social networks,
- Publishing ridiculing content and photographs.





# What is it?

- Google LLC (formerly Google Inc.) - an American information technology company.
- Its flagship product is the Google search engine, and its stated mission - "to organize the world's information resources to make them universally accessible and useful to everyone."







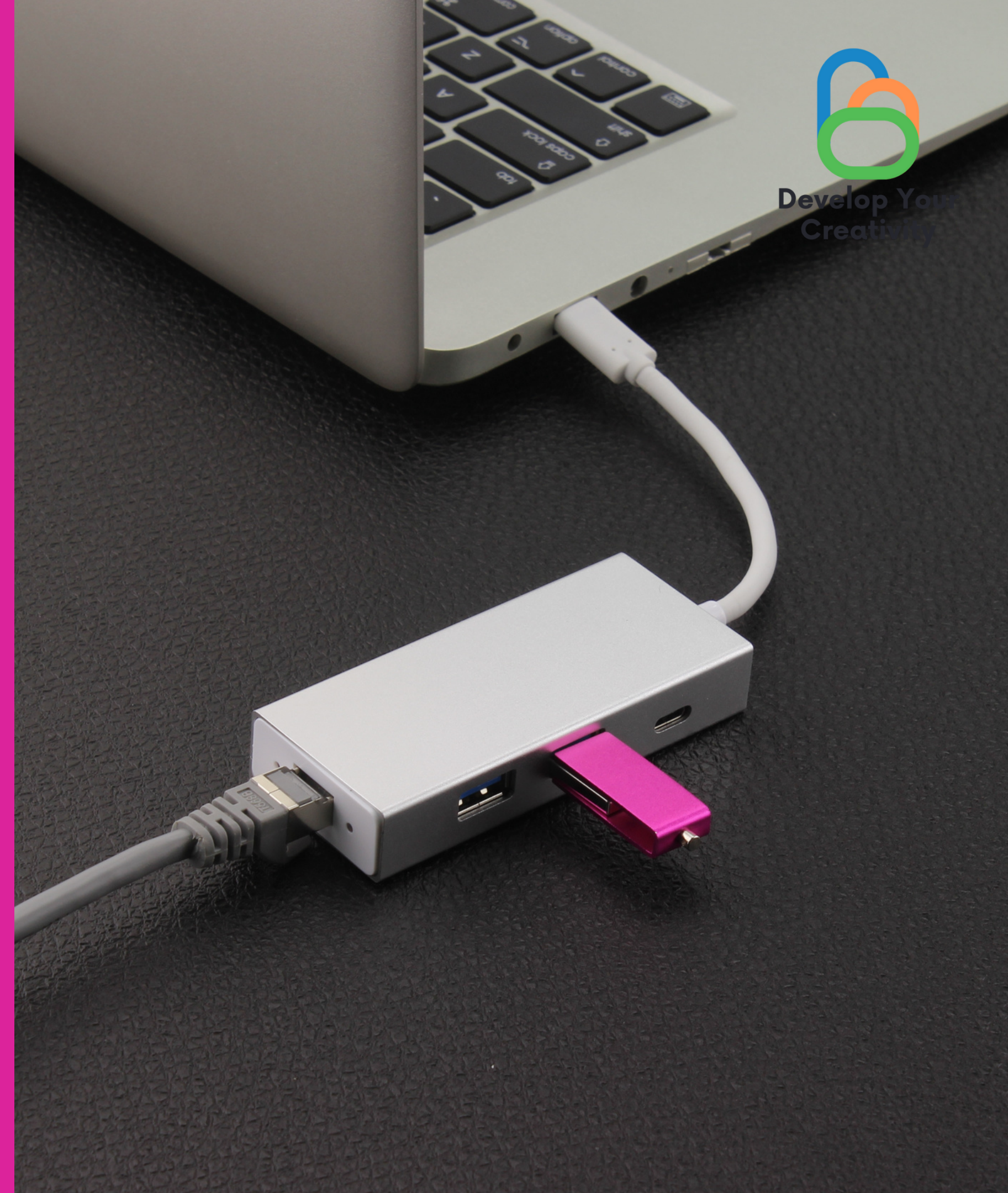
# Google tools:

- Google (web browser)
- Gmail mail
- Chrome browser
- Maps, Street View and Earth
- Drive and Documents
- Calendar



# Internet of Things standards

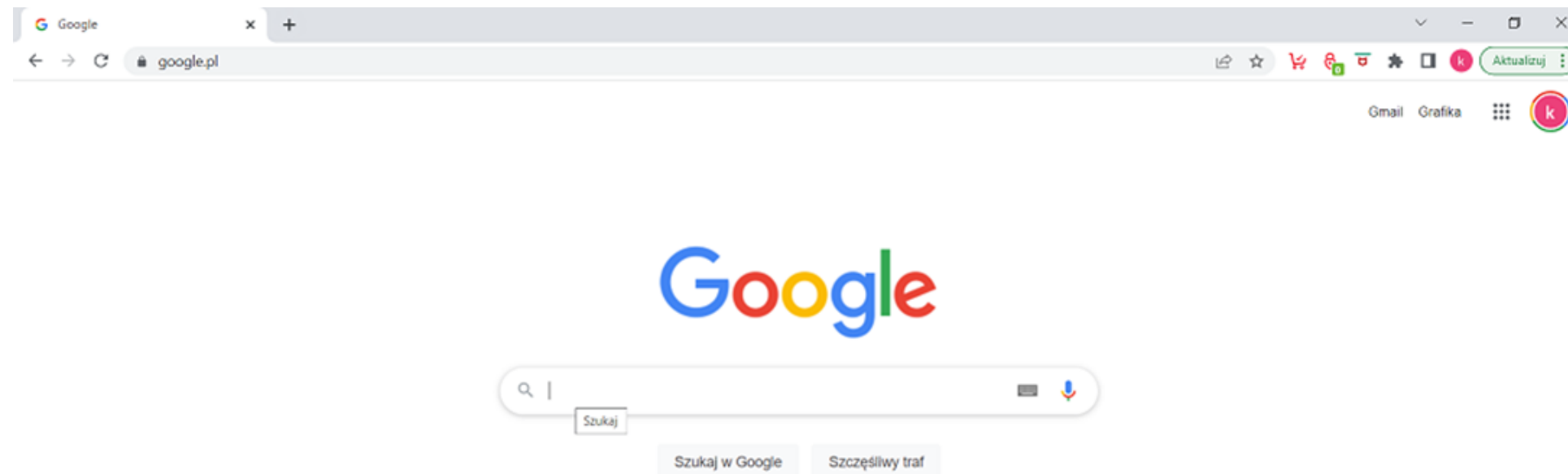
Presentations are communication tools that can be used in demonstrations, lectures, speeches, reports, etc. In most cases, they are delivered in front of an audience. They have a variety of uses, making them powerful tools for persuasion and knowledge transfer.





# search for information?

- We go to [www.google.pl](http://www.google.pl)
- Then we type the information we are looking for into the box.
- After typing the word, we click "enter" on the keyboard

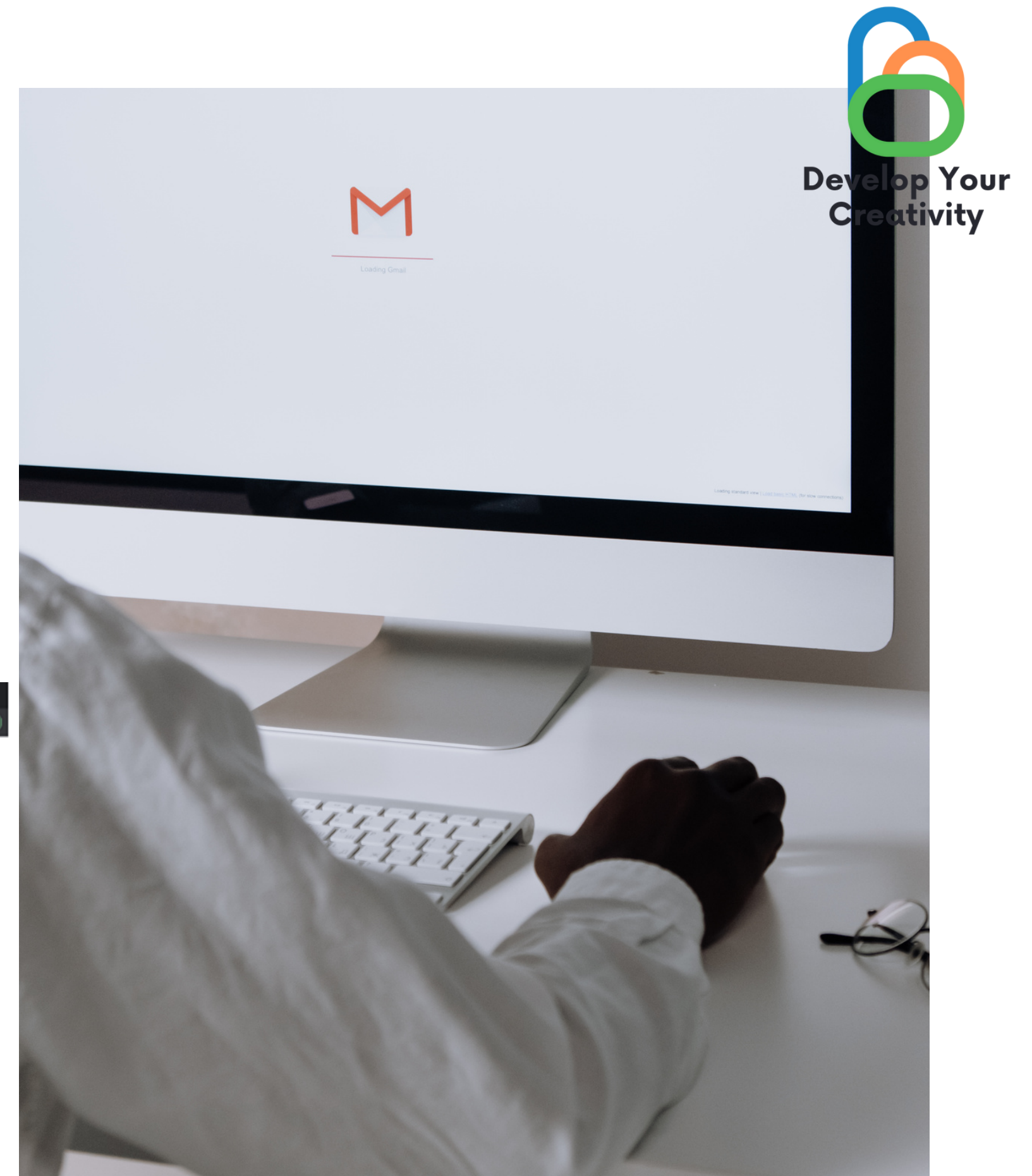
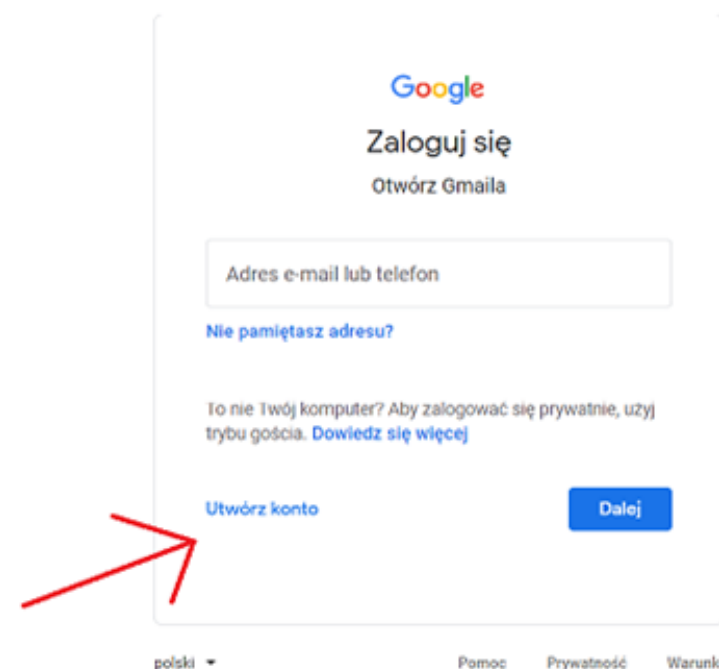
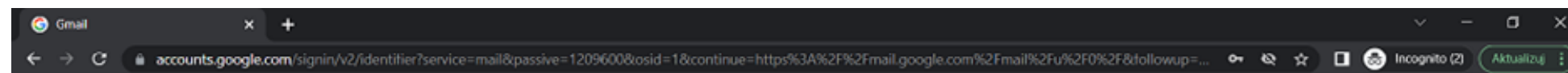




# Google mail

## How do you set up a mail?

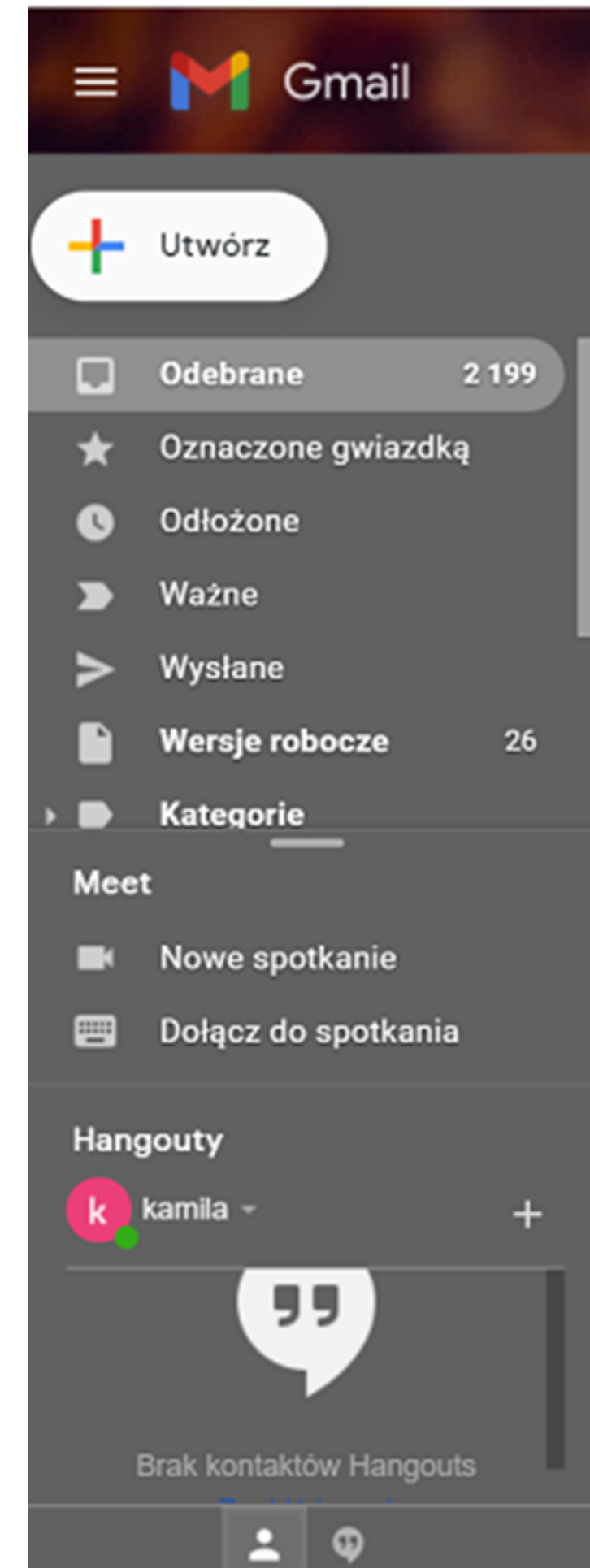
- Despite appearances, it is very simple.
- Go to the link [www.gmail.com](http://www.gmail.com)
- We click [create an account](#)





The account set up is the most important stage we have behind us. It's time to move on to the next Google account opportunity.

- Go to the mail, in the left corner of the mom we find a plus, we click on it, the information Create appears to us.
- We enter the email address, to the person to whom we want to write a message, the subject, and the content of the message.
- Then we click the send button.
- Let's move on to exercise 2 of the worksheet.



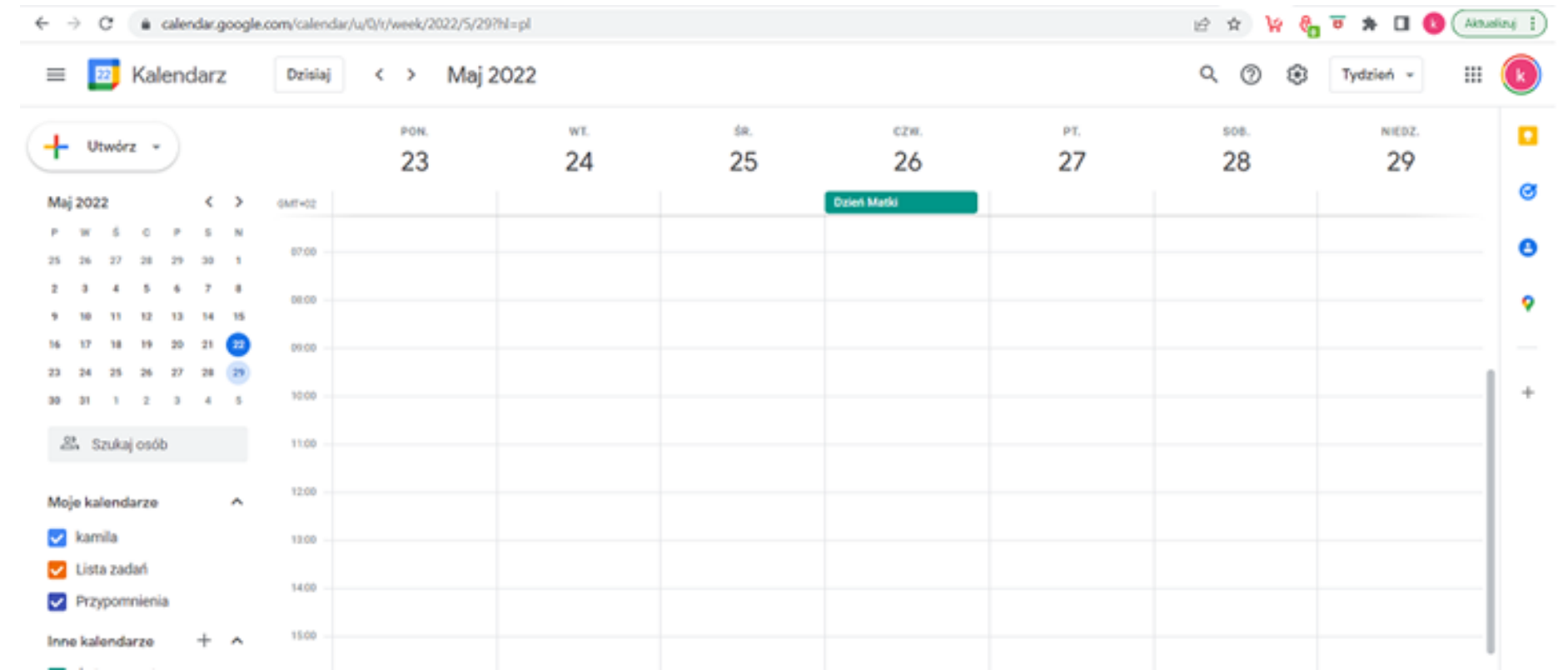


# Google Calendar

- Link [Calendar.google.com](https://calendar.google.com)
- Gives you the ability to add important events and scheduled meetings, reminds you of them

## What are the benefits of an online calendar:

- Reminds you of upcoming events
- Won't get lost (compared to paper version)
- Saves time
- Is free
- Allows for reliable planning







# Maps, Street View i Earth



Opening Street View

Link : [maps.google.co.uk](https://maps.google.co.uk)

On your computer, open Google Earth.

Click a place or search for a location.

At the bottom of the screen, click Pegman .

Select the highlighted area.

**Tip: if the areas are highlighted in blue, you will find pictures of them in Street View.**

Changing the view

To change the view: drag the screen.

To restore the north direction on the map at the top: click the compass in the lower right corner.

If you move to a new area, white arrows will appear on the screen.

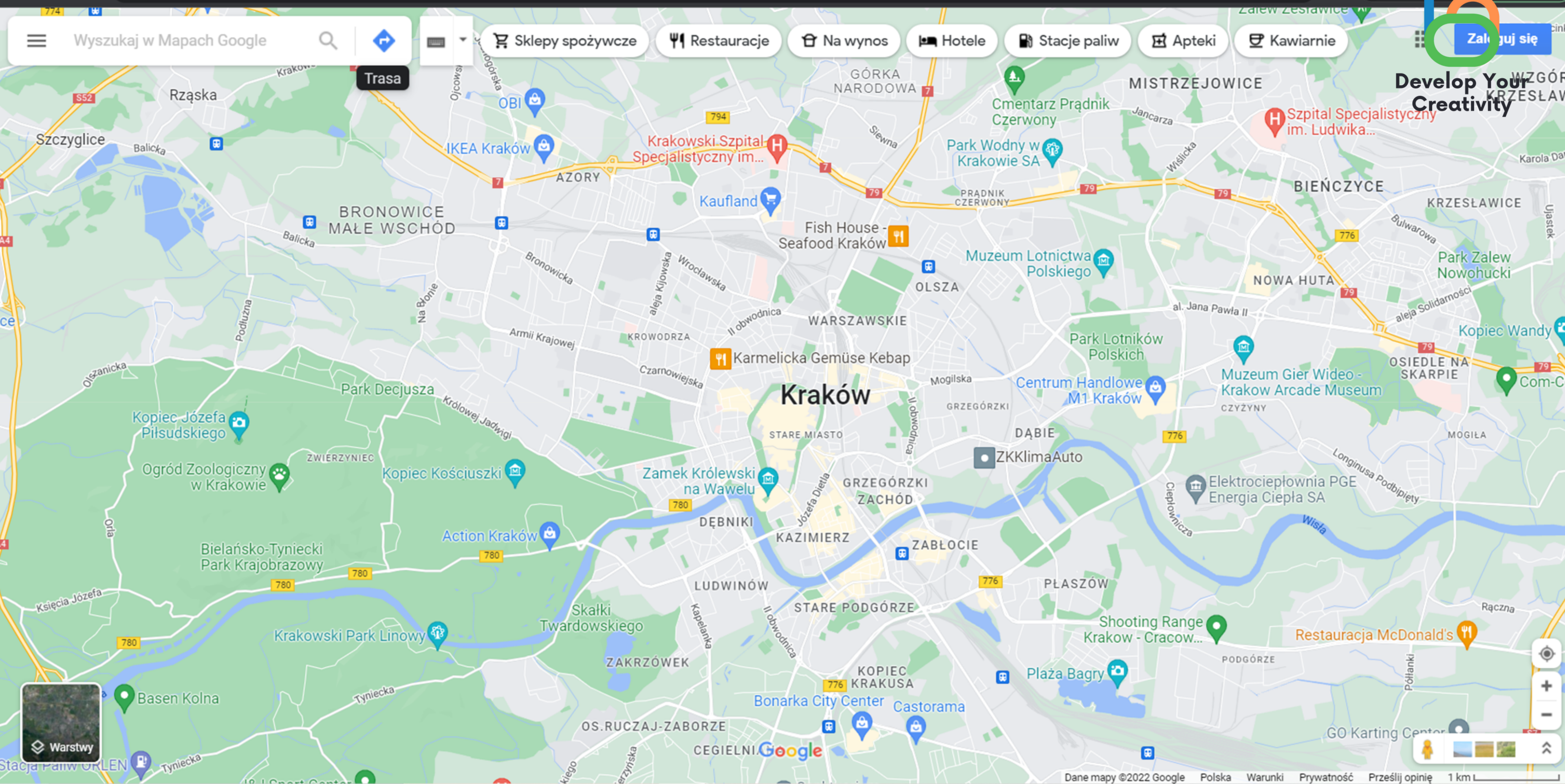
Click one of them to move in the desired direction.

Zoom in or out

To zoom in on a view: in the lower right corner, click Zoom In .

To zoom out the view: in the lower right corner, click Zoom Out .

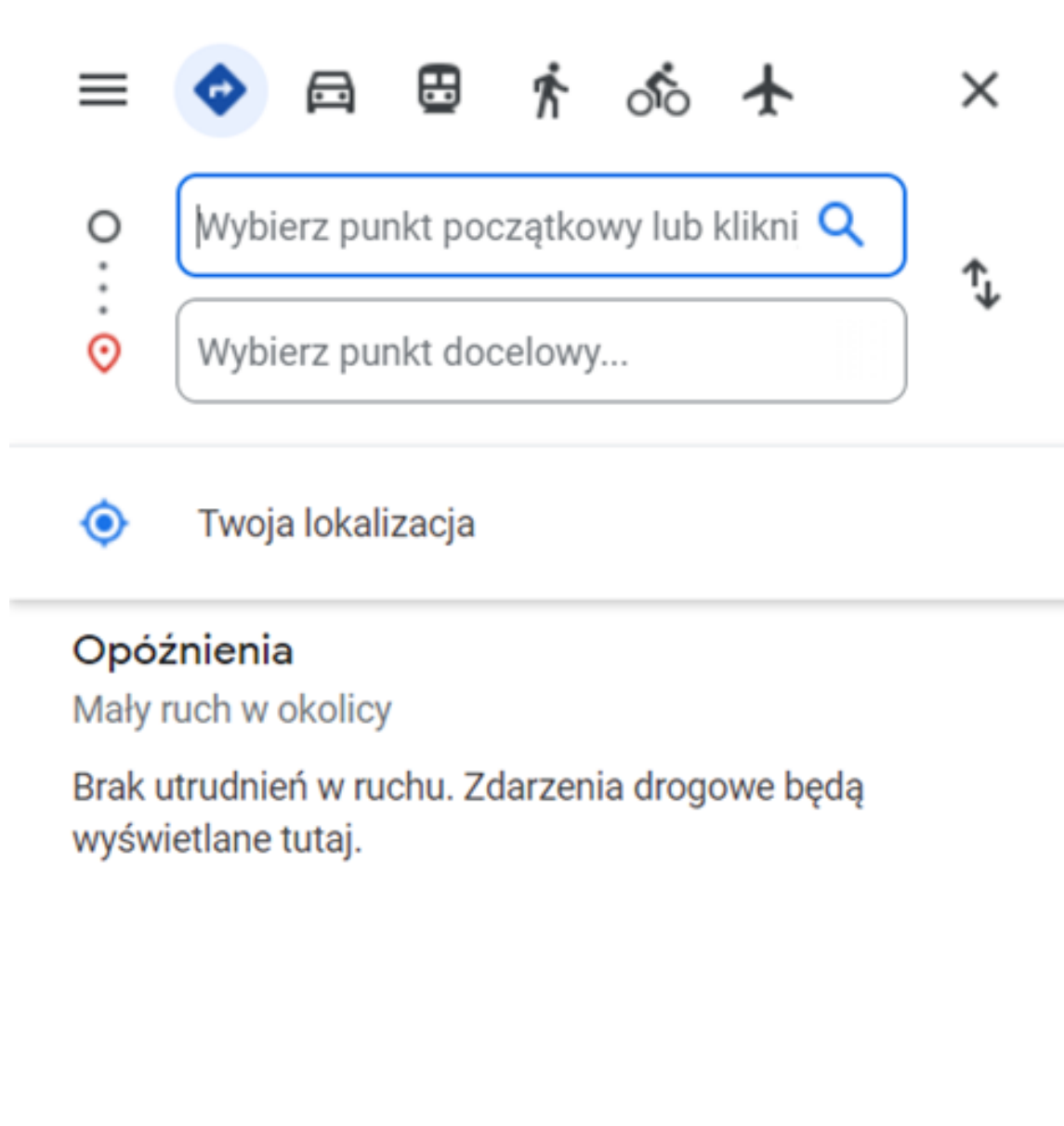






# How do you set the route?

1. We enter the point we want to get from and enter the point we want to get to.  
(We choose the mode of transportation by car, train, on foot, bicycle, airplane)



The screenshot shows the Google Maps interface in Polish. At the top, there is a row of icons for different transportation modes: a car (selected), train, pedestrian, bicycle, and airplane. Below these icons are two input fields: the first is labeled 'Wybierz punkt początkowy lub klikni' (Choose starting point or click) and the second is labeled 'Wybierz punkt docelowy...' (Choose destination point...). Below the input fields, there is a section titled 'Opóźnienia' (Delays) with the text 'Mały ruch w okolicy' (Light traffic in the area) and 'Brak utrudnień w ruchu. Zdarzenia drogowe będą wyświetlane tutaj.' (No traffic disruptions. Road incidents will be displayed here).



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Muzeum Narodowe w Krakowie, al. 3 Maj

Sukiennice, Rynek Główny 1/3, 31-042 Kr

Dodaj miejsce docelowe

Wyrusz teraz

Opcje

Wyślij trasę na telefon

przez aleja Adama Mickiewicza

13 min

Obecnie najszybsza trasa ze względu na warunki drogowe

Szczegóły

przez aleja Adama Mickiewicza i Aleja Juliusza Słowackiego/Aleje Trzech Wieszczów/II obwodnica

13 min


Przeciętny ruch – jak zwykle

przez aleja Adama Mickiewicza i Stanisława Konarskiego

15 min

Odkrywaj: Sukiennice

A detailed map of Krakow, Poland, showing three suggested driving routes from the National Museum (Muzeum Narodowe w Krakowie) to Sukiennice. The routes are color-coded: blue for the fastest route (13 min, 4.4 km), orange for a slightly longer route (13 min, 4.5 km), and green for a route via the main square (15 min, 5.1 km). The map includes various landmarks such as the Krakow Main Market Square (Rynek Główny), the Krakow Cathedral (Katedra Mariacka), and the Krakow Zoo (Zoo Krakowski). The map also shows the city's layout, including the Vistula River (Wisła) and the Krakow Ghetto (Kazimierz). The map is part of a Google Maps interface, with a search bar at the top and a sidebar on the left.

 Develop Your Creativity



# What is Facebook?

- Facebook- a social networking site where registered users can create networks and groups, share messages and photos, and use applications.





# Zarejestruj się

To szybkie i proste.



Data urodzenia ?



Płeć ?

☐☐☐

Klikając przycisk Zarejestruj się, akceptujesz nasz [Regulamin](#). Zasady dotyczące danych informują, w jaki sposób gromadzimy, użytkujemy i udostępniamy dane użytkowników, a [Zasady dotyczące plików cookie](#) informują jak korzystamy z plików cookie i podobnych technologii. Możesz otrzymywać powiadomienia SMS z Facebooka, z których możesz zrezygnować w dowolnej chwili.

**Zarejestruj się**

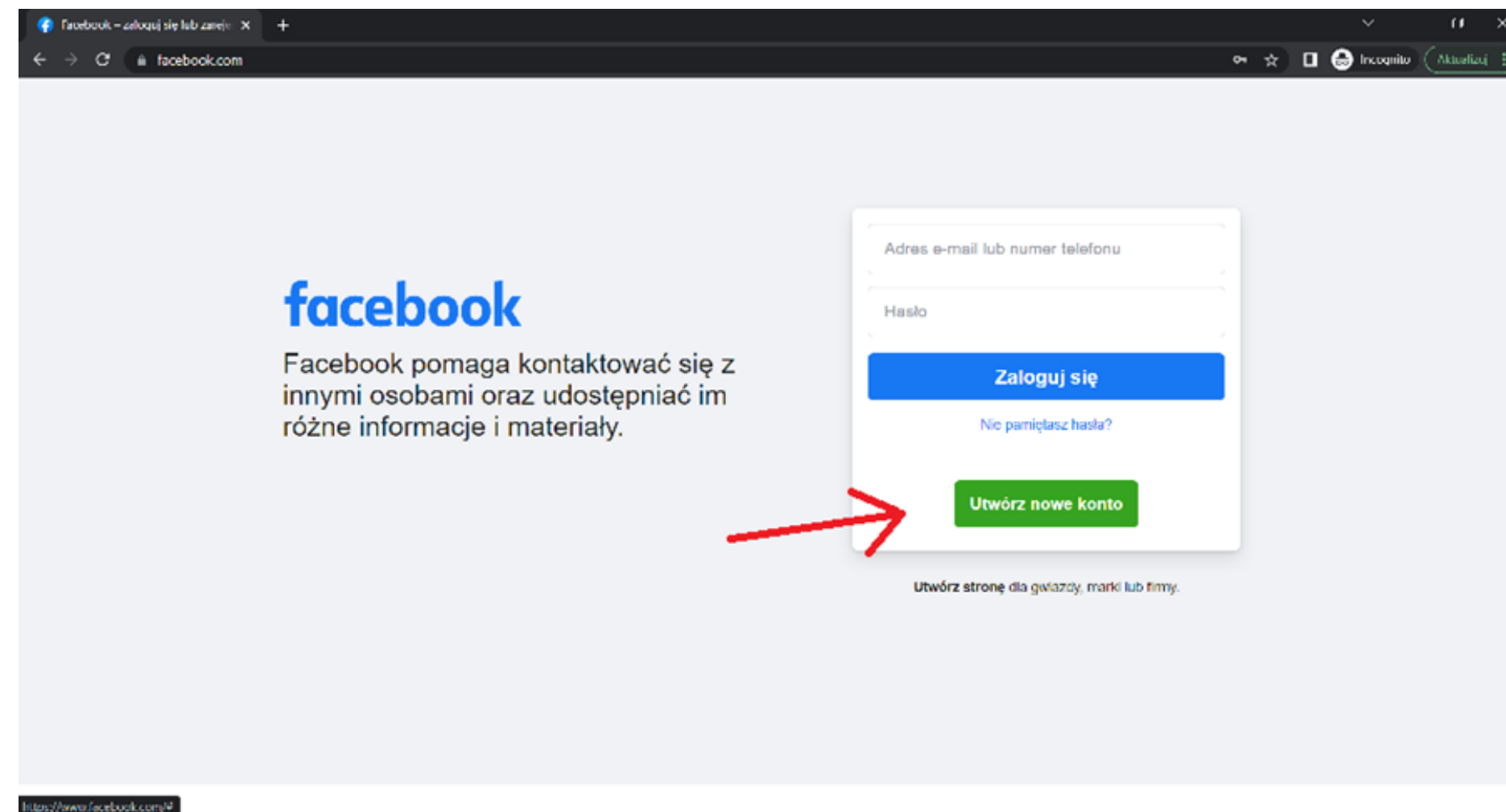
# Facebook

Rejestracja konta:

[www.facebook.com](http://www.facebook.com)

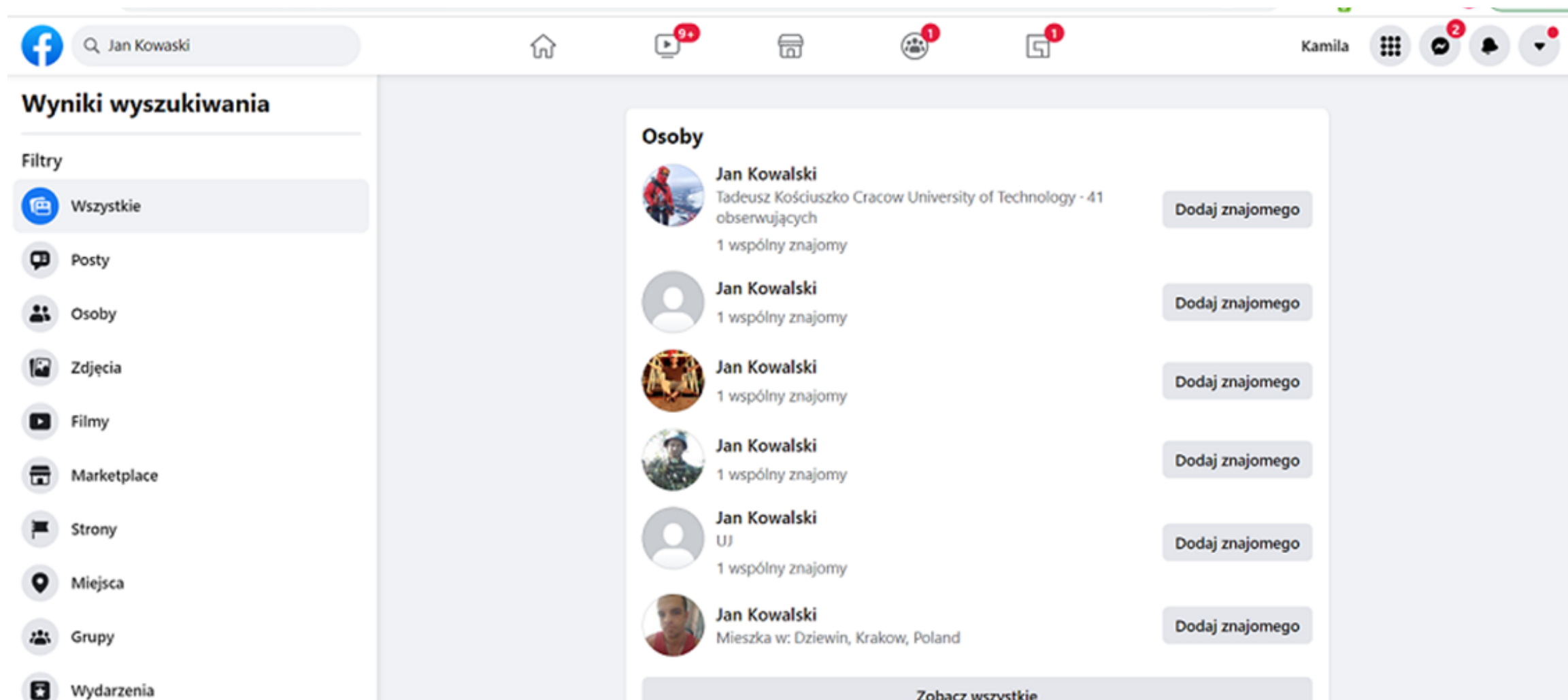
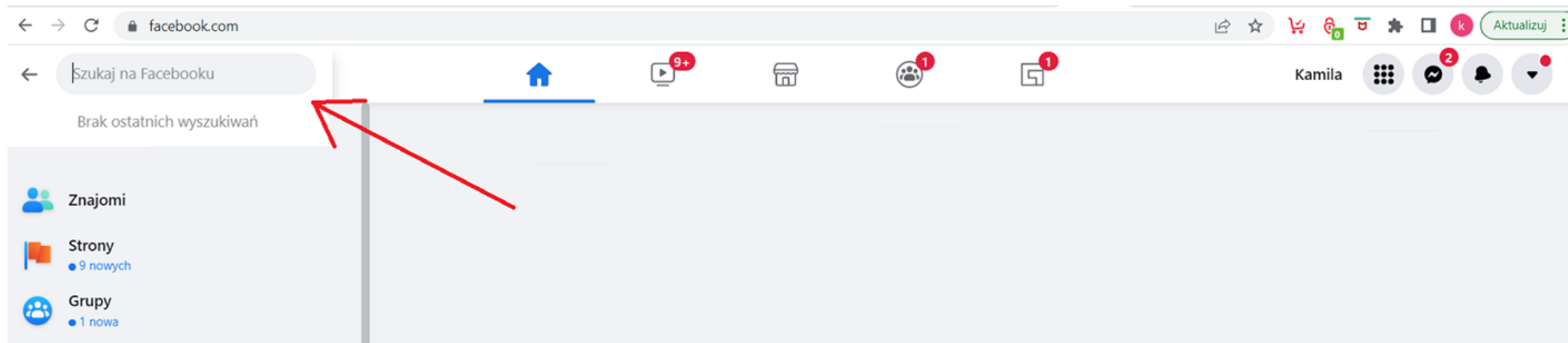


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# How to expand your circle of friends on Facebook?



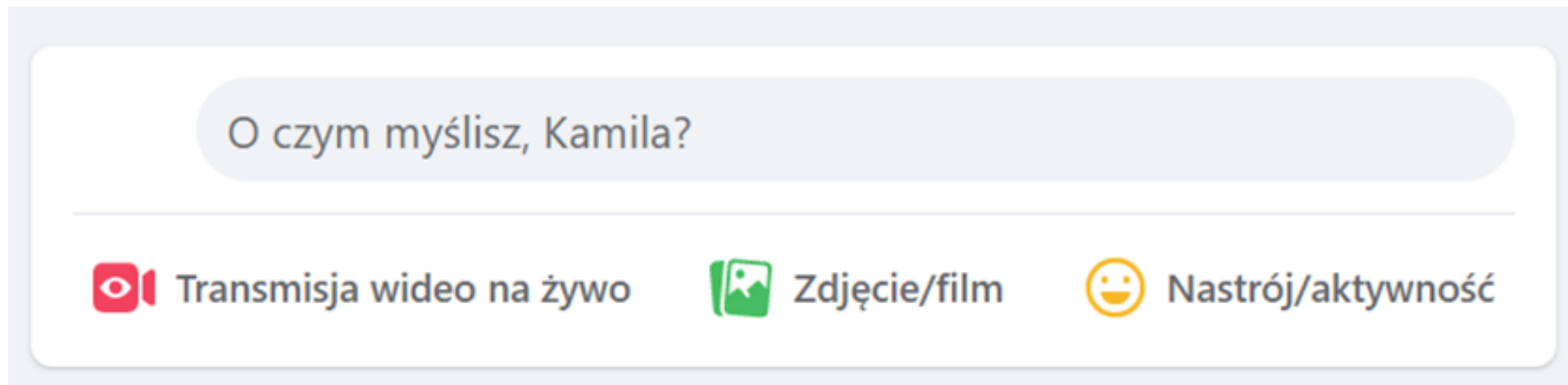
- In the upper left corner there is a search engine, we click on the "magnifying glass" and type the name of the person we want to add to friends.
- The moment we press "enter" on the keyboard, we will see all the suggestions of people who match the search data.
- We find the person
- Remember you will become friends only when the person accepts the invitation to become friends.



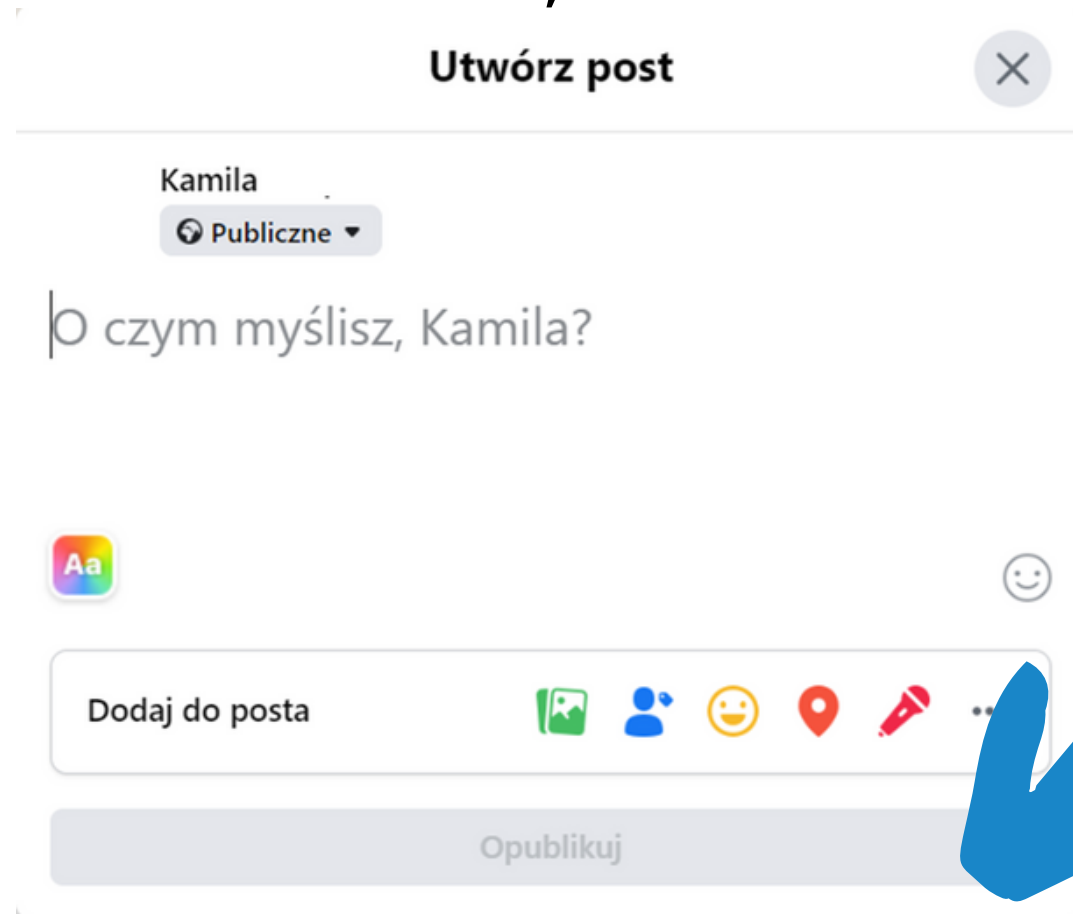
# Creating posts, information:



To add a post to the board, click on the icon what do you think example next:



When we click, we will see the following query :



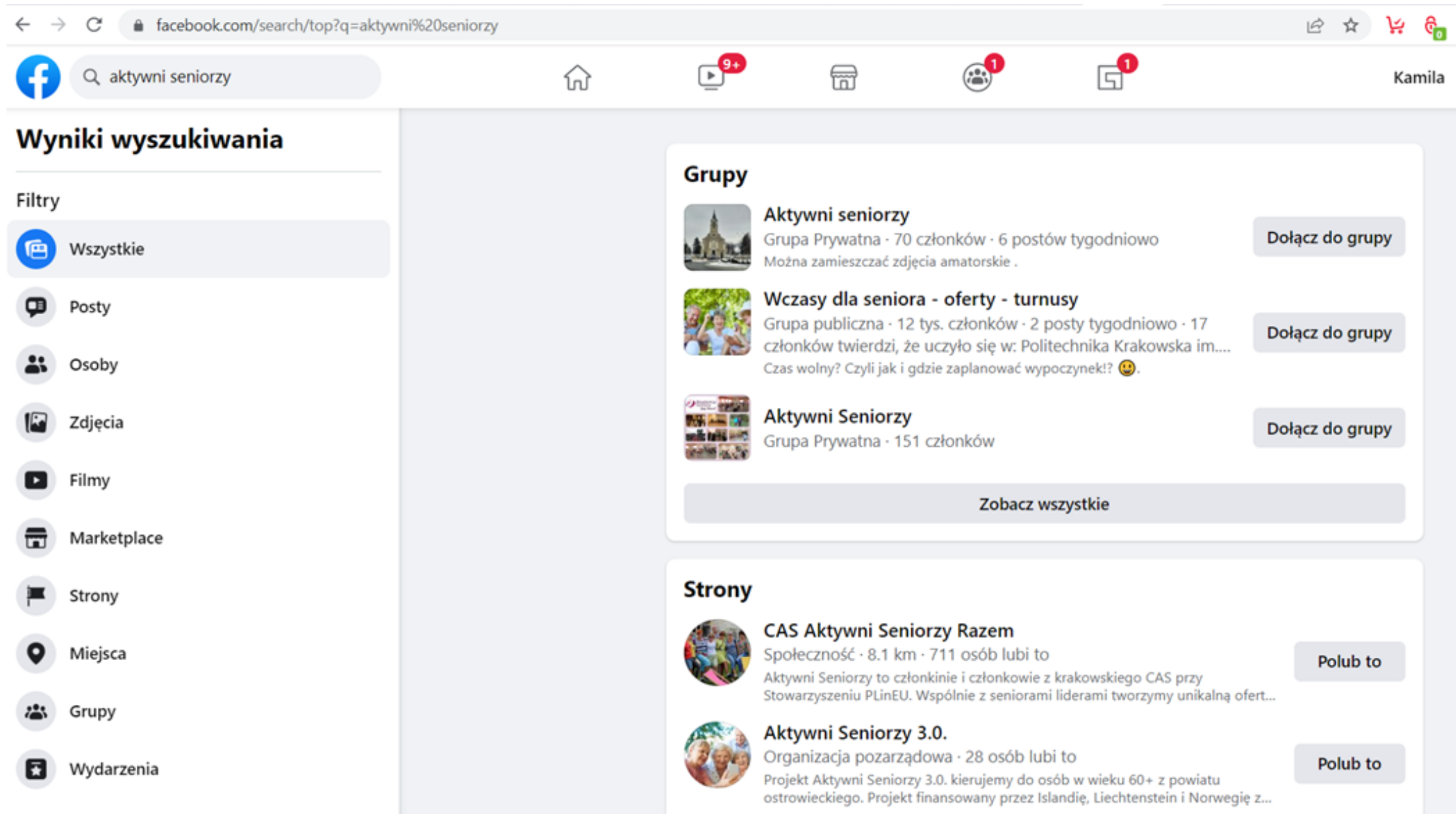
The rest is up to you.

We write the content we want to publish, we can tag people, what mood we are in, where we are staying, attach a photo to the post.

When the content is ready we click publish.



# How to join community groups ?



-Where we previously searched for friends, we can also search for community groups in exactly the same window.

-If you see the description that the group is private, it means that the group administrator must approve the membership, while the public group, does not require the approval of the membership administrator.




We click join group, then we can view the discussion, photos and all the information that was posted on the group.




Grupa strony Magda Lena

## Wczasy dla seniora - oferty - turnusy

🌐 Grupa publiczna · 12,8 tys. członków



 Dołącz do grupy

Informacje

**Dyskusja**

Polecane

Tematy

Osoby

Wydarzenia

Multimedia





# What is Messenger?

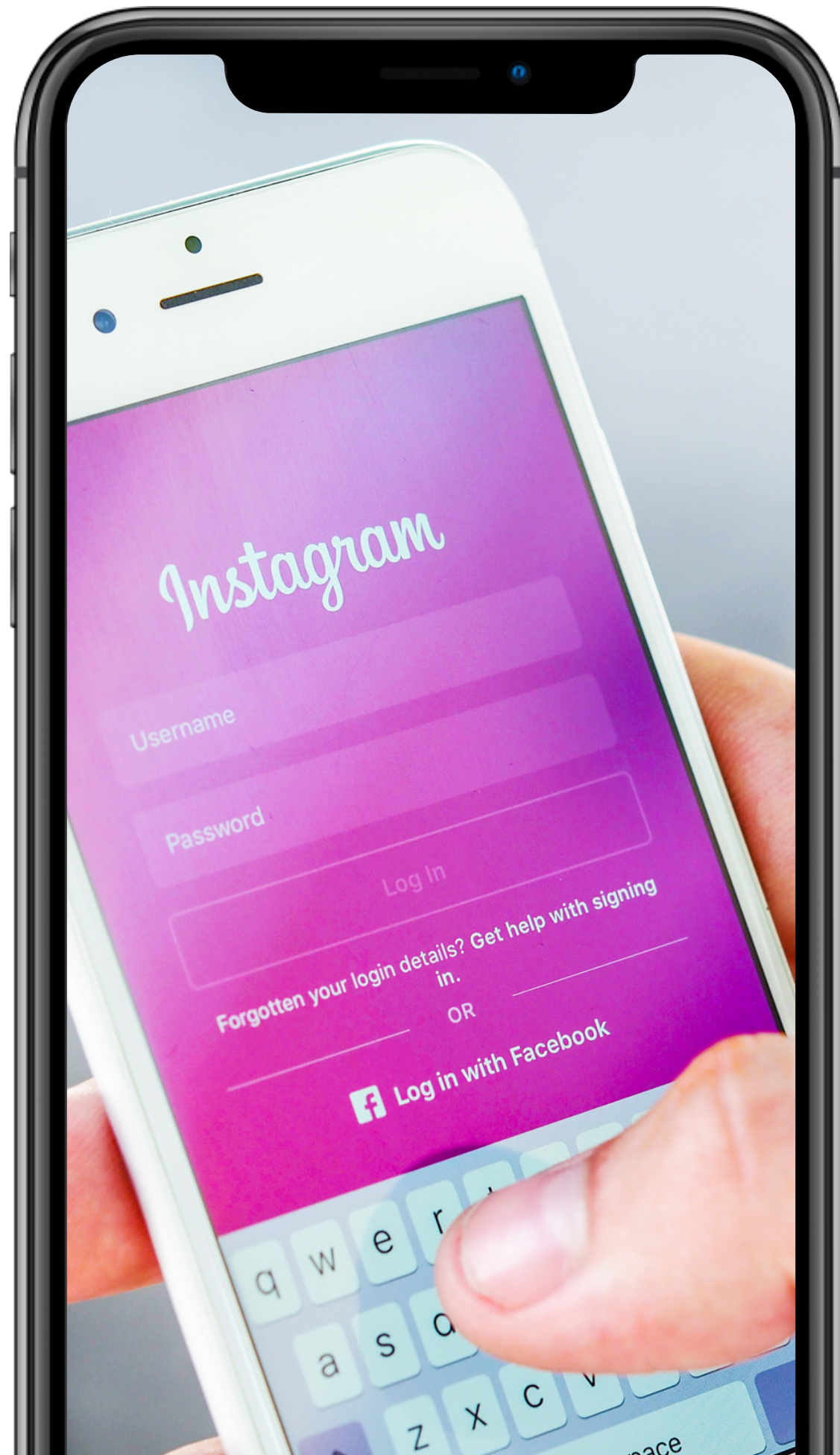
Facebook Messenger - an instant messenger. It is used to send messages, photos, videos, stickers and other files, and allows you to respond to friends' messages and interact. The service also allows voice calls (including group calls) and video calls. The application offers the ability to encrypt messages and access to mini-games.



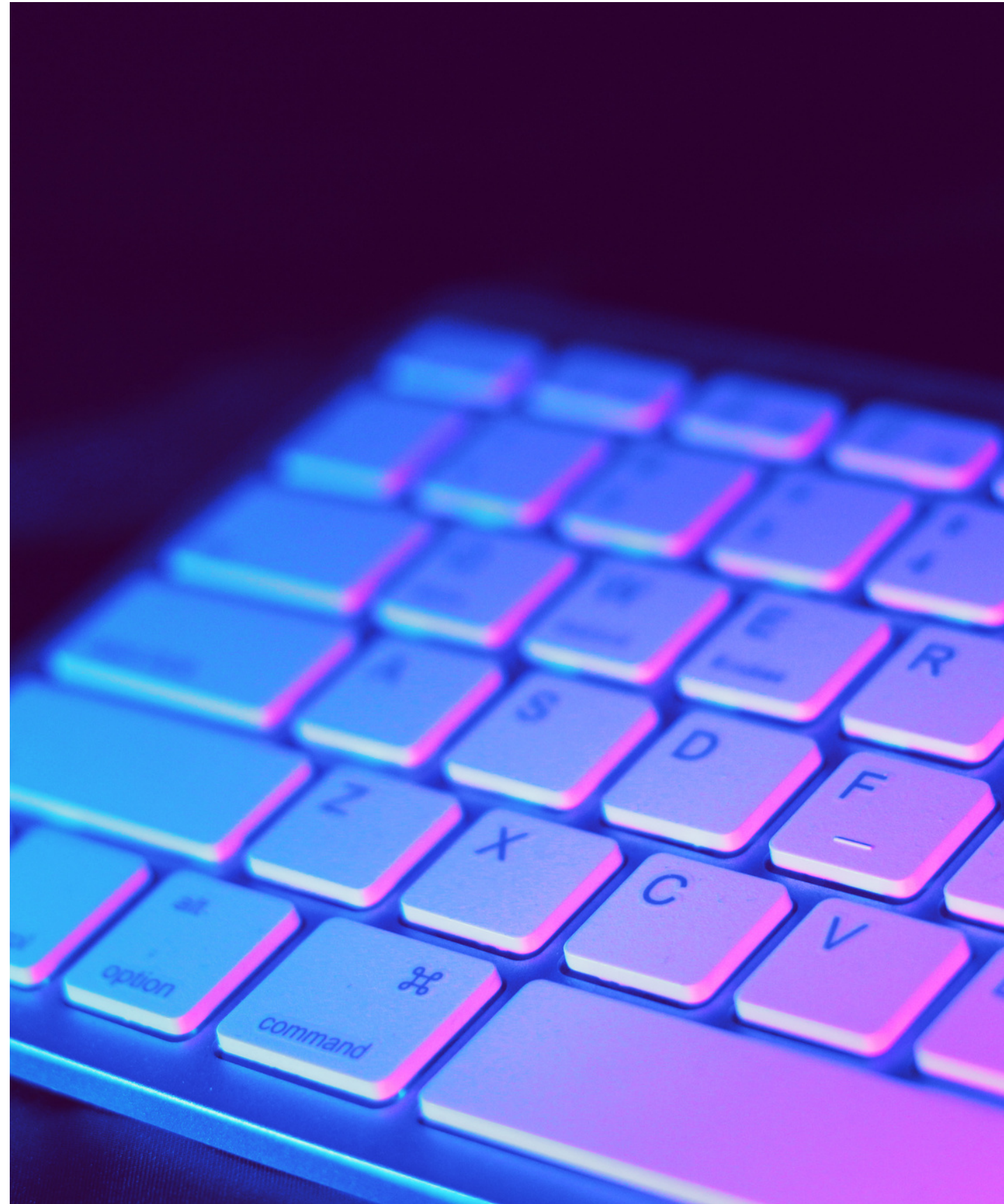


# What is Instagram?

Instagram is one of the social media channels - an application for sharing photos and short videos. Unlike Facebook, it requires the use of a smartphone. Posted materials appear on the created profile and under the attached hashtags. Hashtags starting with a #cross simply aggregate publications, enabling easy and quick browsing of materials on the subject we choose.







# Account registration and adding posts



## REGISTRATION:

Just like with facebook.

We need to provide an email and basic data.

## ADDING POSTS:

Tap the + icon at the top of the screen.

Select a photo or video from your library or take one in the

Post multiple photos on Instagram.

Crop the image.

Select a filter.

Edit photo.

Enter a signature.

Use hashtags to optimize your post.

Tag friends.

Add your location.

Have fun with emojis.

Share the post on other social media platforms.

Edit post.



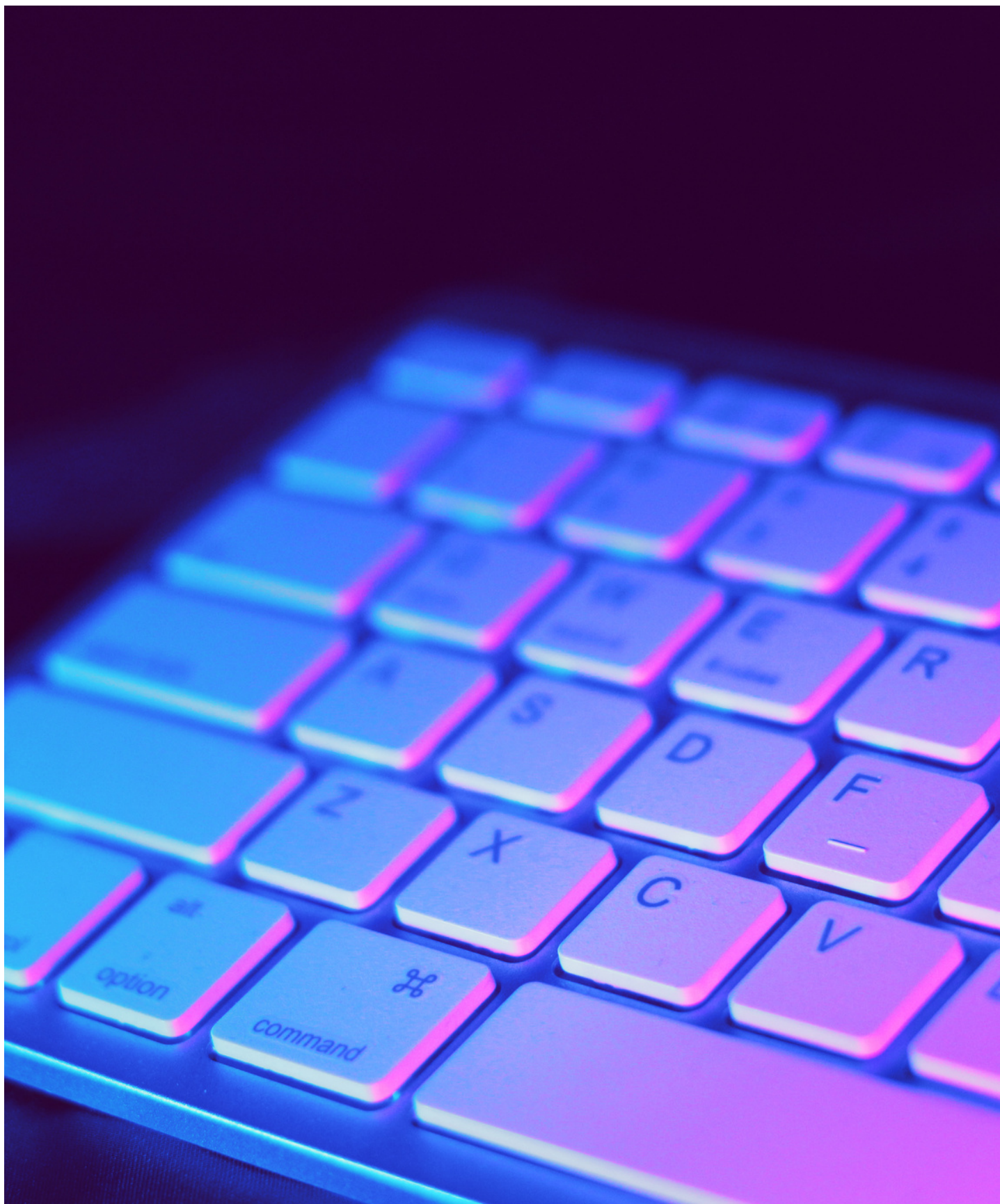


# What is Twitter?



Twitter was founded in March 2006. Initially, several thousand enthusiasts were interested in it, but the portal developed dynamically and became a permanent part of the mainstream of social networking sites. Most of Twitter's revenue comes from advertising.






# Account registration and adding a tweet




## REGISTRATION:

Just like with facebook.

We need to provide an email and basic data.

 Zarejestruj się przez Google

 Zarejestruj się przez Apple

lub

Zarejestruj się, używając numeru telefonu lu...

Rejestrując się, zgadzasz się na [Warunki korzystania](#) i [Politykę prywatności](#), łącznie z [Polityką ciasteczek](#).

Masz już konto? [Zaloguj się](#)



# Thank you for your attention.

More information about the project on the website:

<https://kreatywnidlabiznesu.pl/develop-your-creativity/>

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