

Scenario	Which Social Media and Why
<p>You are attending an event where different speakers are making presentations.</p> <p>You wish to keep your supporters up to date with the conference by sharing the speakers' most important comments.</p>	<p>Twitter</p> <p>Twitter permits you to post short quick comments in real time. You can tweet @ your speakers. You can # the name of the event.</p>
<p>Your group has just held a successful Fairtrade stall in the town centre.</p> <p>You wish to share photographs celebrating the event with your group and your supporters.</p>	<p>Facebook</p> <p>Facebook permits you to share a photo album with others. Twitter and most blog sites only permit you to upload one photo at a time.</p>
<p>You have read an article in the newspaper about the Sustainable Development Goals.</p> <p>You have done some research and disagree with what the newspaper says. You want to share your opinions with your supporters.</p>	<p>Blog</p> <p>A blog permits you to write in some length and develop your thoughts. However keep it conversational and don't go on too long. 500 words is about right. Also reply in the comments box that frequently appears at the end of an online newspaper article.</p>
<p>You are planning an activity and wish to set up a group where the organisers can communicate with one another and share messages and documents.</p>	<p>Whatsapp</p> <p>Whatsapp permits users to set up groups and share messages, documents, images and videos within a group. Facebook also permits users to communicate within a group.</p>
<p>You are planning an exciting activity and wish to get the news out to your network of young supporters.</p>	<p>Snapchat</p> <p>In 2016 snapchat had around 100m daily users, making it an extremely popular messaging service for young people. 'Snaps' are highly visual messages that enable users to engage their audiences.</p>
<p>You are planning a campaign and have created a visual identity that you want to make the recognisable brand of your campaign.</p> <p>You want your messages to be creative, easily recognisable and visually consistent.</p>	<p>Instagram</p> <p>Instagram permits users to creatively edit and apply filters to their photographs and videos.</p> <p>Content can be shared on Instagram or posted on other social networks like Facebook, giving it a useful flexibility.</p>