Social Media

SOCIAL MEDIA

Digital Essentials

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The University of Queensland

CONTENTS

MODULE OVERVIEW

Aims and objectives

This module will:

- explore the digital footprint you leave online
- explore different social media platforms and their uses.

After completing this module, you will be able to:

- understand privacy concerns when using social media
- use social media effectively to enhance your university and professional life and improve your online brand.

Module sections

1. Overview of social media
2. Social media around the world
3. Your digital footprint
4. Content creation and personal branding
5. Social media in your professional life
6. Social media in your university life
7. Cyberbullying
8. Check your knowledge
9. More resources
10. Conclusion

Download versions are available on the homepage.

Duration:
Approximately 30 minutes

Student partnership

This module was developed with UQ student partners as part of a Student-Staff Partnership project.

Graduate attributes

Knowledge and skills you can gain from this module will contribute to your Graduate Attributes:

Connected citizens

Influential communicators

This module is part of Digital Essentials, a series of online modules to help you quickly build your digital skills so you can succeed in study and work.

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1. OVERVIEW OF SOCIAL MEDIA

What is social media?

Research shows that as of January 2024, there are about 5.07 billion social media users in the world. This equates to 62.3% of the total global population. As more and more people are realising the importance of social media and how beneficial it can be, this number is likely to continue to increase.

In order to be able to take full advantage of ways to use social media, we will first have to understand what social media is, the types of social media available and how to make use of them.

Social media is the term for online communication which allows us to keep in touch with people, join existing networks or create new networks. Social media platforms include:

- social networking sites e.g. Facebook
- photo sharing sites e.g. Instagram
- video sharing sites e.g. YouTube
- instant messaging platforms e.g. WhatsApp
- discussion forums e.g. Reddit.

There are many uses to social media, these include:

- developing personal learning networks
- accessing useful information
- establishing your personal or professional online brand
- communicating and collaborating with others
- keeping up with organisations and people that interest you.

Over 20.8 million Australians were active social media users in January 2024. Interacting and sharing information with others online can be fun and informative. However, when you use social media, you can't always control your audience, so you need to be aware of ethical concerns. Kindness, fairness, truthfulness and integrity are just as important in your online interactions as they are in your face-to-face ones.

Types

Social networking sites

Social networks allow users to create online profiles and interact with other users on the platform. Users can keep interactions private or connect with people outside their social circle.

Facebook is used as tool to share information, and keep up to date with family and friends. This is used by organisations (including UQ) to share news and upcoming events. Facebook also comes with a messaging app, Messenger, where students create unofficial study group chats and communicate with each other.

Another example of a popular social networking site is X (Twitter). Here, users can post messages, images, and gifs for the public to see. X (Twitter) is mostly used for posting quick thoughts and learning about worldwide trends. In July 2022, X (Twitter) tested out a new status feature, which allows users to add a status label to their posts, including "Hot take", "Breaking news", and "Watching football". Did you know that on average, there are about 6,000 posts posted every second? That comes up to about 500 million posts every day!

Photo sharing

Photo sharing is an engaging way to share aspects of your life. You can upload photos to share with friends, family and anyone else on the platform. If you are someone who enjoys photography, arts or creating pieces and showcasing them, they are a great way to promote yourself, comment on others' work and receive feedback.

The most popular photo sharing sites include Instagram and Snapchat. Through these tools, users can record and share videos, while interacting with each other's posts. Instagram's audio-visual features also allows for knowledge sharing — it is not uncommon to find news and academic accounts like @theeconomist and @chicksforclimate. These apps may assist students in enhancing their language, interpersonal and social skills.

Video sharing

Video hosting sites like YouTube and Tiktok allow people to share videos with others. Video content includes music, entertainment, instructional videos, news, political commentary, movies and shows.

TikTok is currently one of the most popular social video sharing apps, with approximately [one billion monthly active users](). Users can watch, create and share videos and apply filters, audio, animation and special effects. You will find many tiktoks designed just to amuse you like [this one with a cat.]() However, users are creating tiktoks for learning too, such as [teaching maths]() and [study tips]().

TikTok for study?

Search the word tiktok in your search engine, with tags like #studyhacks #studytips and #studynotes to get some good tips.

Instant messaging platforms

Instant Messaging (IM) technology allows users to send messages in real time over a connected network. Messages can be transmitted between 2 or even 500,000 members at once. There are numerous free and easy-to-use instant messaging platforms available today, including WhatsApp, Discord, and Slack.

WhatsApp

With over [2 billion monthly active users](), WhatsApp is one of the most popular messaging platforms. WhatsApp is very accessible and can be easily downloaded on your mobile phone and PC. Its ease-of-use also contributes to its popularity. Setting up an account is very simple — all you need is a phone number and you're pretty much set! WhatsApp allows users to send texts, videos, images, links and documents in just a few clicks. This makes the app very popular for students to create group chats and talk amongst themselves. WhatsApp also has an app specifically designed for business communications called "WhatsApp for Business".

Discord

Discord is a growing group-chatting app that enables direct voice, video, and text communication between users. It was launched in 2015 and was originally created to provide a platform for gamers to build communities and connect with each other. Today, it has grown to encompass a variety of online communities (called servers), ranging from writers to artists to K-Pop fans.

   UQ has a Discord server for most courses.

Slack

Slack is a messaging app most commonly used by business organisations to connect people with required information. It is organised to facilitate communication in the workplace bringing people together to collaborate as one unified team. Designated spaces called channels can be created to bring people together to discuss a certain topic or project together. In these channels, members can easily share files, ideas, and polls. It is a good way to bring people from different parts of the world into one single space, which is especially useful for today's work environment.

Discussion forums

These types of media are Q&A type platforms used to hold discussions and conversations amongst users.

The most well-known discussion apps are Quora, Reddit, and Digg. Discussion topics may include science, politics, universities, or <u>even this very interesting question</u>! If you have ever wondered about something, someone else has probably asked the same thing on one of these platforms.

? Check your knowledge

There are three questions to answer. Use the arrow at the bottom to move to the next one.

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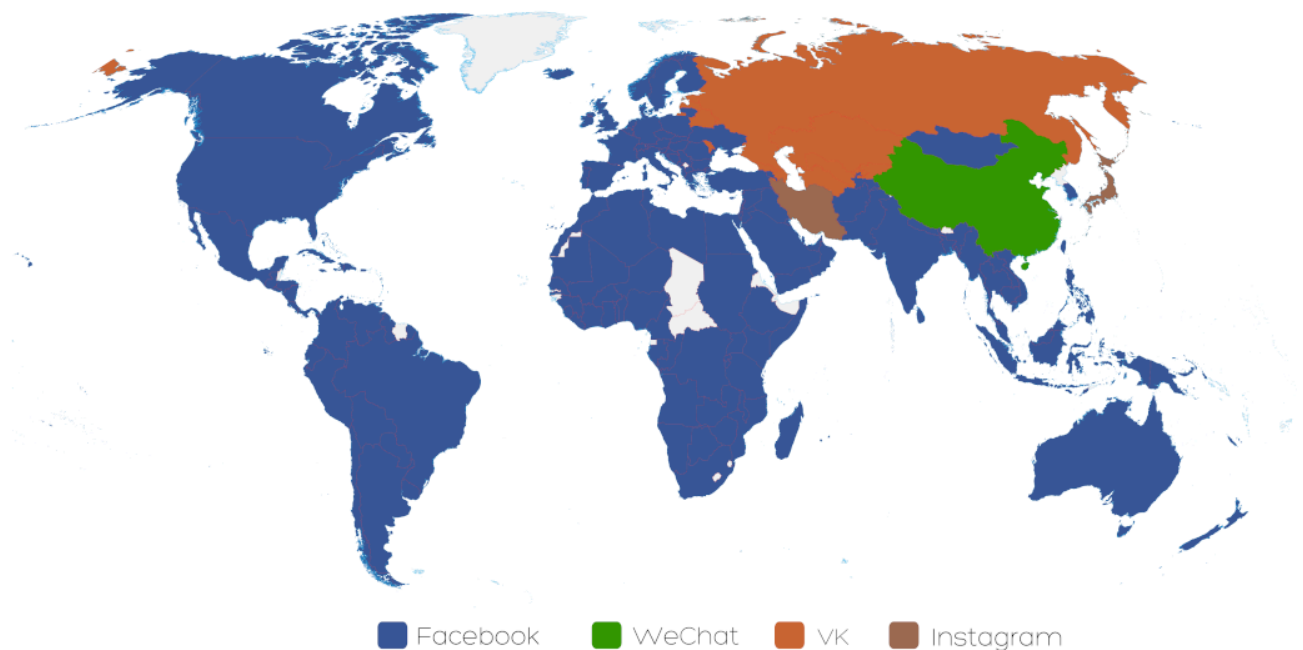
2. SOCIAL MEDIA AROUND THE WORLD

When many people in Australia think of a social media platform, Facebook, X (Twitter) and Instagram come to mind. However, not everyone has access or wants to use these platforms. Many countries have their own popular platforms for keeping in contact with family and peers, entertainment, news and business content.

Benefits of using social media platforms not commonly used in Australia:

- Develop overseas networks.
- Reach a wider audience to allow for collaboration with people of common interests.
- Make wider connections with people from distant parts of the world.
- Practice a different language or help others learn your language.
- Learn about new cultures and get involved in global communities.
- Gain access to daily global news and information.

World map of social media as of January 2023 by Vincenzo Cosenza Vincos. It includes popular social media outside Australia and New Zealand, including WeChat and VK.

"World map of social networks January 2023" by Vincenzo Cosenza Vincos is licensed under CC BY-NC 4.0.

WeChat

WeChat is the sixth most widely used social networking app in the world and is used by over 1.3 billion people every month. It is a free, instant messaging and mobile payment app most widely used in China. The app has become an invaluable and convenient tool for messaging, reading articles, accessing products, playing games, and much more. Through the app, around 45 billion messages are sent and 410 million audio and video calls are made every day.

Watch One day of WeChat (YouTube, 1m43s) to see all the different things you can do with this one app!

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Baidu Tieba

Baidu Tieba, very similar to Google, is China's most popular search engine. It is also a discussion forum where people can get together and exchange information on almost anything. Users search by keywords to view and participate in discussions.

VK

VK, short for its original name Vkontakte, is a Russian online social networking site which contains similar functionality to Facebook. Users can create groups, public pages and events; message each other either privately or publicly; share and tag images, audio and videos; and play browser-based games. It has the strongest social media presence in Russia with 46.6 million monthly users!

Fun fact: the app is available in 86 different languages but is predominantly used by Eastern Europeans!

Hike

Hike is an Indian messenger-based platform that allows users to send stickers, photos and video messages. It also has a voice calling feature.

Taringa

Taringa is a social media platform geared toward Spanish speakers, and has an estimated 27 million users. Content is split into topics in a way familiar to users of Reddit and Facebook.

Q.Q.

In 2014 Q.Q. (also called QQ) set a Guinness world record for having the largest number of users at the same time on an instant messaging site. It has more than 800 million monthly active users and 60% of users are under 30 years old. This platform can be used for blogging, emailing, playing games as well as instant messaging.

Watch QQ app – how to use social networking app (YouTube, 1m30s) on how to set up a Q.Q. account.

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⑦ Check your knowledge

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3. YOUR DIGITAL FOOTPRINT

Your digital footprint is data that shows a record of your online interactions. This could include websites you have visited, posts you have left on social media and things people have said about or to you on social media. If you delete a social media post, it may remain accessible online, even if you can't see it. Web content is captured by internet robots that crawl the web and index content.

Watch Teen Voices: Oversharing and your digital footprint about oversharing in social media and how that will affect your digital footprint.

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Whenever you visit an online site, you are leaving behind a digital footprint via technology such as cookies. These bits of data allow websites to remember that you have visited and what you have done on the site. You can read more about cookies in the Internet Essentials module.

What does my current digital footprint look like?

Search for yourself online to see what comes up. If there is online content that you regret, it's not too late to do something about it:

- Delete posts or photos that are publicly available that no longer represent you.
- Change your privacy settings.
- Unfollow or unsubscribe from groups or posts that you no longer want to be associated with.
- Untag yourself from other's posts or ask them to remove the content.

What if there is content that I regret that I can't remove from online?

We all make mistakes, especially when we are young. There are plenty of examples of celebrities and politicians who have apologised, and been forgiven, for actions or beliefs recorded online that they no longer endorse. From now on, try to only associate yourself with things that you won't feel embarrassed about or regret in the future.

If you feel concerned about your health and wellbeing, don't hesitate to access Student Support services. The Digital security module has tips protecting your privacy.

Privacy

Familiarise yourself with social media privacy settings and what information you share online with others. Some social media platforms and their privacy settings:

- Facebook frequently changes privacy policies and settings. To ensure your photos, personal information and comments remain private you should regularly check your privacy settings. Facebook privacy settings has more information.
- LinkedIn allows you to see who is viewing your information and to restrict viewing access. However, you will need to activate these settings yourself. Visit LinkedIn privacy settings to find out more.
- One thing to remember when using X (Twitter) is that your posts are public by default. There are some additional settings to make sure your information is private and that the tweets you send are going to the right audience. Explore X (Twitter) privacy settings to learn more.

Watch How to remove apps that access your Facebook data (YouTube, 2m18s) for more tips.

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Remember that even with your best efforts to keep information private, you cannot always control information others share about you or comment about you. Visit:

- The nightmare of mopping up your online reputation and the right to be forgotten
- 70% of Australians don't feel in control of their data as companies hide behind meaningless privacy terms
- Government to overhaul privacy laws, including opting out of advertising, a right to be forgotten, and new rules for small businesses.

Cyber security

You have probably heard of the Optus data leak. In the 2022 Optus data leak, the personal information of more than 11.2 million people was leaked including email addresses, full names, passports and drivers

licences, and addresses. This is very scary as your information is out there ready to grab! Whilst we can't control for corporate data leaks, here are some ways to protect yourself while using social media.

Keeping your social media secure

Everyone thinks about their personal safety. You make sure your home is locked when you leave it, you ensure your wallet or phone are not easy to steal. As we take our physical safety seriously, we should also take our online safety seriously. The internet has brought opportunities to connect with others but there are also threats like scams and identity theft. The Australian Government provides [information on online safety](#) and the [Digital Security](#) module gives more information on cyber security and staying safe online.

Using a VPN

Sometimes when you access certain networks that are public or not encrypted, you are exposing yourself to risks as that network might be hacked. In such times, it can be good to install a VPN to protect yourself while browsing. UQ provides a [VPN for students](#).

⑦ Check your knowledge

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Scams

Unfortunately, there are numerous scams being run at any time on all forms of social media. Many are very sophisticated and can catch out even the most savvy users. To keep up-to-date with the latest scams, visit:

- [ScamWatch](#)
- [Australian Cyber Security Centre](#)
- [eSafety Commissioner](#)

Remember, if you are unsure, check it out. Never give any personal details or follow links from unsolicited messages. Always thoroughly investigate before handing over your money.

Phishing

Phishing is one way cyber criminals try to steal your personal information. It involves the attacker sending or posting fake messages, often pretending to be from people or organisations you trust. This could be family members, banks, companies or government organisations such as the Australian Tax Office (ATO). This can lead to identity theft, money loss or loss of sensitive information. A form of phishing is spear phishing, where the attack is designed specifically for a targeted person. (Australian Cyber Security Centre).

Read Don't fall victim to these common social networking scams to learn about some common phishing attacks used on social media.

4. CONTENT CREATION AND PERSONAL BRANDING

Creating content

Like any other form of communication, creating content for social media requires planning. You need to identify your purpose for creating content, and the audience for whom it is intended.

Social media is often used as a news source by Australians, with 25% of us using it to read news stories. It can be a powerful tool for communicating your data, insights or any information you want to share. Sometimes the media inaccurately oversimplifies information for the general public. Be careful to adequately explain yourself so that if your post does go "viral", the correct message is delivered. It is good practice to:

- be clear and concise.
- check your spelling and grammar.
- provide evidence to support your statements.
- use graphs, tables or figures to present your data in an easy-to-digest format, when appropriate.
- adhere to copyright if you include images, music, video, etc that are not your own. Always attribute the source. Find and use media has further information.

Content purpose

You should also consider the purpose of your social media posts. You need to identify your purpose for creating content, and the audience for whom it is intended. The platform will guide you through the creating processes.

Your audience

Think about who you are creating your social media posts for. Consider:

- Who is your intended audience?
- Is the post professional or of general interest?
- Which are the best social media platforms to reach your targeting audience?
- What is the algorithm of those social media or any associated requirements or limitations?

Read more about the use of social media of different generations:

- [How different generations use social media—and what this means for your business](#)
- [Gen Zers are in charge on social media](#).

Improve the chances of your post being seen

As posts attract further interaction, they also become more visible to others and improve the chance of your content being prioritised by social media algorithms.

There are some general strategies you could use to improve reaching potential audiences.

Collaboration

Tagging and being tagged by other creators are some of the most efficient ways to expand your circle. Sharing content of similar interest not only shows your network to your audience but also increases your chances of getting shared.

Geotagging

You can tag your photos on social media by geographic location using sites such as [Geolmgr](#) or [Geotag](#). Geotagging photos allows you to "pin" your photos to the locations where they were taken. [Google Photos](#) and [Flickr](#) are two photo sharing sites that allow you to geotag your photos.

There are ethical considerations when you are adding photographs to social media sites. You should not:

- post or tag a photo that belongs to someone else without their permission.
- post a photo or video that may invade someone's privacy e.g. their address, car licence plate, workplace/school or their children.

The [eProfessionalism](#) module has information about the legal, ethical and organisational constraints to sharing images. The [Office of the eSafety Commissioner](#) has further information and tips about social media and privacy.

Hashtags

A hashtag is a phrase or keyword that is preceded by a # symbol and is used on some social media platforms (e.g. X (Twitter), Instagram, Weibo) to create a thread of conversations around a specific theme or topic.

Mindful hashtag construction

If you are using X (Twitter) and want to create a hashtag based on your professional interests, make sure you choose the hashtag carefully. An example of an ambiguous hashtag is #nowthatchersdead. X (Twitter)

users interpreted this in a number of ways, and it resulted in a viral rumor spreading about Cher's death. It can be interpreted as either:

- Now Thatcher's Dead
- Now That Cher's Dead

For accessibility, it is now recommended to capitalise each word in the hashtag to make it easier to read. This type of formatting is referred to as camelCase e.g. #BlackLivesMatter. It is also noteworthy that joining an existing hashtag may be more beneficial than creating a new one, unless you are aiming to create a completely new trend.

To learn more about hashtag strategies, visit:

- How to use hashtags: A guide for every network
- How to use hashtags effectively on social media

Advertising

Several social media platforms, such as Facebook or Instagram, offer paid advertisements if you want to further promote your content. For example, Instagram allows you to pay to promote a specific post or your account in general over a period of time.

How is your content prioritised by social media?

All social media posts are prioritised for individual viewing according to algorithms used to optimise content being delivered. Behind the algorithms of social media explains what different social media algorithms are prioritising. In general, they promote posts that:

- encourage engagement – commenting, liking, sharing.
- are likely to be relevant based on your previous behaviour.
- are from users who post consistently.
- are paid content and ads. They are businesses and want to make a profit.

Read 10 tactics to boost your organic social media reach to learn more about promoting your content.

⑦ Check your knowledge

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Self-branding

Self-branding is a term coined by Tom Peters in his 1997 article "The Brand Called You". According to Peters, everyone has the power to be their own brand and it is each person's responsibility to promote their brand. But if that is true, how do you successfully market yourself to others?

Social media is an excellent way to promote yourself for a variety of reasons, including content marketing or social selling. It provides you with a way to reach your target audience, influence people, and build your brand. Some social media users become influencers, who have established online credibility and have gained access to a large audience.

If you are planning to build your personal brand on social media, there are also some things you should do for the greatest exposure. Firstly, decide which platforms to concentrate on. It is tempting to try to use all social media platforms to promote your brand, but it is important to remember that not every social network is right for you. Check which social media platforms fit your content, knowledge or expertise and then direct your efforts to those platforms. For example, for an artist wanting to share and promote their work, Instagram or Flickr might be a good option. Your photos can be shared with other people who have an interest in arts and culture.

Build your personal brand on social media

It might be preferable to create an account specifically for professional use, rather than using your private social media accounts.

1. Identify your goal. Do you want to showcase your talents, sell something, get a great job?
2. Search for industry leaders or experts in your area to see what platforms they use.
3. Use a tool to search for trends or top posts on your topic. Try Social Searcher (searches across a range

of social media platforms) or [X (Twitter) advanced search help](#).

4. Plan interesting or informative content to post.
5. After you identify experts and popular or active users, write about them or topics they are interested in to attract their attention, or their followers' attention, to your content.

Once you have your social media accounts organised, make sure you post regularly, but not excessively. Too many posts may annoy your audience; a good number would be around [3 or 4 posts each week](#). Ensure you make the posts engaging by writing posts that you would want to read if others had posted them.

Build a community by:

- being kind to others and positive in your posts. This way you will be creating and promoting a good self-image of yourself, and you will be more likely to appeal to followers.
- encouraging interactions, comments and authenticity.
- engaging with people who are interested in you and your work.

Creating a personal brand on social media requires a lot of time, commitment and planning to work well. It won't happen overnight but, with patience and research, you will be able to build yourself a successful personal brand.

Watch [Designing a purposeful personal brand from zero to infinity (YouTube, 10m7s)](#)

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5. SOCIAL MEDIA IN YOUR PROFESSIONAL LIFE

Social media used to be solely for fun, but this is not the case anymore. Since social media is evolved to connect people globally, it becomes more and more essential for businesses and professionals to be involved in. However, it might be challenging to incorporate your professional life into social media. Creating a professional social media is beneficial in at least four ways:

- Discover new ideas and trends.
- Connect with audiences with the same expertise.
- Bring attention to your work.
- Enhance your influence and personal brand.

Composing a professional post and yet ensuring it is not too bland may not be an easy task. You also have to consider the confidentiality of your work before posting it publicly to prevent from hackers or those who might overshare your contents. Therefore, to use social media effectively in professional environment, here are some tips you might want to consider.

Consult with your managers

Confidentiality, privacy and credibility are factors that determine your professionalism, especially when it comes to teamwork and collaboration. Sharing your work on social media is inevitable. In fact, X (Twitter) is a popular platform for researchers to share, attract people with similar interests and even advertise available positions. Thus, if you are unsure about the privacy of the work, you should consult authorised personnel.

You are what you present

Self-policing is a good practise to work on. When people approach your professional account, they want to know aspects of your professional life. This may include what you are working on, who you are working with, or what achievements you have. Therefore, you should think twice before sharing your personal life and personal interests. Although your personal information could help visitors know you better as a person, you do not want to dilute your content or overwhelm other connected professionals with irrelevant details.

Create your own content

Regardless of your field and interest, your account is fundamentally personal. That is, you should create your own content and avoid the habit of resharing others' work. One reason is that the algorithm does not prefer shared content. Another reason is that your creations are better at presenting your individuality, dedication, and expertise.

These are some platforms that are widely used by professionals:

LinkedIn

With more than 500 million members, LinkedIn has become a quintessential and optimal professional network. It functions as your online resume. It works best when you use it as career management alongside job hunting. By initiating connections with people you already know, LinkedIn offers a variety of ways to expend your network by finding relevant professionals. It also has the recommendation feature which allows you to give and receive formal recommendations to people who you have worked for, or with whom you want to connect. Job hunting is one of the most fascinating parts when it comes to LinkedIn. Spend time getting to know the search features in detail. These features let you drill down into networks of people, companies and job postings. Learn how to set up a good LinkedIn account.

Watch Job alerts in LinkedIn (YouTube, 1m21s)

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X (Twitter)

With more than 328 million users, X (Twitter) has become a semi-formal platform for professionals. With more a compact design, less features and advancing to 280 characters a post, it is a new e-newspaper-like platform, allowing experts to provide more in-depth information by minimising distracting information.

6. SOCIAL MEDIA IN YOUR UNIVERSITY LIFE

Universities are embracing social media as a way to communicate with students during and outside of classes. Social media platforms in a study environment can help students feel part of the academic community. Students can use their own devices for active learning in the classroom or to engage with other students in real time.

You may find your course uses Facebook as a supporting means of communicating with fellow students and tutors. Facebook is not, however, an official channel of communication within UQ. Learn.UQ (Blackboard) is the official learning management system for UQ, and is used by academics and university staff to communicate with students about courses.

When you are using social media for learning, make sure you think about what you are posting. Social media can lead to unwarranted criticism, and you may find yourself relying on unverified material. This could be detrimental to your wellbeing, and to your learning. It may also be beneficial to check your privacy settings before engaging in these groups.

Pinterest for brainstorming

Pinterest allows its users to share ideas and pictures with each another in a visual way. Boards can be private or public. It is an excellent visual resource for brainstorming and collaborating with other students on projects and showcasing your work.
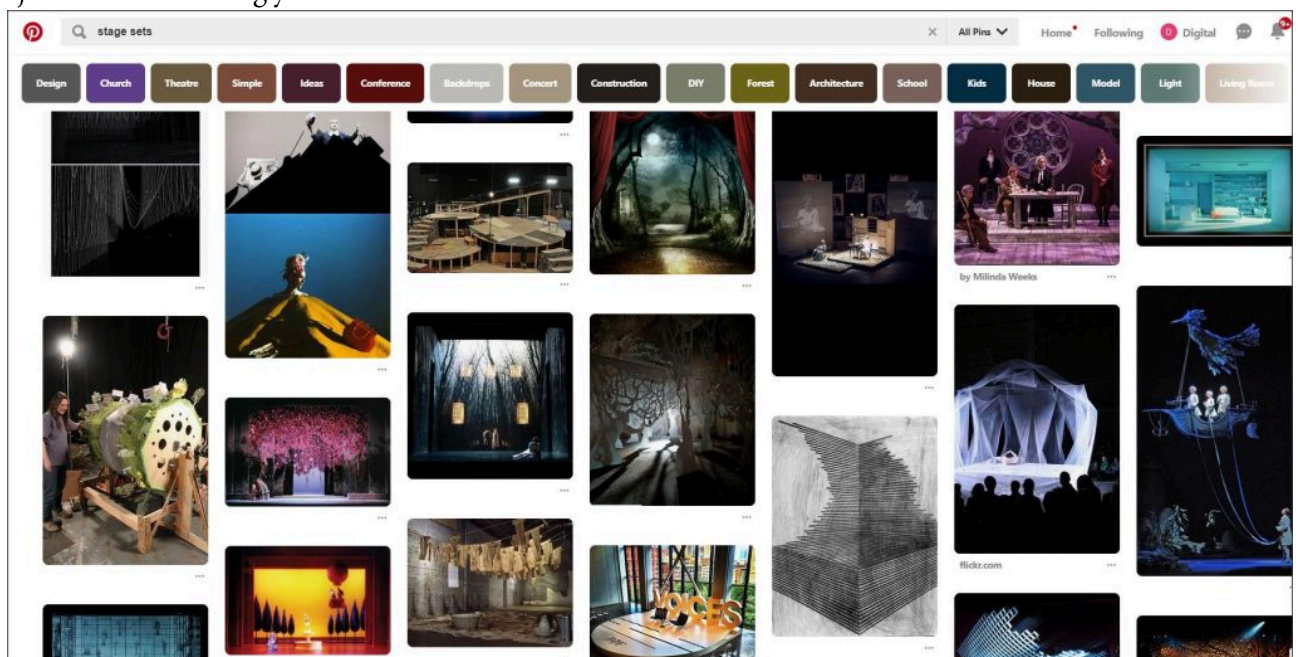
Screenshot: Pinterest stage set designs. Retrieved October 29, 2018.

Discussion boards

A discussion board is an online communication tool which allows its users to carry out discussions in a virtual environment. Get tips for contributing to online discussions or forums.

Learn more about using discussion boards at UQ.

Personal Learning Network

A personal learning network (PLN) is a way to develop knowledge and skills, as well as increasing your networking opportunities. Joining sites like LinkedIn will allow you to connect to professionals and keep up to date with what is happening in the areas or industries in which you are interested.

LinkedIn Learning

Good news! LinkedIn Learning is free for all current students and staff at UQ. The variety of topics you can learn range from Excel and Office365 packages all the way to how to create a user interface via the Tkinter package of Python. Learn as you go! When you complete a LinkedIn learning course, you could also put it under your LinkedIn account as a badge. Something else you could do, for example, is after completing Excel courses, take the skill quiz to let your future employers see what you are capable with advanced Excel operations or machine learning with R.

Watch Accessing LinkedIn Learning (YouTube, 2m4s) to learn more!

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7. CYBERBULLYING

Cyber abuse or cyber bullying is intimidating behaviour towards another person, but online. Cyber abuse can happen on any social media platform. People may think they are anonymous online, but this is not the case. It is a crime to harass or seriously offend a person online. Cyber abuse can happen in a variety of ways including:

- Abusive or hurtful texts.
- Abusive emails.
- Sending photos or videos without your permission.
- Setting up fake profiles and pretending to be you.

Unfortunately, 44% of teens had a negative online experience in the 6 months to September 2020 according to a survey conducted by the eSafety Commissioner.

In 2014 there was a very public example of the effect cyberbullying can have. Gamergate was an abusive harassment campaign aimed towards game developer Zoe Quinn, media critic Anita Sarkeesian (who had released a video analysing sexist stereotypes in games) and Brianna Wu, another game developer. Tim Brown's ABC blog post A balanced view of GamerGate gives more information about Gamergate if you would like to read more about this controversy.

In your online interactions have you experienced, witnessed or even perpetrated inappropriate online behaviour? More than one in three Australians say they have experienced online harassment.

Tips on dealing with cyberbullying:

- Cyberbullying: What you can do – eSafety Commissioner
- What can I do if I am being cyberbullied? Youth Law Australia
- How you can be safe from bullies online: Australian Human Rights Commission
- Cyberbullying – ReachOut

Take action

- **Blocking** or **reporting** the offenders is a good first step if you experience or witness harassment online, as long as you feel safe and in control. As digital citizens, it is our responsibility to report threatening content that we see online using the reporting features built into platforms like Facebook.
- **Try not to respond**. The troll might be hoping for a reaction and will go away if they don't get one.
- **Keep evidence** — document what is happening, such as taking screenshots. Visit Collecting evidence of cyber abuse from the eSafety Commissioner for what to collect.

- By **demonstrating appropriate behaviour,** <u>you can help shape the norms in your online communities</u> —
  - leave positive comments.
  - respond to positive posts.
  - discourage trolling posts by never forwarding or responding to posts that may be offensive or upsetting.

Certain actions, such as threatening violence, are illegal and can be reported to the police. Cyberbullying within UQ is against the <u>Student Code of Conduct Policy</u> and can result in disciplinary action.

If you are experiencing or have been the victim of cyberbullying, contact <u>UQ Student Support Services</u>.

Trolls

Some people use the anonymity afforded by the internet and social networks to make hurtful or threatening comments. These people are often referred to as <u>trolls</u>. Research suggests that greater anonymity given by the Internet leads some people to lose some of their sense of self-awareness and post things online that they might not express publicly offline. There are <u>other reasons for trolling</u>.

Norms

Researchers used to think that communication online and offline were distinct types of communication, and that we might behave differently online to how we behave offline. However, sociological research has suggested that our communication behaviours don't vary based on a digital or non-digital environment. Instead, we vary our behaviour based on the <u>communication norms or rules</u> of the situation that we are interacting in. Norms are how we describe our shared community expectations of a situation based on what is commonly done in that situation.

Can anyone can be a troll?

It is often thought that only a vocal and antisocial minority exhibit trolling behaviour but research indicates that anyone can become a troll. If an individual is feeling negative and then witnesses other troll posts, it can increase the chance that they will do a troll post of their own. Posts by trolls in an online platform or discussion can result in further toxic comments being posted in response. This can then establish a behavioural norm within the online community that trolling and aggressive posts are acceptable. Some people find sarcastic comments, insults or strong opposing views hurtful or humiliating but for others it is the 'norm'. Some trolls may deliberately ignore the norms of the platform they're on to generate controversy, while in some online communities, such as 4chan, trolling is the norm.

8. CHECK YOUR KNOWLEDGE

All the answers to the quiz questions can be found in this module.

Your response data will **not** be gathered if you answer the questions below. Take a screenshot of **Your result** at the end of the quiz if you are required to show you have completed it.

⑦ Social media quiz

There are 8 questions to answer. After you answer a question, click the arrow to move to the next question.

> 📄 *An interactive H5P element has been excluded from this version of the text. You can view it online here:*
> *https://uq.pressbooks.pub/digital-essentials-social-media/?p=63#h5p-5*

If you are required to get a certificate with your name, take this version of the Social media quiz (requires a UQ login).

Note for Teaching staff: You can download and embed both the module and H5P quiz in their courses.

Module summary

① Introduction to social media

- Social media is the term for online communications that allow us to keep in touch with people and establish new networks.
- Social media platforms include photo and video sharing, microblogging, and social networking sites.

② Social media around the world

- Different platforms are used in different countries.
- When communicating with friends and peers from around the world there are additional platforms to consider using.

③ Your digital footprint

- Your digital footprint is a record of your interactions online.
- Consider information you share online with others.

④ Content creation and personal branding

- When creating social media content focus on your audience and reasons for posting.
- Marketing yourself using social media is called self-branding.
- You should choose your platform for promoting yourself carefully as not all platforms may be right for you.

⑤ Social media in your professional life

- Professional social media helps you discover new ideas, connect with others in your area of expertise, get your work noticed and improve your personal brand.
- Remember you are what you present.

⑥ Social media in your university life

- Many university courses use social media as a communication and collaboration tool for tutors and students.
- There are good platforms for sharing ideas and best practice in a visual way.

⑦ Cyberbullying

- Remember to check your privacy settings to keep your content secure and respect others.
- Cyber abuse can happen on any social media platform.

9. MORE RESOURCES

Books

Johnston, J. & Rowney, K. (2018) *Media strategies: managing content, platforms and relationships.* Allen & Unwin.

Lee, N. (2021). *Facebook nation : Total information awareness* (3rd ed). Springer.

Papakonstantinidis, S. (2019). *Tell me about yourself : Personal branding and social media recruiting in the brave new online world*. Business Expert Press.

Sumner, S. (2015). *You: For Sale: Protecting your personal data and privacy online*. Elsevier Science.

Websites

If you are seeking information or help regarding cyber bullying contact Student Support.

The Office of the eSafety Commissioner is committed to empowering all Australians to have safer, more positive experiences online.

Curran, D. (2018), Are you ready? Here is all the data Facebook and Google have on you.

Additional courses

Let's build your personal brand right (LinkedIn Learning, 51s)

10. CONCLUSION

You have completed the Social Media module.

Tell us what you think

Use our Digital Essentials feedback form to give **anonymous** feedback on this module. You can provide your email if you would like us to reply to you.

Digital Essentials modules

Build your digital skills with Digital Essentials. Select modules from the 6 themes that match your interests and will help you succeed in study and work.

⌨ UQ systems

Use UQ systems module, includes:

- [Check your IT set up](#)
- [Book rooms](#)
- [Printing at UQ](#)

✒️ Assignment essentials

- [Find and use media](#)
- [Information essentials](#)
- [Write, cite and submit](#)
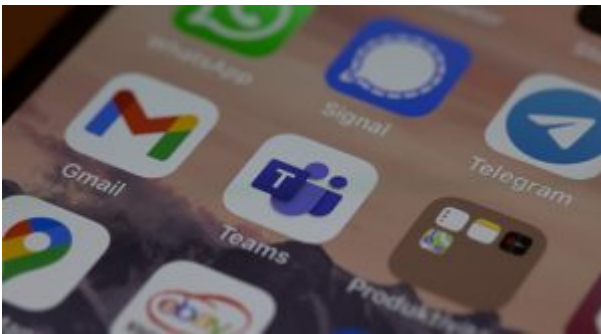- [Types of assignments](#)

⚙️ Digital creation

- [Accessibility](#)
- [Choose the right tool](#)
- [Intellectual Property](#)

🔒 Digital security and safety

- [Digital security](#)
- [Internet essentials](#)
- [Social media](#)

👥 Professional identity and skills

- [Communicate and collaborate](#)
- [eProfessionalism](#)

📊 Work with information

- [Artificial Intelligence](#)

- [Work with data and files](#)
- [Document your research data](#)

How to use the modules

You can complete entire modules or check the **Module Overview** section to select just the parts you need.

Watch [Using Digital Essentials (YouTube, 1m 37s)](#), created by our student partners, for tips on how to use the modules to build your digital skills.

> *One or more interactive elements has been excluded from this version of the text. You can view them online here: https://uq.pressbooks.pub/digital-essentials-social-media/?p=140#oembed-1*

Read more about our [Student Staff Partnership project to improve the Digital Essentials modules](#).

Teaching staff – use the modules in courses

Teaching staff can embed or link the modules in courses to help build your students' digital literacy.

- There are interactive elements throughout each module and a short H5P quiz at the end.
- The modules are also available for your students to download in EPUB, PDF and HTML format to make them more accessible.

Import a module into Learn.UQ (Blackboard)

Instructions to embed a module in your course. Email us via dxdc@library.uq.edu.au if you have any questions.

- [Blackboard courses](#)
- [Blackboard Ultra courses](#).

Blackboard courses

[Embed Digital Essentials in Learn.UQ course (YouTube, 1m 55s)](#)

> One or more interactive elements has been excluded from this version of the text. You can view them online here: *https://uq.pressbooks.pub/digital-essentials-social-media/?p=140#oembed-2*

Text version of video instructions:

1. Go to the module home page
2. Select **Common Cartridge (LTI Links)** under the **Download this book** options.
3. Go to your Blackboard course
4. Go to **Course Management**
5. Click **Import Package/View Logs**
6. Click **Import Package**
7. Click **Select a Package** and navigate to the **.imscc** file you downloaded from the module
8. Scroll down to **Select Course Materials** and select **all** the options
9. Click **Submit**.

In your course site, the module will appear in a new [content area](#) in your course. Each module chapter will be a section. You can [copy, move and delete](#) the chapters in your course.

Blackboard Ultra courses

1. Copy the URL of your Pressbook
2. Go to the Learning Resources section in your Blackboard Ultra course
3. Click +
4. Click **Create**
5. Click **Teaching tools with LTI connection**
   a. Click to edit the title (where it has New LTI Link...) to enter your Pressbook's title
   b. Select Visible to students
   c. At **Configuration URL** enter your Pressbook's URL
   d. Add a **Description**
6. Click **Save**.

Note: You can click the More options dots to go back to make changes to the entry after you have saved it.

Add a weblink in the course menu

- You can provide <u>weblinks to the chapters</u> in the weekly folders in Learning Resources e.g. If you want your students to read the chapters in particular weeks.
- You can also add your book as a <u>weblink in the menu</u>.

Assess student learning

Most modules have a final short quiz created in H5P. You can download the H5P quiz from the module and embed it in your course if you would like to check your students' completions or to allow for the results to be transferred to the Grade Centre in your course.

The H5P quiz content will not record any completion data unless you download and add the H5P quiz directly to your course. Students can screenshot the quiz if they are required to show completion.

Add the final H5P quiz to your course

If you would like to check your students' responses and completion of a module you can:

1. Go to the final H5P quiz in the **Check your knowledge** section of the module
2. Click **Reuse** then **Download as a .h5p file**
3. Then <u>embed</u> or <u>link</u> the quiz in your course. Note: You will need a <u>H5P account</u>.