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Level: Master 1 / Language and

Communication Module: E- Learning

Unit II/: The Role of Social Media in English language Learning

Lesson 4: Popular Social Media Tools and Platforms

- **Course Scope:** An introduction to the concept of social media "how people connect at distance" (this course is an overview of definition of social networking, its types, and present practices)

➤ **Course Learning Objectives**

At the conclusion of this course, you should be able to:

- Explore the scope, trends, and characteristics of social media.
- Go through the basic types of social networking and its components.
- Discover the opportunities and affordances of social media.
- Explore the benefits of using social media in learning English as a foreign language.
- Explore the potential benefits and threats of using social media in learning English.

Guiding Questions to the Course

1. Can you think of some examples illustrating social media?
2. Can you list some of its tools?
3. How is social online networking useful to students?
4. Have you ever thought about using social media tools to practice and improve your English language skills?

➤ **Course content**

Popular Social Media Tools and Platforms

Social media tools platforms count a variety of tools that enable users to connect:

- **Blogs:** A platform for casual dialogues and discussions on a specific topic or opinion.
- **Facebook:** The world's largest social network, with more than 2.45 billion monthly active users. Users create a personal profile, add other users as friends, and exchange messages, including status updates. Brands create pages and Facebook users can "like" brands' pages.
- **Twitter:** A social networking/micro-blogging platform that allows groups and individuals to stay connected through the exchange of short status messages (140 character limit).
- **YouTube & Vimeo:** Video hosting and watching websites.



- **Flickr:** An image and video hosting website and online community. Photos can be shared on Facebook and Twitter and other social networking sites.
- **Instagram:** A free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites.
- **Snapchat:** A mobile app that lets users send photos and videos to friends or to their “story.” Snaps disappear after viewing or after 24 hours. Currently, we are not allowing individual departments to have Snapchat accounts, but asking that they contribute to the Tufts University account.
- **LinkedIn Groups:** A place where groups of professionals with similar areas of interest can share information and participate in conversations.

© Additional List of social media platforms

1. **Social networking sites**– Facebook, Google Plus, CafeMom, Gather, Fitsugar
2. **Micro-blogging sites**– Twitter, Tumblr, Posterous
3. **Publishing tools**– WordPress, Blogger, Squarespace
4. **Collaboration Tools**– Wikipedia, WikiTravel, WikiBooks
5. **Rating/Review sites**– Amazon ratings, Angie’s List
6. **Photo sharing sites**– Flickr, Instagram, Pinterest
7. **Video sharing sites**– YouTube, Vimeo, Viddler
8. **Personal broadcasting tools**– Blog Talk radio, Ustream, Livestream
9. **Virtual worlds**– Second Life, World of Warcraft, Farmville
10. **Location based services**– Check-ins, Facebook Places, Foursquare, Yelp
11. **Widgets**– Profile badges, Like buttons
12. **Social bookmarking and news aggregation**– Digg, Delicious
13. **Group buying**– Groupon, Living Social, Crowdsavings



Group Discussion: Communication Assignment

Here are some questions to answer as an extension of the course content:

- 1) What is the most popular social media platform in your point of view?
- 2) How long does the average person spend on social media per day?
- 3) What is the fastest growing social media platform?



- 4) What is the best time to post on social media?
- 5) What are the rules for social media?

Project Assignment: Classroom Presentation

1. Favourite Social Media for Young People

Topic: Make a power point presentation about the favourite social media for young people between the ages of 10 and 18 years old. The purpose of the ppt is to present the leading social media services worldwide.

Requirements – your presentation should include information about the following:

1. What are the most popular social media platforms? List some of the leading social media services worldwide by active users' accounts.
2. Describe two examples (E.g. Facebook, Twitter...).
3. List some of its benefits for young people

2. The Consequences of Social Media

Topic: Craft a power point presentation about Social Media for young people between the ages of 10 and 18 years old. The purpose of the ppt is to inform young people about the consequences of social media as it relates to privacy, safety and personal information.

Requirements – Your presentation should include information about the following:

4. What do you think about social media?
5. What is cyber-bullying? What can you do if you are a victim of cyber-bullying?
6. Write a list of ten rules to keep yourself safe on the internet
7. How can we benefit from social media?
8. Write advice on giving personal information out online.

Additional Improvement Resources

You can learn more on social media on the following sites.

- https://en.wikipedia.org/wiki/Social_media
- <https://sproutsocial.com/insights/social-media-questions>
- <https://www.socialmediatoday.com/>
- <https://www.thebalancesmb.com/what-is-social-media-2890301>



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