

**FORM 4**  
**UNIT 4 NETWORK APPLICATIONS**  
**Lesson 3**  
**Social Networking**

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**Social network** is a term that refers to online platforms and applications that allow people to create and share content as well as interact with each other. Examples of social networks include: Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn, and Snapchat.

**Social media** refers to the actual content that is uploaded on the social network. Examples of social media are: videos, audio, texts etc

**ADVANTAGES OF SOCIAL NETWORKS**

**i. Marketing**

Social networks help to advertise goods and services. For example, nowadays people are able to advertise high school admissions like entrance examinations using WhatsApp ,Facebook etc.

**ii. Connectivity**

Social media has revolutionized communication, enabling people to connect worldwide instantly. This has made maintaining long-distance relationships and keeping in touch with friends and family easier.

**iii. Information Dissemination**

Social network has become a powerful tool for sharing information and ideas, providing a platform for people to express themselves and share their thoughts and opinions.

**iv. Business Opportunities**

Social network has opened up new opportunities for businesses to reach their intended audience and engage with them in new ways. It has become a robust tool for marketing and advertising, enabling companies to increase their reach and connect with potential customers.

**v. Education and Learning**

Social network has become an essential tool for education and learning, providing access to educational resources and connecting students and educators worldwide.

**vi. Target Audiences based on their Interests**

Social networks allow people to choose whom to target. For example, using WhatsApp, one can choose to mark those whom the message is being targeted. For instance, one can upload a message on WhatsApp and choose who can see the message..

## vii. Get Connected to New People

You connect to people who share your interests and values through social network. This helps build relationships that lead to business opportunities later.

## **IX. Build Relationships**

Social networks lets people meet new friends and reconnect with old friends. Further, it's a great way to keep in touch with those who may not live close by anymore but still want to stay connected.

## EXERCISE 2

Here are some of the questions for you to practice. No need for you to send responses, its for your own practices.

1. Mention any **five** examples of social networks

( 4 Marks)

—( 4 Marks)

2. Mention any **three** examples of social media

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( 3 Marks)

( 3 Marks)

### 3. What is the difference between social media and social network?

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(2 marks)

(2 marks)

4. Explain any five advantages of social networks

( 5 Marks)