

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)

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

(3 Marks)

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

(2 marks)

4. Explain any five advantages of social networks

(5 Marks)