



UNDERSTANDING
**SOCIAL
MEDIA**



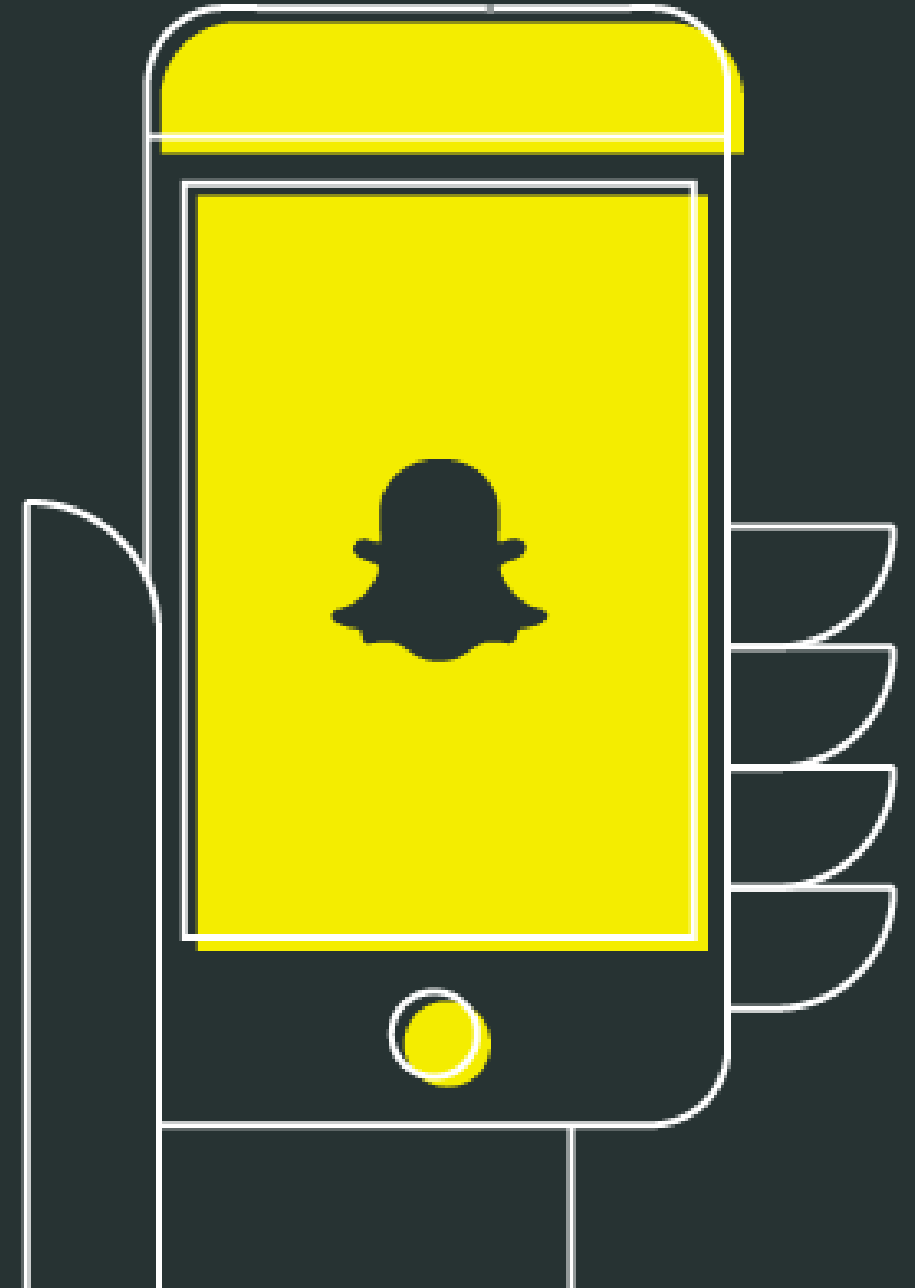
SnapChat

Instant messaging (photos, videos)

Apply filters

Messages are time limited

Save snaps to “memories”





Instagram

Sharing photos or videos

Applying filters

Tie media to locations

Anyone can follow your Instagram

Private accounts allow approval for followers

Media can be shared by others





Create and share videos

Add in music (popular with lip-synching)

Accounts are public by default

Can perform a “duet” with another user

