



CMNS 3210

Exposure

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SOCIAL MEDIA AND ME

Platforms



Worldview

Presented by Stephanie
Pomeroy

Interest



AGENDA

EXPOSURE



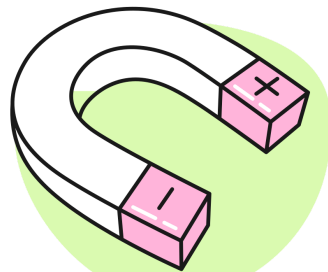
How much social media content are you exposed to on a daily basis?

PLATFORMS



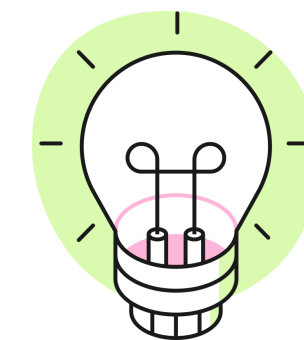
Are there any platforms or posts which stand out in your mind?

WORLDVIEW



Has the social media content you consume affected your worldview?

INTEREST



What makes you interested in social media and communication?

EXPOSURE

Social media exposure has, over time, increased to the point where I spend most of my time with my phone in my face. I am exposed to many different types of posts and information that never really stick in my head longer than when I'm reading it. I believe that I overexpose myself to social media content to the point that I am numb to it.



EXPOSURE

INPUT

From the moment I wake up, I open E-mail followed by Snapchat and then Facebook. Once I have started my day, I spend most of it cycling between TikTok and Snapchat.

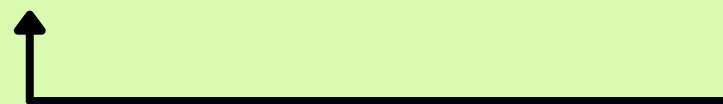
PROCESS

Most of my time spent on a particular social media site may vary. Time spent on the sites is for consumption and not for posting my own content.

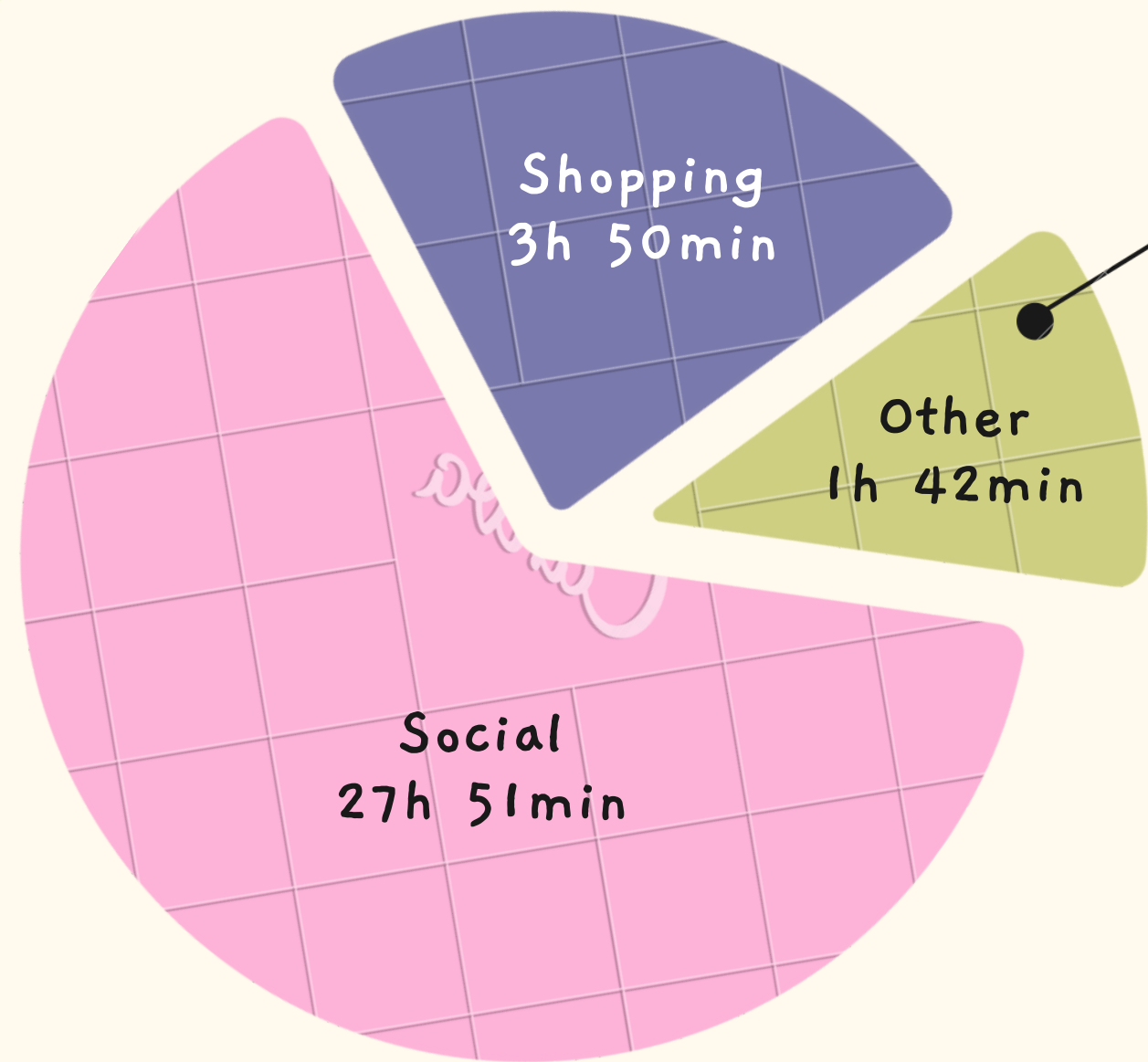
OUTPUT

Once I have consumed enough content, I get bored and close the app continuing onto another, creating a cycle of distraction and procrastination.

CYCLE



Weekly Average January 1 - 7



PLATFORMS

Social media expands across many platforms. I have accounts for most of the popular social media sites. I do not use certain sites as much as others as my interests have changed over time. Currently, TikTok stands out as it blends entertainment and education depending on your personal algorithm. This is interesting because I get my news first from TikTok.

TOP 3 PLATFORMS

1

TIKTOK

- January 1 - 7 Exposure: 10h 56min.
- Used for entertainment and information on special interest topics.

2

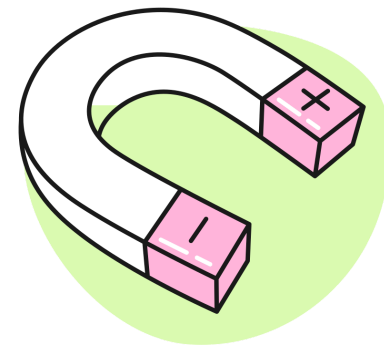
SNAPCHAT

- January 1 - 7 Exposure: 6h 58min.
- Used for communication and to occasionally post a story of something interesting going on.

3

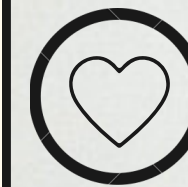
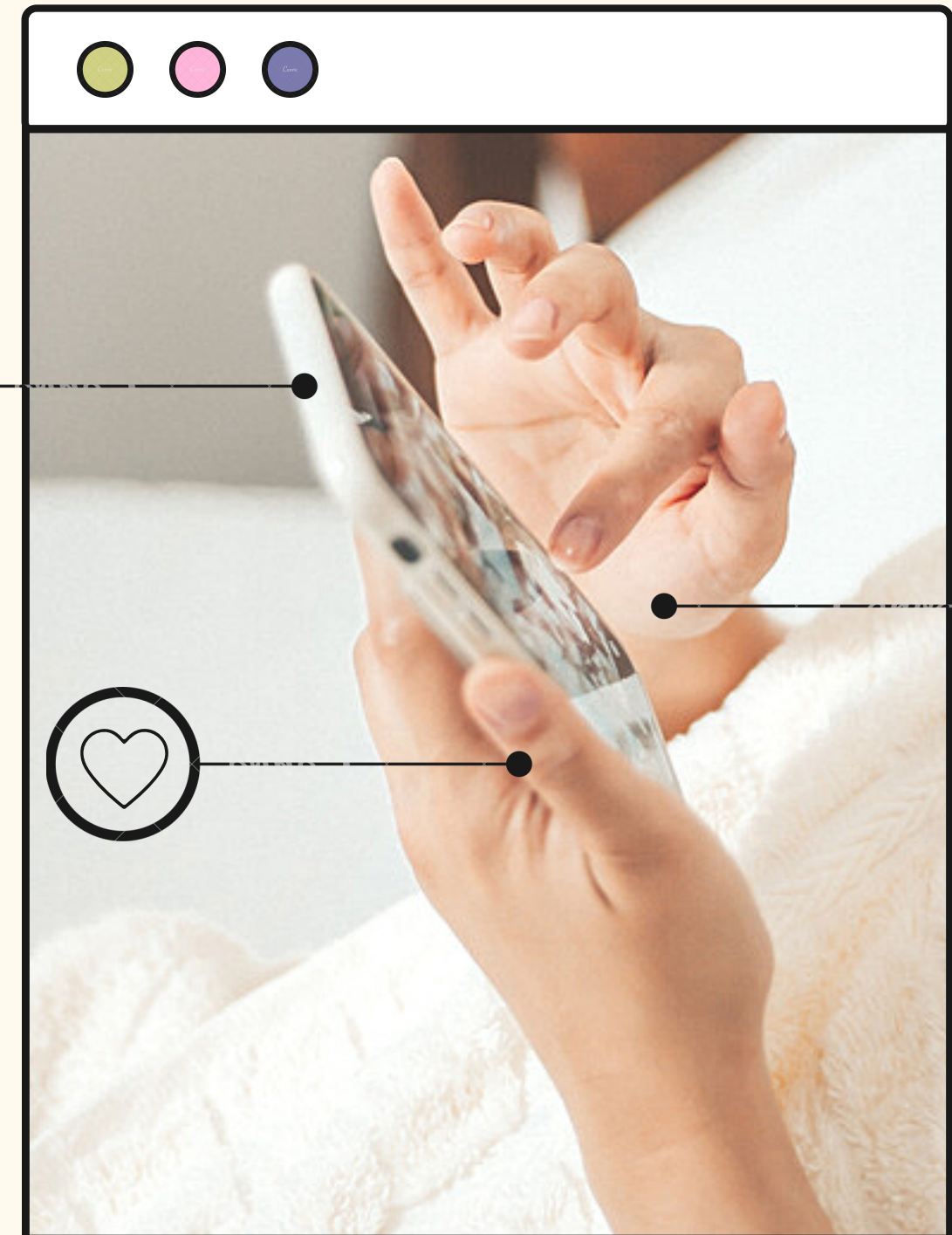
FACEBOOK

- January 1 - 7 Exposure: 6h 36min.
- Used to mindlessly scroll when bored of other sites. Also used to look at potential housing or purchases on marketplace.



WORLDVIEW

Social media has been an incredible tool that has affected my worldview. By being exposed to so many different world events and being able to connect with many people around the world, it has brought my understanding of the world to be less narrow minded as the way I do things in my home country may be different than the way of my friends in their respective countries.



INTEREST IN SOCIAL MEDIA AND COMMUNICATION

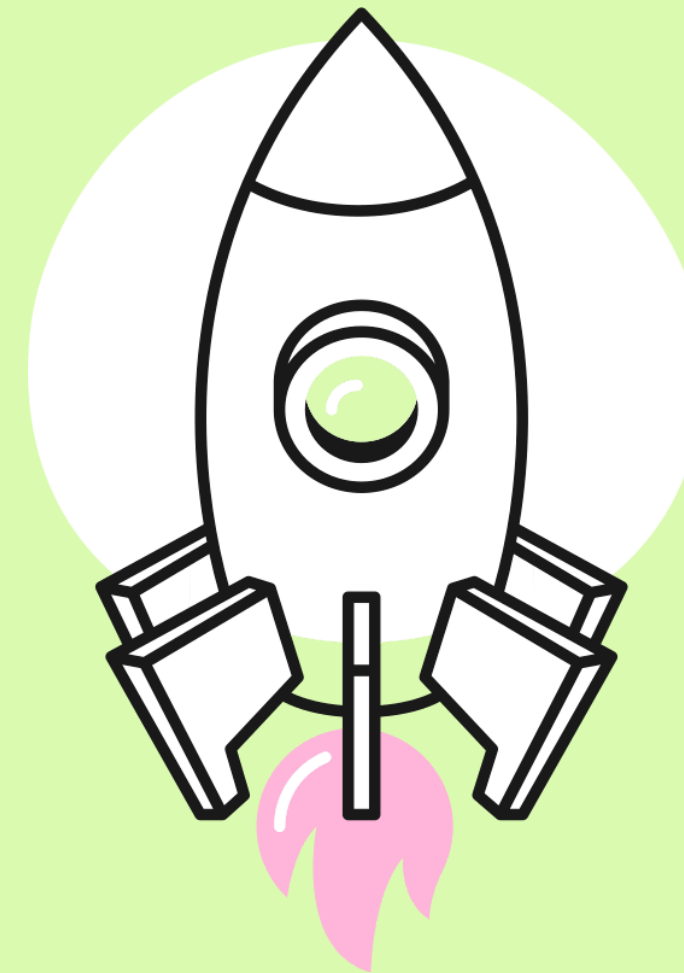
Social media and communication has been an interest of mine as it helps build communities and relationships with people who may otherwise have never been connected as geographic locations make it difficult.

Community engagement is an area of which I would like to hopefully work in once I've completed my degree. As a place to organize people, social media has been a place where I feel a sense of community in the areas of which I am interested such as certain bands and their fanbases.

E-mail
Marketing

Social
Media

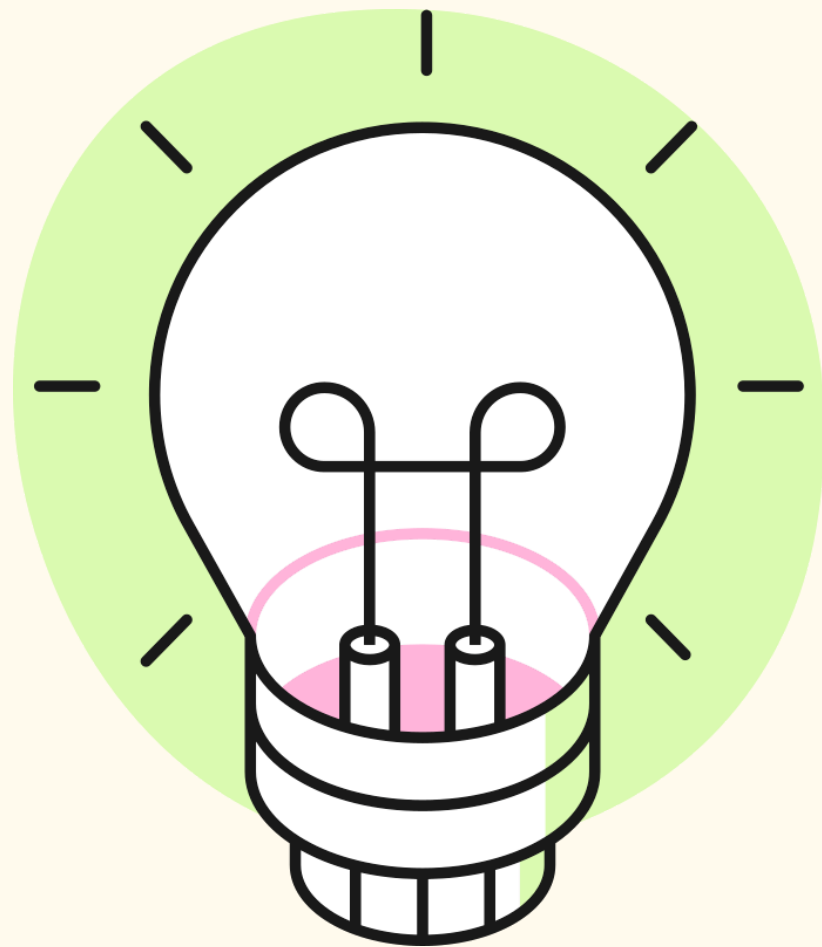
Digital
Campaign



Mobile
Apps

Content
Marketing

SEO



CONCLUSION

Overall, social media and the exposure to the many sides of it can be seen as a bad thing. In reality social media and its many platforms can be beneficial to many different communities and can be used as a strong area for communication and marketing. I personally believe social media is a good thing and has many benefits for personal and business development.



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**THANK
YOU**