



Co-funded by the
Erasmus+ Programme
of the European Union



SOFIA UNIVERSITY
"ST. KLIMENT OHRIDSKI"
EST. 1888



ICT-TEX course on Digital skills

Topic 3: Tools for Business Digitalization

The course is developed under Erasmus+ Program Key Action 2:
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union



SOFIA UNIVERSITY
"ST. KLIMENT OHRIDSKI"
EST. 1888



3.3. SOCIAL MEDIA



These slides are part of the Topic 3 on “*Tools for Business Digitalization*” of the course on Digital skills in Textile and clothing industry.

Check also the other themes in this topic:

- 3.1. Cloud platforms
- 3.2. Online meetings



Contents

- [Definition](#)
- [Social media platforms](#)
- [How social media may help your business](#)



Social media defined

- By [Merriam-Webster](#)
 - *"forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)"*

Social media explained

- Social media is a general term for a number of technologies that allow for exchange of content, data, ideas, interests career possibilities and many other forms of information.
- This is done via a virtual medium supplied by web applications via either browsers or dedicated application clients
- Social media relies heavily on user-generated content
 - Existing platforms usually does not produce their own content



Social media explained

- Each year the number of social media users worldwide is constantly increasing
- Main power of social media is its ability to communicate almost everything, everywhere and immediately
- Initial purpose of social media was to interact with friends and family
- However, businesses quickly realized that they may take advantage of it to reach out to customers.

Social media explained

- Up to 2021 the most popular social media platforms are:
 - Facebook
 - Youtube
 - WhatsApp
 - Instagram
- Although not in this list Linked-in is also a popular media in business (although mostly in IT)



List of social media platforms (by [Wikipedia](#))

- Open Diary – launched October 20, 1998
- LiveJournal – launched April 15, 1999
- Friendster – launched March 22, 2003
- LinkedIn – launched May 5, 2003
- hi5 – launched June 27, 2003
- MySpace – launched August 1, 2003
- Orkut – launched January 22, 2004
- Facebook – launched February 4, 2004
- Flickr – launched February 10, 2004
- YouTube – launched in February 14, 2005
- Yahoo! 360 – launched in March 16, 2005
- Bebo – launched in July 2005 (Day unknown)
- Twitter – launched July 15, 2006
- Tumblr – launched in February 12, 2007
- Instagram – launched in July 5, 2010
- Google+ – launched in June 28, 2011
- Snapchat – launched in September, 2011
- TikTok – launched in November, 2016

Facebook

- Provides functionality for
 - Management of friends list and choosing who of them have access to your profile
 - Uploading photos and managing photo albums that can be shared with either friends or general public
 - Interactive online chat (sometimes treated as a separate application – Facebook Messenger)
 - Ability to comment on others posts and content
 - Video live streaming
 - Online meeting rooms
 - Management of pages and groups, where you may share context specific content

Youtube

- A platform that brings together video creators and viewers
 - Creators may make channels and post videos over them
 - Viewers are able to search videos and watch them
- Registered viewers are able to
 - Comment on and rate videos
 - Create playlists
 - Subscribe to creators' channels

WhatsApp

- WhatsApp is online messaging application
 - Provides also voice messages
- It offers group chat messages
- Voice and/or video calls
- Share documents, photos and videos



Instagram

- Similar to Facebook you can create a profile and share content in it
- Other people may follow you and reach to content you shared
- However, Instagram is focused mostly towards photo sharing and use via mobile devices

LinkedIn

- [LinkedIn](#) is the world's largest professional network on the internet.
- Via LinkedIn, you may create a network of colleagues and learn the skills you need to succeed in your career.
- Employees may use it to find the right job or internship
- Employers may use it to find and contact appropriate employees

Other social media

- [Discord](#) is initially developed for the game community it offers a wide variety of functionalities like:
 - Voice and video calls, also group calls
 - Text messages, that may be divided into context-oriented text channels
 - List of friends
- [Slack](#)
 - A messaging business app that support context-oriented text-message channels
 - Designed to bring people in geographically distributed teams together



How social media may help your business

- Increase customer trust and respect and this way – your reputation
- Discover new customers
- Improve service and relationship with your customers
- Better Marketing and advertisement
- Increase your popularity in internet search engines

Hashtags

- The hashtag symbol ‘#’ is used to denote a specific keyword(s) for a content shared over the network.
 - It is placed in front of the keyword within the content of the social media post
 - Using hashtags is important to help that your content will reach users beyond your network of friends/followers
- Use hashtags sparingly – smaller number of and size of hashtags is preferable



References

- This course presentation has reused contents from the following sources:
 - Sommerville, I. (2020). Engineering Software Products: An Introduction to Modern Software Engineering. Pearson. Chapter 5: Cloud-based Software
 - Advantages and Disadvantages of Online Meetings,
<https://myownconference.com/blog/en/advantages-disadvantages-online-meetings/>, last visited: April 2021

CONTACTS

Coordinator:

Technical University of Sofia

Project coordinator:

assoc. prof. Angel Terziev, PhD
aterziev@tu-sofia.bg

Web-site: ICT-TEX.eu

Author:

Assoc. professor Aleksandar Dimov
Sofia University "St. Kliment Ohridski"
aldi@fmi.uni-sofia.bg

Contributors:

Reni Radkova, Radostina Mihaleva
Sofia University "St. Kliment Ohridski"
{renird, rimihaleva}@fmi.uni-sofia.bg



Co-funded by the
Erasmus+ Programme
of the European Union

KNOWLEDGE ALLIANCE

ICT-TEX

ICT IN TEXTILE AND CLOTHING
HIGHER EDUCATION AND BUSINESS

These slides and the materials included in these slides (including references) are for educational purposes only. The use of slides should be done with correct citation and only for educational purposes.

The information and views set out in this publication are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.