**Student Workbook – VET Industry Day**

*“Your internet skills are not in line with your cognitive brain development. You might think that you are anonymous, but you’re not.” (Susan McClaren – Cyber Safety*

The Internet is changing very quickly. It is emerging more so each year in our networks and social world. The safety, integrity, security and copyright of our own personal data and business data as well as the retrospective record of activity we leave behind as a digital footprint are all things we must understand. As an actor we must operate as a person and as a business. You are in the business of selling you.

Throughout this workbook, there are “*Other People Said…”* sections. These answers were sourced from people ages 16-26. The goal of using this section is to show the wide range of answers people can give. There is no right or wrong answer, just as there is no right or wrong way to use the Internet. This task is all about gaining knowledge to better equip you to handle the Internet in a personal and professional sense.

**QUESTIONS AND TOPICS:**

**Social Media:**

* Social media networking sites
	+ **Facebook** – Networking with friends, relatives and associates, selling and buying, posting and marketing
	+ **WhatsApp** – Individual and group messages and calls, owned by Facebook
	+ **QQ** – Instant messaging in China
	+ **WeChat** – Similar to WhatsApp in China
	+ **QZone** – Chinese platform to share photos, watch videos, listen to songs and write blogs
	+ **Tumblr** – Very customisable platform owned by Yahoo, microblogging platform to follow blogs you enjoy and post multimedia
	+ **Instagram** – Sharing photos and videos
	+ **Twitter** – Posting short (tweets) messages up to 140 characters
	+ **Google +** – Internet based social media to sharing messages and photos and videos with others, as well as video conferencing options
	+ **Baidu Tieba** – Chinese Google +
	+ **Skype** – Owned by Microsoft, allowing people to voice or video call in groups or individuals or instant message all over the world
	+ **Viber** – Multilingual platform for instant messaging via text or voice message with capabilities to send images and video as well, and the possibility to use “Viber Out” to call non Viber users
	+ **Sina** **Weibo** – Chinese microblogging mix of Twitter and Facebook
	+ **LINE** – Globally share photos, videos and texts or audio and make calls
	+ **Snapchat** – Image messaging
	+ **YY** – Chinese platform for group video chats
	+ **VK (VKontakte)** – Russian Facebook
	+ **Pinterest** – Photo sharing and bookmarking site
	+ **LinkedIn** – Professional business networking
	+ **Telegram** – Similar to WhatsApp but focused more on the privacy of messages, with a feature to send encrypted and self-destructive messages (originally just Telegram, however now supplied by WhatsApp as well)
	+ **Reddit** – Submit content and vote whether other content moves up or down, organised by areas of interest called subreddits
	+ **Taringa** – Latin American Facebook
	+ **Foursquare** – Search and discovery platform to find ideal locations to go for food, nights out, entertainment and more
	+ **Swarm** – The social networking addition app to Foursquare
	+ **Renren** – Largest social networking for youth in China, connecting with people in posts and mood or thought updates
	+ **Tagged** – Socialise through games, browsing profiles and common interests (also owns hi5 platform)
	+ **Badoo** – Dating site in over 200 countries
	+ **Myspace** – Music focused social networking site with an interactive network of friends, blogs, groups, personal profiles, pictures, videos and so on
	+ **StumbleUpon** – Intelligent social networking platform to discover content and recommend the same or similar things
	+ **The Dots** – A networking platform to help everyone involved collaborate in projects
	+ **Kiwibox** – New York focused online magazines to target teens
	+ **Skyrock** – French social networking to create blog posts and profiles and exchange messages
	+ **Snapfish** – Web based photo sharing social networking site with unlimited storage
	+ **Flixster** – American site for likeminded people who love rating and reviewing movies to connect
	+ **Care2** – Helps individuals, business and organisations to make an impact on society with a more environmentally friendly lifestyle
	+ **CafeMom** – A community for mums or mums to be to help get support or advice
	+ **Ravelry** – Community for those interested in fiber arts such as spinning, knitting, weaving and crocheting where users can share ideas, collections and thoughts
	+ **Nextdoor** – Private social networking for neighbourhoods in the US for people in the same areas to connect
	+ **Wayn** – Travel and lifestyle-based networking to share experiences
	+ **Cellufun** – Gamin community based on mobile games where users create avatars, play games together and purchase virtual commodities
	+ **YouTube** – World’s largest video sharing, commenting and liking platform
	+ **Vine** – Entertainment based sharing of short videos (owned by Twitter)
	+ **Classmates** – Allows you to find, connect and keep in touch with friends from school or university and capability to upload yearbook photos
	+ **MyHeritage** – Online genealogy platform where you can create family trees and manage history
	+ **Ancestry.Com** – Same roles as MyHeritage
	+ **Viadeo** – Online business-based networking to help those in Europe connect with each other
	+ **Xing** – Professional social networking similar to LinkedIn however European based and with group discussion capabilities
	+ **Xanga** – Blogging with text or images
	+ **LiveJournal** – Maintain diary, blog or journal with privacy controls
	+ **Wattpad** – Similar to LiveJournal
	+ **Friendster** – For game lovers in Asia
	+ **Funny or Die** – Comedy website to bring the funniest videos for uploading and rating and sharing
	+ **Gaia Online** – Anime themed forum website with the use of avatars in a virtual world
	+ **We Heart It** – Photo sharing media site
	+ **Buzznet** – Allows users to share content based on their personal interests in the form of video, photo and journals
	+ **DeviantArt** – Social community got art lovers
	+ **Flickr** – Photo sharing site for high quality images by photographers
	+ **MeetMe** – Formally known as myYearbook, a meet and chat system for teens
	+ **Meetup** – Social networking for those near you with similar interests
	+ **Tout** – Sharing 15 second videos
	+ **Mixi** – Connect with people based on common interests
	+ **Douban** – Chinese networking sit for reviews and content about films, books, music and events
	+ **Vero** – Subscription based network similar to Facebook but with more privacy and to address the issue of social media addiction
* Video and photo sharing sites
* Blogs
* Microblogs
* Wikis and online collaborations
* Forums, groups and discussion boards

<https://makeawebsitehub.com/social-media-sites/>