

Social Media and Beyond

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You will learn.....

- What is social media?
- How do generations differ in the way they communicate?
- How can you apply social media to your DKG Life?

Social Media is.....

- The way in which we read and share information using the internet
- Social interaction
- Used by individuals, organizations, big and small businesses
- Twitter, Facebook, Blogs, Skype, YouTube, Wikis

Twitter

- Created in 2006
- Blogging in 140 characters or less
- Posts are called tweets
- Over 100 million users, an increase of 1500%



Facebook

- Created in 2004
- Social Networking site
- Way to share information, messages, photos, videos
- Over 400 million users



Blogs

- Phrase "blog" coined in 1999
- Maintained by an individual who adds commentary on a regular basis
- Over 126 million blogs on the internet as of Dec 2009



Wikis

- First developed in 1995
- Can write and edit information
- Way to coordinate information among others



YouTube

- Created in 2005
- Way to share and view videos
- 14 billion videos viewed in May 2010
- Estimated to have over 1 Trillion Videos



Skype

- Created in 2003
- Program that allows audio/video calls over the internet
- Over 560 million users at the end of 2009
- Available in 29 languages



Let's Chat.....

- Share ways you could use social media and how it can impact your DKG life

Generation Differences

- SILENT GENERATION-1925-1941
- BABY BOOMERS-1946-1964
- GENERATION X-1961-1981, after Baby Boom
- GENERATION Y (Millennials)-early 80s to early 2000s
- GENERATION Z-Internet Generation

Let's Chat.....

- How can DKG have meaningful communication between these generations using social media?



Have you learned.....

- What is social media?
- How do generations differ in the way they communicate?
- How can you apply social media to your DKG Life?
- What are YOUR questions?

DKG Purposes

- *To unite women educators of the world in a genuine spiritual fellowship*
- *To honor women who have given or who evidence a potential for distinctive service in any field of education*
- *To advance the professional interest and position of women in education*
- *To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators*
- *To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to women educators from other countries*
- *To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action*
- *To inform the members of current economic, social, political and educational issues so that they may participate effectively in a world society*
