



Proactive & Responsible Digital Media Presence

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How Much Time Do People Spend On Social Media In

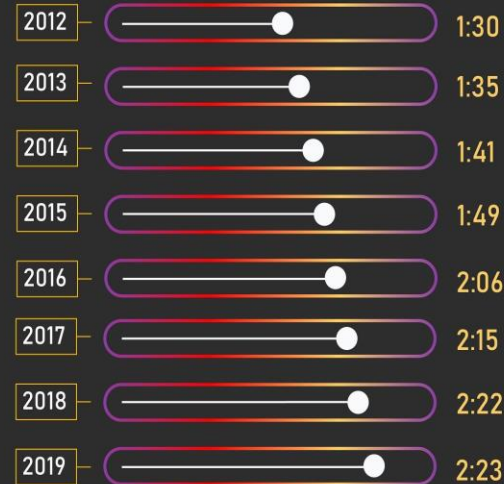
2019



People now spend an average of **2 hours and 23 minutes** per day on social media!



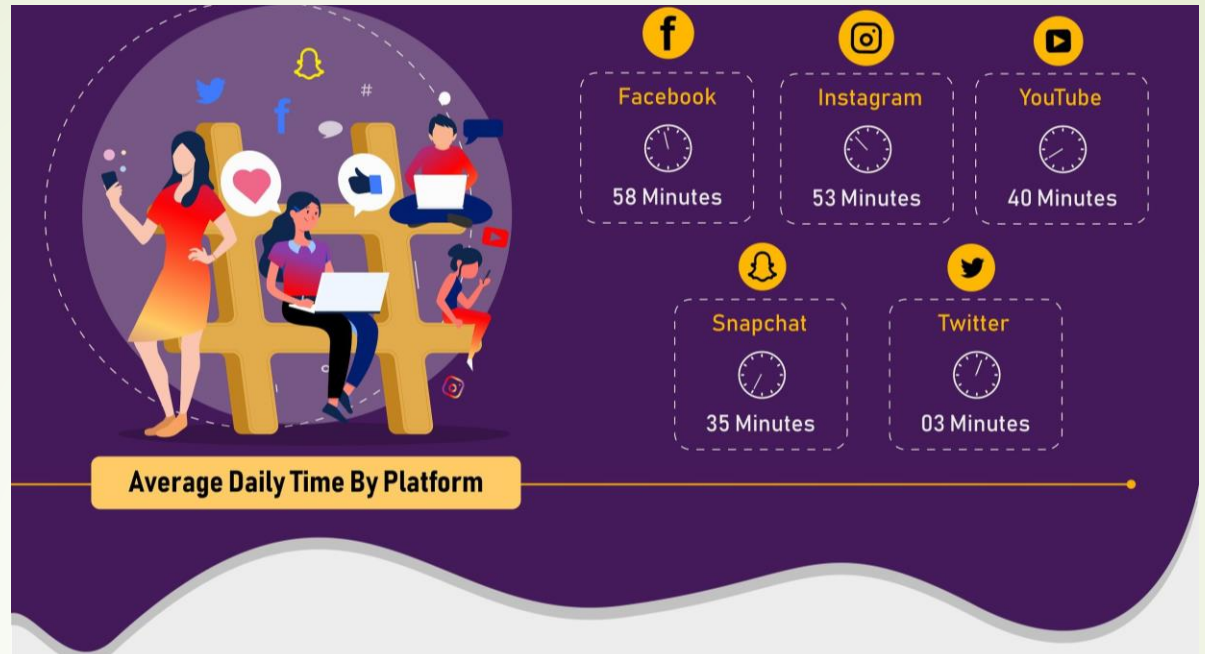
— **Global average** —
spent on social networks
and messaging per day.



3.48 billion people – roughly 45% of the world's population – use social media.

60% say they are constantly connected while 98% say they have used social media in the past month.

Source: Social
Media Today



Average Daily Time By Region



Top 5 Countries



Motivations For Using Social Media

Percentage who say the following are among their main reasons for using social media:



FAMEMASS

Find sources at FameMass.com/Time-Spent-On-Social-Media



Research studies

- “relationships facilitated through social media can help people **adjust to new environments and cope with challenging issues especially when they enter into a new environment, culture, or country**” (Lin, et al., 2012 as cited by Seo, Harn, Ebrahim, & Aldana, 2016)
- level of social media use is **positively associated with level of perceived social adjustment but not with level of perceived social support**
- common challenges in getting social support online and special circumstances facing international students. (Seo et al., 2016).



How social media is used by organizations

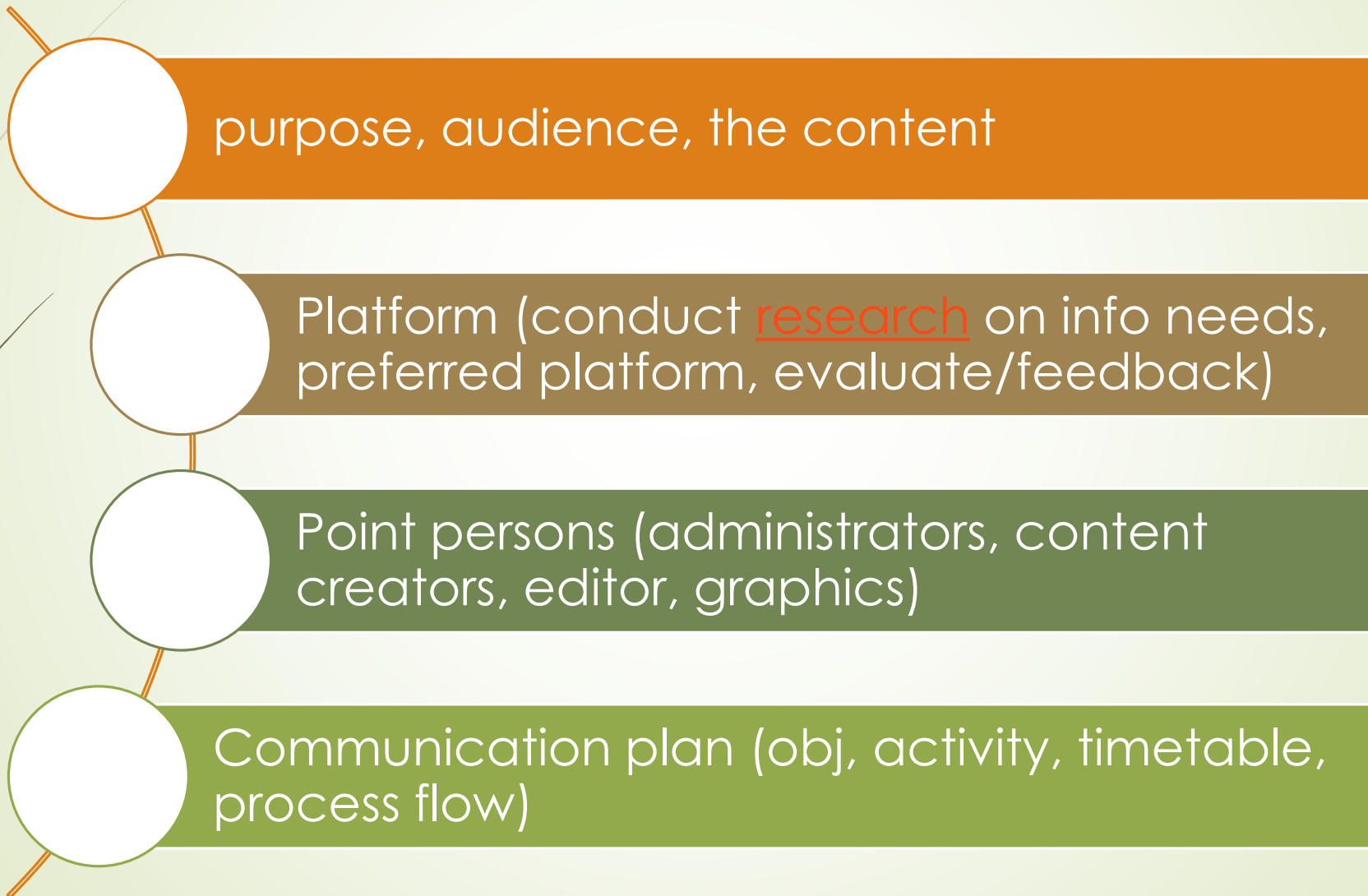
- promote awareness of their organization,
- awareness of a cause,
- campus events.

Source: <https://go.utk.edu/student-organizations-and-social-media/>

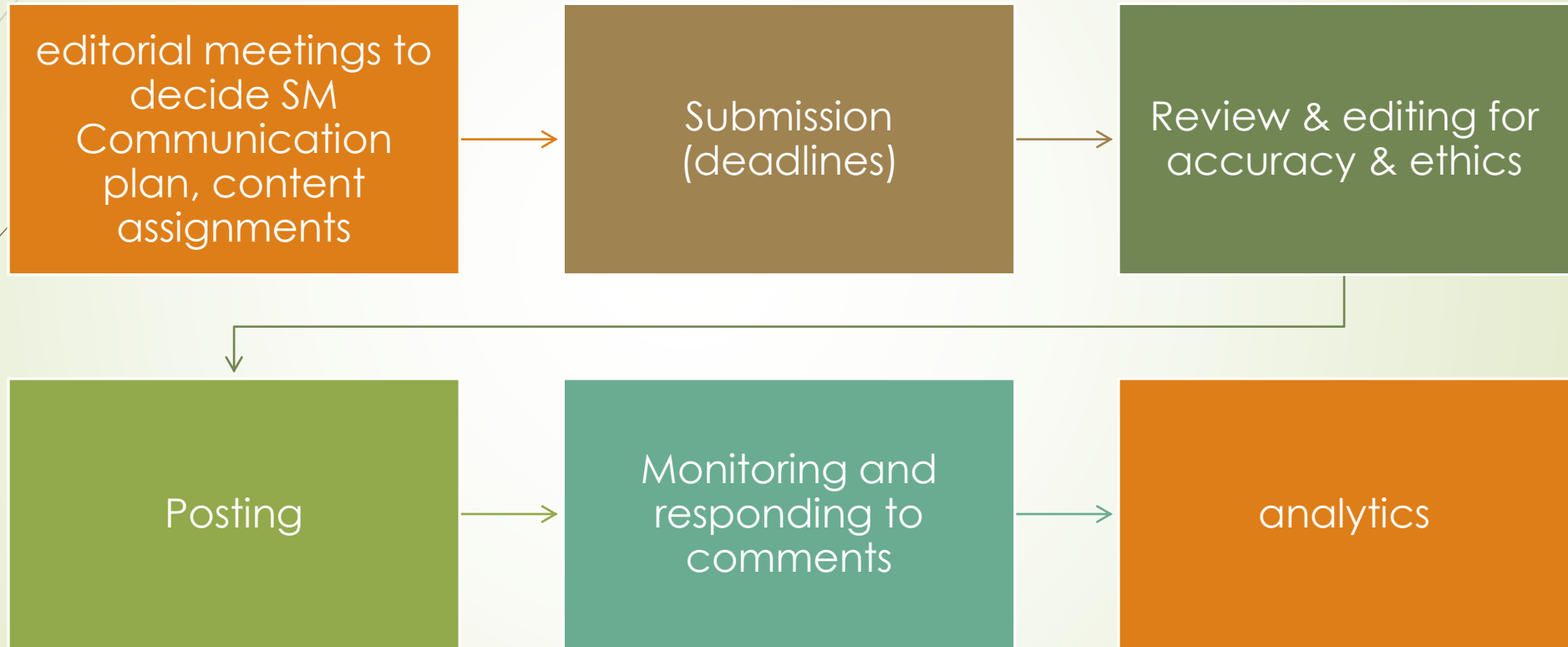



Social media use of FEU Respondents

Before getting started, strategize.





Decide on a flowchart





Set goals for your organization social network interactions.

- ▶ Set rules for social media engagement
 - ▶ Ombudsman (a panel of reviewers)
 - ▶ Policy on honesty, decency, courtesy, respect, truthfulness, privacy, constructive criticism and openness, acceptable language and images
 - ▶ Do not propagate false stories, hatred, defamatory and libellous statements, personal attacks & online bullying, trolling

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- DIGITAL FOOTPRINTS (NBI can track sources, cybercrime law)
 - Be mindful of the impact of your posts or comments (John Denver Trending)
 - Whatever you post reflects and may impact the school
 - Disciplinary action meted by school

Congress of the Philippines

Metro Manila

Fifteenth Congress

Third Regular Session

Begun and held in Metro Manila, on Monday, the twenty-third day of July, two thousand twelve.

[REPUBLIC ACT NO. 10627]

**AN ACT REQUIRING ALL ELEMENTARY AND SECONDARY SCHOOLS TO ADOPT POLICIES TO PREVENT AND ADDRESS THE ACTS
OF BULLYING IN THEIR INSTITUTIONS**

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. *Short Title.* – This Act shall be known as the “Anti-Bullying Act of 2013”.

SEC. 2. *Acts of Bullying.* – For purposes of this Act, “bullying” shall refer to any severe or repeated use by one or more students of a written, verbal or electronic expression, or a physical act or gesture, or any combination thereof, directed at another student that has the effect of actually causing or placing the latter in reasonable fear of physical or emotional harm or damage to his property; creating a hostile environment at school for the other student; infringing on the rights of the other student at school; or materially and substantially disrupting the education process or the orderly operation of a school; such as, but not limited to, the following:

- a. Any unwanted physical contact between the bully and the victim like punching, pushing, shoving, kicking, slapping, tickling, headlocks, inflicting school pranks, teasing, fighting and the use of available objects as weapons;
- b. Any act that causes damage to a victim's psyche and/or emotional well-being;
- c. Any slanderous statement or accusation that causes the victim undue emotional distress like directing foul language or profanity at the target, name-calling, tormenting and commenting negatively on victim's looks, clothes and body; and
- d. Cyber-bullying or any bullying done through the use of technology or any electronic means.

House Bill 5718 (“Anti Cyber-Bullying Act of 2015,”)

.. “acts of cruelty committed using the Internet or any form of electronic media or technology that has the effect of **stripping one’s dignity or causing reasonable fear or physical or emotional harm.**”

Offensive acts include the following:

- a) Repeatedly sending offensive, rude and insulting message;
- b) Distributing derogatory information about the victim;
- c) Posting or sending offensive photos of the victim, whether these are digitally altered or not, or were taken with or without consent, with the intention to humiliate and embarrass the victim;
- d) Breaking into an email, social networking or any electronic account and using the victim’s virtual identity to send, upload or distribute embarrassing materials to or about others;
- e) Sharing the victim’s personal information or any embarrassing information, or tricking the victim into revealing personal or embarrassing information and sharing it to others; and
- f) Repeatedly sending messages that include threats of harm or engaging in online activities that cause fear on the victim’s safety.

Proposed penalties: fines ranging from **P50,000 to P100,000**, or imprisonment between **six months and six years**, or **both**, at the discretion of the court.

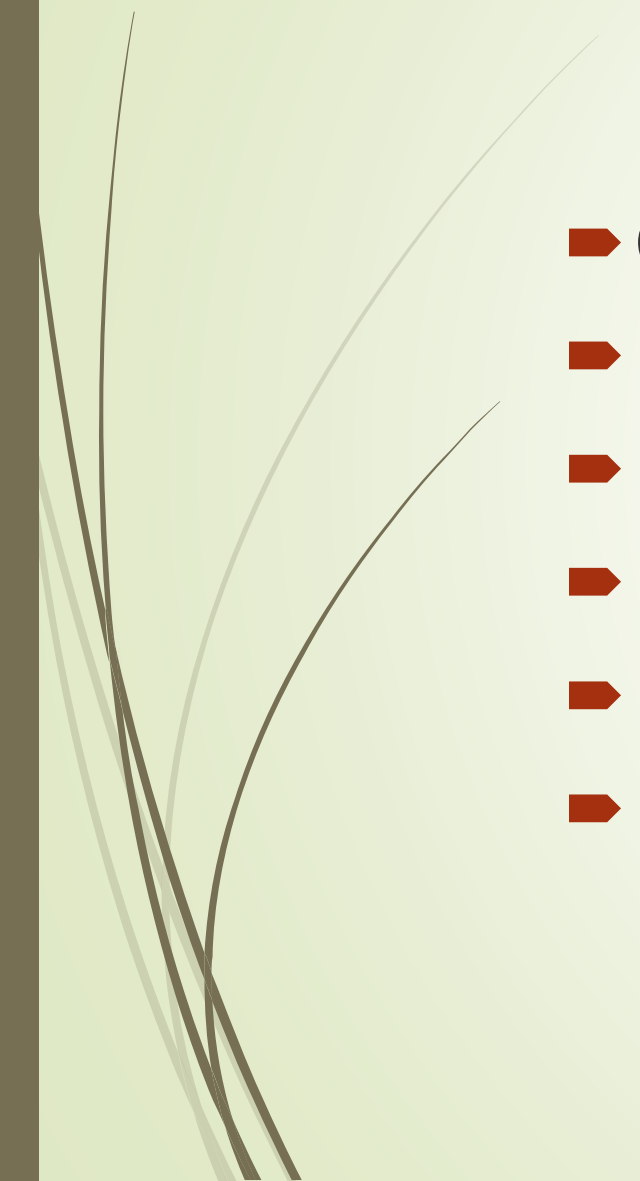


Cyberbullying

- ▶ “Posting online of malicious and/or defamatory words against another person is punishable under the **Revised Penal Code and the Cybercrime Prevention Act**. Victims may report the bullying to the police. If the victim decides to file a criminal case against the offender, the police or a lawyer can help in the preparation of the complaint.
- ▶ Victims of bullying can also seek for the **payment of damages from the offender**. The Civil Code of the Philippines provides that whoever causes damage to another shall be liable to pay for the damage done. A complaint is required to be filed in court before the judge shall determine if the offender is liable for damages. “



Buzz words for Social Media presence

- Creative (*cartoon, infographics*)
 - Catchy (*memes, parody*)
 - Complete info (*news, documentary, narratives*)
 - Correct data
 - Content is relevant
 - Current
- 

BE ENTERTAINING

Creating entertaining content can be difficult, but if you can make it work, it can be a very effective type of blog post.

STORY POST

Create content that tells a story that would be entertaining to your market.

Some blogs only produce this type of content, and others create a series around this type of blog post.

SATIRE POST

Be humorous through the use of irony or extreme exaggeration.

This kind of post works well where there are timely issues such as politics or sports.

CARTOON POST

This type of post works well as a series.

Create weekly or monthly cartoon posts that make your audience laugh and think about issues and events in your niche.

MEME POST

Memes are humorous pieces of content that spread virally across the web.

Create your own memes or pull together a curated set of memes from across the web.

PARODY POST

Create a post that imitates a well-known person or media property in your niche. Be sure to exaggerate their strengths and shortcomings in your content.



BE TIMELY

It takes commitment to stay timely, but timely information is

➤ <https://www.digitalmarketer.com/wp-content/uploads/2019/04h/ultimate-list-of-blog-post-ideas-inforgraphic.jpg>

BE ENGAGING

While engagement isn't necessarily the end goal, it pays to create an engaged audience on your blog.

QUESTION POST

Curate and answer questions your audience asks in social media, on forums, or in the comments section of your blog.

ANSWER POST

The Answer Post is the sister of the Question Post.

In this post type, you will simply ask a question and allow your audience to answer it in your comments section. This type of post is generally very short, allowing your audience to create the bulk of the content.

CHALLENGE POST

Use a blog post to pose a challenge to your audience.

This post can work well as a series with updates that feature audience members who are participating in the challenge.

CUSTOMER SHOWCASE POST

This blog post type is partly promotional, but also builds engagement.

Use your blog to feature a customer or a project you have worked on with the customer.

FREEBIE POST

Use a blog post to allow your audience to get access to a relevant giveaway.

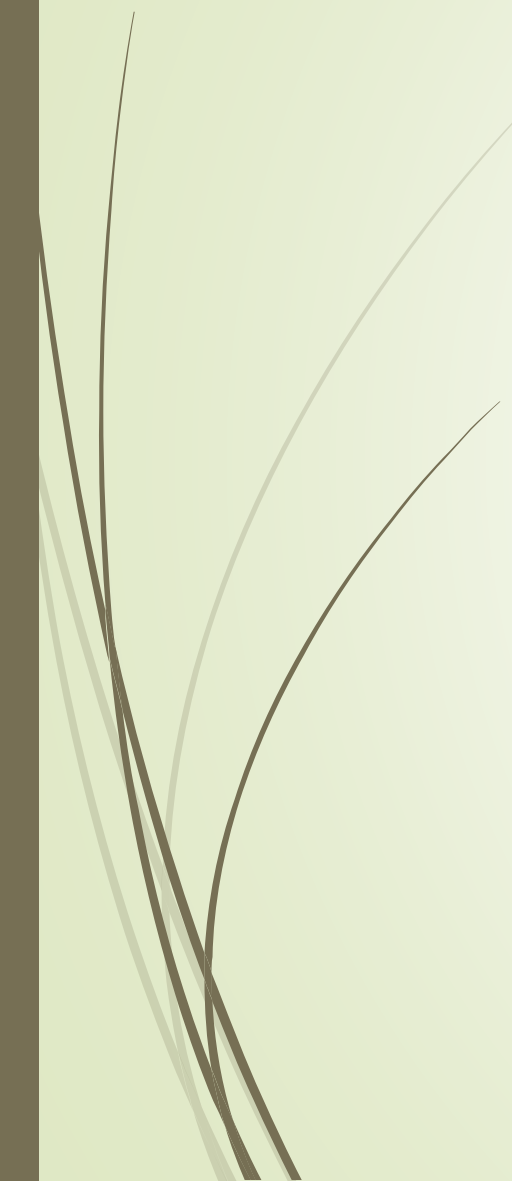
CONTEST POST

Announce a contest on your blog.

This post can work well as a series as well with updates featuring the contest results.



Tips in maintaining org's SM presence

- Update your content and post new material.
 - Relevant info to organization, course
 - Infographics
 - Be sure respond to questions or comments within 24-36 hours.
 - Contact information for your organization is up to date.
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Tips in maintaining org's SM presence

- Be accurate. Check your facts before you post. If possible, post the direct link to your source of information. It is also helpful to check your posts for spelling and grammatical errors.
- Data Privacy. Ask permission, attribution/citation.
- Keep your content positive and respectful



references



- ▶ <https://go.utk.edu/student-organizations-and-social-media/>
- ▶ <https://www.sac.iastate.edu/student-organizations/resources-for-organizations/adviser-resources/best-practices-for-social-media-use>
- ▶ <https://www.socialmediatoday.com/news/how-much-time-do-people-spend-on-social-media-in-2019-infographic/560270>
- ▶ <https://www.digitalmarketer.com/wp-content/uploads/2019/04/ultimate-list-of-blog-post-ideas-infographic.jpg>

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- ▶ Seo, H.; Harn, R; Ebrahim, H.; & Aldana, J. (2016). International students' social media use and social adjustment. *Social media and social change*. DOI: 10.5210/fm.v21i11.6880
 - ▶ Buhari, S.; Ahmad, M.; & HadiAshara, B. (2014). Use of Social Media among Students of Nigerian Polytechnic. International Conference on Communication, Media, Technology and Design



Thank you!