

SOCIAL MEDIA

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SCHOOL REPORT



Snapchat, Facebook, YouTube and Instagram. We use them every day but what do we really know about them? What is the way forward? Will they last? We have the answers and you will soon be a 'social genius.'



Snapchat is one of the most growing social media sites. According to the Snapchat IPO paperwork, the app has 158 million Daily Active Users who create over 2.5 billion Snaps each day! But why is it so popular? Well, snapchat is a social network where you send pictures to people and you can share your daily doings on your story for 24 hours. You can add filters to your #selfies that make you look better, funnier or just plain weird. To keep users active, they have added this 'streaks' feature where you send each other at least one 'snap' a day, every day. If you fail to do this for a day, you will lose your streak with that person. They are planning to add a new filter that allows you to make filters interact with real life objects! How exiting!

Facebook is the largest social networking site for people of all ages - From married grandparents, to single moms, to spoiled brats! Facebook is desperately trying to keep their numbers rising but is slowing down after they hit over one billion users... but what is the best solution to low rising users? The messenger app of course! They started the 'day' feature which allows you to add selfies and other images onto the internet for 24 hours. After that, it restarts and you can add more images the next day. But is this really a sustainable solution to the low rise of users? Only time can tell...

But of course we couldn't leave out YouTube! YouTube is a website where people from all across the globe can put videos on the internet like mattyskills21, willNe and idubbz. People subscribe to youtubers daily with the most popular YouTuber, pewdiepie, with over 54 million subs! But when does power turn into something more sinister? Recently pewdiepie released a video of some people from this website called 'fiver' holding up a sign with the phrase "death to all Jews." "This is a huge misunderstanding; it was meant to be a joke. I didn't think that they'd actually do it!" he claims. But the internet ignored this claim and are taking this to heart. Bad move Poods...

But how is Instagram joining in on the action? Well they are copying every other social media possible! Snapchat, Facebook, YouTube and more! It is almost blue sky season and you should start getting your Starbucks photos online asap! You know the heat is coming when you see blue on Instagram! Maybe #BlueforBritain will become a thing...

keep classy and stay online. This has been Julia and have a great summer!