




---

---

---

---

---

---

---

---



**Hot Media**  
 High Definition Media  
 Less Participation  
 More Sensory

- Radio
- Film
- Book
- Photography
- Newspaper



**Cool Media**  
 Low Definition Media  
 More Participation  
 High Sensory

- Television
- Seminar
- Cartoons
- Mobile/Telephone

2

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

How to use them?

FACEBOOK



TWITTER



---

---

---

---

---

---

---

---

Presentation site

5

A presentation slide with a light blue border. It contains four colored boxes arranged horizontally: an orange box with 'Use Hashtag', a teal box with 'Content Duration', a brown box with 'Hit the Iron while It Is Hot', and a pink box with 'Use Social Media Tools'. There is a small decorative green element at the bottom center of the slide.

---

---

---

---

---

---

---

---



Say no to **HATE SPEECH**



Presentation title

7

---

---

---

---

---

---

---

---



Say no to **FAKE NEWS**



---

---

---

---

---

---

---

---



Use **SLOGAN**



---

---

---


---

---


---

---

---



**Use NUMBERS & CASE STUDIES**




---

---

---

---

---

---

---

---



**Social Media Tools**

- Canva for developing content
- Grammarly for correct use of English
- Facebook Insights for the analysis of Facebook page and posts reach, audience analysis
- Twitter Analytics for posts and page analysis
- Google Docs, PPT, Sheets for documentation
- ChatGPT for AI-generated content

11

---

---

---

---

---


---

---

---



**Thank You!**



Presentation title

12

---

---

---

---

---

---

---

---