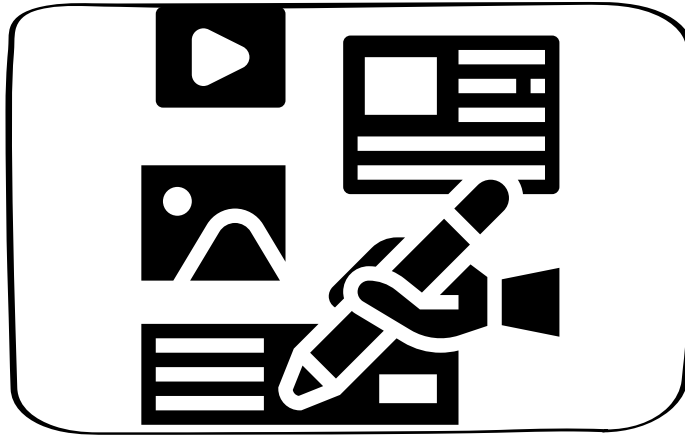
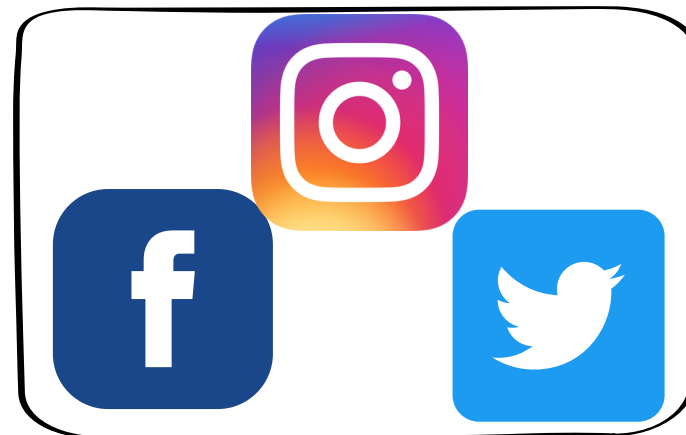


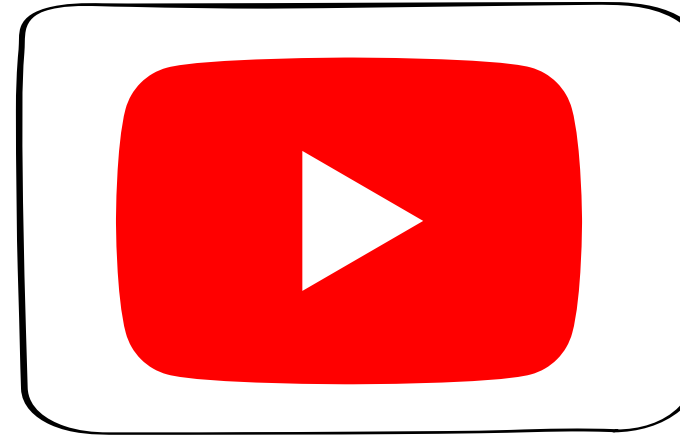
How to access the media platforms



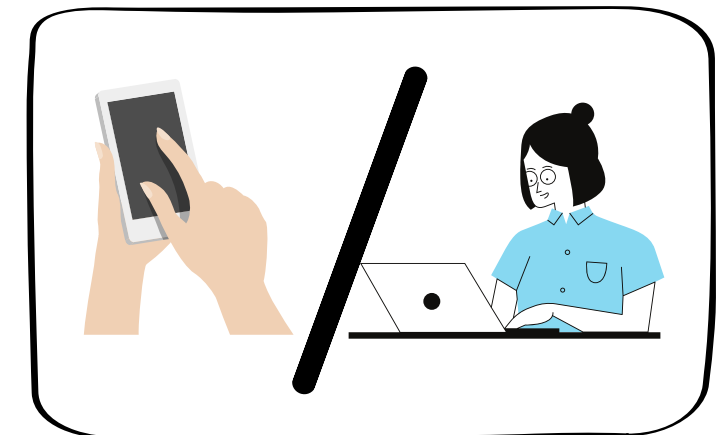
* MEDIA PLATFORMS ARE TECHNOLOGIES THAT MAKE IT MUCH EASIER FOR AUTHORS AND OTHER MEDIA "PRODUCERS" TO INTERACT WITH READERS AND OTHER MEDIA "CONSUMERS."



* FACEBOOK, TWITTER, INSTAGRAM, ARE PLATFORM EXAMPLES THAT CONNECT DIFFERENT MEDIA CREATORS WITH MEDIA CONSUMERS.



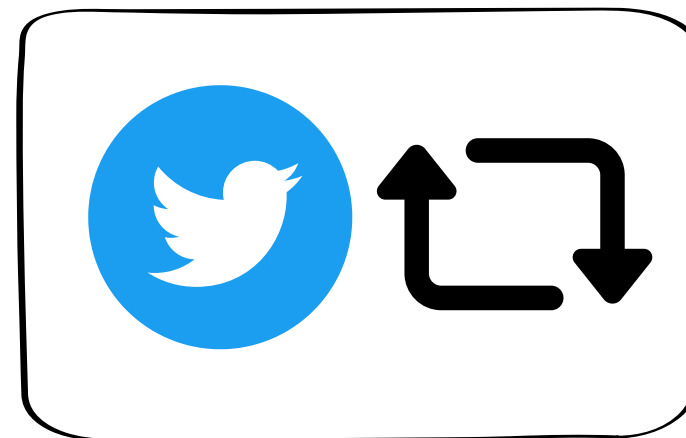
* HOWEVER, YOUTUBE, WHICH IS A MEDIA PUBLICATION PLATFORM, HAS EMERGED AS A MORE SPECIALISED TYPE OF MEDIA PLATFORM. THESE PLATFORMS AIM TO ADDRESS MEDIA-CREATION CHALLENGES FOR A SMALLER GROUP OF MEDIA CREATORS (AMATEUR AND PROFESSIONAL).



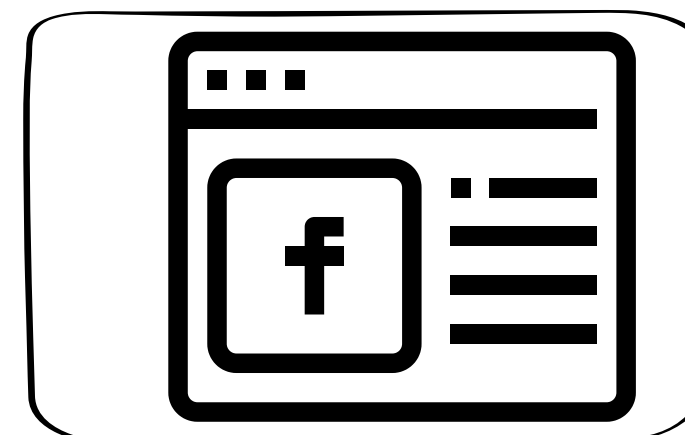
* YOU CAN ACCESS THE PLATFORMS VIA MOBILE APPLICATIONS AND COMPUTER WEB BROWSERS - THESE ARE THE MOST COMMONLY USED METHODS.



* INSTAGRAM, BUILT AROUND PHOTOS, VIDEOS AND CAPTIONS. SPEND SOME TIME BROWSING THROUGH POPULAR HASHTAGS AND TAG OTHER RELEVANT ACCOUNTS WITH AN @ SIGN.



* TWITTER PROVIDES A SPACE TO SHARE YOUR THOUGHTS AND IDEAS. RETWEETS ARE WAYS TO SHARE OTHERS' POSTS. "QUOTE TWEET" MEANS YOU ADD A COMMENT ABOVE SOMEONE'S POST; "RETWEET" MEANS IT'S SENT TO YOUR FOLLOWERS WITHOUT ANY COMMENT FROM YOU. REPLIES ARE A PUBLIC WAY OF ANSWERING OTHERS' POSTS AND CONTINUING A DISCUSSION THAT OTHERS CAN SEE.



* FACEBOOK IS THE LARGEST AND MOST INFLUENTIAL OF THE SOCIAL NETWORKS AND IS A GREAT WAY TO CONNECT WITH PEOPLE. YOU CAN SHARE, COMMENT AND BE PART OF A GLOBAL DISCUSSION THAT GOES BEYOND THE PEOPLE YOU ARE FRIENDS WITH.

