

Social Square Instructions

Instructions: For your selected individual, choose four (4) photos that would be appropriate for the following social media platforms and write an appropriate post or caption for each (LinkedIn, Instagram, Facebook, and Snapchat). When completing this activity, make sure to consider your audience and purpose.

LinkedIn: This is a career-oriented platform. This usually consists of your work history, skills, and attributes and can be used when searching for employment.

Instagram: This platform focuses on images of pleasure and focuses on the visualization of your personal life. Photos are often captioned with hashtags and tags.

Facebook: This platform is often used to keep in touch with extended family members, friends, and coworkers. Here you may post pictures and longer posts about events in your life.

Snapchat: This platform is used for fun pictures with effects and short videos. These photos are more candid and delete after 24 hours.