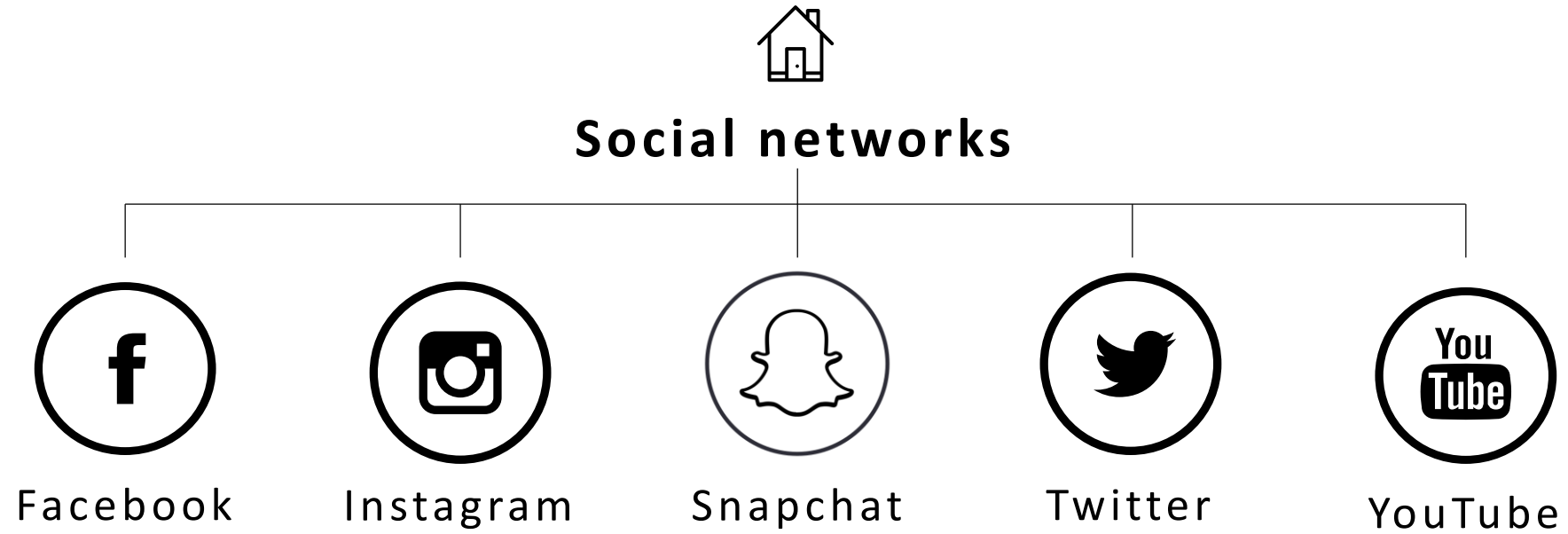




Social networks and online communication

EDUCA Pardubice, Czech Republic

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Social networks

- A social network is a social structure made up of a set of social users.
- On internet there is a lot of threats, for example cyberbullying or psychological pressure etc.
- The most widespread is communication between people around the world.
- Most of them to share their life with other people.

A central graphic consisting of a purple-outlined rounded rectangle. Inside, there is a pink icon of a folder with a document. Below the icon is a short horizontal pink line, followed by the text 'The most active networks' in bold black font.

**The most active
networks**

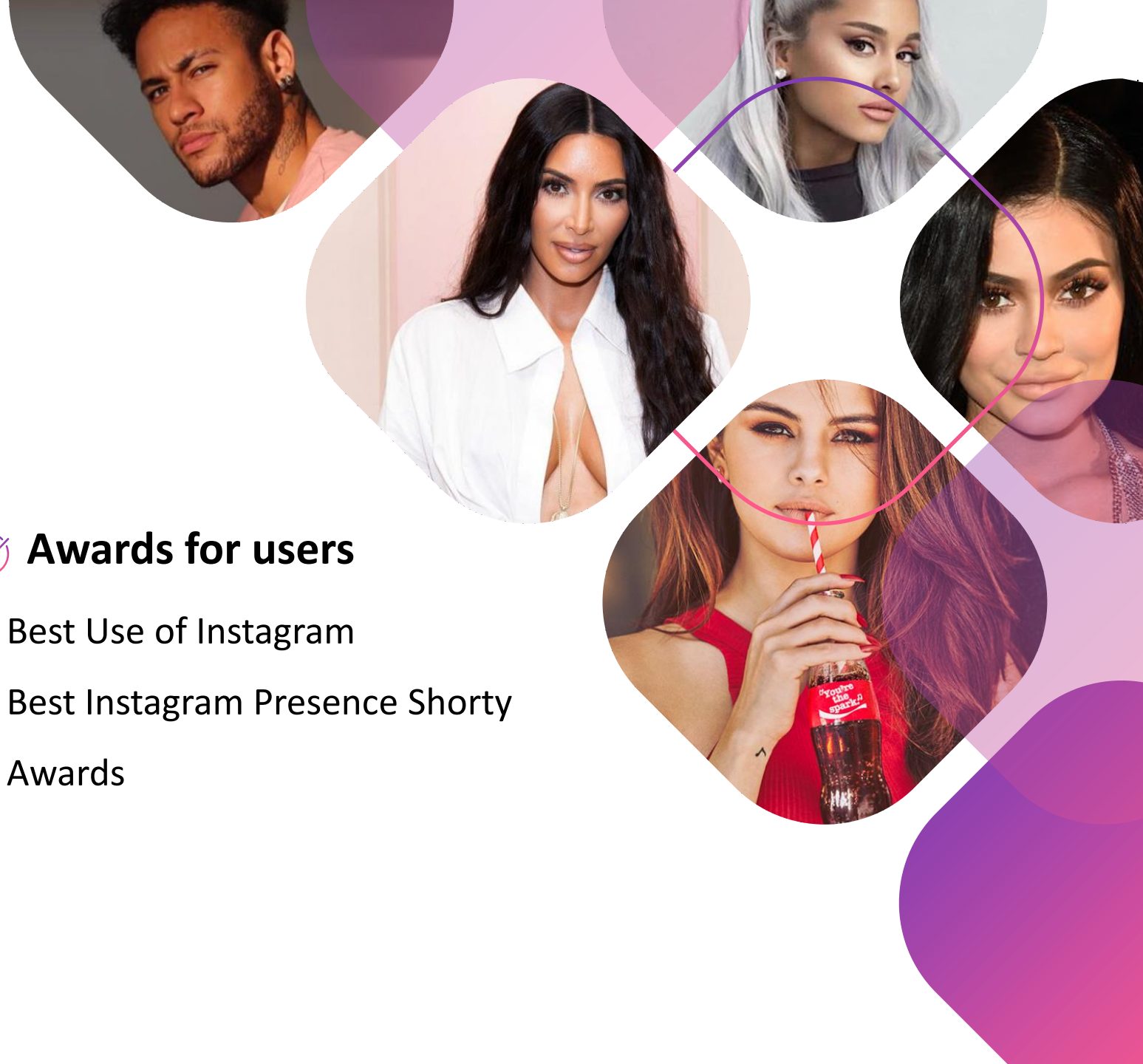
Instagram

✓ Company History

- Kevin Systrom and Mike Krieger
- San Francisco
- 2010 IOS, 2012 Android

✓ Awards for users

- Best Use of Instagram
- Best Instagram Presence Shorty Awards



THE ABOUT

About Instagram

Main functions of Instagram are:

- to post photos and videos for other people to see,
- to post photos and videos on Instagram wall, stories and IGTV,
- like and comment photos and videos
- communicate with other users.

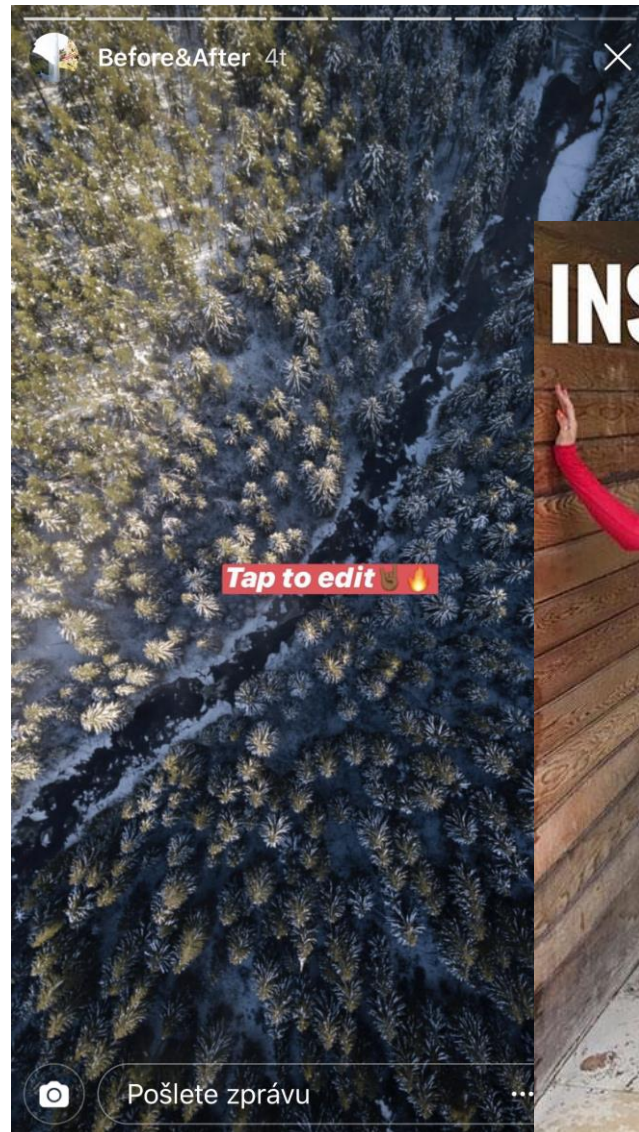
Instagram has 1.1 billion users and 1 billion monthly active users.



Expectations

VS

reality



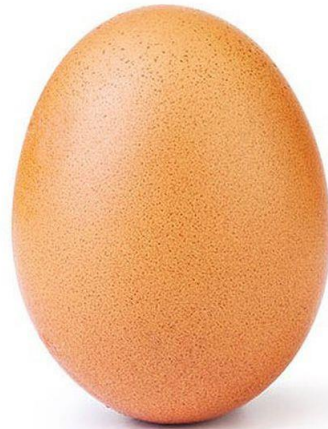
Czech Influencers

- **Influencers** are famous people, who are affecting on their followers.
- They can inspire other people in their life.
- These are the most popular influencers in Czech.
- Jirka Král, Ben Cristovao, Leoš Mareš, Kazma Kazmitch, Nikola Čechová



World_record_egg

This egg holds the world record for both the most-like Instagram post and most liked online post on any media platform in history.

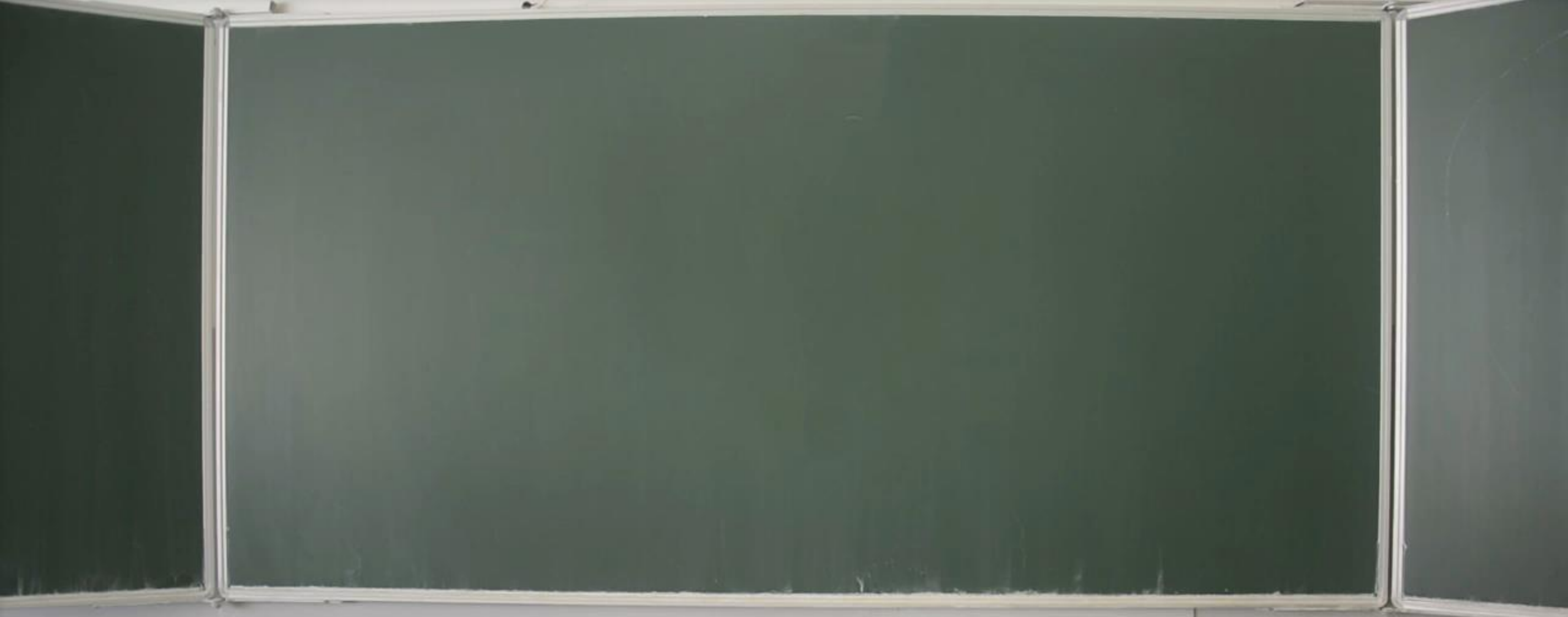


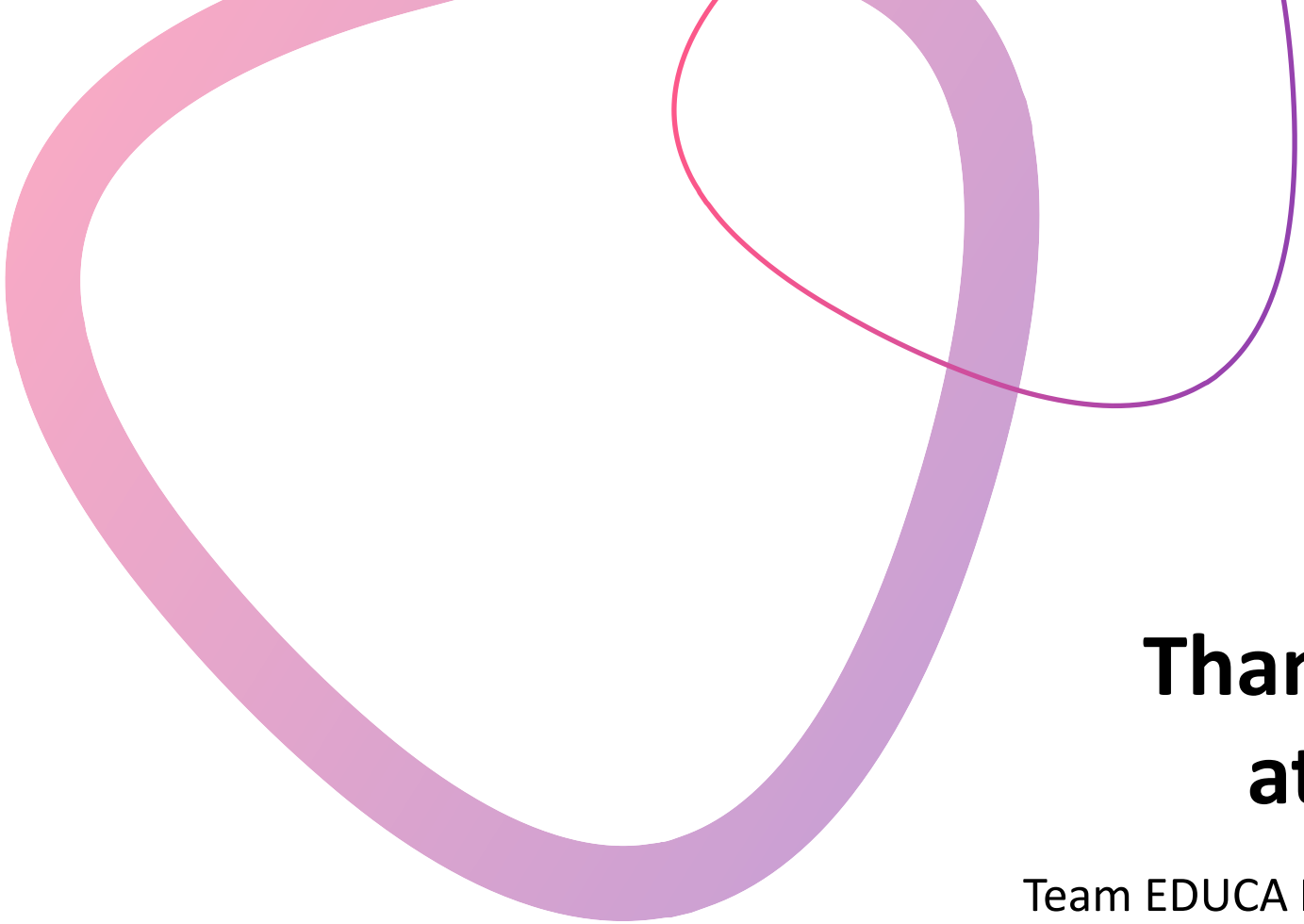
Security on internet

- Our behavior on the internet can affect our followers.
- Our profile may be deleted for inappropriate behavior.
- People with who we chat and do not know them personally, may not be the ones we think they are,
- We should not share your login information.

BE SAFE





A large, thick, pink and purple swirl graphic that starts from the top left, loops around, and ends near the top right, framing the central text.

**Thanks for your
attention!**

Team EDUCA Pardubice, Czech Republic

Citation

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