

# New Zealand Teachers Council Social Media Map



Social media embraces web-based and mobile-based technologies to facilitate interactive communication between organisations, communities and individuals. The social media map provides a visual summary of some of the most common types of social media platforms, and their purposes. We've also identified the characteristics that are a feature of all social media platforms.

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# Characteristics of Social Media



## Online platforms that enable users to:

- create, share, adapt and reuse content engage in digital dialogue and collaboration
- create linkages, groups and communities
- have peer-to-peer contact
- have social interactions with other users
- create and maintain their own user profiles and IDs

## Online platforms:

- are largely public, but walled gardens exist within some platforms
- are accessible 24/7 from a range of devices and locations
- generally expose users to an unknown audience

## Content on a social media platform is:

- discoverable
- community moderated
- persistent
- subject to conditions of use

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