

What is social media?

Social media can be defined as a collection of internet-based applications that facilitate social interaction via the creation and exchange of user-generated content (Wikipedia, 2012a).

messaging, e-mail style messaging, file sharing and blogging,
often allowing integration with other media channels and
platforms

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| PRICE \$230 | PRICE \$230 | CHANCE | PRICE \$230 | PRICE \$240 | PRICE \$260 | PRICE \$260 | PRICE \$260 | PRICE \$280 | PRICE \$280 | OUTSIDE! | | |
| | | <div style="text-align: center;"> <h1>MONOPOLY</h1> <h2>SOCIAL MEDIA EDITION</h2> <p>Claim your piece of social media property on this custom-crafted game board. If the classic Monopoly board were re-imagined with online social media destinations - arranged by popularity - it would probably look a lot like this.</p> <p>Flowtown. Rankings based on site traffic in the US. Source: Alexa.com</p> </div> | | | | | | | | | | PRICE \$300 |
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DISCUSSION

To what degree is social media changing the relationships between the public and public service agencies?

How is social media changing policy formulation?

How is your organization taking advantage of the social media revolution?