

Strategie Social Media

THE BAR,
THE BBQ
EN WAT?

DENNIS?

IT'S HIGHLY
ACCESSIBLE
AND MESSY!
WE CALL IT
SOCIAL MEDIA!

THE MEDIA SU

Aggregation

Distribution

Co

- Video sharing
- Music sharing
- Photo sharing
- Wiki
- (micro) blogs
- Document sharing

• Internet

• Mobiel

- Social networks
- Link sharing

BRAINSTORM 1

Opdracht:
Benoem social media
activiteiten.

NOG MEER
POST ITS?

FACEBOOK,
TWITTER,
WAAR GAAT
DIT OVER?

facebook

Zoeken

RAGE AGAINST THE MACHINE ★ CHRISTY

Prikbord Info RageTube Tweetpad

FIGHT THE
POWER

BRAINSTORM 2

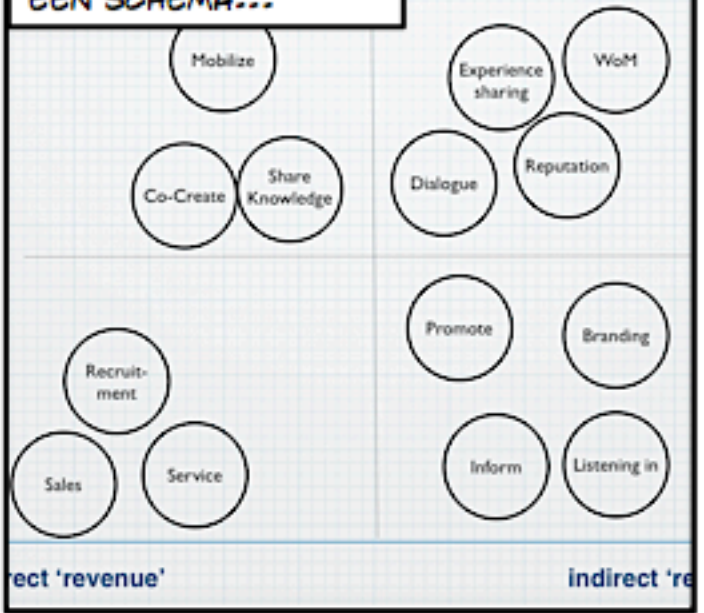
Opdracht 2:

Probeer de instrumenten te
categoriseren.

ALLEMAAL STAAN!



INSTRUMENTEN IN EEN SCHEMA...



BRAINSTORM 3: BUSINESS MODELS ARE GO!

