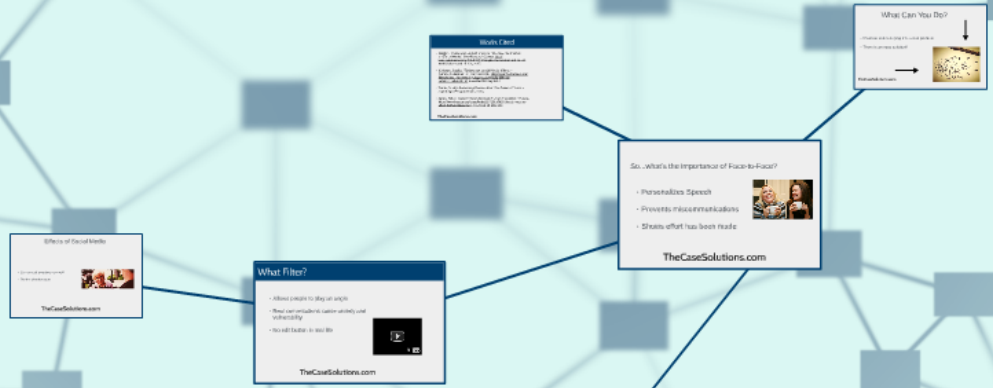


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# Will social media kill branding? Case Solution

By: Meg Lenzkes, period 3  
June 6, 2017





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# Who is it affecting?



- Sherry Turkle
- 25% of adults message in same house
- 42% of 18-29 are distracted together
- 46% communicate more on social media

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So...what's the importance of Face-to-Face?

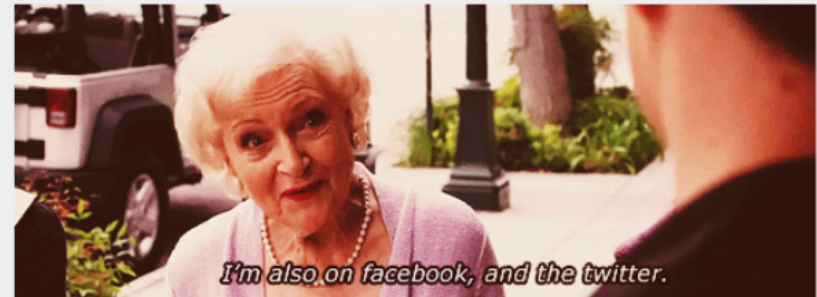
- Personalizes Speech
- Prevents miscommunications
- Shows effort has been made



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# Effects of Social Media

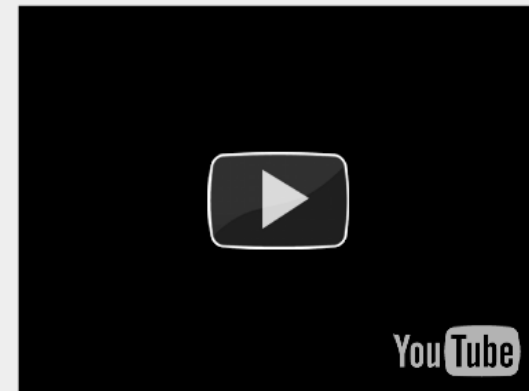
- Cannot read emotions very well
- Shorter attention span



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# What Filter?

- Allows people to play an angle
- Real conversations cause anxiety and vulnerability
- No edit button in real life



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# Social Media is Taking Over

- Essentially destroying the need for conversation
- 90% of conversation is nonverbal cues

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I overshare on social media to make up for never talking to anyone in real life.



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# What Can You Do?

- Overuse is developing into a real problem
- There is an easy solution!!



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