Online Communication

Introduction

Online communication is a type of online facility, that users can access over the internet and which allow the exchanging and sharing of information and data in an interactive platform. There are many forms of online communication including social networking, instant messaging and blogs or forums. The information contained within this poster is about two different forms of online communication, social networking and virtual learning environments (Known as VLE's).

Virtual Learning Environments

SharePoint

SharePoint is an intelligent private network platform, which is designed to streamline the collaboration and productivity on projects and documents, for individuals, businesses and organisations. SharePoint allows projects, files, resources and other data to be collaborated on by multiple individuals at once.

Support is offered for users on the SharePoint network, and can be accessed via a "help" link (which can be found on the SharePoint platform menu bar, under the question mark symbol in the top right of the menu bar). This link directs the user to a help guide on the Microsoft website, which contains detailed guides on how to use SharePoint.

The costings for SharePoint are sectioned into three different plans - each plan offers a variety of different features and services for a fee. Available on the Microsoft website. The prices range from £3.80 per user/month to £17.60 per user/month.

Moodle

Moodle is a virtual learning environment and learning education management system. It can be used for blending learning, distance education, flipped classrooms and projects.

Moodle uses a public license which is free to download on educational PC systems and it costs almost nothing to run (only the maintenance and training involved with the software will be required).

Moodle has a good online community support which is backed up by community forums. It has simple to use interface utilising drag and drop menus as well as documented resources online. It is updated on a regular basis which makes it easy to learn and use.

Frog

Frog is a virtual learning resource, which is designed for schools to allow them to communicate, share, build and deliver an education to their students. It allows students to check their knowledge, study and research their subjects in an easily accessible online interactive environment. They have an online support chat, if they're offline, you can either leave a message or email them at - (hello@frogeducation.com). Main Office – 01422 250800 | Tech Support 01422 395939

Prices:
Health check - £800. Refresher Training Post Release(s) - £500/£800.
Creating a strategy for parental engagement with Frog £250 - £500, with Google integration £500.
Create an independent learning plan £500.
Create and implement a home learning strategy with Frog 2 days £1000.
Frog Progress Using reports effectively £500. Admin assistance £250 - £500. Refresher training post release(s) £500.

Top 5 Social Networking Sites 2017

1st Facebook

Launched in February 4th, 2004

Facebook is a social and professional communication networking site for people to connect with each other online. It has 2 Billion users, as of June 2017 according to Statista.

Mostly used by the younger generations as a means of communication (18-30 year olds), Facebook is accessible for anyone who is aged 18+, who want to connect with friends, family, businesses and colleagues - can register an account on Facebook.
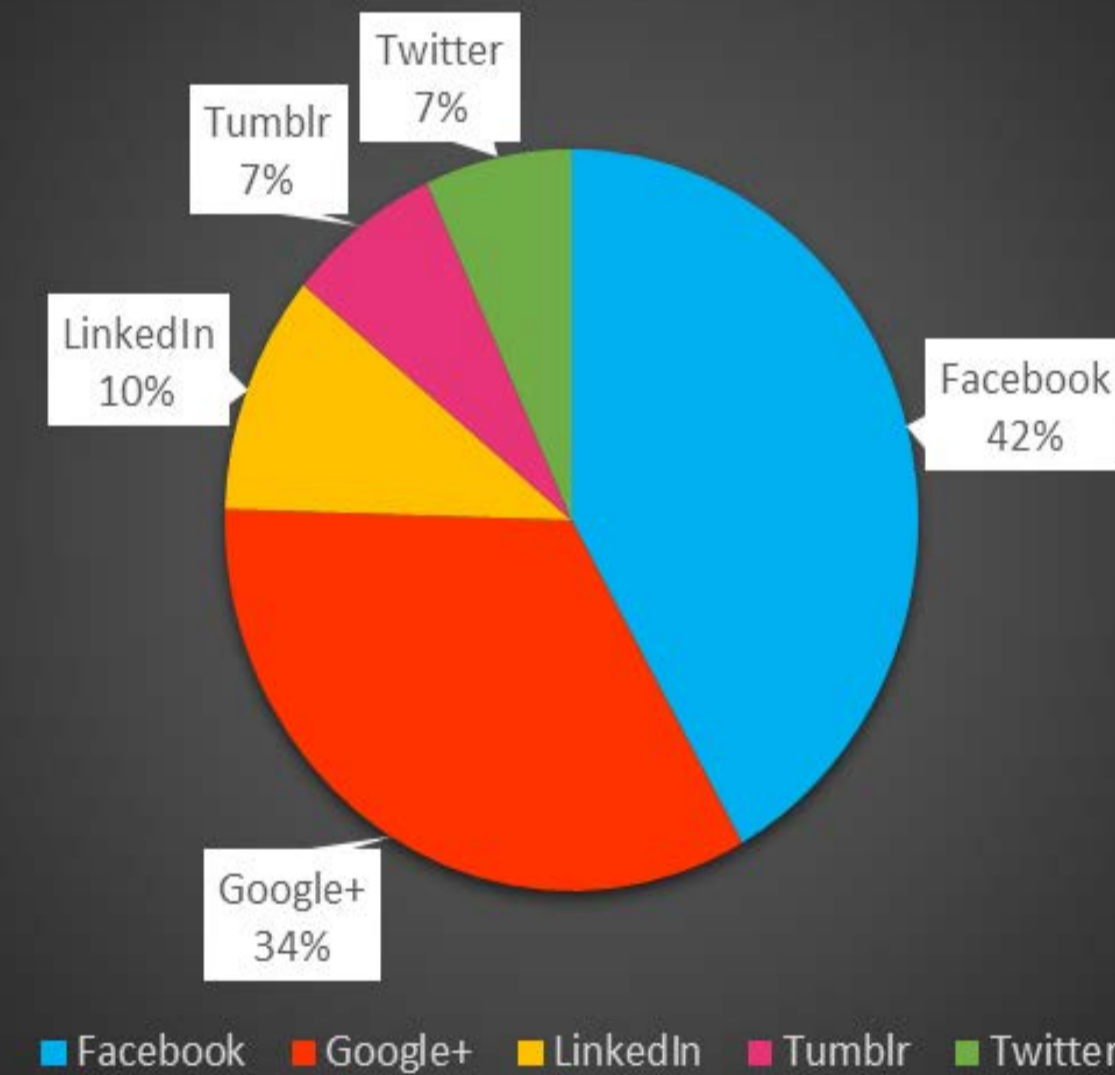
2nd Google+

Launched in June 28th 2011.

Google+ is a social and professional communications network for individuals and businesses to connect and share with each other, and also allows them to access Google's online services such as YouTube and Gmail.

The Target audience is generally Individuals and businesses, aged 13+, to connect and share information about themselves and connect to other users.

Google+ currently has around 111 million registered users, plus YouTube's 1.5 billion users (since Google bought YouTube) adds to a total of 1.61 billion users (according to Statista).

Percentage of Registered Users

Twitter 7%
Tumblr 7%
LinkedIn 10%
Google+ 34%
Facebook 42%

Facebook | Google+ | LinkedIn | Tumblr | Twitter

3rd LinkedIn

Launched in December 28th 2002,

LinkedIn is the largest business communication network for organisations, entrepreneurs, employers and individuals to connect with each other.

It is aimed at professional businessmen and women 18+ who wish to communicate with other companies and individuals, it is often used to showcase an individual's skills to potential employers in the industry.

Statista has stated LinkedIn has 500 million users, as of April 2017.

4th Tumblr

Tumblr was launched in February 19th 2007, as a social networking site, image and GIF microblogging service.

It's target audience is 16+ but its main audience is usually 14-25 year olds. Tumblr is for the younger generation, as it is mostly used as a multimedia social sharing network platform, to connect individuals to other Tumblr users with similar interests, to share images, stories and GIFs.

According to Statista Tumblr has 345 million users, as of April 2017.

5th Twitter

Twitter was launched in July 15th 2006.

It is a social networking site and news sharing platform. It was designed for individuals and businesses to connect and share online.

Twitter is aimed at 30-60year old's, this is a news and social networking service with microblogging capabilities. Mostly used by individuals, celebrities and public officials to gain publicity and followers.

According to Statista, Twitter currently has around 328 million registered users.