



## **1. About Social Media**

1.1 Social media in this policy is broadly defined to include internet-based applications and social networking sites, including blogs and web pages. It allows for the creation and sharing of content by individuals or groups using freely available websites. Most often social media is developed to create and enhance an online community between people and groups with shared interests.

1.2 The key differences between social media and traditional media are:

- a) social media's reliance on user-

