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Project 4

Social Networking is people connecting with other people and the platform that supports the communication. Social media is a digital tool where users share content, like pictures and videos on Instagram and TikTok. Some content that are uncensored like violence and/or nudity is shared on social media platforms which had regulations to limit such content like that. With social networking user are connecting with other people. Facebook, Twitter, Instagram etc. are social networking sites, social media need social network in order for users to see other people content. Social media focuses on what is being put on the social networking platform. Communication is different with both, social networking is involved with two people or a group of people talking and listening to one another. Social media communicate in a way by posting and sharing content with the audience. Such content like, pictures, video, audiobooks, e-books etc. The goals for social networking is to connect with people and build a relationship with them. LinkedIn is a perfect example of this the user connect with different people with the same interest or finding a job and networking with the person who work at that company. Social media goal is to drive buzz and interaction to their post or page.

Users who created Lego Mindstorms, they can create a profile where they can upload their creations so others can see. They can also follow other builders and like their creations as well. Currently there is a website where users who bought the EV3 products can post their creation to this website which is called EV3 dev. Though it is not connected to the Lego website. Lego would need to create a community tab where users can go and view other builders Mindstorms creations. This will help their customers to connect with others and even have them to share ideas with one another. On the Lego website there wasn't anywhere where there is a community tab, the user would have to create an account to do it, which is why having accessible to everyone would be great. Also since they have apps for their products they can have a community tab within in the app. This community tab would allow people discuss creations and offer recommendations and so on. During times like these Lego can utilize their social network platforms by sharing builder's creations and having people discuss it in their comment sections. Another way is to have builders sign up for virtual events and builders can network with others and discuss project and even have virtual competitions.

Lego offer a link in their menu where you can look up instructions for the Lego set that you have. If a user who is new to building a robot and want to learn how to build and program the robot, they can look up the instructions on the website. Lego made it easier where the user can click on support and click the link for instructions and type what kind of product they have and the instructions comes up. This can drive users to look up instructions for robots they have and they can even download them. Also Lego have a Lego Education where you'll find it at the very bottom of their page when you scroll all the way down. You can find instructions of even more complex robots. Also in the Lego Education link, there is a community where educators can connect with each other and

share information and talk about new ideas. If there were a link for it, that would be great. If builders have trouble understanding the instructions, which the instructions are in pictures, they can look up videos on YouTube and learn how to build their robots. The instructions are clear on how to build the robots.

The Mindstorms community have discussions about their projects and even ask for help if they needed. Educators can submit testimonials about their experiences they had when teaching how to build the Mindstorms robots. The second way they create value for Legos is that they can post their projects on Lego blogs like the one I mentioned earlier, EV3dev. They can post their projects and discuss with others about it. Users who post on blogs can help others to get ideas and even discuss them. The third way is utilizing social media by posting pictures, videos and even going on live. Posting content can attract other builders to their page and they discuss what the user had built and what future projects they are going to work on. This gives the opportunity for others to share what they have built and even offer suggestions to other. Fourth is that builders can become educators and teach others on how to build robots from basic robots to very complex robots. This add value because there are people who are willing to learn how to build a robot. They can teach at schools or at Legos event where they have an event for educators to teach builders, young and old on how to build robots. Lastly, the Mindstorms community can create YouTube videos on how to build the robots and they can connect with their audience and see if the video helped them and see where they can help their followers of they run into problems while building their robot.

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