

# #thebrief

## What is it?

#thebrief is a new monthly document intended to explain away the complex and ever changing world of social media, smart phones and applications ("apps"). In two short pages each month it will look at a different social media theme and explain the most popular and trending sites and apps that are being used at this moment in time.

## Why do we need it?

Technology changes at a rapid pace, and understanding new and popular trends can be difficult. Young people grab on to social change faster than most and will seize new technologies and trends faster than those responsible for them can keep up. In an age where teenagers are spending more and more time online and attached to their mobile phones it is no longer an option not to attempt to keep up and pay attention.

## Who is it aimed at?

#thebrief is aimed at those individuals who don't necessarily know the difference between a hashtag and a status update. Its not intended to explain the minutiae of every single aspect of social media and the internet but simply to educate those who work closely with children what they may be using, how they might be using it and what is currently trending at the moment in time.

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