**Chapter 4**

**The Social Media Revolution 2022**

*Social Media College* assesses the rise of social media.

*Use with:* <https://www.youtube.com/watch?v=9ZmT7puLjqI> (2:56)

1. How has social media grown in the last two decades?
2. What are the causes of this growth?
3. Which companies have succeeded (or failed) as a result of social media?
4. How is social media likely to change in the next decade?