

				
Text-only content	Text and image content	Audio-only content	Audio + visual content	Audio + motion video content
Use when:				
the content already exist as text-only	the discussion refers to images	the content needs auditory cues (tone, paralanguage, emphasis, etc.) in order to decrease the ambiguity of a piece of content	the content needs both auditory and visual cues in order to convey the meaning successfully	action/motion is needed in order to understand the content
the material can be conveyed successfully as text only	images can supplement, contextualise or clarify the material	the activity refers to audio sources such as music, language, or sound		the discussion refers to video clips

\*Joosten, T (2012) *Social media for educators*, Wiley