WWL TV: Social Media Literacy

July 2, 2026



Ashley Nelson, senior professor of practice in management communication, was interviewed by WWL-TV for a segment on the importance of distinguishing fact from fiction in social media.

> “If you're following an influencer, that influencer has a role to play and it may not be your role, what you’re looking for. With these algorithms, both Instagram and Facebook made major changes for 2026 and now we’ve got to try to figure it out to beat the algorithm.”

To see the segment in its entirety, visit wwltv.com:

https://www.wwltv.com/video/entertainment/television/programs/great-day-louisiana/good-to-know-social-media-literacy/289-4a335ab9-db52-47e8-90c1-

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