

ESSAY INTRODUCTION PARAGRAPH EXAMPLE	
Overall Topic	The social networking website Facebook has become increasingly popular, with over 1.8 billion people using Facebook on a monthly basis (Facebook, 2017).
Sub-Topic	As a result, there is discussion within the tertiary education sector about the ways in which websites like Facebook can be used in learning and teaching.
Key-Terms	Social networking websites can be defined as online spaces where individuals “present themselves, articulate their social network, and establish or maintain connections with others? (McCarthy, 2012, p. 758).
Relevance	The use of social networking sites within universities is of interest because of their potential for both positive and negative impact. Therefore, learners and teachers need to critically evaluate the educational value of such sites.
Main Aim	This essay discusses both the positive and negative effects of using Facebook at a tertiary level.
Outline	It identifies benefits related to online community building, engagement, and collaboration. It also identified concerns about its potential to distract students, and problems with safety and privacy.