



SOCIAL MEDIA 101 GUIDE

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WHAT IS SOCIAL MEDIA?

Have you ever wondered how you can connect with people at any time, no matter where they live? Social media gives you the power to do just that!

You already know most of the tools we're talking about. Facebook Posts and videos about your favorite celeb, tweets about a hot news topic, or memes that make a funny picture come to life, these are all types of social media tools.

Social media tools can be used on your computer, smartphone, tablet or TV. It's a great way to stay close to family, friends, and social groups that share that same interests you have.



HOW DO PEOPLE USE SOCIAL MEDIA?

Now you know what social media is, let's see how people can use it!

- 1. How can I communicate with other people?** Social media allows the user to have a two-way conversation with friends, families, groups, and a larger audience.
- 2. How can I connect to other people?** Social media gives people a tool to foster a connection to others who share similar viewpoints, hobbies, and interests.
- 3. Why should I use social media?** Social media helps people engage in the world—locally, nationally, and globally to create a connection, educate, seek information and news, and build awareness.

NOTES:

THE MAJOR SOCIAL MEDIA SITES



Facebook ([facebook.com](https://www.facebook.com))

What is it? Facebook or FB is a social networking tool that helps you communicate with friends, family, and coworkers.

What can I do here? FB is a place where you can communicate with other people through posts/status updates and pictures. You can also read news, see live recordings, find local events, sell goods, and find shared hobbies.



Twitter ([twitter.com](https://www.twitter.com))

What is it? Twitter is a real-time social network, with instant updates. Twitter tells people what is happening now. People use their tweets to share opinions, news, pictures, and promote goods and services. Tweets can only be 140-characters (words and punctuation).

What can I do here? Twitter is a place where you can communicate with a wider audience through tweets (posts) and hashtags (#). It's a public space, so anyone can respond to your tweet/comment. You can choose to follow other people tweeting on site. People can choose to follow you too.



Instagram ([instagram.com](https://www.instagram.com))

What is it? Instagram is a mobile app for taking and sharing photos and videos. It connects with other social networks like Facebook and Twitter.

What can I do here? Instagram allows you to post pictures and videos in "real time," as well as memes (videos, funny pictures). You can also create digital short stories using your photos and videos. You can write a caption under your photos and hashtags.



LinkedIn ([linkedin.com](https://www.linkedin.com))

What is it? LinkedIn helps you to connect to a professional network of individuals, organizations, and professional groups.

What can I do here? LinkedIn allows you to post an online resume. LinkedIn can help you find jobs in your career path. You can receive recommendations from your peers or coworkers about your work and skills.

THE MAJOR SOCIAL MEDIA SITES (CONTINUED)



Snapchat ([snapchat.com](https://www.snapchat.com))

What is it? Snapchat is another mobile app. It is a messaging app where you can post videos and pictures that disappear after the snapchatters (friends, followers) sees them.

What can I do here? On Snapchat: you can draw on your video and pictures, add a caption to the 10-second snap (video), and post a “story” that shows a 24-hour collection of your content (photos and videos) to your followers.



Blogs and Vlogs ([tumblr.com](https://www.tumblr.com) or [wordpress.org](https://www.wordpress.org))

What is it? Blogs and vlogs are platforms (places) that you use to create content (words, videos, observations) about topics that interest you. People often use blogs to write and vlogs (video logs) to post videos about their thoughts and comments.



What can I do here? Blogs and vlogs allow you to create original content. Blogs and vlogs use various websites like Tumblr and Wordpress as places to share content. People can also leave comments on your blog and vlog.

THE DO'S AND DONT'S OF SOCIAL MEDIA

As a digital citizen, be cautious! Social media sites are becoming tied to our daily lives (e.g., work, groups, etc.). We use them to communicate with our family and friends, to help network for jobs and opportunities, to market goods and services, and to connect with people who have similar interest.

As a digital citizen, be skeptical! A healthy dose of skepticism can go a long way in protecting ourselves from fraud, security risks and scams, and identity theft.

As a digital citizen, secure your privacy! It is easy to forget that social media sites are still public. There are helpful tips to help increase your privacy and decrease security risks. Data (e.g., pictures, posts, videos, etc) can be shared. It is important to remain aware that anything you post can become public.

NOTES:

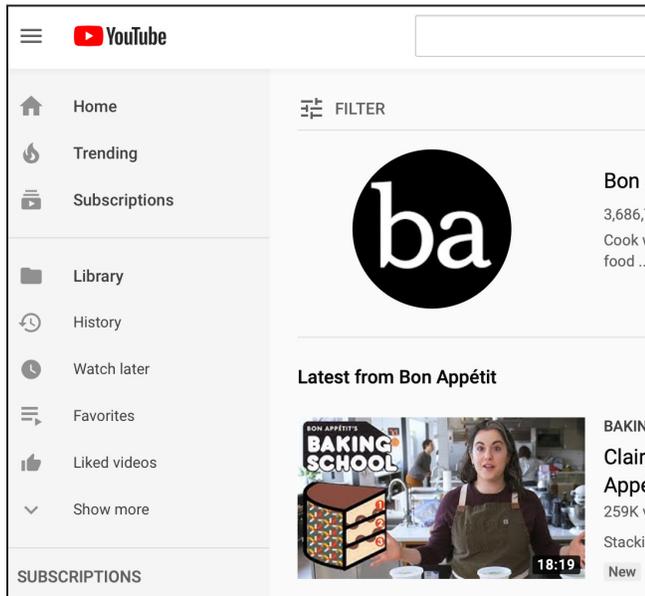


Would you like to watch a video on how to cook your favorite meal? Do you have a funny video of your child or pet that you want to upload and share? Would you like to watch clips from your favorite TV show?

YouTube is one of the largest digital media platforms for sharing and uploading video content. It is a free social media website. YouTube users can watch, create, and share content with other people. YouTube also allows you to subscribe to specialized content of your choosing by creating an account.

WHAT ARE YOUTUBE CHANNELS?

A YouTube Channel is a page created by an individual, company, or group. YouTube Channels store uploaded content of the channel owner's page. The page acts as a profile for YouTube users. To browse channels, click on the "**Browse Channels**" button. This button is on the left navigation menu. Channels are organized by category and interest, allowing you to quickly sort the most popular channels by your favorite interests.



LET'S GET STARTED

Step 1. Enter a topic or description in the search field.

Step 2. Search for videos by topic and category.

Step 3. Watch videos by ranking or most popular videos watched.

Step 4. Create an account to save your favorite videos.

NOTES:

THE DO'S AND DONT'S OF SOCIAL MEDIA (CONTINUED)



Do:

1. **Create a strong password.** Use special characters (@, &, *) and a mix of lower and uppercase letters in your password.
2. **Use the privacy settings** to limit who can see your profile without permission. Encourage friends to use privacy settings too.
3. **Use "https" in the web browser**, especially when connecting to public computers.
4. Organize your contacts into "categories" like "friends" and "family."
5. **Verify all friend/follower requests.** Don't accept just anyone.
6. **Check links, attachments, downloads, emails, and anything that is sent to you.**
7. Make sure that third-party add-ons, games, extensions need access to your contacts or photos (e.g., games, websites, other apps).
8. **Read and research security tips and instructions by each social network.**



Don't:

1. Give your password to someone else or use the same password on the same social networks.
2. Put any personal information that is not required, to avoid scammers and hackers.
3. Share too much personal information (e.g., location, when you're going on vacation, expensive items).
4. Use auto geo-tagging (posting your location) in your posts. You can choose to turn the feature on or off in your settings.
5. Upload or post anything you don't want shared publicly. Although your settings might be set to private, it doesn't mean your friends are. And, people can take photos of your posts and photos without your permission.

COMMONLY USED TERMS

App – software program that you can download onto your computer, cell phone, or tablet. Apps can be free to purchase or may require you to buy them to download on your device. Some apps are pre-loaded onto your device (e.g., Internet, Text Messaging, Camera).

Blog – an online diary of personal stories, insights, and views. Blogs are typically updated regularly by the blogger. Some blogs focus on special interests (e.g., parenting, music, politics). Blog can also be used as a verb for writing.

Blogger – someone who writes a blog(s) or blogs.

Block – stop someone or a group from seeing the content that you post (write). Most social media networks have an option to block people and groups.

Comment – response to someone’s post or content on a social media network. Some social media networks have a place for people to share their thoughts or respond to a post.

Content – words, videos, pictures, or music created for social network sites (e.g., blogs, Facebook, Twitter).

Emoji – an image or icon used to express a thought or an emotion instead of words.

Facebook – a social media site and mobile app that allows people to connect with family, friends, co-workers, Facebook pages with specialized content (e.g., entertainers, food, restaurants, authors).

Follow – to subscribe (agree or accept) another person’s or group’s Twitter account.

Follower – a person or group that is subscribed to a Instagram, Snapchat or Twitter account.

Geotagging / Geolocation – adding a location (city, place, landmark) to a post or tweet, telling people where you were when you shared or posted content (pictures, posts, video, etc.).

Gram – a picture on Instagram or another name for Instagram.

Handle – the name or username used on your social media sites, such as Twitter and Instagram. The handle uses the @ and includes your name or username. For example, Connect.DC uses this handle for on its Twitter account: @connectdotdc.

Hashtag (#) – any word, number or phrase followed by # symbol (#connectdc). It can be used on social media networks, most commonly on Facebook, Instagram, and Twitter.

COMMONLY USED TERMS (CONTINUED)

Instagram – a social media network of pictures and captions (writing or describing) the picture(s) posted or shared on site. Instagram is also known as “IG” or “the gram.”

Like – to agree, appreciate a post, comment, picture, or video.

LinkedIn – a social media network for professionals, job seekers, and recruiters. LinkedIn connects people to co-workers, employers, and professional organizations.

Meme – an image or short video clip with words to describe the image; memes usually refer to something happening in culture today or behavior; humorous image.

Post – to write, upload a photos and videos, and share thoughts or opinions.

Snap – the finished creation of your content (photo, video, caption, etc.) that gets posted to Snapchat.

Snapchat – is a social media site and mobile application, that allows you to post photos and videos to your followers or publicly. The content disappears once it is viewed. You can also create “stories,” made up of all your photos and videos over 24-hours.

Snapchatters – people who use and post content on Snapchat.

Tweet – is a post on Twitter. It can have up to 140 characters (words, punctuation, symbols, etc.) in each tweet. You can also reply or share someone else’s tweet. Tweets can include hashtags (#), connecting your post to others using the same hashtag (#connectdc).

Twitter – a social media site or mobile app that allows people to communicate and create conversations through tweets or posts. You can share messages, links, photos and videos on the site.

Vlog – a video version of a blog or an online diary of personal stories, insights, and views. Blogs are typically updated regularly by the blogger. Some vlogs focus on special interests (e.g., parenting, music, beauty tips, travel, etc.).

USEFUL LINKS

Facebook Support & Additional Terms:

- <https://www.facebook.com/help/>
- <https://www.facebook.com/help/333140160100643/>

Twitter Support & Additional Terms:

- <https://help.twitter.com>
- <https://help.twitter.com/en/using-twitter>

Instagram Support & Terms:

- <https://help.instagram.com>
- <https://help.instagram.com/324502877648266/>

LinkedIn Support & Additional Terms:

- <https://www.linkedin.com/help/>
- <https://www.linkedin.com/help/linkedin/suggested/76305/>

Snapchat Support & Additional Terms:

- <https://support.snapchat.com>
- <https://support.snapchat.com/en-US/a/how-to-use-snapchat>

