



SOCIAL MEDIA USING GUIDE FOR BEGINNERS



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1. How to use social media?

Not a day goes by when there isn't news about social media. Whether it is a tweet from a politician, headlines about Facebook or viral videos from YouTube, social media has become a regular part of our lives.

This recipe will provide an introduction to social media and top platforms, identify some of the benefits and help you navigate some of the challenges.

2. Definition of social media

What is social media? A good textbook definition might come from [Wikipedia](#):

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

Think of social media platforms as web sites where you engage and connect with other people, communities, organizations and businesses. On the web sites you can share, create, learn, discuss and promote content, ideas, opportunities and more. All of the social media platforms are web-based and are accessed via the web or through apps that you install on your iPhones and iPads. And the most common names that come to mind with referencing social media are Facebook, Twitter, Instagram and more networks.

3. A bit of statistics

What social media platforms do usually Older Adults use? The simple answer is Facebook, YouTube, Pinterest, Instagram, LinkedIn and Twitter. Although the rankings are not equal. According to the Pew Institute in a study published in 2018, Facebook and Youtube are the top platforms used by older adults by a wide margin. The other four platforms of note are nearly equal in popularity.

4. What is what?

- Facebook

Facebook is the most popular social media platform for Adults and Seniors. Once you create an account, you can customize your page by choosing what you want to share and who you want to see it. Whether you want the current news, have a specific topic of interest, or just to keep up with friends and family, Facebook has something for all people. Facebook also facilitates private messaging, which allows you to send direct messages to friends and family.

- Instagram

Every person could get an Instagram app for his smartphone to share images and bits of information, but he might prefer the desktop version of Instagram because the images are huge and the scroll is slower. With Instagram on desktop, it's more like flipping the pages of a magazine.

- YouTube

Every person will find YouTube a way to sharpen his mind and learn new skills. You'll only need to create an account that allows you to use many YouTube features such as like, subscribe, and watch later. Of course, if you'd like to go a step or two further, creating your own YouTube vlog channel will give you a way to tell your stories verbally, showcase your wisdom and talents, and engage an audience. You really don't need a fancy setup, you can create some great videos with your smartphone. As an example,

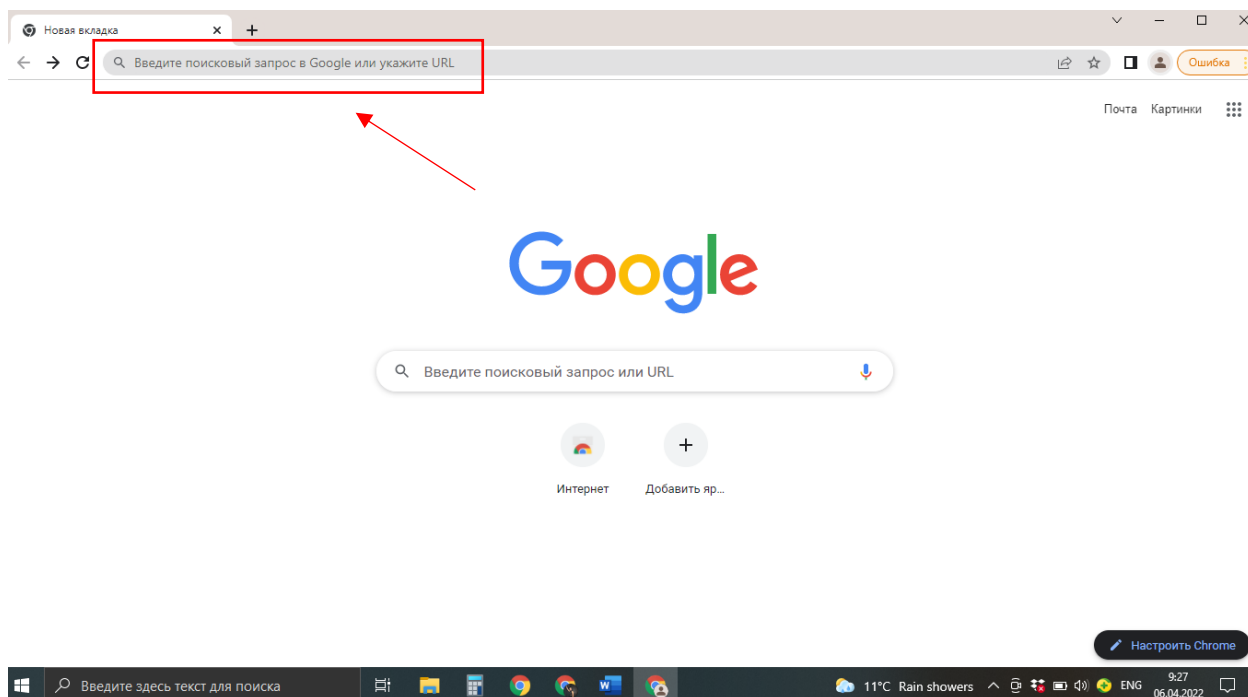
Grandma Mary (here is the link to her chanel - <https://www.youtube.com/user/3GoldenSistersTV>) is one of the most popular vloggers on YouTube.

5. How do you access social media?

For all of the primary platforms we discuss, there are two approaches that are used to access the social media platforms. There are two ways to get started on social media – via computer or mobile device.

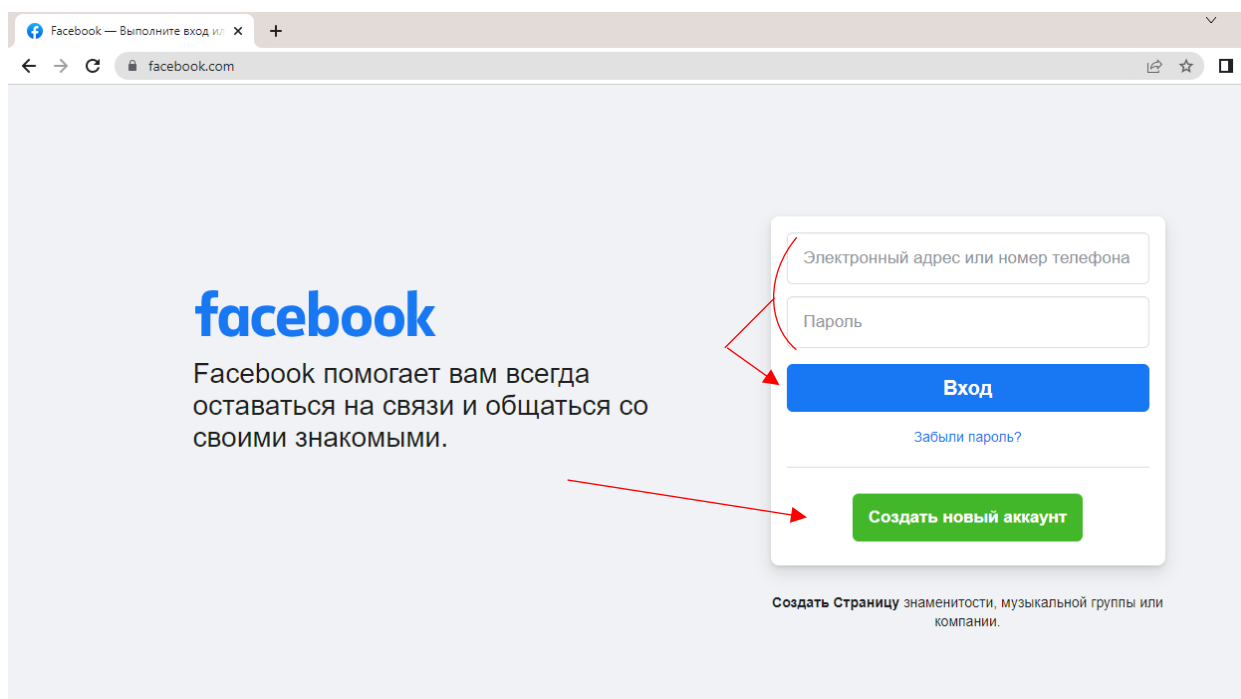
1. **Via computer.** Web sites accessed from your web browser. Launch Safari or any other web browser and enter the URL for the site in the white line on top of the page.

For example: ° www.facebook.com ° www.twitter.com ° www.pinterest.com

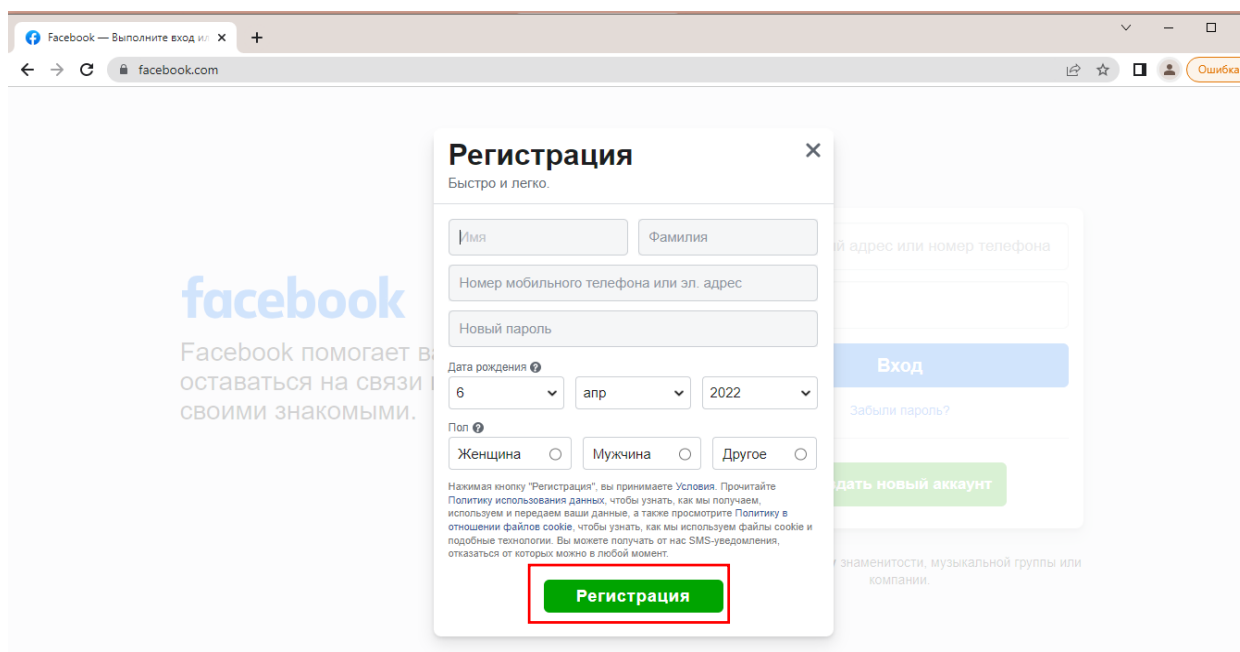


After entering a query in the search bar, go to the desired site, where there are two options - log into an existing account or create a new one. If a profile on social networks has already been created, enter your login and password and get access to your page, if not yet, then click on the button “Create new account” and proceed to registration.

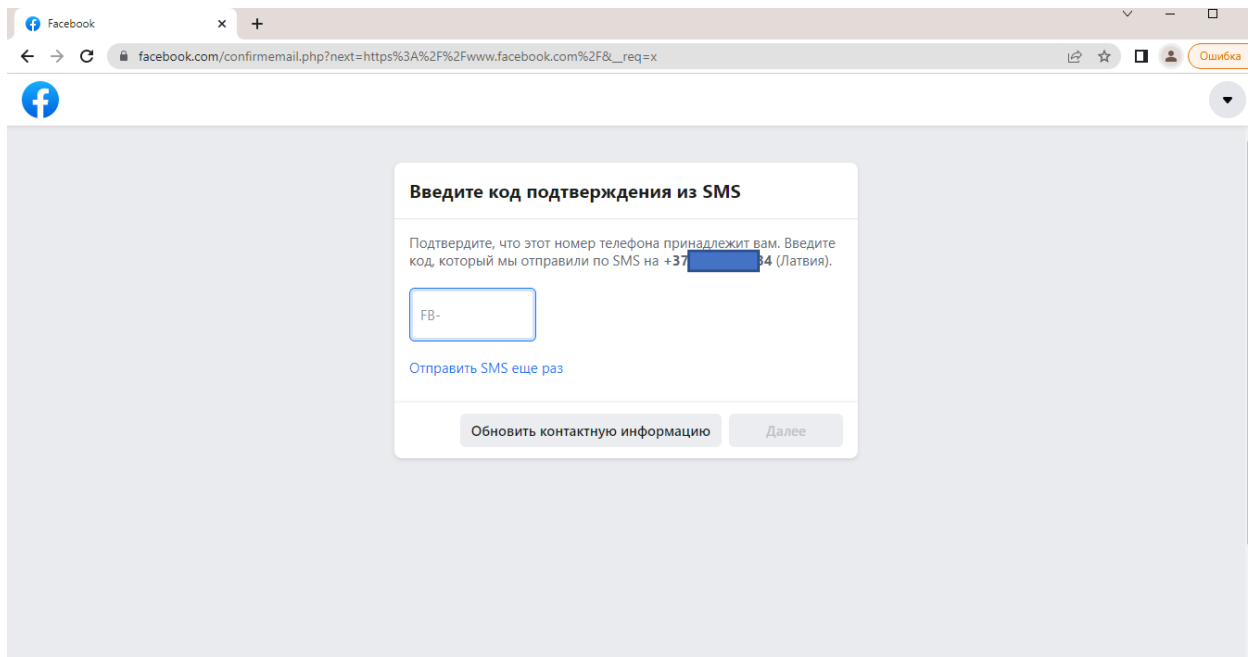
6. How to create own profile on Social Media (Facebook) and use?



If you do not have an account, then registration should begin by providing information about yourself so that your friends can find you. Enter your first name, last name, mobile phone number or e-mail address (e-mail), gender, date of birth, create a password and click on the “Registration” button to complete the registration.

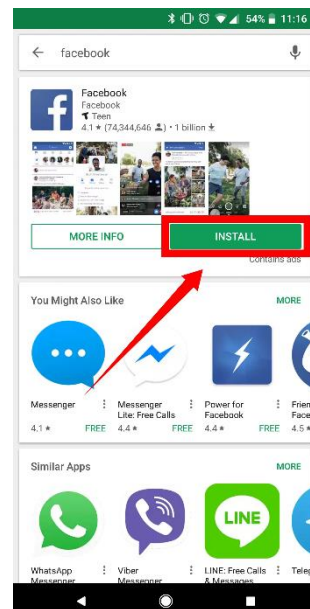


To complete registration, you will need to verify your phone number or email. If registration takes place through a phone number, then enter the code sent to you by SMS, and if through e-mail, then open a letter in your mailbox from the Facebook sender and follow the link indicated in the letter.



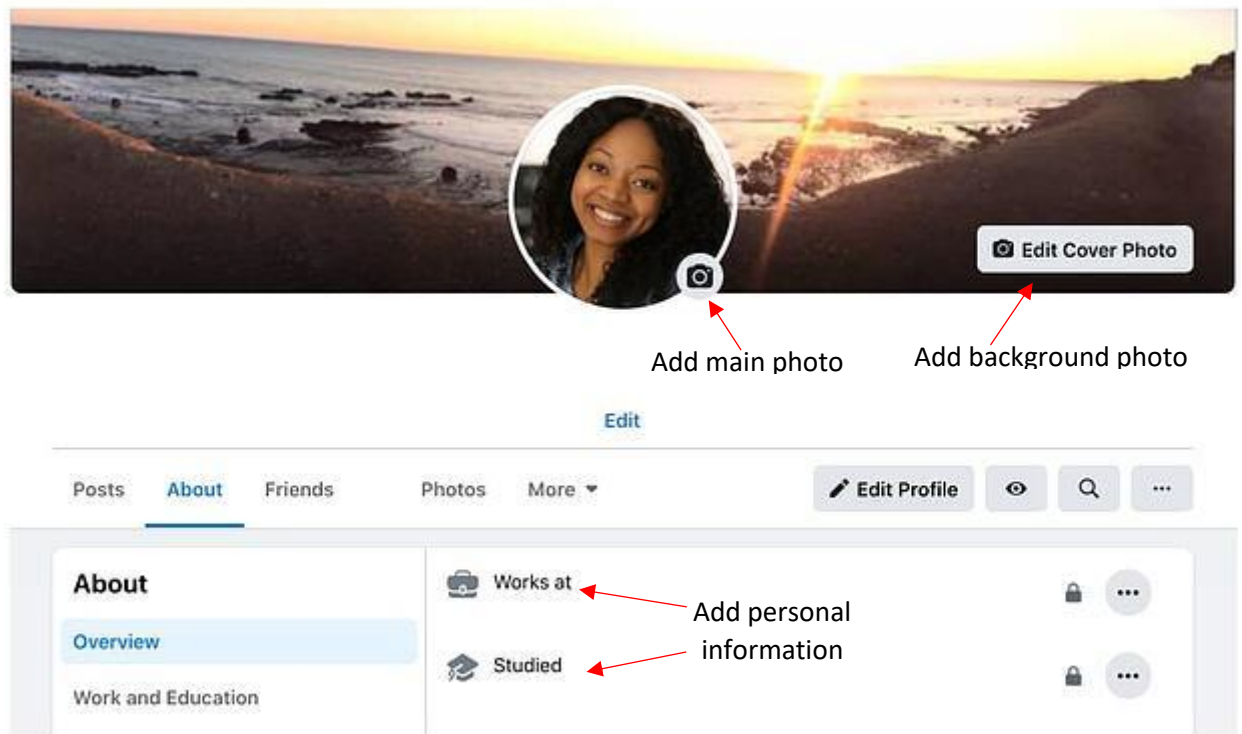
Congratulations! You have finished registration and now know you can start creating your profile.

2. Apps installed on your devices. There are iPhone & iPad apps for all of the major social media platform. They are installed from the App Store. If you have an Android device, you can install everything you want via Google Play. All of the apps are free to install and use.



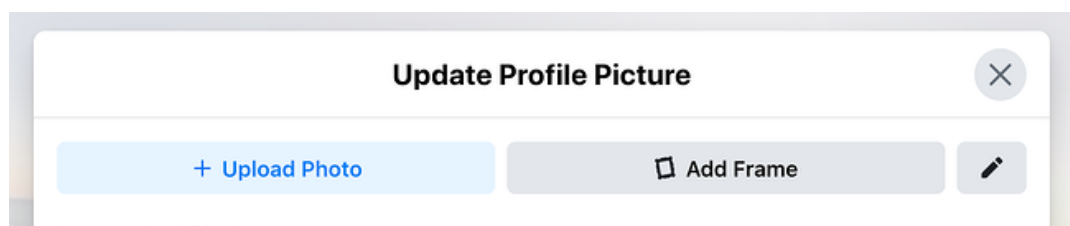
Profile

The Facebook profile is where your information will live. Your name, photo, hometown, workplace, education history, and so on can all be added to your profile. You can make your profile as public or private as you want by disabling the information you don't want publicly visible.



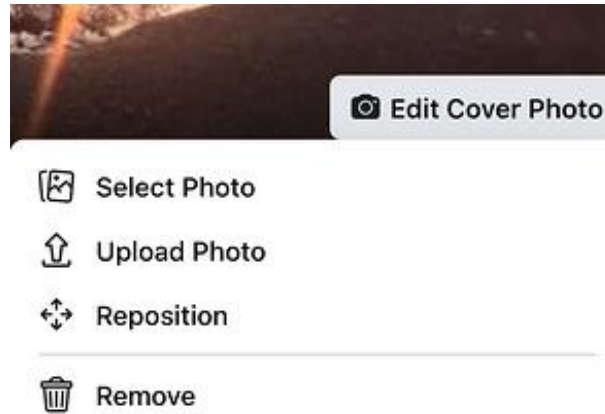
Picking a Profile Picture

Go to your profile and click on your profile picture. To pick your profile picture, choose a photo that you're already tagged in on Facebook, one that you've uploaded to Facebook, or a photo from your computer. You can also add a frame to your profile picture.



Choosing a Cover Photo

Click the camera button on your cover photo, which is on your profile. To choose your cover photo, you can pick a photo from your Facebook profile, a selection of Facebook's own cover artwork, create a collage, or upload a photo from your computer. You can also reposition or delete your current cover photo.



Updating Your Profile

Click the About section on your profile page. In this section, you can fill in information about your work and education, the places you've lived, contact and basic info, family and relationships, details about you, and life events.

About

[Overview](#)

Work and Education

Places Lived

Contact and Basic Info

Family and Relationships

Details About You

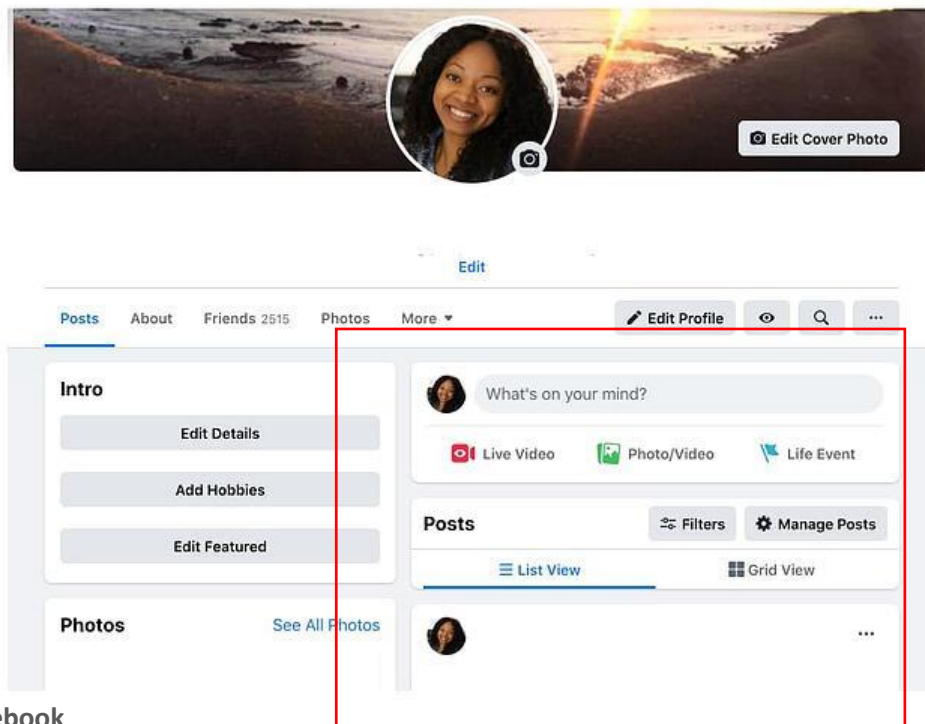
Life Events

Like and follow public pages

On Facebook, you can follow and get updates from your favorite brands, celebrities, sports teams, and publications. The best way to do this is by searching for them on Facebook and liking or following their public page, which will have a blue verified check mark next to their name. After you like or follow their page, you'll start to see their updates in your news feed.

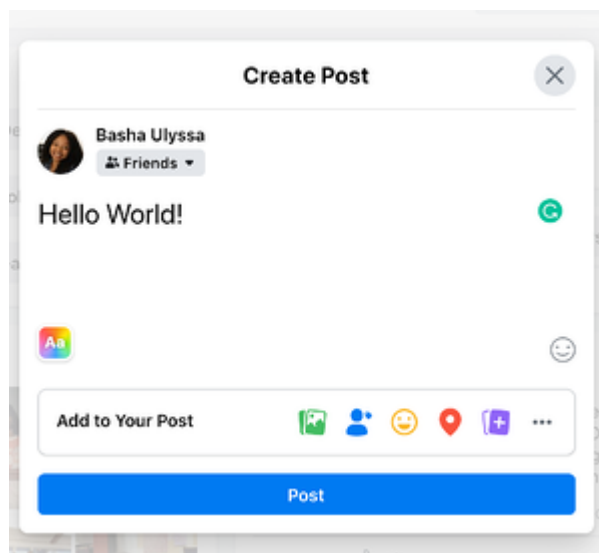
Review your timeline

Your timeline is a digital log of your Facebook activity in reverse-chronological order. Your status updates, uploaded photos and videos, and the photos you're tagged in will appear on your timeline.



Post on Facebook

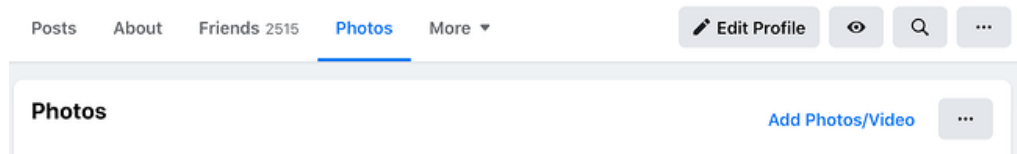
The main purpose of Facebook is to help friends and family connect with each other. And the best way to connect with your friends and family is by updating them about your life with status updates. To share a Facebook status, go to the text box at the top of your news feed page or on your profile page. With status updates, you can share text with different colored backgrounds, photos, videos, GIFs, stickers, and links.



Add photos and videos

To upload photos or videos to your profile, follow these four simple steps:

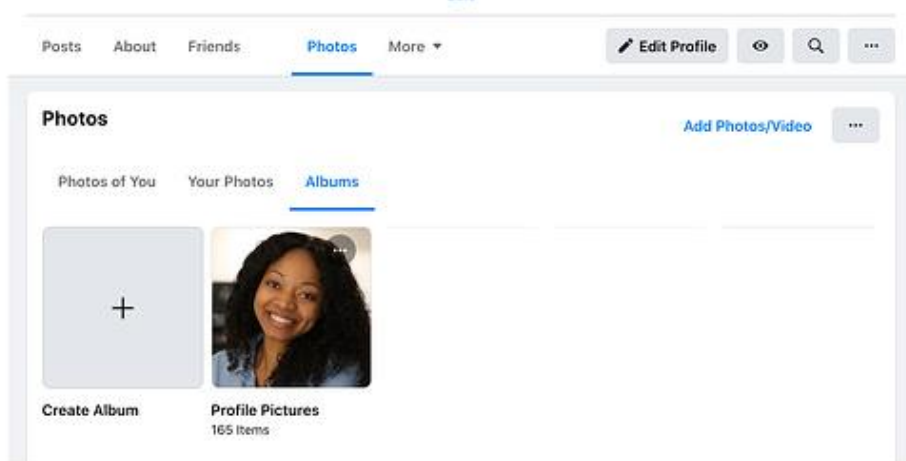
Go to your Profile.
Select the Photos tab.
Select Add Photos/Video.
Upload pictures or videos from your computer or mobile.



Creating photo or video albums

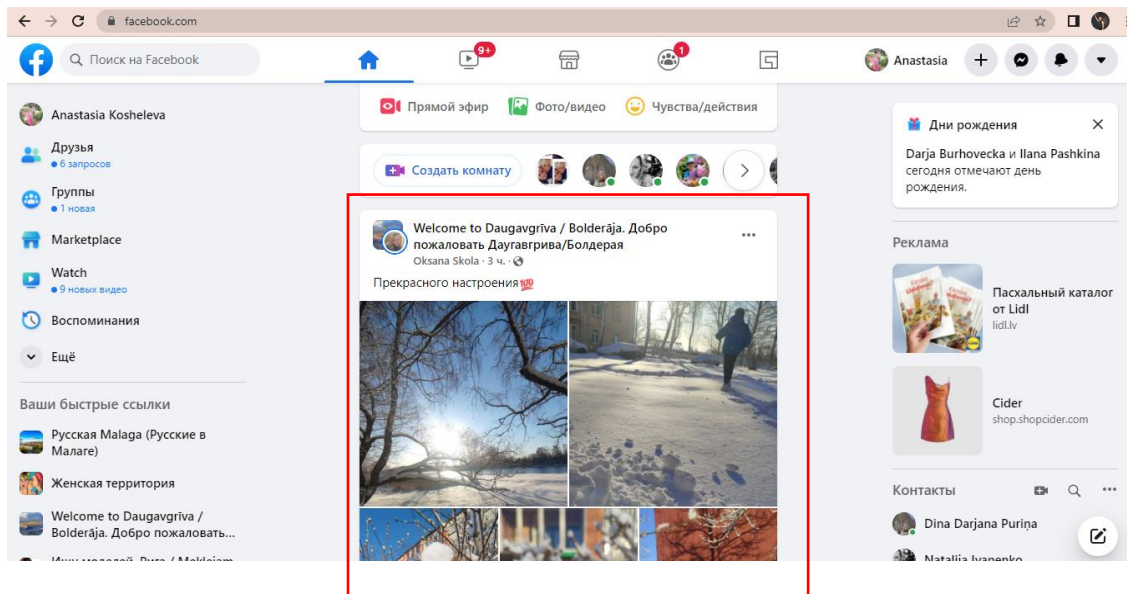
To create a photo or video album, follow these four simple steps:

Go to your Profile.
Tap the Photos tab.
Tap Create Album.
Upload pictures or videos from your computer.



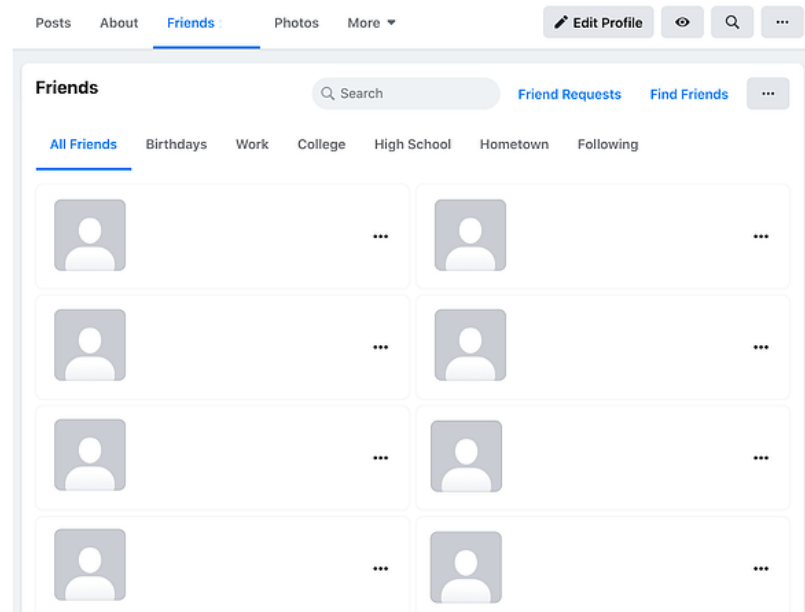
Newsfeed

This is the place where all of your friends' posts will appear. You'll also see updates from business pages that you've liked. Your posts will also appear in the newsfeed where your friends can see them.



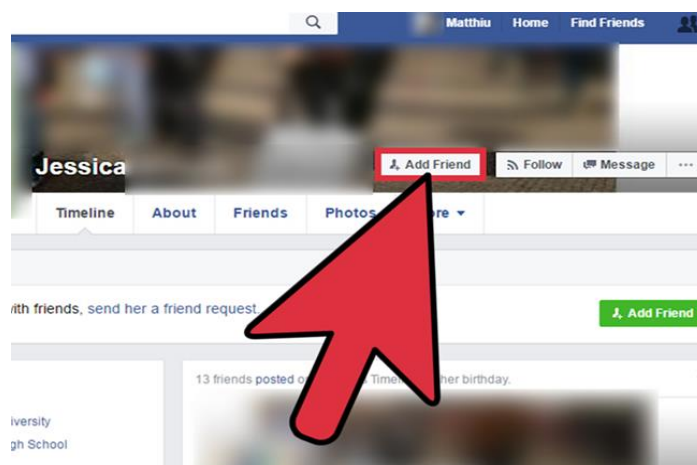
Friends

These are people you've either sent a request to and they've accepted or people who have sent you a request and you've accepted. Unlike other social networking sites that allow someone to follow you without you following them back, Facebook's friend system requires both you and the other person to be friends with each other. A personal account for an individual cannot have more than 5,000 friends (and it's not a good idea to make a second Facebook profile to get around this rule).



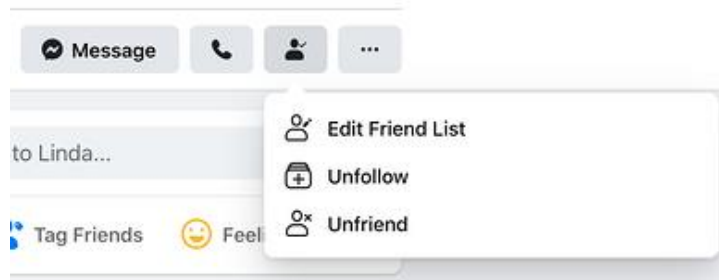
Add friends on Facebook

There are three ways you can add friends on Facebook. You can either search for them, find them in the Find Friends tab, or import a list of contacts from your email, iCloud, or phone. To find friends on Facebook, go to your profile, select the Friends tab, and tap the Find Friends button. You'll see a list of friend requests from other people and a list of people you may know that you can add as a friend on Facebook. If you upload a list of contacts onto Facebook, you can add your friends as you sort through each of your contacts.



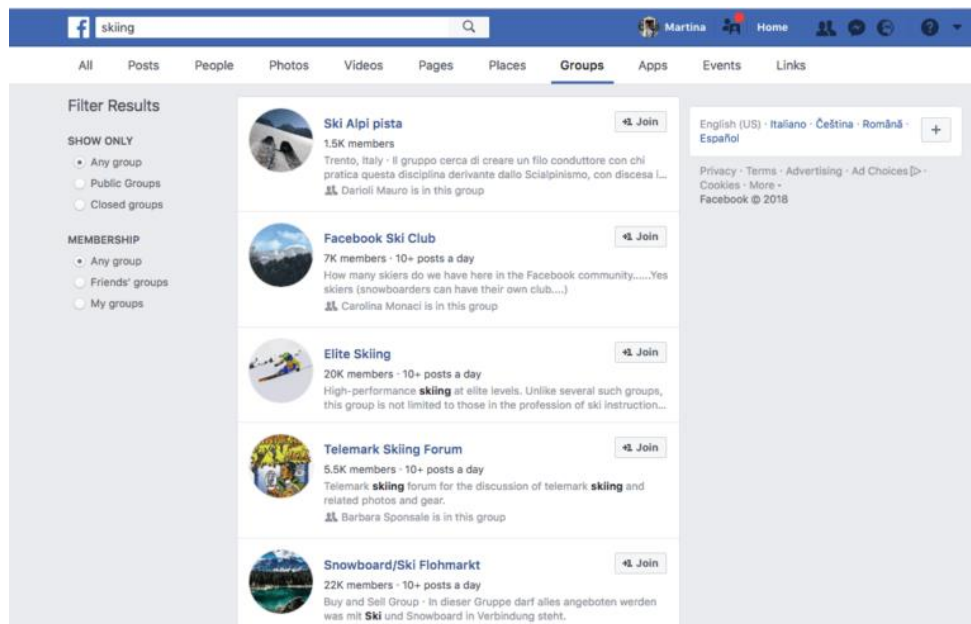
Followers

Facebook has a follower option as well. When you add new friends, you automatically follow them (and they follow you, too). This is Facebook's way of adding this new friend to your newsfeed and making sure you see their posts (at least for a little while unless you stop engaging with them). For individuals who exceed 5,000 friends on their personal Facebook profiles, people can opt to follow them instead to stay up to date on their posts. Keep in mind, while Facebook automatically follows your friends for you, you can manually unfollow them without unfriending them. This action removes these individuals' posts from your newsfeed. If you do this, you'll need to search your friends individually and surge their timelines to catch up on their latest posts.



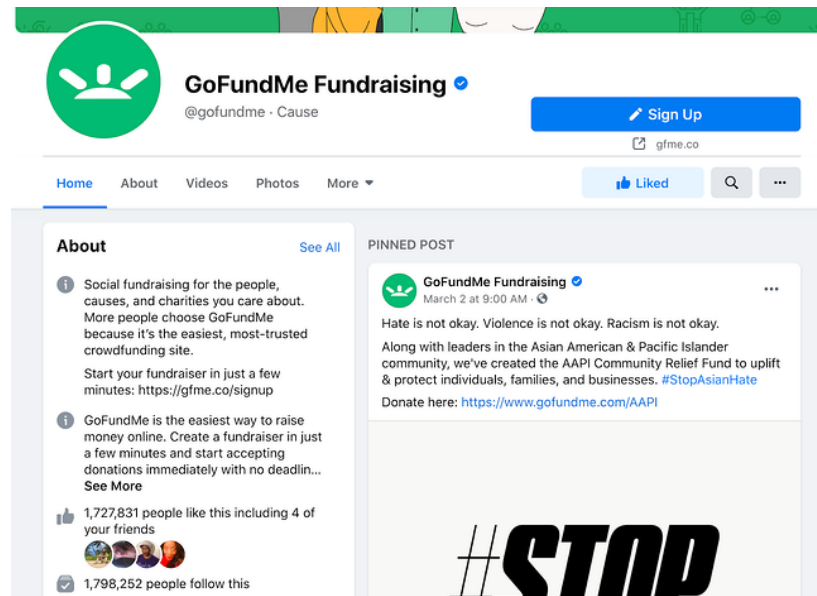
Groups

Facebook users with similar interests might find it helpful to create a group on the platform. A group is a community of users who interact with each other based on various topics set by the group's admins and other users. Only individual users can be added to groups — pages cannot be part of Facebook groups. Admins have a wide range of permissions they can enable or disable to have the group function in a particular way.



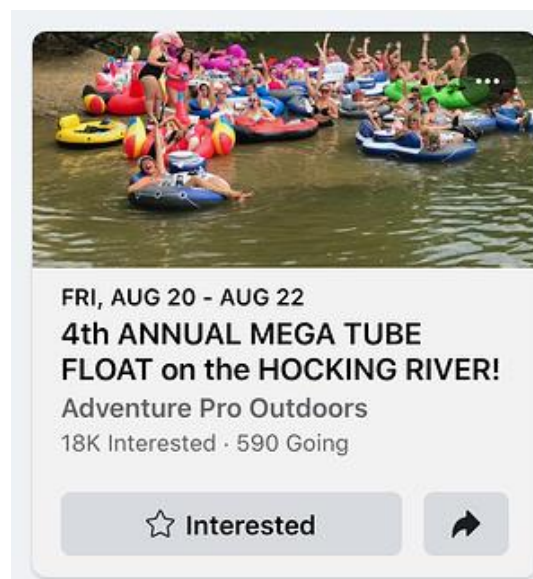
Pages

Businesses use Facebook Pages to create a presence on the social network. Pages are not individual Facebook users — think of them as profiles for businesses. They can post updates, images, videos, and all the other types of content that profiles can. However, they have an adv.



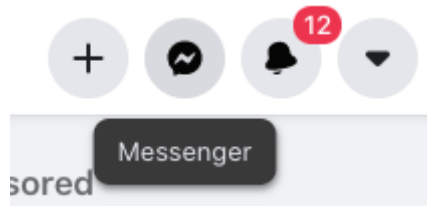
Events

With so much community happening on Facebook, individual users and businesses have the option to advertise events. The events can accept RSVPs, create a guest list, and share the date time, and location of the event. Events can be virtual through a video platform or they can be in person with a physical location.



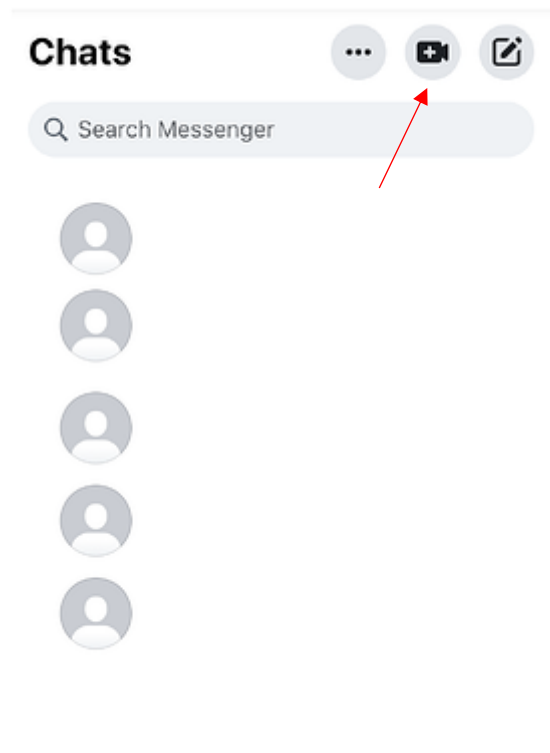
Messenger

Instead of a direct messaging platform in the native Facebook app, Facebook Messenger exists as a separate application so users can chat one-on-one or in a private group setting. When using Facebook.com on a desktop computer, the messenger is accessible through the native Facebook website



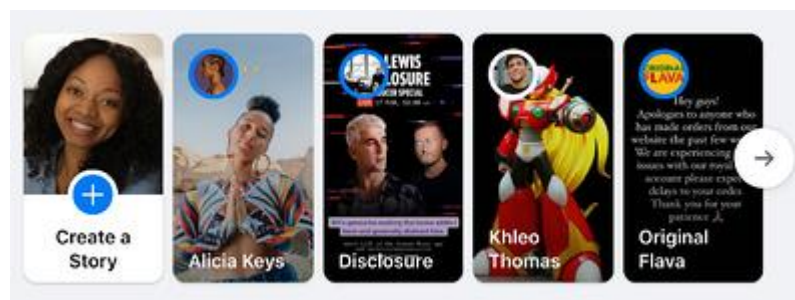
Phone and Video Calling

When you have Messenger open on its own page, you can search for any of your friends or groups, click on their name, and tap the phone or video chat button to call them.



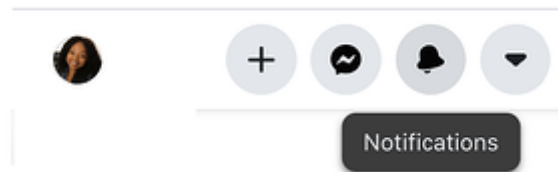
Story

Like Instagram stories, Facebook stories are another way individual users and business pages can connect with their friends and followers. Stories are short pieces of content that are visible for just 24 hours. After 24 hours, the stories disappear from the newsfeed.



Notification

Represented by the bell icon in the third circle below, a notification informs you when a friend engages with your posts, photos, videos, or timeline, you'll receive a notification that explains what they engaged with and when. Friend requests will also appear here.



Reactions

In addition to sharing their own ideas, users can engage with the content other people share on Facebook by reacting to it with a like, a laugh, disapproval, and even a hug. Comments and shares are additional ways users can interact with each other's content.



7. How to create own profile on Social Media (Twitter) and use?

What is [Twitter](#)?

[Twitter](#) is one of the largest social networks in the world. It was founded in the United States, where it is wildly popular, but globally as many as 23% of all web users have an account on it. The number of users in Poland alone is counted in millions.

Its name and concept did not come from nowhere and really has a connection with a bird.

However, it is not about a white eagle, but about the famous basketball player Larry Bird (English: bird), of whom one of the founders was a fan. The white bird on a blue background in [Twitter](#)'s logo became known as Larry the Bird, and posts became 'chirping' (tweet, meaning the sound of chirping).

[Twitter](#) owes its popularity to its innovative approach to the essence of a message on the web. Initially, it was only possible to tweet 140 characters (today it is 280). This forces users to formulate their thoughts clearly, concisely and the service has become the king of concreteness, opinion and global trends.

[Twitter](#) dictionary

A tweet - is simply a post on [Twitter](#). You can add it to the homepage by clicking on the box that says "What's happening?". Tweets from other users are displayed below.

Retweet - in the Polish language version, this is "pass it on". This option works like a share. You can post a given tweet in this way on your profile so that your followers will see it.

How does [Twitter](#) work?

After creating an account, you get the possibility to tweet as well as retweet. In addition, you can reply to a tweet or like it. To do this, simply click on the heart below the tweet.

[Twitter](#) is entirely based on tweeting, or short posts shared by other people. It is not a site where you add lots of photos or videos. It is often the place where acrimonious discussions on a wide range of topics take place.

[Twitter](#), mainly, is used as a source of information. For this, hashtags are very useful. These are links to a larger group of tweets on the same topic. The service promotes the tweets gaining popularity on the homepage, so the most interesting and high-profile ones.

These are the so-called **TRENDS**

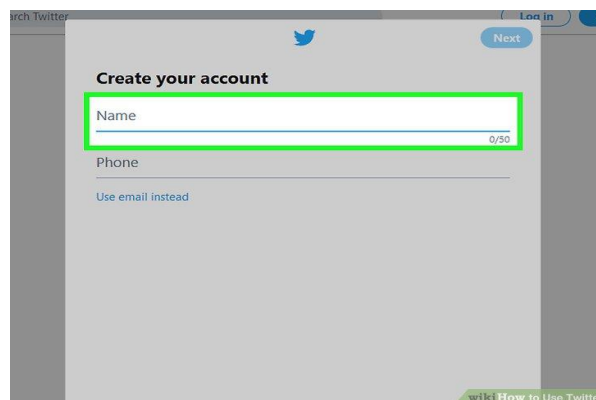
Trendy dla Ciebie · Zmień

- [#GRAMMYS](#) 🏆
Tweety: 623 tys.
- [#TearitUpBTS](#)
Tweety: 278 tys.
- [#MUNPSG](#)
Tweety: 226 tys.
- [United](#)
Tweety: 600 tys.
- [Old Trafford](#)
Tweety: 114 tys.
- [Pogba](#)
Tweety: 191 tys.
- [#ChampionsLeague](#)
Tweety: 43,8 tys.
- [Di Maria](#)
Tweety: 172 tys.
- [Kimpembe](#)
Tweety: 100 tys.
- [Porto](#)
Tweety: 73,5 tys.

Where to start?

Creating an account

This is done by clicking on the 'sign up' button on the homepage of the Twitter website, or in the app. You must then enter all the necessary data that the website asks you for. After verification by email or phone number, the account is ready to use.



The screenshot shows the 'Create your account' form on the Twitter website. The form has a light gray background and a white border. It contains the following fields and elements:

- A 'Name' input field with a green border and a '0/50' character count indicator.
- A 'Phone' input field.
- A link that says 'Use email instead'.
- A 'Next' button in the top right corner.
- A Twitter logo in the top center.
- A 'Log in' link in the top right corner.
- A 'wiki How to Use Twitter' link in the bottom right corner.

Account editing

Once we have created an account, we are free to customise its appearance. When we open the 'My Account' tab, we can edit the bio, profile picture and privacy settings.

How do you write your own Tweet?

While on the homepage, we click on the icon with the word "Tweet". A window will then open in which we start writing and editing the entry. Below the text area, there are icons that allow us to: add a photo, a gif, a poll and a location. When you have finished editing, click the button in the bottom right corner of the window to share the entry.



Retweeting and replies

Twitter users can interact with others through retweet options, i.e. forwarding posts and replies to a post.



Video explanation and materials

<https://www.youtube.com/watch?v=3-2Xomw92TQ>

<https://www.wikihow.com/Make-a-Twitter-Account>

8. How to create own profile on Social Media (Instagram) and use?

What is Instagram?

Instagram - a photo hosting social network, linked to the app of the same name, which allows users to edit photos and videos, apply digital filters to them and share them on various social networks.

Instagram support

Instagram is available in two versions: a browser-based version, used on a computer, and a mobile version - from a smartphone. However, the options in the browser version are limited. You can practically only use the option to view posts - you cannot add your own. This app has all the options.

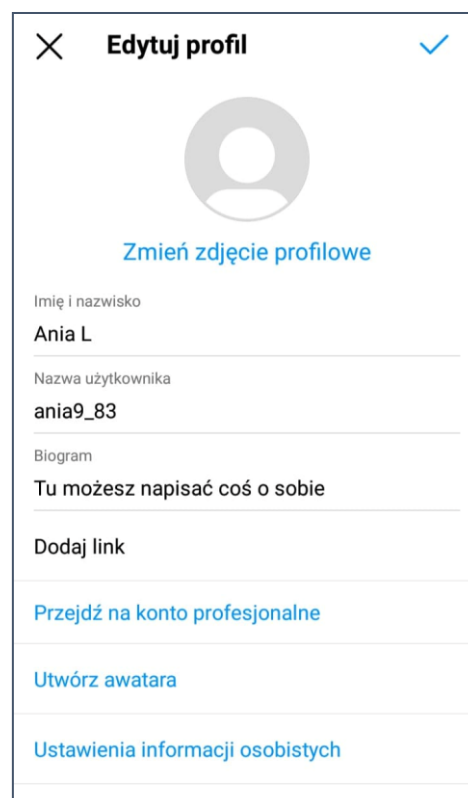
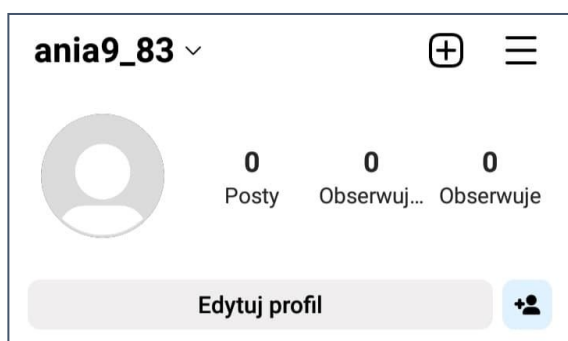
How to get started?

The first step is to download the mobile app. This can be found in the Play Store or AppStore. Next, you will need to create an account. This is done using the "Register" button. Enter your email address, establish a login and password with at least 6 characters.

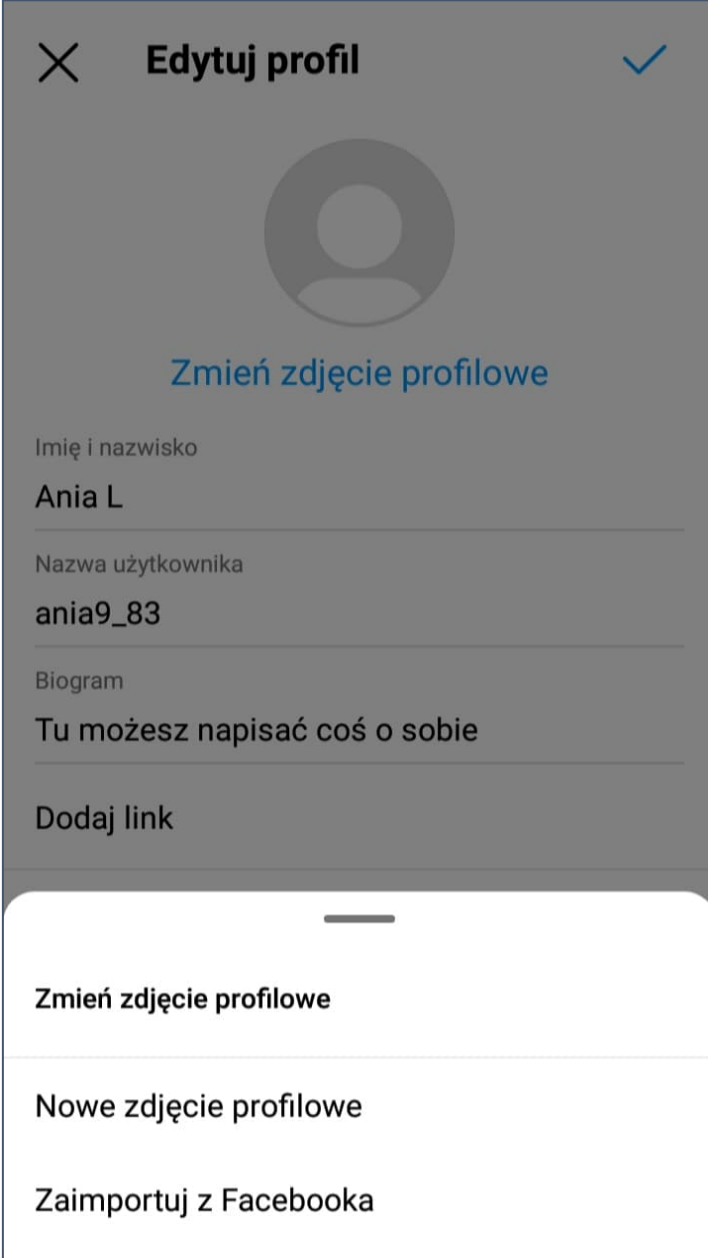
Once we have an account, we can use all of Instagram's options.

Account settings

Once you have logged into your account, click on the circle at the bottom right of the page. This will take us to a preview of our own account. From this level, we can see how others see it, as well as edit its appearance or internal settings. The "Edit profile" button is used for this. When we click on this icon, the account settings will expand.

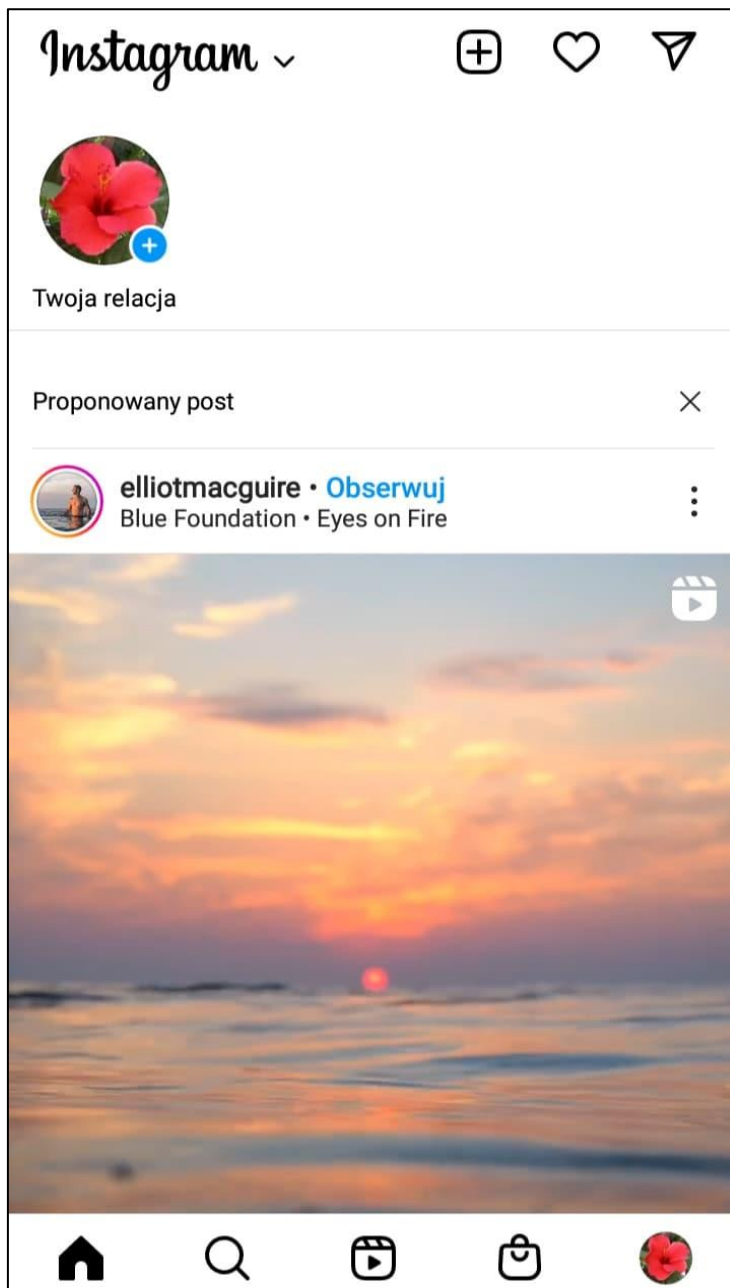


You can enter your name, write a bio, i.e. a short piece of information about yourself, or a summary of the content that will appear on your account. The next step in personalising your account is to set up a profile picture. It can be whatever you want it to be, and if you don't want it, you don't have to set it. Changes are made by selecting "Change profile picture".



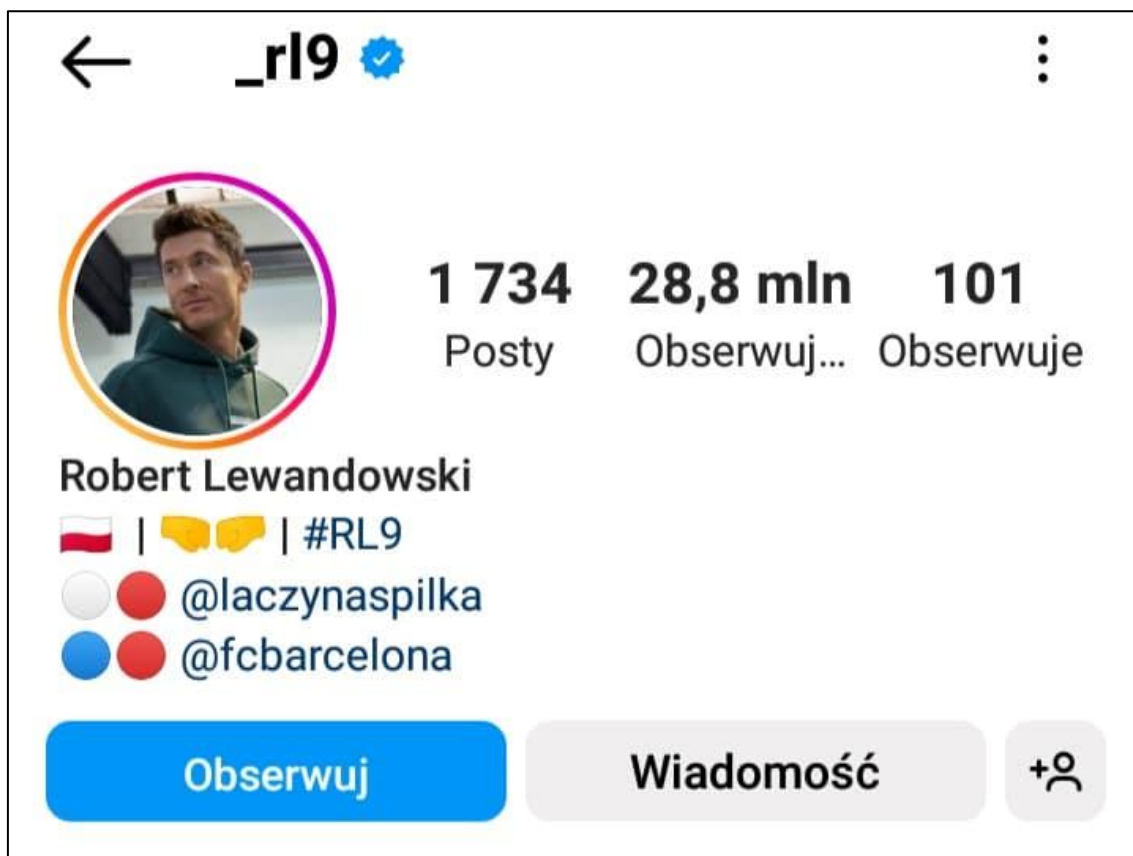
The screenshot shows the 'Edytuj profil' (Edit Profile) screen in the Instagram app. At the top, there is a close button (X) on the left and a checkmark on the right. Below the title, there is a placeholder for a profile picture. Underneath the placeholder, the text 'Zmień zdjęcie profilowe' (Change profile picture) is displayed in blue. Below this, there are three input fields: 'Imię i nazwisko' (Name) with the value 'Ania L', 'Nazwa użytkownika' (Username) with the value 'ania9_83', and 'Biogram' (Bio) with the placeholder text 'Tu możesz napisać coś o sobie'. At the bottom of the main form is a 'Dodaj link' (Add link) button. A white modal is open at the bottom of the screen, showing three options: 'Zmień zdjęcie profilowe' (Change profile picture), 'Nowe zdjęcie profilowe' (New profile picture), and 'Zaimportuj z Facebooka' (Import from Facebook).

Instagram allows you to add additional effects to your photo before it becomes visible to all visitors to your account.



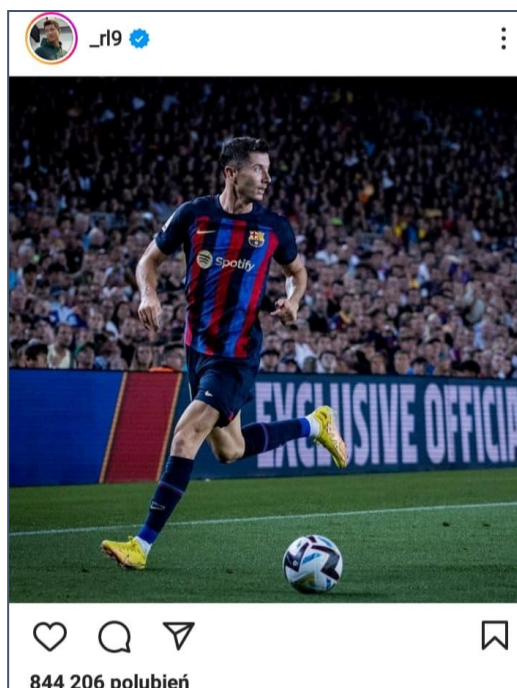
An important part of Instagram is the homepage. You can find it by clicking on the house icon at the bottom left of the screen. It contains the posts and accounts of the accounts you follow or are offered to you. Initially, you are not watching anyone yet. If you want to search for a specific account, you click on the magnifying glass icon, which is also located at the bottom of the page.

If you find an account you are interested in, you can observe it. This gives you the opportunity to view its new posts and accounts on the homepage without having to search for it every time. This is done by clicking on the 'Observe' icon.



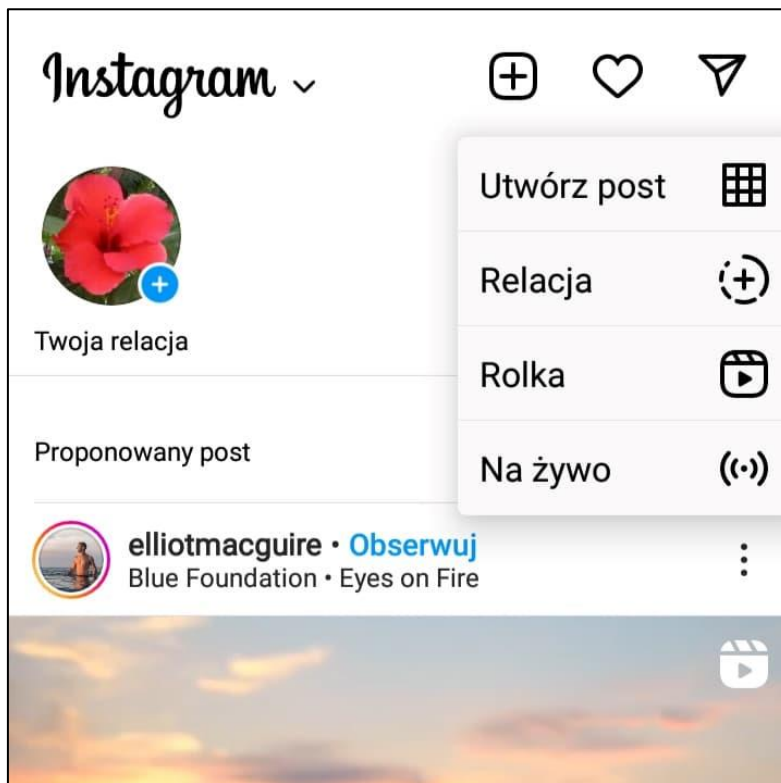
By viewing the account, you can see the number of followers, and the number of people following the account. You can also send a message.

Posts

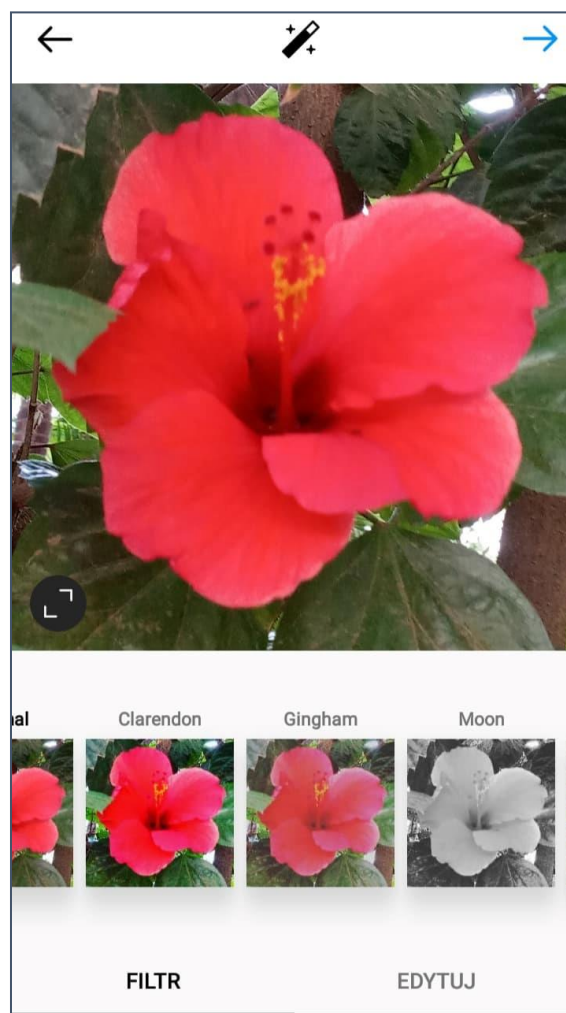


As you already know, posts are mainly displayed on the homepage. You can like, comment, share or save them in turn using the icons below the post.

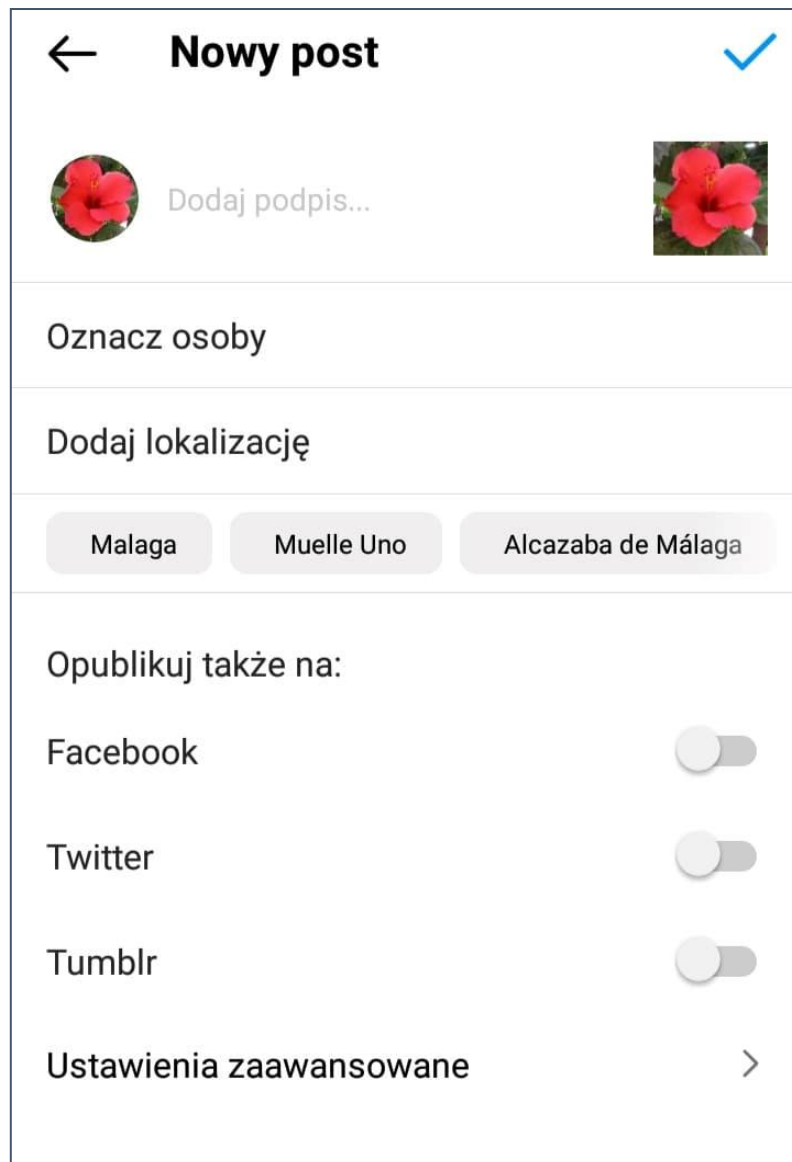
We can display posts added from other accounts. But what about us? Well, we also have the option to add our own photos. When we are on the homepage, we click on the plus icon at the top right of the screen. You will then be presented with four options. To add a post, click on 'Create post'.





Once clicked, select the photo or video you want to share. We can even add several of them in one post, using an icon with two squares overlapping each other. Here too, Instagram allows you to edit photos or videos, either by adding ready-made effects or by setting the appearance of the post yourself.



After editing the material, we move with the arrow to the description section and other options. We have the option of adding a description to the post, tagging accounts, such as the people who are in the photo. We can also add the location of the photo, share the post on other social media platforms. If you do not want others to see the number of likes on your post, select the 'Hide number of likes' option in the advanced settings. We can also disable the comment option there.



← **Nowy post** ✓

 Dodaj podpis... 

Oznacz osoby

Dodaj lokalizację

Malaga Muelle Uno Alcazaba de Málaga

Opublikuj także na:

Facebook ☐

Twitter ☐

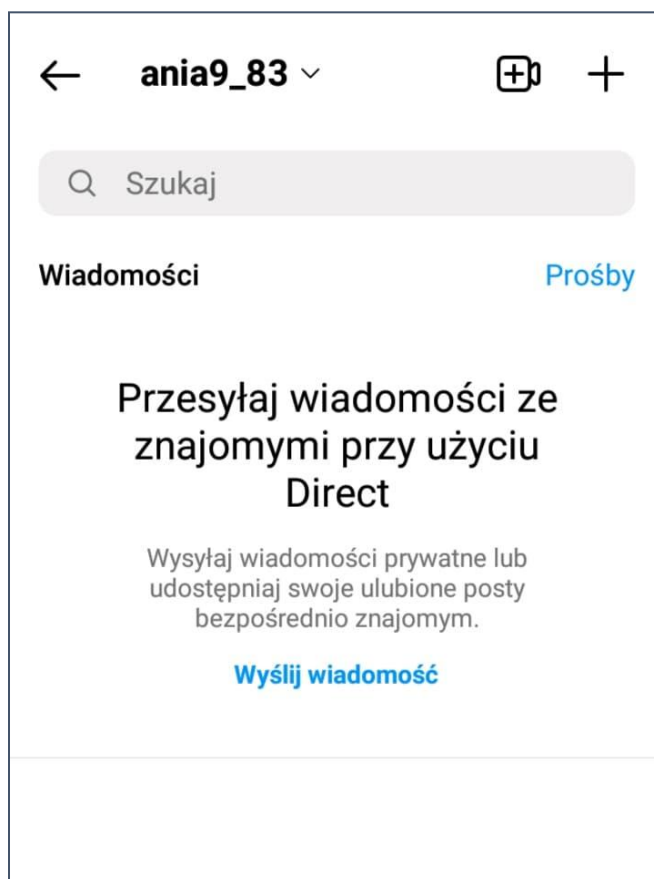
Tumblr ☐

Ustawienia zaawansowane >

New likes and comments will appear as notifications under the heart icon at the top right of the homepage. Other options for sharing content include testimonials, reel, or live report. Relationships appear at the top of the homepage and are visible for 24 hours after they are added. Roll is short videos, which can be viewed under the icon with a triangle in a square at the bottom of the page. A live report, or Live, is a video that is made available at the time it is recorded. Its creator can maintain a live interaction with viewers through it. All these options can be found under the plus icon at the top of the homepage.

Direct News

Accounts can also exchange messages, either directly or as a reply to, for example, reports. They can also be used to share others' posts. You can find them by clicking on the crooked triangle icon on the home page. You will first see messages from the accounts you follow. In the blue tab "Requests" you will find messages from people you are not following. You can accept or delete these requests. If you do not wish to receive messages from certain accounts, or do not wish to see their posts or as a proposed account, you can block them. You should then go to the person's account, click the 3 dots in the top right corner and select the 'Block' option. If their content violates Instagram rules you can also report such an account. This option is in the same place as the block option.



9. How to create own profile on Social Media (Youtube) and use?

How do you use YouTube?

Everyone uses **YouTube**, from young people to the elderly. It dominates other sites for watching videos and is a leader in what it does. It is an ideal source of entertainment as well as information.

YouTube is created by a huge community made up of millions of people. Because so many people use the site, each content creator and their videos are different. This makes it possible to find videos about virtually anything.

This site can be used for many purposes, apart from the obvious purpose of entertainment, it can be used as a place to promote your business and so on. It is cost-effective because inserting videos is completely free, and there are good chances that on such a large platform the video will reach someone.

Or you can focus entirely on content creation and even make it your main job. Network with other creatives and even big companies. Advertise different products, etc.

What is YouTube?

Youtube is a service owned by Google that allows internet users to upload and stream videos and music free of charge. YouTube also allows users to rate and comment on them. Users can also create their own channels and playlists. With its built-in search engine, YouTube also allows videos to be positioned.

In order to use **YouTube**, you need a computer or a phone. These days, you don't even need a loudspeaker, as most videos can be watched completely on the quiet thanks to the subtitle function.

You can watch **YouTube** videos as a guest, but creating your own channel gives you many more opportunities such as commenting or subscribing to other channels to be constantly informed of new activity.

What are the main functions of YT?

YouTube gives you the option to create your own channel. This unlocks many new options, even against other channels. A couple of these options are worth mentioning:

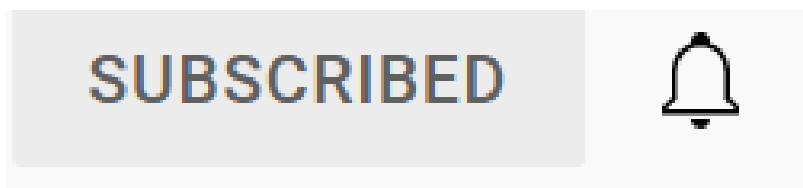
- **Subscription**

You can subscribe to channels you like to watch more of the content available on them. You'll find the Subscribe button under each **YouTube** video or on the channel page. When you subscribe to a channel, any new video that is published on it will appear in the Subscriptions section. You can also start receiving notifications when new content is posted on your subscribed channel. By default, only notifications of the most interesting videos are sent.



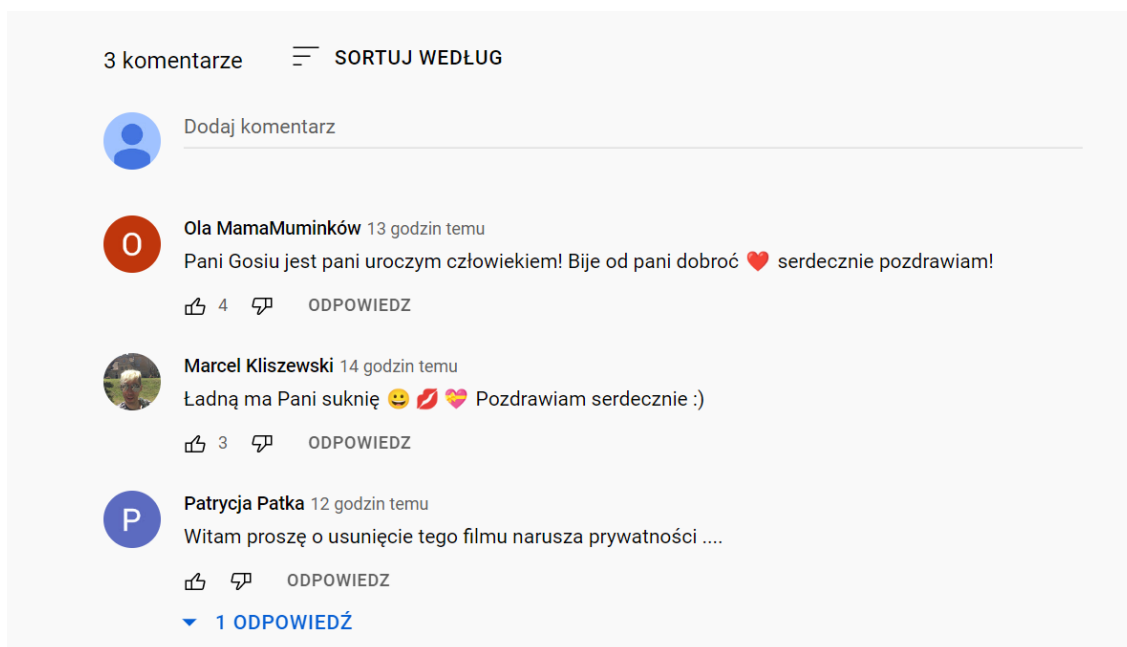
- **Notification bell**

Once subscribed, you can click on the notification bell, which is located in the same place as the subscription. This option means that you get notifications of any channel activity, not just the most interesting videos.



- **Commenting**

Underneath the video there is a comments section, sometimes this can be turned off because web creators on **YT** have this option. There you can express your opinion about the video, even suggest what someone who created the video could change.



- **Like system**

The video can also be rated negatively or positively with paws. Depending on whether you like the film, you can click on the paw up or paw down.



What can I do with my own channel?

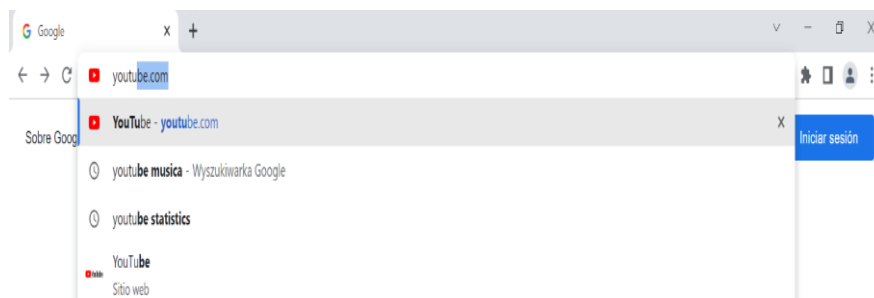
Having your own channel also allows you to upload your own videos to the service. You can use this as an opportunity to share your interests and, who knows, you might even convince other people. There are plenty of videos on **YT** on how to get started with recording your own content, so getting

started is not that difficult. The most important thing is that you have something that records video and audio.

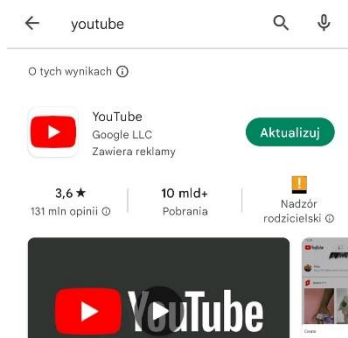
How do you get on YouTube?

It's very easy, on a computer all you have to do is go to your browser and type in YouTube. On a phone you can also use the browser-based version, but much more adapted to smartphones is the mobile version, which can be downloaded from Google Play or the App Store depending on which system your phone has. Most often YouTube is already installed as a system app from the start, so you may not need to download it.

- On the computer

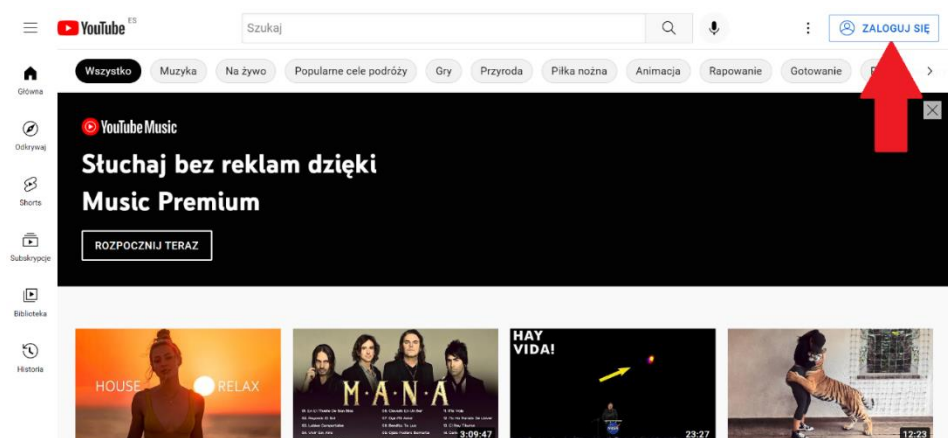


- On the phone

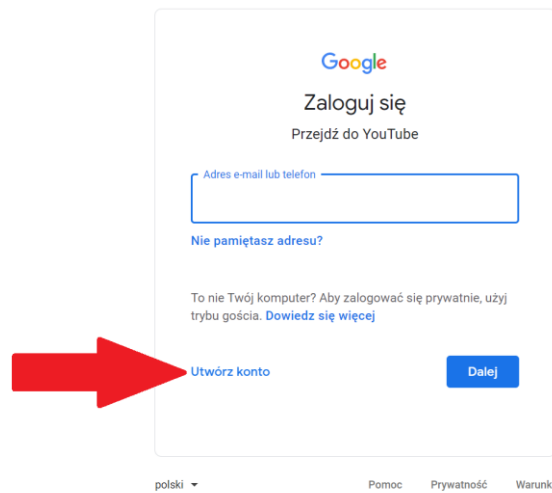


How to register?

1. In the top right-hand corner of the page or app there is a 'Sign in' option, when you interact with this the page will redirect you to the usual Google login.

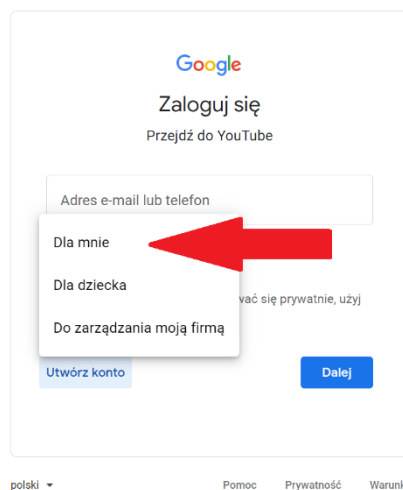


2. If we already have a previously created Google account, simply sign in. If not, there is a 'Create account' option underneath.



The image shows the Google sign-in page in Polish. At the top is the Google logo, followed by the text 'Zaloguj się' and 'Przejdź do YouTube'. Below this is a text input field labeled 'Adres e-mail lub telefon'. Under the field is a link 'Nie pamiętasz adresu?'. Further down, there is a message: 'To nie Twój komputer? Aby zalogować się prywatnie, użyj trybu gościa. [Dowiedz się więcej](#)'. At the bottom of the main content area are two buttons: 'Utwórz konto' (highlighted with a large red arrow) and 'Dalej'. The footer contains a language selector 'polski', and links for 'Pomoc', 'Prywatność', and 'Warunki'.

3. After clicking on it, we can choose for whom the account should be. If we are creating it for private purposes, we select "For me".



The image shows the same Google sign-in page, but with the 'Utwórz konto' button clicked. A dropdown menu is open, showing three options: 'Dla mnie', 'Dla dziecka', and 'Do zarządzania moją firmą'. A large red arrow points to the 'Dla mnie' option. The 'Dalej' button is still visible to the right of the dropdown. The footer remains the same with 'polski', 'Pomoc', 'Prywatność', and 'Warunki'.

4. You then need to fill in all the fields and finally click 'Next'.
5. You may be asked to verify your phone number. After entering it and clicking "Next" again, you will be sent an SMS containing a verification code.

Google

Tworzenie konta Google

Przejdź do YouTube

Imię Nazwisko

Twój adres e-mail

Musisz potwierdzić, że ten adres e-mail należy do Ciebie.

[Zamiast tego utwórz nowy adres Gmail](#)

Hasło Potwierdź

Użyj co najmniej ośmiu znaków, w tym jednocześnie liter, cyfr i symboli

☐ Pokaż hasło

[Możesz też się zalogować](#)

Dalej

Jedno konto. Dostęp do wszystkich usług Google.

6. To verify your account, you will simply have to transcribe it into a dedicated field. You will then be presented with the privacy terms and conditions and once you have read and accepted them you will already have an account created.

Google

Weryfikowanie numeru telefonu

Ze względu na Twoje bezpieczeństwo Google chce potwierdzić Twoją tożsamość. Wyślemy Ci SMS-a z 6-cyfrowym kodem weryfikacyjnym.

Numer telefonu

+48

Obowiązują standardowe opłaty

[Wstecz](#)

Dalej

Twoje dane osobowe są prywatne i bezpieczne

polski ▼ Pomoc Prywatność Warunki

Congratulations, you have just created a new account!

Video clarification

<https://www.youtube.com/watch?v=mTerLFDGjnM>

<https://www.youtube.com/watch?v=zhRJFR00yUM>

10. Here are some links with the video explanation how to use social networks:

- Facebook. Allows users to develop a profile and share status updates, photos and videos with their friends. Users can connect with each other via “friends requests” and different pages. Private messages can also be exchanged online and via the messenger app - <https://youtu.be/fGcHOcj1SQA>
- Instagram. Photo and video-sharing social network. Videos are limited to a minute and 10 photos/videos can be uploaded per post. Users can follow other users blogs. Instagram also features a large collection of photo editing tools, including a set of distinctive filters - <https://youtu.be/6G139NrUoQQ> .
- YouTube. Allows users to watch, upload, edit and share videos. Each registered user can develop a profile called “channel”. Each channel stores all their publically viewable videos and allows other users to “subscribe”(stay tuned for new videos and updates) - https://youtu.be/hwONmhK_pYQ .
- Twitter. Social networking and microblogging tool. It allows users to send and read 280-character messages called “tweets”. Tweets can include photos, links and videos. Other users are able to re-share any public tweet from another user. This is called a “retweet” - <https://youtu.be/SBDYYGER5iM> .
- Pinterest. Allows users to upload, organise and share images and videos. Each photo or video that a user adds is know as a “pin”. These pins can be organized into “pinboards” which can be kept private or shared publically - https://youtu.be/V71_iYYaCBQ .
- Tumblr. Social network and microblogging tool. It allows users to post short text and multimedia posts. Users can follow other users blogs. Tumblr has a dash-board interface that displays the latest posts from the blogs they follow. Users can comment and reblog - <https://youtu.be/uXrxiczd7zA> .
- Reddit. This social network is an entertainment, news and social networking site. Users post text or direct links. These posts can then be voted up or down by other users, influencing the post’s position. Content is organized intp areas of interest called “subreddiits” - <https://youtu.be/g4oljFEvsil> .
- LinkedIn. Business-oriented social network. It is used for professional networking and allows users to build C.V. like profiles. Users are able to formally connect with each other and send messages. LinkedIn users can create/join groups for networking purposes - <https://youtu.be/27BTcka64wQ> .

11. Social Network Dictionary

Sometimes it can fee like social networking websites use their own language. This quick guide will demystify common terms:

Activity Stream/Wall

A place (usually on a user's profile) that records user activity. Examples of this include notifications about new photos they have uploaded. These streams often include the option for users to post a status update.

Status update/posts

An option for users to place a textual (or often video/image) post on their activity steam. The options within such posts vary depending on the platform but they often allow users to include their location and sometimes even mood.

Like button

An option for users to display their approval to someone else's comment or status update. The number of 'likes' a post receives is an indication of how popular the post is.

Hashtag

Hashtags # are used to label posts by a topic or theme. There can be no spaces or other punctuation in hashtags. Some examples include #WorldCup2014 and #BlueSky. On social media sites, hashtags are often clickable links that take users to posts on the same topic.

Comment

Whenever a user posts or creates something on social networks, the site usually gives other users the ability to comment on the post. Comments are usually textual although some platforms give the option to upload pictures.

Groups/Pages

Most social networks provide users with the option to create thematic groups or pages that users can join to discuss certain topics. On some sites, businesses and organisations interact with users through these.

Friends/Contacts

When users join a social network they are able to connect with other users on the site. Inviting someone to be a friend or contact usually requires their approval and gives users additional permissions (for example, to see their full profile).

Follow

Allows you to be notified of another users updates.

Profile

Profiles are the core of social networks. It is where a user can input information about themselves, share media and share their updates.

12. How to create strong and unique password for social media?

- Make the password at least 15 characters including upper and lowercase letters, symbols, and numbers.

- Programmers recommend using a pass phrase as your password with unrelated words such as FunTracks1984RoofYum.

- In your password, try substituting letters with similar numbers or symbols. For example, for the above you might make the password FunTr@ck\$19&4R00f4um. In that case, you can use @ for a, & for 8 (they look similar), \$ for s, and 0 (zero) for the letter o, and 4 for Y (because it looks similar). This makes it easy to remember for you, but difficult to crack. Don't rely on this strategy with single words (such as d!ng0 - dingo) or easy to guess phrases like your address (such as 1234M@in\$treet). Instead, select longer phrases of unrelated words you'll remember but that aren't easy for others to work out.

- You can also allow your computer or mobile device to assign and store a secure password if it has that capability. This creates very secure, hard to crack passwords and your computer/mobile device remembers them so you don't have to.

- When possible, turn on "two factor authentication" (typically, this will be a setting under Security or Password tabs, or you will be prompted to use it during account set up). With two-factor authentication, you'll need to provide two types of evidence it's you. One is usually a password, but the other might be something such as clicking on a link in a text or email sent to you every time you log in.

Links to the materials:

<https://naturespackaging.org/es/the-wide-world-of-wood-on-the-web/>

<https://www.seniortechclub.com/tech-recipe/social-media-for-seniors/?fbclid=IwAR2qO1Xfa91gp13VCpJaOpbXWEOVCzjdobJv9Fb27axc0yoxbiz21WYVgdY>

https://seniors.lovetoknow.com/Senior_Social_Networking

<https://newsfeed.org/7-tips-on-how-to-make-good-use-of-facebook-groups-in-terms-of-marketing/>

https://blog.hubspot.com/marketing/how-to-use-facebook?fbclid=IwAR3klIVS7u-h7dmjPxzvUHxtNmNlqor_4AtZteoZ-75es6BCgiNoMQHjhx0

<https://libguides.hull.ac.uk/digitalstudent/beginnerssocialnetworks>

<https://www.easytechseniors.com/social-media-as-an-essential-tool-for-seniors/>