



Tech Savvy Seniors

INTRODUCTION TO SOCIAL MEDIA

PART 2 INTERMEDIATE GUIDE

TOPIC: INTRODUCTION TO SOCIAL MEDIA – PART 2

HOW TO SET UP PROFILES

The internet has tremendous tools for communicating with far-flung family and friends. You can now easily share your photos and other media with Facebook, let people know what you're up to with Twitter, send mail with Google, share videos with YouTube and upload your entire picture collection to Flickr. But there are some pitfalls to this, as well.

It's important to protect your privacy while using all these social media tools, and this session will walk you through how to do that.

WHO IS THIS WORKSHOP FOR?

You will have a basic understanding of Facebook, YouTube and Twitter and are curious to see how they work, or you will be looking to consolidate the lessons of the Introduction to Social Media Part 1 workshop with some hands-on activities.

WHAT YOU'LL NEED

- An internet-connected laptop or desktop computer; either your own or supplied by the workshop organisers. You may need to share a computer with others in the workshop.
- An email address; either the Gmail account created in the Introduction to Email Part 1 workshop, or another email account.
- Ideally, you will have a saved photo for uploading to Facebook and Twitter.



WHAT YOU'LL LEARN

In this workshop we'll go through the process for setting up profiles in Facebook, Google and Twitter. When it's done, you'll have set up accounts in each of these social media services. We'll also talk you through the issue of protecting your privacy while using these services.

TIMETABLE

We've broken down today's workshop into four parts, with a 15-minute break in the middle. Remember to ask questions at any point in the session, as it works best as an interactive exercise.

Subject: Introduction. Duration: 15 minutes

Subject: Your Google profile. Duration: 35 minutes

Break. Duration: 15 minutes

Subject: Your Facebook profile. Duration: 45 minutes

Subject: Your Twitter profile. Duration: 20 minutes

Subject: Summary. Duration: 10 minutes

Total. Duration: 140 minutes

SUBJECT: INTRODUCTION AND REVIEW

Time: 15 minutes.

RECAP:

In our Introduction to Social Media workshop, we talked about many of the different social media services available and showed you what they can do. We talked about:

- Facebook
- Flickr
- YouTube
- Twitter

In this workshop we'll go through the first stages of using these social media services, which is creating an account and setting up a profile. We'll focus on three in particular:

- Google accounts, which work for Gmail, YouTube and many other services.



- Facebook, the world's most popular social media service, that lets you keep in contact with friends by providing personal status updates (and commenting on other people's status), sharing photos and playing online games.
- Twitter, which lets you publish succinct comments to the internet. They can be personal status updates or pithy commentary, whatever you choose.

WHAT SHOULD AND SHOULDN'T I SHARE?

There are some privacy features to be aware of when using social media. It's important, for instance, to know the difference between public and private information. As a rule, you don't want these things publicly listed on any social media website:

- Your personal address, and phone number and email address
- Private financial details, like your tax file number or credit card numbers.

The best way to prevent a social media service from sharing these with the rest of the world is to simply not give it those details.

Carefully check your Privacy Settings on any social media sites you use too, by checking whether what you post online is going to be made public or kept private. If you share private photos, for example, you may not want just anybody in the world to see them, so you make sure your privacy settings prevent that.

For example, privacy shortcuts for key settings on Facebook are available in the toolbar when you log in to your account. You can view, update and change these settings at any time.

By default, some of your privacy settings are set to Public including your name, profile picture, gender, status updates and photos you post to your profile. Other privacy settings are set to Friends by default, including contact information, places you check in to, and your first post (if you are a new person joining Facebook).

SUBJECT: YOUR GOOGLE PROFILE

Time: 35 minutes.

OVERVIEW:

This is one of the most important profiles on the internet. Google runs a large number of social media and other online services, and this one account serves as a login for all of them. If you have a smartphone that runs Android, it also acts as a login for that device.

Google's online services include:



- Google search. www.google.com.au
- Google Mail (Gmail), which is an email service. www.gmail.com
- YouTube, a social media service for sharing videos you've filmed or found. www.youtube.com
- Google Play, an online store for movies, books, TV and applications for your Android smartphone (if you have one). play.google.com
- Google Maps, an online tool for navigation and mapping. maps.google.com
- Google Drive, which is a web-based tool for creating and storing documents like spreadsheets and letters. It's like an office software suite on the Internet. drive.google.com
- Google Photos, which is much like Flickr in that it allows you to upload and share your photo albums. photos.google.com

The good news is that you don't have to go and make separate accounts for each of these services. You just create one Google account, and it allows you to log into any and all of these services.

In fact, if you've attended our Introduction to Email workshops, you probably already have a Google account. The Gmail account you created is also your account for all of the above services. When you go to any of these services, you can login using your Gmail address and password.

If you haven't attended our Introduction to Email workshops, we'll walk you through setting up a Google profile in the next activity.

SETTING UP A GOOGLE ACCOUNT

Go to accounts.google.com in your web browser. This takes you to the Google login page.

We don't have an account yet, so it's time to create one. Left-click on the Create an Account button.

This takes you to the Google Account sign-up page.

You have to fill in some of the fields. One by one, move your mouse pointer to the empty boxes (called fields) and left-click on them, then type in the answer. In the appropriate fields, you need to enter:

- Your first name
- Your last name
- A username for your Google account (if you use Gmail, your email address will be `username@gmail.com`, where username is the name you enter into the field). More on this below



- A password (which you have to retype to confirm it). Your password can be anything you like. You just need to remember it!
- As a guide, a strong password is 8 characters or more and uses a random mix of letters, numerals, symbols and capitals. You could also try typing out three or four words –what’s known as a passphrase – mixed with some capitals and punctuation.
- Your birthday

You don’t have to fill in the fields with:

- Your mobile phone number
- Your current email address
- Your location.

You can also uncheck the boxes (to uncheck, move the mouse pointer to the box and left-click):

- Set Google as my Homepage (if checked, this sets your web browser default page to www.google.com).
- Google may use my account information to personalize +1’s on content and ads on non-Google websites (if checked, when you access Google you will get ‘customised’ advertisements). We recommend unchecking it.

You will have to solve the captcha (that’s the box with the hard to read words in it) by typing in the words you see in the box into the field just below it. Thankfully you only have to do this once – it’s to prove that you’re a real person, not another computer trying to make fake email addresses.

You will also have to check the box that says: I agree to the Google Terms of Service and Privacy Policy.

Choosing a username is often difficult, since so many of the common ones are already taken. Unless you have a highly unusual name, it’s likely that your name is already taken. You can try nicknames and various alternate spellings. If your name is Joe Blo, you could try JoeBlo, Jblo, JoeyBlo, Jblo24 and so on until you find one that isn’t taken.

If a username is already taken, Google will immediately let you know and suggest alternatives (which are usually whatever you entered with a string of numbers at the end).

It may be tempting to take a joke username, but remember that this will be your email address and Google login forever!

This is very important: make a note somewhere of both your username/email address and password. You’ll need these to access your Google services in the future!

When you’re done, left-click on Next Step.



You can add a profile photo. Don't worry about that for now. Click on Next Step again.

You'll come to the Welcome page. When you've read what it has to say, click the blue circle icon in the top right and select My Account.

This will take you to your Account Setup page. You can further re your account or start using Google services.

And that's it – you've created a Google account for yourself. It's yours forever. Now you can start using Google services like YouTube and Gmail. You can go to any of the above services and log in using your Google username and password.

MICROSOFT ACCOUNT

Like Google, Microsoft has a number of online services that use a common sign-in. If you have a Hotmail account (which is similar to a Gmail account), you have a Microsoft Account. This ID is also used for:

- Skype – a video chat and instant messaging (IM) service. With IM, a message you type instantly appears on the computer of a person you're chatting to
- Microsoft OneDrive – where you can store files online as well as share them
- Windows Market – purchase apps for Windows 8 and 10, and Windows Mobile
- Other Microsoft services.

We won't go through setting up a Microsoft Account here, but the process is very similar to a Google account. You can sign in at login.live.com. Also, if you have a Windows 8 or 10 PC, you can create an account as part of the Windows setup process.

SUBJECT: YOUR FACEBOOK PROFILE

Time: 45 minutes.

OVERVIEW:

Now that we have a Google account set up, let's create a Facebook account.

As we discussed in Part 1 of our Introduction to Social Media workshop, Facebook lets you do many things. You create a list of friends – that is, other people you know who are on Facebook – and with them you can:

- Provide personal status updates
- Share your favourite websites and links



- Send invitations and messages
- Share photos
- Play games online
- Run group applications, like applications comparing where you've been in the world.

As mentioned above, on Facebook you need to be careful about what you share and with whom you share it. If your settings are wrong, you may end up publishing your thoughts and photos for the world to see rather than just your Friends.

CREATING A FACEBOOK PROFILE

Go to www.facebook.com in your web browser.

At the top of the page are the login details, but in the main panel there's a big section where you can sign up. You need to fill in every field. You will need an email address to sign up.

Once you've entered your details and clicked on Sign Up, you'll be taken to the three-step setup process.

Step 1 is finding friends. Facebook friends are the ones who can see your Status Updates and photos. They also need to have Facebook accounts.

Facebook can actually use your email contacts list to find friends. If you've added people to your Outlook (previously known as Hotmail), Yahoo, Skype or other email service, Facebook can check the contacts list to see whether those people have Facebook accounts.

If you have a Contacts list set up in any of those email services, you can click on the name of the mail service, then on Find Friends.

Instructions will appear on how to add email contacts as Facebook friends. This can become quite complicated, however, and often it's just easier to add the names manually later. For now, just click on Skip this Step.

(Note: Facebook cannot use your Gmail Contacts list to search for people you might know.)

Step 2 lets you upload a personal photo saved to your computer, or take a photo with your webcam if you have one. You can even skip this stage as well (you can add a photo later).

If the workshop computer has a web camera attached, however, you can click on Take a Photo. The web camera will activate, and you'll see your face (or whatever the web camera is pointed at) on screen. When it's just right, click on Save Picture. This will become your new profile photo. Click Save and Continue.

If the workshop computer has a web camera attached, however, you can click on Take a Photo. The web camera will activate, and you'll see your face (or whatever the web camera



is pointed at) on screen. When it's just right, click on Save Picture. This will become your new profile photo. Click Save and Continue.

Profile photos are very useful. Facebook has close to a billion user accounts, so there are going to be a lot of Mary Smiths there! A profile photo helps make it easier to know if you have the right person or if it's just somebody with the same name.

Whether you skipped the final step, took a webcam shot or uploaded a photo, you'll now be at your Facebook page, and be ready to start using it.

There's much, much more to Facebook than we can cover in this workshop (we suggest going to www.facebook.com/help/ in your web browser for a full guide to Facebook), but for now let's just add some friends.

ADDING FACEBOOK FRIENDS

If you've just created your Facebook profile, you'll have landed on the Facebook Welcome page. If not, you can click on Welcome on the top left.

Now it's time to add friends to your Friends list. Facebook isn't much good without friends!

You'll see at the bottom the image above, an option to Find Friends you know. Into the box you can type the name or email address of a person you want to add to your friends list (you can also use the Search bar at the top of the page if you want, too). An email address is better: as we mentioned, you might get a lot of results when searching by just a name, and it might be difficult to tell which is the right one.

For now you can just enter the Google Mail address of one of your workshop mates here. You can unfriend them later if you don't know them (we're sure they won't be offended).

A list of people matching the search terms will appear, along with their profile shots. Next to their names you'll see a Find Friend button. Click on it.

What if you searched for a name, and there were too many results? Facebook lets you filter results. In the Search Tools bar at the top, first you can type in a city name. If that's not enough, you can click on Add Another Filter, and type in Education (and another filter for Workplace). If that's still not enough, you can click on a person's name, which gives you their full profile and list of friends. From that you should be able to determine if this is the person you're looking for.

A person won't be added to your friends list immediately. They need to agree to be your friend. You see, when you click on Add Friend, that it turns into Friend Request Sent.

The person is now added as a friend. They can now see your Facebook updates and photos and you can see theirs.

You can see all your Friends by clicking on Friends on the left-hand side of the page, and then on the See All Friends button. If you want to remove a friend, click on the person's name (which shows their Profile page), then on the Friends button and select Unfriend from



the drop-down list.

YOUR FIRST FACEBOOK UPDATE

We'll keep this short, but to give you a taste of how Facebook works, we'll create a Status Update.

Click on either the Facebook logo on the top left, or on News Feed on the left. This takes you to your main Facebook page.

On the News Feed page, you'll see an empty Update Status box. You can click on this and type whatever is on your mind in this box. For now, you can start with a Hello to Facebook message.

One thing you should check is whether the field at the bottom of the box says Friends or Public. If it says Friends, only your Facebook friends will see it. If it says Public, anybody who looks at your profile will see the update. Click on the button to change it if you need to.

Click Post to send out the update.

It should appear in your News Feed page. It will also appear in the news feeds of everyone on your Friends list. Soon, you'll see their posts added to your News Feed, and before you know it there will be a constant stream of updates and photos coming through your News Feed page.

SUBJECT: YOUR TWITTER PROFILE

Time: 20 minutes.

OVERVIEW:

Like Facebook, Twitter lets you send out messages and updates to the world. It does work a little differently to Facebook, however. Instead of Friends, you have Followers. Anybody who follows you can see your Twitter updates.

You can be a Follower too, so even if you have no interest in posting on Twitter yourself, it's worth setting up an account to listen in on what other people are saying.

Lots of public people have Twitter feeds. Politicians, celebrities, business people, journalists and many others. You may personally know people who have their own Twitter feed. You can listen in on any and all of them.

A follower is somebody who listens to a given Twitter stream. On their main Twitter page, any Twitter posts (called tweets) from people they are following will appear. They can also be replied to with your own tweets.



CREATING A TWITTER ACCOUNT

Head to the main Twitter page at www.twitter.com.

Signing up is super-easy. In the sign-up box, click on the name, email and password fields and type in the appropriate answer. You can use your Gmail account for the email, and you choose your own password. For security reasons, Twitter will also ask for your phone number, but you're not required to provide it.

When you're done, click on Sign up for Twitter.

A confirmation page will appear. For better privacy, you can uncheck the box next to Tailor Twitter Based on My Recent Website Visits by clicking on the check box. If everything is OK (you might have to change your username if it's already taken), click on Create My Account.

The account will be created and you'll be taken to the initial setup and tutorial.

Click Next.

You'll be asked for your interests, and these might include news, TV, politics, and so on. Twitter will recommend accounts to follow based on your selection.

Of course, you don't really need to follow anybody if you don't want to (you can click on Continue), but let's try adding at least one or two accounts to follow.

Select a few topics that interest you and click Continue. Twitter will suggest popular accounts to choose from. Click the check box next to accounts that interest you and select the Follow button. It will change to Following.

From here, you'll be asked if you want to add a profile picture. If you don't want to, click Skip this step for now.

If you want to add a profile picture, click on Upload Photo. A new window will pop up, and you'll need to find where the photo is on your computer by navigating through your computer's folders and then selecting the photo you want to upload.

For example, if the photo is in your Windows computer's photo library, click on Pictures in the left panel, then on the picture. Then click Open.

Finally you can look for friends using Gmail, Outlook (Hotmail), or Yahoo, or you can Skip this step.

MY FIRST TWEET

Now that you've set up your own Twitter account, you can start tweeting.

But wait – you don't have any followers yet! Your workshop mates can follow you. Use the Search bar at the top of the page. They can type your Twitter username into the Search bar at the top of the page (they can also type your actual name, but they might get more than one result).



Then, when they find the name, they can click on Follow. You can do the same for them.

Now to tweet. Type a message into the What's Happening? bar at the top of the page. Your first tweet can be anything, as long as it's less than 140 characters long. Click on Tweet to send it.

In the feeds of your followers, the new tweet should appear. (It will also appear in your feed).

If a follower moves their mouse pointer over the tweet, they can click on the backwards arrow button to Reply and tweet right back at you! They can also send your tweet to their followers, or like your message by clicking on the heart icon. Welcome to Twitter.

SUMMARY

Now that we have a Google We've now set up profiles for some of the most important social networking tools on the internet. There are many more to try, of course. You can create profiles for social networking services below, and many more, besides!

Time: 10 minutes.

RECAP:

- Flickr (www.flickr.com), the photo sharing service
- Skype (www.skype.com), for video and voice chat
- LinkedIn (www.linkedin.com), a site for maintaining professional contacts
- LiveJournal (www.livejournal.com), if you've an interest in publishing an ongoing journal online.

USEFUL WEBSITES:

Now that you've set up profiles, you can start to fully explore all these tools have to offer. Facebook in particular has an incredible array of features, including apps and games and much more. We suggest heading to their help sites for more information.

These sites are:

- Facebook: www.facebook.com/help/
- Google accounts help: support.google.com/accounts/
- Twitter help: support.twitter.com



We'd also suggest exploring your account settings, and turning off any features that you think might impact on your privacy.

With Google services, there is a unified privacy and security menu, which can be found under MyAccount. From this spot you can see and change your security and privacy settings across all Google services, including Search, Maps, YouTube and Chrome.

Remember not to post anything online that you wouldn't want the general public to know. Privacy is a tricky thing with social networking, and it's better to play it safe!

GLOSSARY

Term: BLOG. Explanation: A kind of online journal.

Term: FACEBOOK. Explanation: A popular social networking site.

Term: FACEBOOK APPS. Explanation: Add-ons for your Facebook page that let you play games and perform other group activities with friends.

Term: FLICKR. Explanation: A website for sharing photos.

Term: FOLLOWER (ON TWITTER). Explanation: A person who receives all the tweets (see below) from the followed person.

Term: FRIEND (FACEBOOK). Explanation: A person who can see your Facebook profile, photos and any updates you make to your page.

Term: GMAIL. Explanation: Google Mail. An email service provided by Google..

Term: GOOGLE LOGIN. Explanation: A single account and password that works for all of Google's many social media and other services.

Term: INSTANT MESSAGE. Explanation: A text message that is sent and received instantly (like a phone text, but usually free).

Term: MICROSOFT ACCOUNT. Explanation: A single account and password that works for all of Microsoft's social media and other services.

Term: ONLINE. Explanation: Connected to the internet/available for chat.

Term: SKYPE. Explanation: A program for text, voice and video messaging.

Term: TWEET. Explanation: An individual message on Twitter.

Term: TWITTER. Explanation: A social media service that lets people send short messages across the internet.

Term: VOICE OVER IP. Explanation: A technology that allows you to use the internet to make phone (voice) calls.



Term: YOUTUBE. Explanation: A site for sharing videos.

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