



# Introduction to Social Media

## Quick Reference Guide

**Social media sites are a great way to help you stay in touch with friends and loved ones, making it easy to share life's happenings via text, video and photos.**

### What is Social Media?

Many internet experiences are one-way: you go to a website like a news site, shopping site or humour page and grab information.

Social media is two-way. It's about communicating with other people. It can be friends, family, peers or just people with the same interests as you. It's not usually about downloading information – it about sharing and communicating.

Social media sites like Facebook and Twitter let you see what's happening in the lives of friends, and allows you to let them know what's going on in yours. The YouTube™ video community and the Flickr® image hosting service allow you to share videos and photos with them (and the world) and the Skype™ software lets you know when people are online and talk to them in an instant – and for free.

### Keeping track of Loved Ones

#### Facebook

Facebook is by far the world's biggest social media website, with two billion users worldwide.

At the heart of Facebook is the idea of 'friends' (which can actually be family members as well). Your **Friends** list in Facebook is a circle of people you know and trust.

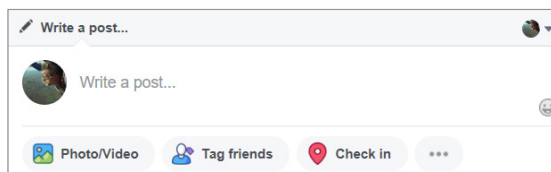
Facebook allows you to do many things with people on your friends list, including:

1. Providing updates as to your status and location
2. Sending public messages that all your friends can see, or private messages (like emails) that only one can see
3. Commenting on messages that other people have posted to Facebook
4. Posting photo albums and video clips that only your friends can see
5. Inviting friends to events.

#### Posting a message to Facebook

Let's post a comment to Facebook.

- 1 On the main page is a box where you can type a comment. It can be a short comment on a place you'd like to visit, or a question about where to go, or how to get there.
- 2 Click **Post** to publish your comment. The page will be immediately updated.



### Useful websites

 **Facebook**  
facebook.com

 **Flickr**  
flickr.com

 **Skype**  
skype.com

 **Twitter**  
twitter.com

 **YouTube**  
youtube.com

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### Twitter

Twitter looks and works a little like Facebook, but it's much simpler and designed for quick comments and image posts.

It's also less about friends than it is about **Followers**.

When you post a new Twitter comment (called a tweet), people who follow your twitter feed will have their Twitter page updated.

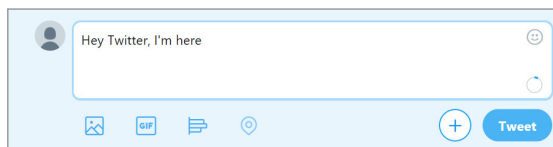
You can also set your account up to follow other people's tweets. So when they tweet something, your Twitter page will be updated.

Famously, individual tweets are limited to 280 characters, forcing you to be brief (although you can attach an image to a tweet as well).

### Posting a Tweet

1. Log into twitter at [www.twitter.com](http://www.twitter.com).
2. On the right-hand panel of the Twitter page, click on the box with **Compose New Tweet**.

A tweet can include a written message and a photo



3. The box will expand. On the bottom right you'll see the number of characters you have left. Click on the icons on the left to add a picture and/or your location to your tweet.
4. Type a message of up to 280 characters into the box.
5. Then click **Tweet**.
6. The feed of every one of your followers will be instantly updated (and they can reply with tweets of their own).

### Sharing Media

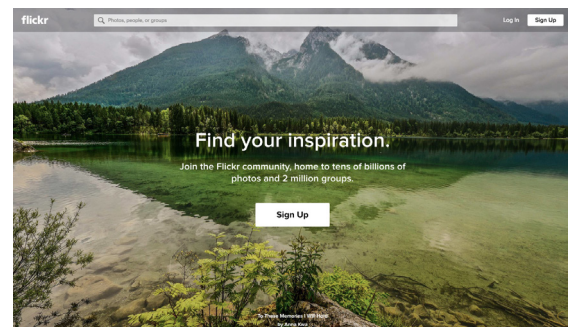
Some sites are all about sharing media. YouTube and Flickr®, for example, are great way to share videos and photos respectively.

### Flickr®

Just as YouTube lets people share videos, the Flickr® image hosting service lets people share photos they've taken. Over five billion photos have been shared on the site.

It can be found at [www.flickr.com](http://www.flickr.com).

If you want to upload photos, you need to create an account. But if you just like looking



at cool photos, you don't need an account. Just type in a specific thing you want to see in the **Search** bar at the top of the screen.

### YouTube™

The YouTube™ video community is by far the world's most popular video sharing site.

It allows users to upload videos they've created. Visitors to the site can then watch videos in the web browser.

You can watch literally millions of videos that have been uploaded to YouTube. As with Flickr®, you don't need to set up an account with YouTube to watch videos, but you do need an account if you want to upload

# Stay safe online

There are few places where cybersafety is more crucial than in social networking. It's very easy to share too much with strangers on social networks! Some important things to remember with social networking:

- Make sure you check your privacy settings in whatever social networking tools you use.
- Keep private information private – Facebook may ask for a lot of personal information, but that doesn't mean you have to give it up. It's OK to leave parts of your profile empty.

More generally:

- If a stranger emails you and offers you money (or asks for it), they're probably a scammer.
- People can lie about who they are on email. An email may say it's coming from your bank, but really it might be someone trying to rob you. If you're concerned, call your bank directly.
- Don't open email attachments unless you know they're safe. That includes email attachments from people you know.
- Install internet security software to your PC.
- Always err on the side of caution!

videos of your own.

Videos you upload can be either private (for viewing only by people you approve) or public.

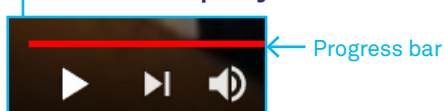
If you set up an account, you can also subscribe to channels, which are lists of videos relating to a specific topic or by a particular person.

## Let's watch some YouTube

1. We don't need an account to watch YouTube videos. Just head to **www.youtube.com** in a web browser.
2. The front page will have a list of popular videos. You can click on any one to start watching.
3. You can also search for a specific topic by typing in search terms in the text field at the top of the window. Do a search for, let's say, **tired kitty**.
4. On the right you'll see suggestions for videos similar to the one you're watching.
5. The play controls are just below the video. You can pause a video, or click anywhere on the progress bar to jump ahead.



YouTube play controls



Play / Pause



'Maximise' video to fill your computer screen

The YouTube™ and Flickr® communities allow you to share videos and photos with your friends (and the world) and Skype™ software lets you know when people are online and talk to them in an instant – and for free

6. You can make a video fill the screen by clicking on the **Maximise** icon at the bottom right of the video. Pressing **Esc** on your keyboard will return it to normal size.

## Communicating

Of course, you can always communicate directly with people over the internet.

You've probably played with email by now, but there are other ways of talking directly to other people over the internet:

1. **Instant Messaging (IM)**, where you type a sentence on your PC and it instantly pops up on their computer (and they can do the same to you).
2. **Voice chat**, which works a lot like a phone call, but usually without the call costs.
3. **Video chat**, which is like a phone call where you can see a live video of the person you're talking to.

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### Skype™

Skype™ software lets you IM, video and voice chat with other Skype™ users for free. Skype™ can be downloaded from [www.skype.com](http://www.skype.com).

When you install it you'll have to create an account. The person you want to communicate with generally needs to have Skype™ installed as well.

The exception is if you want to talk from your computer to a regular phone – that is, you're on your computer, but the other person is on their normal phone. Skype™ charges for this service. Other calls are generally free. To use voice or video chat, you will need special hardware on your computer:

1. To voice chat you need a microphone or a voice headset.
2. To video chat, you need a webcam. If you have a notebook computer, there's a good chance that it has a webcam and microphone built-in.

### Making a Skype™ Voice call

Now let's make a call!

1. Put your voice chat headset on or set yourself in front of the computer's web camera.
2. You'll see two buttons in the window, alongside the person's name: **Call** and **Video Call**.
3. Now just click on **Call** to make a voice call or **Video Call** to make a video call.
4. That person's computer will ring to

indicate they have an incoming call.

When they click on the **Pick Up** button, the conversation will start.

5. If it's a video call, a video window will appear.
6. Talk as long as you want. To end the conversation, just click on the red **Hang Up Phone** button.



This, of course, is just a taste of the Skype™ software. You can also use it to send files.

You can talk to multiple people at once. You can actually call landline phones – although this costs money. There's a lot to explore!

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