



Tech Savvy Seniors

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 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.

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.
2. On the right-hand panel of the Twitter page, click on the box with Compose New Tweet.
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 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.

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. videos and photos respectively.

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 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.



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.

SKYPE™

Skype™ software lets you IM, video and voice chat with other Skype™ users for free. Skype™ can be downloaded from 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!

USEFUL WEBSITES

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

Flickr: [flickr.com](https://www.flickr.com)

Skype: [skype.com](https://www.skype.com)

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

YouTube: [youtube.com](https://www.youtube.com)

STAYING SAFE ONLINE

The internet is not without its pitfalls. For any new user to the internet, knowing how to stay safe online is a key lesson. Some important things to remember:

- Don't open email attachments unless you know they're safe.
- Don't give out your personal information to strangers, either in email or on websites.
- 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 install programs downloaded from untrustworthy sources.
- Be very careful about who you give your credit card details to.
- Install internet security software to help protect your PC and your files.
- Always err on the side of caution!

DISCLAIMER

The information contained in this publication and any accompanying materials is strictly for educational and informational purposes. The publication and any accompanying materials



do not constitute the promotion, endorsement or approval of any product or service referred to, shown or demonstrated in the publication and any accompanying materials.

The publication and any accompanying materials are designed to be used as an initial reference only. They are not intended to be a comprehensive guide or to apply in all situations.

Reasonable endeavours have been made to ensure that information appearing in this publication and any accompanying materials was correct at the time of production. However, the authors, producers and presenters of this publication and any accompanying materials (the Relevant Persons)* make no representation or warranty as to the accuracy, reliability, completeness or currency of the information in this publication and any accompanying materials.

The information and any advice provided in this publication and any accompanying materials is provided solely on the basis that the audience will be responsible for making their own assessment of the matters discussed herein and are advised to verify all relevant representations, statements and information.

*The Relevant Persons:

- exclude, to the maximum extent permitted by law, all express or implied warranties of any kind in relation to any information in this publication and any accompanying materials;
- are under no obligation to update any information in this publication and any accompanying materials or correct any inaccuracy on this publication and any accompanying materials which may become apparent at a later time; and
- reserve the right, in their absolute discretion, to delete, alter or move the publication (and any accompanying materials) and any of the contents therein (including the terms and conditions of this disclaimer) at any time without notice.

*The Relevant Persons include any individual, company, partnership or government department involved in the making of the publication and their respective officers, employees and agents.

TRADEMARK NOTICE

All product names or websites referred to in this instructional publication may be the trademarks of third parties.



INTELLECTUAL PROPERTY NOTICE AND DISCLAIMER

Copyright© Telstra Corporation Limited (ABN 33 051 775 556). All rights reserved. Third party copyright and trademarks reproduced with consent by Telstra Corporation Limited (ABN 33 051 775 556). The material is protected by copyright under the laws of Australia and, through international treaties, other countries. No part of these materials may be released, distributed, reproduced, copied, stored, or transmitted in any form or by any means whether electronic, mechanical, recording or otherwise except for your own information, research or study.

October 2018 edition.