INTRODUCTION TO SOCIAL MEDIA

Part 2
How to set up profiles

INTERMEDIATE GUIDE

IT'S HOW
WE CONNECT

SENIORS CARD

AGE
FRIENDLY
PARTNERS
PROGRAM

NSW
GOVERNMENT

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 Flikr. 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.

WHAT YOU'LL LEARN

In this workshop we'll walk 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 10-minute break in the middle. Remember to ask questions at any point in the session, as it works best as an interactive exercise.

SECTION	DURATION
Introduction	10 mins
Your Google profile	25 mins
Break	10 mins
Your Facebook profile	35 mins
Your Twitter profile	10 mins
TOTAL	90 mins

INTRODUCTION AND REVIEW – Time 10 mins

RECAP

In our first *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
- Flikr
- 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 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.

For the most part, setting up profiles in these is very straightforward - you go to the website, create an account, enter your details and provide a password. There are some pitfalls, however, which we'll walk you through.

ADDING A CONTACT FROM AN EMAIL YOUR HAVE RECEIVED

WHAT SHOULD AND SHOULDN'T I SHARE?

The first thing we should talk about is privacy. It's important to know the difference between public and private information, and you should not be too willing to share your personal information.

As a rule, you don't want these things publicly listed on any social media website:

- Your personal address
- Your phone number
- Your 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 details with the rest of the world is to simply not give it those details. In some cases (especially with respect to email addresses) that might not be possible, so you need to make sure that at least the details or not published.

Be careful as well about reading the help guides on any social media sites you might use, and carefully check whether anything 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 need to make sure that your privacy settings are right to prevent that.

YOUR GOOGLE PROFILE – Time: 25 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 Plus, a rival to Facebook. **plus.google.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**

⊙ Picasa, which is much like Flikr in that it allows you to upload and share your photo albums. **www. picasa.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.
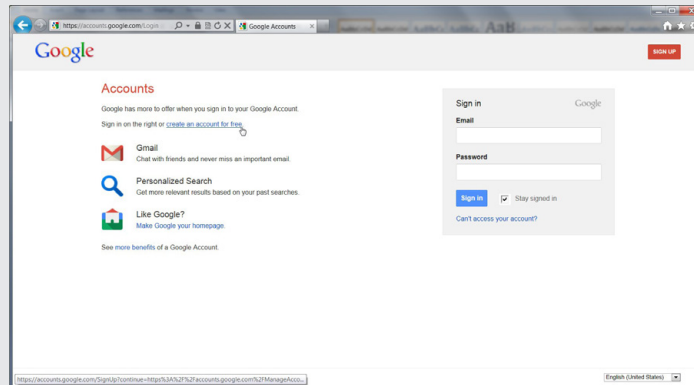
If you haven't attended our Email workshops, we'll walk you through setting up a Google profile in the following activity:
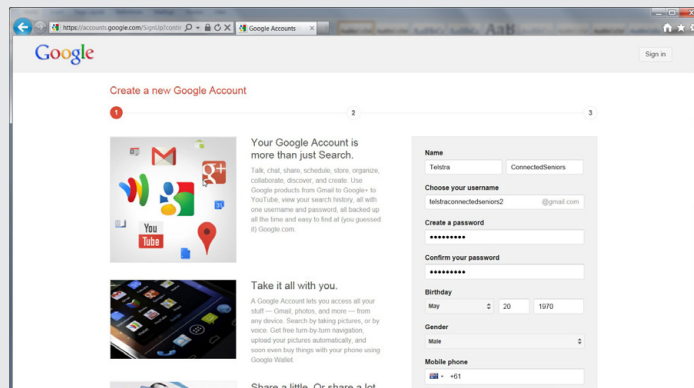
SETTING UP A GOOGLE ACCOUNT

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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!

⊙ Your birthday

⊙ Your gender

SETTING UP A GOOGLE ACCOUNT

1

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 if it is, 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!
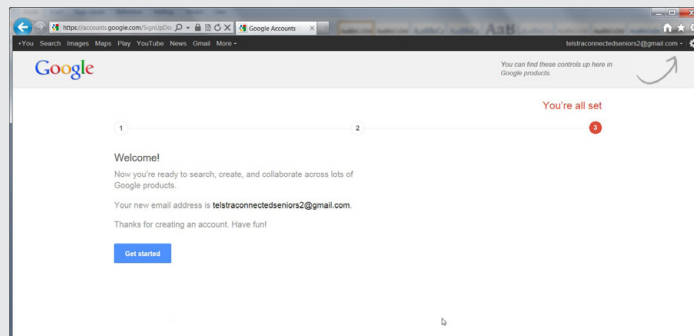
When you're done, left-click on **Next Step**.
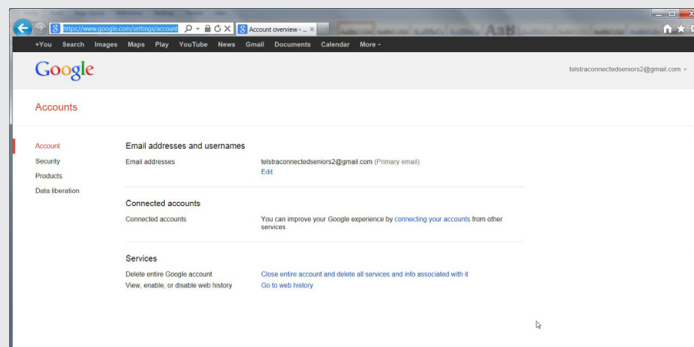
SETTING UP A GOOGLE ACCOUNT

①

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 on **Get Started**.

This will take you to your **Account Setup** page. You can further refine 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, also known as a **Microsoft Live ID**. This ID is also used for:

▶ **Microsoft Instant Messenger**, which is a instant messaging chat tool, where when you type a message it instantly appear on the computer of a person your chatting to.

Microsoft SkyDrive, which is used to store files online as well as share them

▶ **Windows Market**, where you can buy applications for Windows 8 and Windows Mobile.

▶ Other **Microsoft Live** services.

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

YOUR FACEBOOK PROFILE – Time 35 minutes

OVERVIEW

1

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* workshops, 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.

Facebook is, however, notoriously tricky with respect to privacy. You need to be careful about what you share and who you share it with. Nominally, only your friends can see what you say and share on Facebook, but if your settings are wrong, it may end up being published for the world to see.
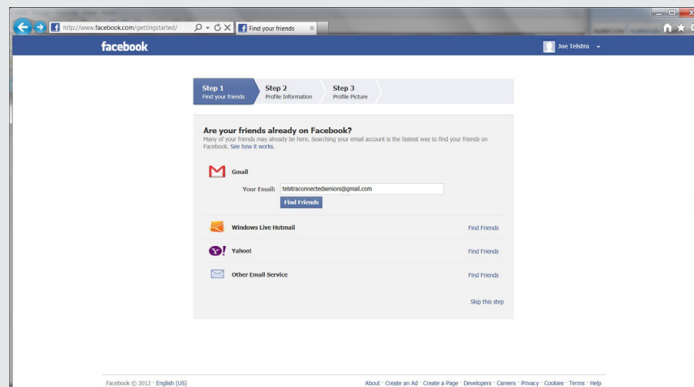
ACTIVITY: CREATING A FACEBOOK PROFILE

①

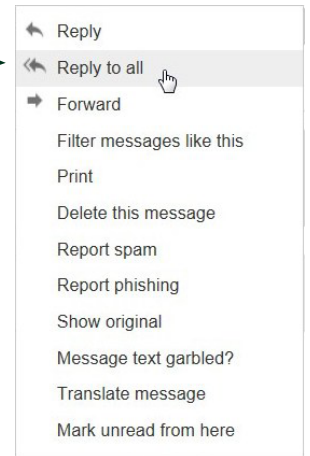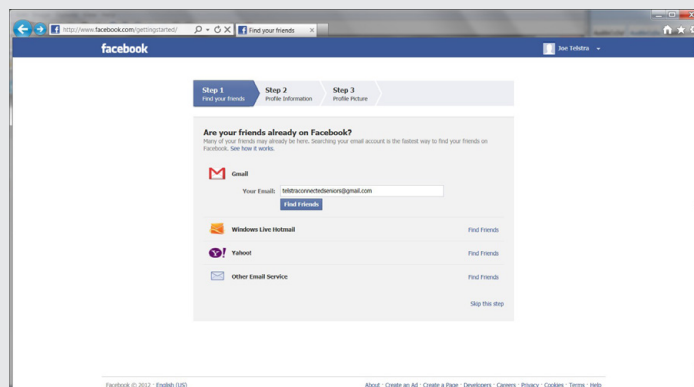Go to **www.facebook.com** in your web browser.

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.

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 Google Mail contacts list to find friends. If you've added people to your Gmail contacts list (which you might have done if you've attended our Email workshops), it can check whether those people have Facebook accounts. The same is true for Hotmail and Yahoo mail.

⊙ If you have a contact 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**.


| Reply |
| Reply to all |
| Forward |
| Filter messages like this |
| Print |
| Delete this message |
| Report spam |
| Report phishing |
| Show original |
| Message text garbled? |
| Translate message |
| Mark unread from here |

You'll be asked if you really want to skip this step. Confirm that you do.

⊙ **Step 2** involves filling in the **High School**, **University** and **Employer** fields. This is designed to help make it easier to find people you know. You can fill them in if you like (and then click **Save and Continue**), but you can also just choose **Skip this Step**.
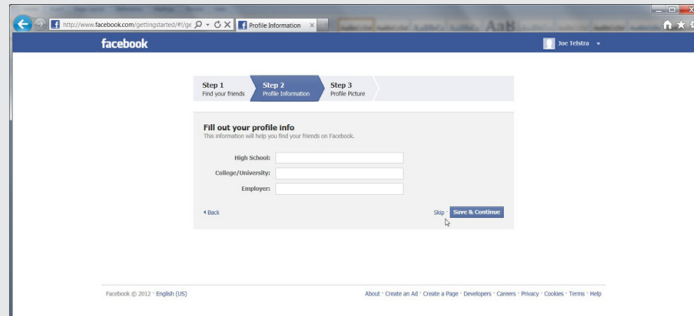
⊙ **Step 3** lets you upload a personal photo, or take one with your webcam if you have one. You can even skip this stage as well (you can add a photo later), which you might do in this workshop.
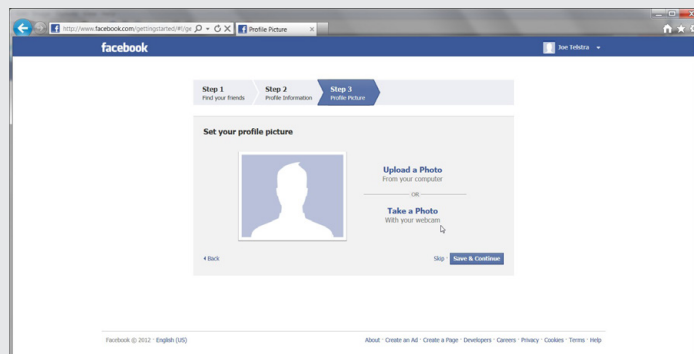
If the workshop computer has a web camera attached, however, you can click on **Take a Photo**. The web camera will activate, and you'll see your face (or whatever the web camera is pointed at) on screen. When it's just right, click on **Save Picture**. This will become your new profile photo. Click **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 lets just add some friends.

①

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.
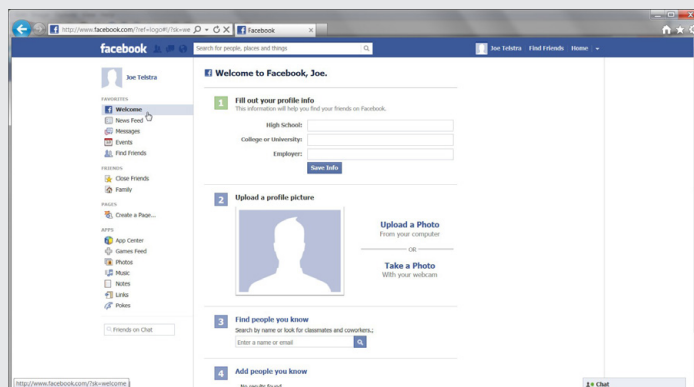

Now it's time to add friends to your **Friends** list. Facebook isn't much good without friends!

You'll see down at point 3, an option to **Find** people 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.
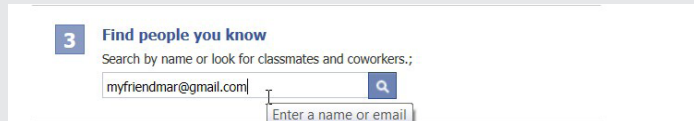
For now you can just enter the Google Mail address of one of your workshop mates here. You can unfriend them later if you don't know them (we're sure they won't be offended).

A list of people matching the search terms will appear, along with their profile shots. Next to their names you'll see an **Add Friend** button. Click on it.
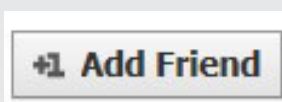
ACTIVITY: ADDING FACEBOOK FRIENDS

(1)

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**.

If you're adding a fellow workshop attendee as a friend, they can now click on **Find Friends** on the left and see your friend request. They will be asked to **Confirm** or deny (by clicking **Not Now**).

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 dropdown list.

ACTIVITY: YOU 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 **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. ^^hellotofacebook.jpg^^.

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.
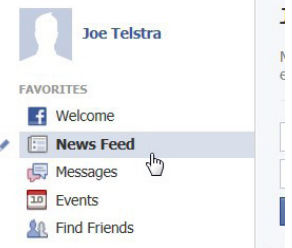
YOUR TWITTER PROFILE – Time 10 minutes

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.

ACTIVITY: CREATING A TWITTER ACCOUNT

Head to the main Twitter page at **www.twitter.com**.
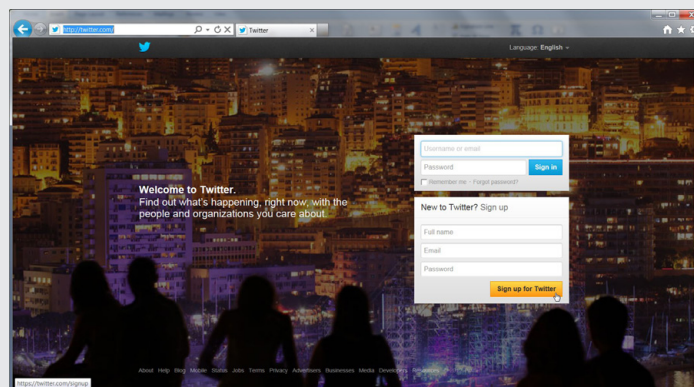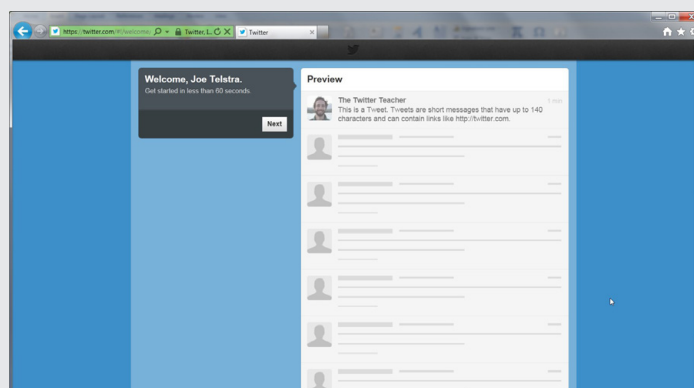
ACTIVITY: CREATING A TWITTER ACCOUNT

①

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 you Gmail account for the Email, and you choose your own password. 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**.
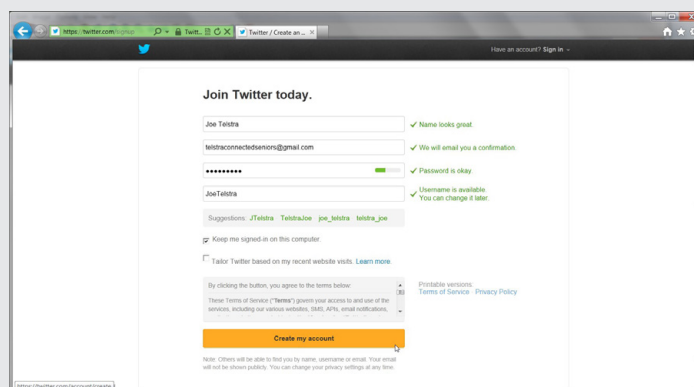
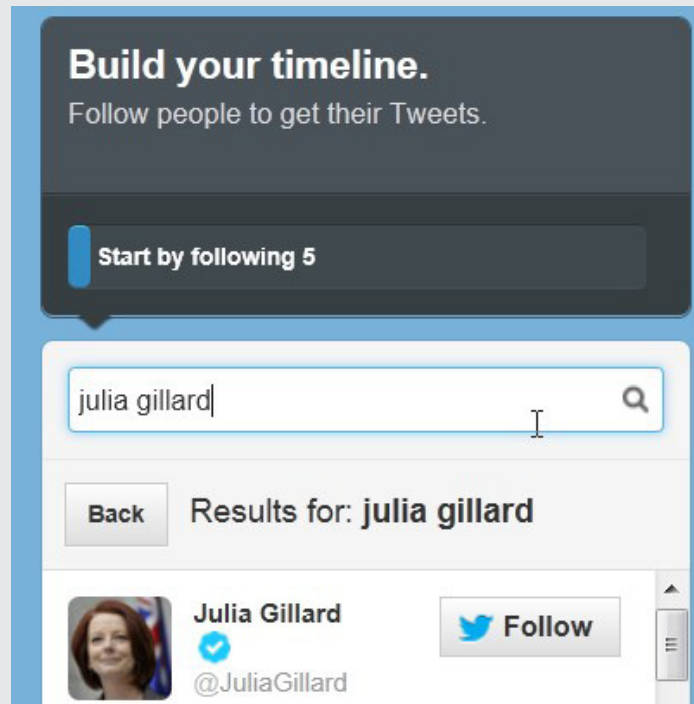The account will be created and you'll be taken to the initial setup and tutorial.

Click **Next**.

You'll be asked to set up five people to follow. You don't really need to follow anybody if you don't want to (you can click on **Skip this Step**), but let's try adding at least one or two. In the search box type the name of an individual you want to follow. It can be somebody you know who tweets, or somebody famous. You could try the Prime Minister, for example.

Build your timeline.
Follow people to get their Tweets.

Start by following 5

julia gillard

Back   Results for: **julia gillard**

Julia Gillard
@JuliaGillard
Follow

Oops. There may be more than one result – some people might have set up joke or fake feeds for famous people. But a small blue tick under the name usually indicates that it's the real 'official' feed.
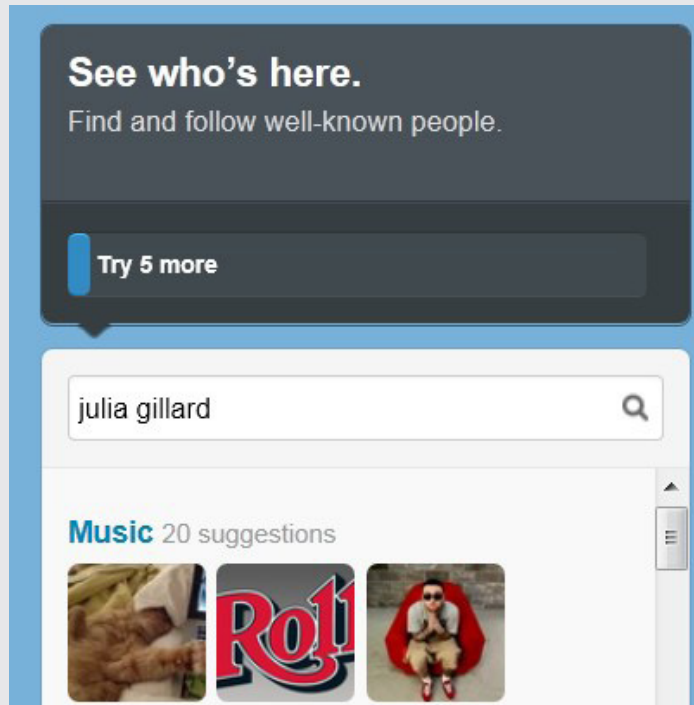
Next to the name of the person you want to follow, click on the **Follow** button. It will change to **Following**.

If you chosen five people, you can click on **Next**, otherwise you can click on **Skip this step**.

Twitter will offer some feed recommendations, based on categories. You can add more feeds here, or click Skip this Step, too. To add a new feed, click on a category and then choose a feed to follow by clicking on the **Follow** button.

See who's here.
Find and follow well-known people.

Try 5 more

julia gillard

Music 20 suggestions

Finally it lets you check your Gmail and other contact lists for people with their own Twitter accounts. For now, we can click on **Skip this Step**.

①

Now it asks you to upload a photo of yourself and personalise your description.

Add character.
Upload a photo and describe yourself.

Upload image

Maximum size of 700K. JPG, GIF, PNG.

Bio   0 / 160

Rocket ship builder, pizza expert, loves the Giants, parent

Skip this step »

If you have a photo handy, click on upload photo. A new window will popup, 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**.

Click on the **Bio** field and type in a quick biography of yourself. It's actually useful, if people are looking for feeds to follow. They might see your bio and decide you're interesting enough to follow. Click on either **Next** or **Skip this Step** to go on.

You're all set up with Twitter now, and you'll be taken to your main Twitter page, the one you will see whenever you log in. The feeds of anybody who you chose to follow will appear in your main page.
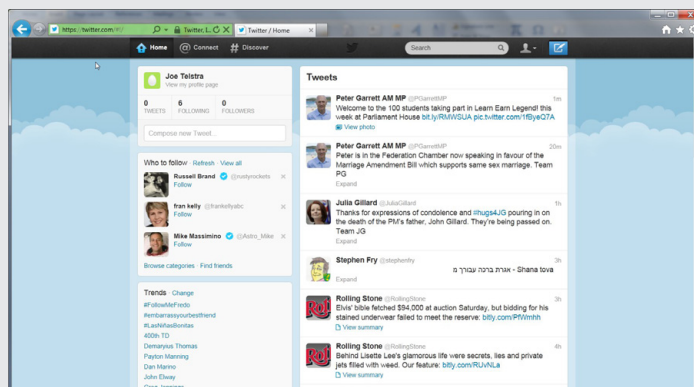
Now that you've all set up your own Twitter account, you can start tweeting.

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. In the **Compose New Tweet** box, type in your first tweet. It can be anything, as long as it's less than 140 characters long. Click on **Tweet** to send it.
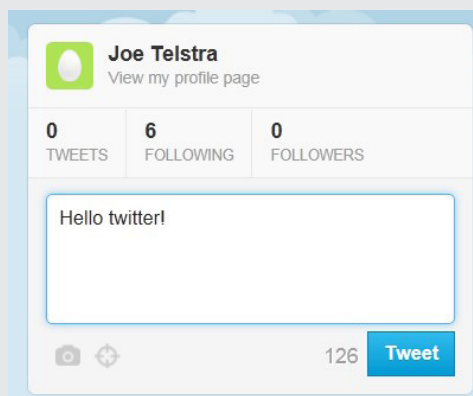
In the feeds of your followers, the new tweet should appear. (It will also appear in your feed).

If they move their mouse pointer over the tweet, they can click on the **Reply** button, and tweet right back at you! Welcome to Twitter.
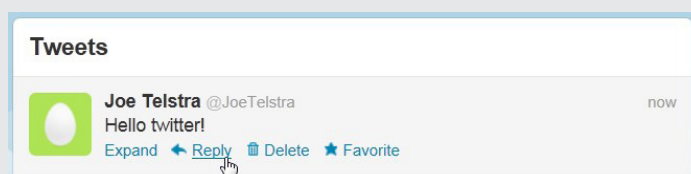
SUMMARY

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!

RECAP

- Flikr (**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, you won't see much in the general settings; you have to go to the settings page of whatever service you're using. For example, if you're using YouTube, you have to go to the YouTube page to change the settings related to that service.

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

DEFINITIONS

TERM	EXPLANATION
BLOG	A kind of online journal.
FACEBOOK	A popular social networking site.
FACEBOOK APPS	Add-ins for your Facebook page that lets you play games and perform other group activities with friends.
FLICKR	A website for sharing photos.
FOLLOWER (ON TWITTER)	A person who receives all the tweets (see below) from the followed person.
FRIEND (FACEBOOK)	A person who can see your Facebook profile, photos and any updates you make to your page.
GMAIL	Google Mail. An email service provided by Google.
GOOGLE LOGIN	A single account and password that works for all of Google's many social media and other services.
INSTANT MESSAGE	A text message that is sent and received instantly (like a phone text, but usually free).
MICROSOFT ACCOUNT	A single account and password that works for all of Microsoft's social media and other services. It also serves as a login for Windows 8.
ONLINE	Connected to the internet/ available for chat.
SKYPE	A program for text, voice and video messaging.
TWEET	An individual message on Twitter.
TWITTER	A social media service that lets people send short messages across the internet.
VOICE OVER IP	A technology that allows you to use the internet to make phone (voice) calls.
YOU TUBE	A site for sharing videos.

VICTORIAN TECH SAVVY SENIORS

Everyone can benefit from being connected and online irrespective of their age, income, ability or geographical location. The Victorian Tech Savvy Seniors Program is a Seniors Card Age Friendly Partners Program in partnership with Telstra.

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