

Introduction to Social Media

What is Social Media?

Social Media: web-based communication tools that help people interact with each other by both sharing and consuming information

With social media you can:

- Share photos, videos, thoughts, news, information
- Like other people's photos, ideas and information
- Comment on other people's content

Who Uses Social Media?

- Young adults (18-29) use social media at high rates but usage by older adults (50+) has increased. 34% adults aged 65+ use social media.

Why Use Social Media?

- Stay in touch and meet new people
- Ask questions and learn
- Entertainment
- Start (or grow) a business
- Share information
- Online sales and promotions

What Do You Need?

- An Internet connection
- A device that connects to the Internet (Ex/ laptop, tablet, smartphone)
- An account with the social media website (Username and Password)

What Social Media Platforms Should I Use?

Questions to ask:

1. What objectives do you have for social media?
 - Staying connected to the family?
 - Keeping up with what is happening in the community?
 - Finding discounts and other deals from local or national businesses?
 - Learning more about healthcare questions?
 - Other interests?
2. Which social networks are used by family members and friends?
3. How much time do you want to spend on social media?

Safety and Etiquette on Social Media

- Set tight security settings
- When “friending” younger/teen family members, make sure your approach is welcome!
- Wait before clicking on links or attachments
- Use caution when naming or tagging family members in your posts
- Never send personal or financial info to businesses using social media
- Don’t post that you are alone, away from home or out of town
- Think before “checking in” at a location on your social networks

Important Terms

Friend/Friended: Someone you are friends with on **Facebook**. Friends can see what you posts and you can see what they post.

“Like”: The **Facebook** “Like” button is a feature that allows users to show their support for specific comments, pictures, wall posts, statuses, or fan pages. Also used on **Instagram**.

Status Update: An update feature on **Facebook** that allows users to discuss their thoughts, whereabouts, or important information with their friends

Tweet: A post made on **Twitter**. 280 characters or less.

Retweet: Reposting or forwarding another person's tweet on **Twitter**.

Handle: Another word for username on **Twitter**. "@name"

Following/Followers: People you have connected with on **Twitter**. Similar to "friends" on **Facebook**.

Hashtag: a word or phrase preceded by a pound sign (#) and used to identify messages on a specific topic. Used on **Twitter**, **Instagram** and **Facebook**.

Snaps: a Snap is a video or picture captured and shared on the **Snapchat** app.

Story: Snaps shared to all of a user's **Snapchat** friends. Deleted after 24 hours.

Filter: Additions that users can select to decorate photos on **Snapchat** and **Instagram**.

Pin: a visual bookmark that links from **Pinterest** to another website.

Board: where you save related pins (ex/ Recipes) on **Pinterest**.