



Tech Savvy Seniors

Introduction to Social Media

Part 2 Intermediate Guide






TOPIC	INTRODUCTION TO SOCIAL MEDIA – PART 2
HOW TO SET UP PROFILES	<p>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 share photos with your friends on Instagram. But there are some pitfalls to this, as well.</p> <p>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.</p>
WHO IS THIS WORKSHOP FOR?	<p>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.</p>
WHAT YOU'LL NEED	<ul style="list-style-type: none"> ▶ 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	<p>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.</p>

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	DURATION
Introduction	15 mins
Your Google profile	35 mins
Break	15 mins
Your Facebook profile	45 mins
Your Twitter profile	20 mins
Summary	10 mins
TOTAL	140 mins



SUBJECT	INTRODUCTION AND REVIEW
TIME 	15 minutes
RECAP 	<p>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:</p> <ul style="list-style-type: none">▶ Facebook▶ Flickr▶ YouTube▶ Twitter <p>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:</p> <ul style="list-style-type: none">▶ 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? 	<p>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:</p> <ul style="list-style-type: none">▶ Your personal address, and phone number and email address▶ Private financial details, like your tax file number or credit card numbers. <p>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.</p> <p>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.</p>

WHAT SHOULD AND SHOULDN'T I SHARE?



For example, Facebook includes a **Settings** page for your account, which has dedicated controls for various privacy options.. 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 ACCOUNT
TIME 	35 minutes
OVERVIEW 	<p>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.</p> <p>Google's online services include:</p> <ul style="list-style-type: none"> ▶ Google search. www.google.com.au ▶ Google Mail (Gmail), which is an email service. www.gmail.com ▶ YouTube, a site not just for viewing free videos according to your interest, but where you can upload your own videos, share them with friends, or even make them public. 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 lets you copy and sync your files and documents to the cloud, using your Google storage, and access them from any device with a web browser. drive.google.com ▶ Google Photos, which lets you sync your Android phone's camera photos to the cloud, upload other photos, and share photos or albums with friends and family. photos.google.com <p>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.</p> <p>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.</p> <p>If you haven't attended our Introduction to Email workshops, we'll walk you through setting up a Google account in the next activity.</p>

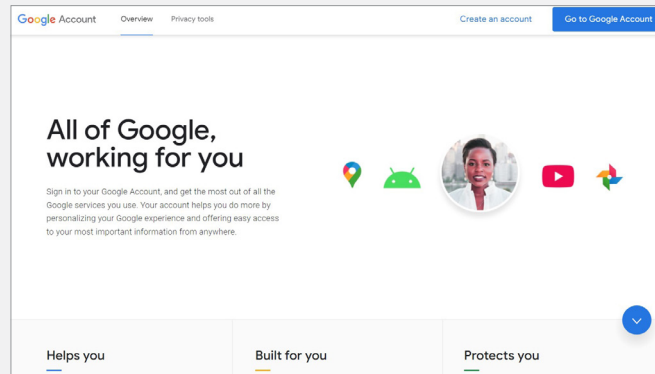


SETTING UP A GOOGLE ACCOUNT



Go to **myaccount.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** link at the top right of the page.



← Google login page

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

← The Sign-up page for a Google account

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! Then click Next.
- ▶ 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 mobile phone number, if you'd like extra security for your account. This is optional.
- ▶ Your birthday
- ▶ Your gender
- ▶ Then click **Next**.

SETTING UP A GOOGLE ACCOUNT



You'll then see the **Privacy and Terms** page, which will explain how Google uses your data, and where.

There's a **More options** link on this page you can click to see some options to stop Google using your data to show you personalised ads and other things.

When you are ready, click **I agree**.

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!

Now that your **Google Account** is all set up, you can see your Google Account page, with a welcome message.

In the future, to see this page, click on the profile circle in the top right of the page, and choose **Manage your Google account** from the panel that appears.

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** or **Outlook.com** account (which are 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
- ▶ **Microsoft Store** - purchase apps for Windows 10 and Windows 11
- ▶ 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 Windows 10 or Windows 11, 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



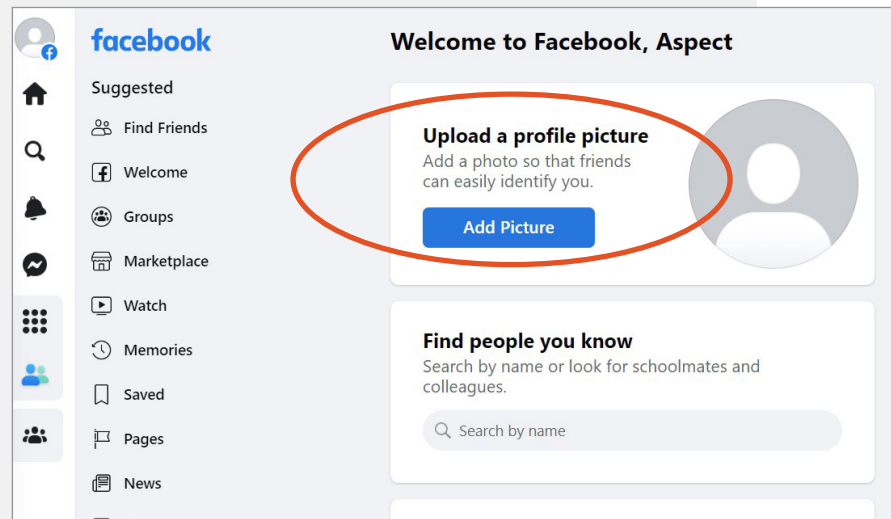
Go to **www.facebook.com** in your web browser.

At the top of the page are the login details, but go ahead and click the green **Create New Account** button. A panel will appear where you can sign up. You need to fill in every field. You will need an email address to sign up.

Click **Sign Up** and then Facebook will ask you to confirm your email address. Check your email for a new message from Facebook, which will include a code. It might take a minute or two to arrive. Enter the code.

Facebook will let you know your account is confirmed, and then take you to your brand new Facebook home page. The menu on the left has some suggestions for how to get started. Click on **Welcome**.

CREATING A FACEBOOK PROFILE



← Add a photo to personalise your Facebook account.

To personalise your Facebook account, you can upload a personal photo saved to your computer, or take a photo with your webcam if you have one.

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.

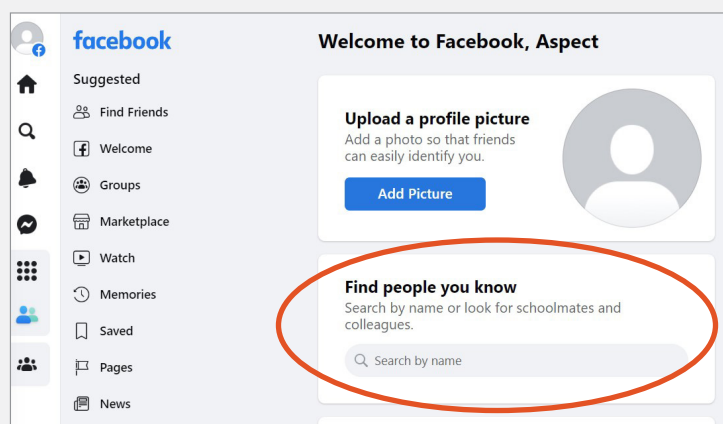
There's much, much more to Facebook than we can cover in this workshop (we suggest going to www.facebook.com/help/ in your web browser for a full guide to Facebook), but for now lets just add some friends.

ADDING FACEBOOK FRIENDS



The next box on the **Welcome to Facebook** page helps you **Find people you know** by searching for them, and adding them as **Friends**.

Facebook is all about having **Friends** and seeing their comments, pictures, and more. Facebook isn't much good without Friends!



← Facebook can use your email Contacts list to automatically find people you know, or you can type in the names of people you know to start a search.

ADDING FACEBOOK FRIENDS



Type a friend's name into the box. We'll use **Joe Bloggs** as an example (you can also use the Search bar at the top of the page if you want, too). You can also search by a friend's email address if you know it, but it has to be the email address they use to sign in to Facebook.

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 **Add 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 **Filters** menu to the left, under **People**, you can limit your search to **City**, **Education**, or **Work**. Click the down arrow next to each and type something in. If that's still not enough, you can click on a person's name, which will take you to their Facebook profile page. 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 the **Add Friend** icon, it turns blue and a small **X** appears on it, which means it's now the **Cancel Friend Request** icon. You can click this if you've made a mistake and don't want to ask this person to be your friend after all.

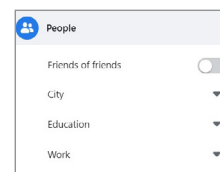


If you're adding a fellow workshop attendee as a friend, they will get a notification on their Facebook page about your friend request. They will be asked to **Confirm** or deny (by clicking **Not Now**).

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 the **Friends** icon on the left-hand side of the page, and then choose **All Friends** from the menu that appears. 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.

You can refine your search with the **Filters** menu.



If you make a mistake, there's an icon you can click to cancel a friend request.

YOUR FIRST FACEBOOK UPDATE



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



Click the **Facebook** logo on the top left. This takes you to your main Facebook page.

At the top of the page, you'll see your profile picture next to a box with **What's on your mind?** written in it. When you click on this, a pop-up will appear and you can type whatever you like. For now, you can start with a **Hello to Facebook** message.

One thing you should check is whether the button under your name 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. If you click on the button, you can see lots of options for how private you'd like the post to be. You can even choose to hide it from certain friends!

Click **Post** to send out the update.

It should appear in your Facebook home page. It will also appear in the **News Feed** 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 for you to check up on every day.

SUBJECT	YOUR TWITTER PROFILE
TIME 	20 minutes
OVERVIEW 	<p>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.</p> <p>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.</p> <p>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.</p> <p>A follower is somebody who listens to a given Twitter feed. 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.</p>
CREATING A TWITTER ACCOUNT 	<p>Head to the main Twitter page at www.twitter.com.</p> <p>Signing up is super-easy. On the Twitter home page, click Sign up with phone or email and a pop-up will appear, to take you through a five step process.</p> <ol style="list-style-type: none"> 1. By default, Twitter will ask for your phone number, but you can click Use email instead and enter your email address. You also need to provide your date of birth. When you're ready, click Next. 2. The next step is Customize your experience. To improve your privacy, uncheck the box on this panel, to stop Twitter tracking your web browsing. Click Next. 3. Double check your name, email, and DOB on the next panel, and if you're happy, click Sign up. Twitter will send a verification code to your email address. Check your email for the code and enter it into the box, then click Next. 4. Twitter will ask you to Add a phone number. To improve your privacy, you can uncheck the two boxes on this panel. This will stop Twitter sending you ads via your mobile phone. Click Next. Twitter will then call your mobile phone and a robot voice will read out a confirmation code. Enter the code in the box, and click Next.

CREATING A TWITTER ACCOUNT



5. Now choose a strong password for your Twitter account. Remember to use a mix of letters, numbers, and symbols. Click **Next**.

The account will be created and you'll get the option to **Pick a profile picture**. You can come back to this, so click on **Skip for now**.

Twitter then asks you to **Describe yourself**. This is a 160 character biography, that appears under your name when someone visits your Twitter feed. You can change this later, so why not put "Keen learner" for now. Then click **Next**.

Twitter will then ask **What should we call you?** In the box, you'll see a **Username** based on your own name, but you can change this to something else if you like. If the username is already taken, Twitter will suggest some options. Click **Next**.

Now Twitter will ask if it can **Turn on notifications**. This is a useful feature, so click **Allow notifications**. You can turn them off later if you want.

You'll be asked **What do you want to see on Twitter?** and these might include news, TV, politics, and so on. You'll need to choose at least three topics before Twitter will let you click **Next**.

After that, Twitter will ask for some of your interests. You can select from the list or skip this for now and click **Next**. Twitter will recommend accounts to follow based on your selection.



Twitter requires you to follow at least one account to get started. If you don't like any of the accounts in the list, just scroll the list, and Twitter will keep adding more options. Choose one, then click **Next**.

The **Tweet Audience** panel gives you the option to Protect Tweets by ticking the check box. This means no one will see your tweets until you approve them as a follower. You can turn this on later, so leave it unchecked for now and click **Next**.

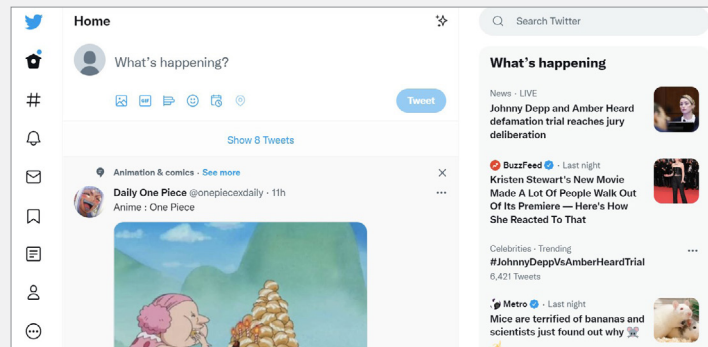


Some people might have set up joke or fake feeds for famous people. But a small blue tick under the name usually indicates that it's the real 'official' feed

CREATING A TWITTER ACCOUNT



At last, your Twitter account is all set up and your Twitter home page will appear. You can already see some tweets, pictures, and maybe videos, all selected based on what Twitter thinks you will like.



MY FIRST TWEET

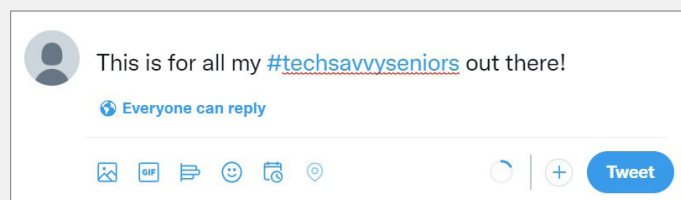


Now that you've set up your own Twitter account, you can start tweeting.

But wait – you don't have any followers yet! Your workshop mates can follow you. 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.

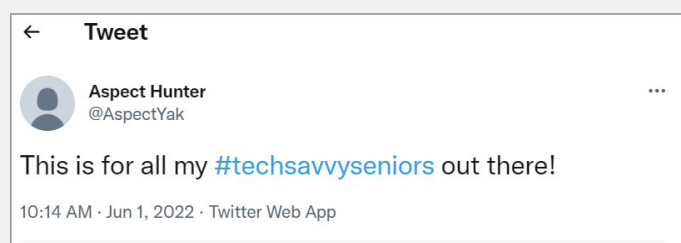
Now to tweet. Type a message into the **What's Happening?** area at the top of the page. Your first tweet can be anything, as long as it's less than 280 characters long. Click on **Tweet** to send it.



A tweet should be no longer than 280 characters.

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

You can reply directly to a tweet by clicking on it. The tweet will fill the page and you'll see a **Tweet your reply** box underneath it. Write something here and click **Reply**. A reply counts as a tweet! You can also send a tweet on to your followers by clicking the **Retweet** icon (two arrows), or show your silent appreciation by clicking the **Like** icon (a heart). Welcome to Twitter.



You can reply to a tweet, or forward it to others as a Retweet.

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!

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
- ▶ Instagram (www.instagram.com) for a quick and easy photo sharing experience - but watch out, it's very addictive!

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 double-checking 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 at myaccount.google.com. 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	EXPLANATION
BLOG	A kind of online journal.
FACEBOOK	A popular social networking site.
FACEBOOK APPS	Add-ons for your Facebook page that let 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.
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.
YOUTUBE	A site for sharing videos.