How to Guide: Zoom Host Basics

What is Social Media?

Social media refers to websites and applications (tools) that allow people to create, share or exchange information, career interests, ideas, and pictures or videos in virtual communities and networks.

Social media can be used for many things:

- Staying in touch with friends and family
- Promoting your cause
- Keeping up with trending topics and news

Many Internet experiences are one-way: you go to a website like a news site or a shopping site to find information or buy something. Social media is two-way or socially interactive. It's about communicating with other people. It can be with friends, family, peers or just people with the same interests as you. Social media is about sharing and communicating instead of finding and downloading information.

Social Media	Description
Facebook	Facebook is a social networking website that makes it easy for you to connect and share with your family, friends, co- workers, and employers online.
Twitter	Twitter is a social networking website that is designed for finding and sharing SHORT updates. Each "tweet" or post is limited to 140 characters (characters include: letters, numbers, spaces, symbols, or punctuation).
LinkedIn	LinkedIn is the world's largest professional network with hundreds of millions of members.
Instagram	Instagram is a photo and video sharing app for smartphones. It focuses on sharing photos or videos with your friends or "followers." Instagram allows you to apply filters to the photos before posting them to give the photos a unique look. You can "like" or comment on photos that others have posted.

YouTube	YouTube is a 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 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.
Pinterest	Pinterest is a visual discovery engine for finding ideas like recipes, home, and style inspiration, and more. Users share by posting (known as 'pinning' on **Pinterest**) images or videos to their own or others' boards. A board is a collection of 'pins' about a common theme or topic.

Why Should We Use Social Media?

Social media can be overwhelming. So, why should we use it?

- You can communicate every day
- It can be used to build relationships
- It allows you to learn from others
- It can offer personal and business development
- You can use it for job promotion/networking

Facebook

Facebook is a social networking website that makes it easy for you to connect and share with your family, friends, co-workers, and employers online.

- Facebook was originally designed for college students.
- Facebook was created in 2004 by Mark Zuckerberg. Mark Zuckerberg was a college student at Harvard University when he created Facebook.
- Facebook is the world's largest social network. There are more than 1 billion users worldwide.
- Facebook is built around the concept of "friends." Your list of friends on Facebook should be people you know and trust.

Why Use Facebook?

- It allows you to connect and share photos, videos, thoughts, and feelings with many people at the same time
- Other websites have integrated Facebook into their own website so that you must have a Facebook account to use their website as well
- You can access other services across the web using your Facebook account

What is a Facebook Profile?

A profile is your collection of photos, stories, and experiences. You can do many different things on Facebook such as:

- Send messages privately (like an email) or post on someone's "timeline," which others can see
- Post status updates
- Share content such as photos, videos, links, and information

Sending Private Messages	- When you send a private message to someone, only yourself and the recipient of your message can see what you have written. - This process is like sending someone an email.
Writing on Someone's "Timeline"	A Facebook timeline is the area on a profile where friends can post their thoughts, views, criticisms, photos, or videos for everyone to see. When you post on someone's timeline or he/she posts on your timeline, the message may appear in other areas, such as: - The newsfeed - In a search result - For people who are in the audience - The audience can be selected by you; your options will be "friends", "public", or "custom" You can "like," "comment" on, or "share" a post from your timeline.
Posting Status Updates	A Facebook status is a feature that allows the user to discuss their thoughts, where they currently are, or important information with their friends.
Sharing Content	You can upload photos to your profile by: - adding a profile picture - adding a cover photo - creating a photo album - posting a photo on your timeline You can upload a photo to someone else's timeline if their settings allow you. - You can upload videos to your timeline or someone else's - You can share links on your timeline or on someone else's - You can share information by updating your status or writing on someone else's timeline

If you are job searching, you should make sure your Facebook profile is appropriate. Here are some tips:

- When you fill out your profile, include your professional history.
- Classify your professional friends. You can create groups of friends so you can easily identify how you know or are related to someone.
- Post appropriate content and respond to others' posts in an appropriate manner.
- Find networking connections - If you use the search bar, you can type in, "people who work at __."

Twitter

Twitter is designed for short comments or updates and image posts. It is about followers, not friends. A comment made on Twitter is called a tweet. When you make 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. Then if they tweet something, your Twitter page will be updated.

Each "tweet" or post is limited to 140 characters (characters include: letters, numbers, spaces, symbols, or punctuation). Because Twitter focuses on short updates, most people use it on their mobile device. You can use it on a computer as well.

Twitter Symbol

To mention another profile in your tweet, insert the @ symbol before the name and that person will be notified:

- E.g., @bridgestosuccess

Using a # (hashtag) is another way of "tagging" something in your tweets and to find out who else is posting about the same thing you are

- After you have written something insert the # symbol followed by a trend relating to your post
- E.g., Learning lots at the Essential Skills Workshop! #thanksbridgestosuccess

How to Post a Tweet

- Create an account at www.twitter.com.
- On the left-hand panel of the Twitter page, click on the box with Compose New Tweet.
- 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.

LinkedIn

LinkedIn is a popular social networking website that focuses on professional networking. It allows you to develop a list of contacts that will help you job search, advance your career or look for potential employees.

Many companies are using LinkedIn to look for and screen new employees. Once you create a profile page, you can add information about your employment history and a summary of your skills. This acts as an online resume. You can watch for job postings to appear, or you can reach out to employers through built-in messaging.

LinkedIn also allows you to follow companies so you can see the latest updates and postings.

LinkedIn Terminology	
Profile	• Your profile is what other people will see when they find you on LinkedIn • Your profile is like your resume: you can add information about your work history, education, and skills • You can add a profile picture as well
Connection	• You can add contacts to your network, who are known as connections • You can add contacts from existing accounts such as Facebook, email, Instagram, or Twitter
Recommendation	• A recommendation is like a reference letter Once you have a connection with someone he/she can write a recommendation for you • This is a short paragraph that appears on your profile and states your professional strengths and skills
Endorsement	• Your connections (contacts) can endorse the skills you have added to your profile 　○ This is a way of verifying that you have the skills you say you do 　○ It is good to have former co-workers and employers as connections because they will be the best endorsers for you!

Social Media Safety and Security

Social media can be fun and interesting, help you stay connected with friends and family and help you find a job, but:

- You have to consider your security or privacy
- You have to consider your safety

Before you post something, you should always **THINK!**

- Is it **T**RUE**?**
- Is it **H**ELPFUL**?**
- Does it **I**NSPRIRE**?**
- Is it **N**ECESSARY**?**
- Is it **K**IND**?**

More to Think About	
Identity Theft	Think before you post or share personal or private information about yourself.
Behavior Tracking	Many social media sites collect data on your online activity and how you behave online. • E.g., Facebook tracks what you do on their site, as well as what you are doing on other sites and then advertises to you based on your interests
Geolocation	• Some websites and apps for smartphones and tablets use geolocation which allows them to use a GPS to share your current location with others • Geotagging is a similar feature that automatically adds location information to photos taken with cell phones. It's a good idea to disable this feature before posting photos online if you don't want others to know your location.
Image	• Always be aware of the image you are presenting to others. • Damaging or embarrassing information can be permanent and can spread quickly across the internet. This can result in loss of job opportunities or loss of a current job.

Tips for Setting up Safer and More Secure Profiles on Social Media Contact Information

- Avoid entering contact information in your profile, other than your email address.
- It's a good idea to have a separate email address just to be used for social networking accounts. This protects your regular email account from getting cluttered with spam.
- Some websites are requiring you to enter a phone number to register for an account. Never use your home phone number. Always use a mobile number.

Privacy Settings

- Review the website's privacy policy. This will help you understand how your information is being displayed and used.
- Pay attention to site policy changes.
- Always customize your privacy setting.
- Google yourself. If you find too much information about yourself, maybe you need to adjust your privacy settings.

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