

# SOCIAL MEDIA



## Computer skills and e-learning

### Overview

- By now, you have heard how valuable, even essential, social media can be. But it can be a bit daunting to figure out where to begin and what to post on which social network! Whether you are completely new to social media or looking to join additional social networks, this workshop will take you through the basics of setting up an account on Facebook, Twitter, Instagram, Pinterest and LinkedIn and will cover best practices and tips for each of these social networks.



## Learning Objectives

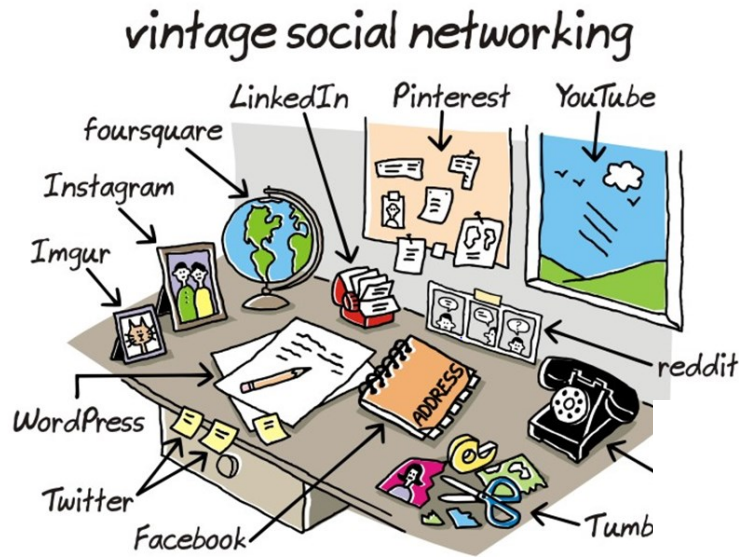
1. Create social media accounts
2. Construct social media posts that work best for each social media platform
3. Apply best practices to gain followers and get engagement



## Social Media Explained with

coffee





### Twitter: What's the big deal?

- Twitter is a global platform for users to share thoughts, news, ideas, jokes in 140 characters or less.
- Users can “follow” each other to keep tabs on people
- “Trends” occur when people tweet about the same topic or join in on a larger conversation using hashtags (more on that later...)
- **Everything on Twitter is public unless you “protect” your tweets**

Tweet privacy  Protect my Tweets

Your Tweets are currently protected; only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more](#).

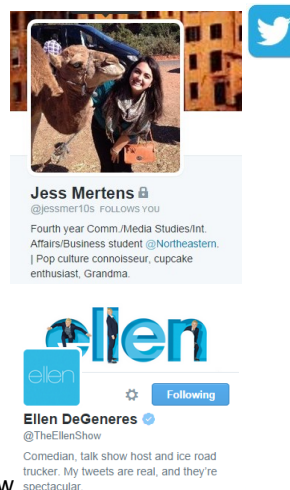
### Important lingo to know

- Tweet
- Retweet
- Feed
- Handle
- Mention
- Direct Message (DM)
- Hashtag (#)

## Ready to join the Twitterverse?

### Getting set up

- Your handle is your calling card – unless you're a brand, use a version of your name
- Use your bio to provoke interest and let people know what you're going to bring to their Twitter feeds
- Make yourself easy to recognize in your profile picture
- Header photos are like Facebook cover photos – try to find a landscape oriented picture



### Who to follow

- Find out which of your friends are on Twitter and follow them
  - Then, check out who they are following!
- Look up and follow your favorite brands, comedians, public figures, etc.

## What to say and how to say it

### Find your Tweeting Voice

- Ask yourself what you are trying to get out of Twitter
  - Looking for entertainment? Trying to make professional connections?
- What about you is interesting and will pull people in?
  - Are you an expert on something? Are you funny?

### Tweet Tips


- Keep tweets to around 110 characters
- Avd. 2 mny abrvs.
- Shorten links by using a service like bit.ly
- Add pictures where you can!
- Avoid tweeting sprees
- Don't just push out information - join a larger conversation
  - See what hashtags are trending and add your insight
  - If you're at an event, use that event's hashtag to connect with other attendees (**shameless plug: #ImpactMS**)





## Building your following

- Don't forget, conversations go both ways! If someone responds to you, respond to them
- If you want all of your followers to see a conversation, include a "." before a handle:

 **Ellen DeGeneres** @TheEllenShow · Oct 28  
 .@TaylorSwift13's performance of "Out of the Woods" was out of this world. [ellen.tv/1pVyKNL](http://ellen.tv/1pVyKNL)

- Encourage followers to interact with you by tweeting questions or using specific hashtags

 **jimmy fallon** @jimmyfallon · Oct 28  
 Hey guys! Post a pic of your fun & clever DIY Halloween costume, tell us what it's called & tag with #FallonCostume. Could be on our show!

- As you become more active, Twitter's "Who to Follow" suggestions will become more tailored to your interests.
- If a follower retweets you, make sure you thank them!
- Use the favorite button as a "like"



## Twitter Etiquette: Minding your @'s and #'s

**Golden Rule: If you wouldn't say it in front of someone, don't tweet it.**

- #Don't #use #a #hashtag #for #every #word

 **@NickKristof**. There must be many  
 #Harvard #College & #graduate  
 #school #alumni on #Twitter who have  
 received #ballots& admire your work!

7:01 PM Apr 4th via web in reply to nickkristof · Reply · Retweet

- Don't fall into a ranting trap – people will scroll on by
- Everyone likes a little gratitude – thank your followers! #FF
- Practice thoughtful retweeting



# Instagram


Fast, beautiful photo  
sharing

- Instagram is an online mobile photo-sharing, video-sharing and social networking service.
- Facebook purchased Instagram for \$1 billion in Sept of 2012.
- 200 million active users who are uploading 20 billion photos everyday.
  - 90% of users are under the age of 35

## Ready to start Instagramming?



*You'll need to register on the app but can view posts on a computer after you've registered.*

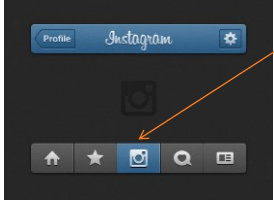
1. Download the Instagram app for Apple iOS from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
  2. Once the app is installed, tap  to open it.
  3. Tap Register with Email to sign up with your email address or Register with Facebook to sign up with your Facebook account.
  4. If you register with email, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to sign into your Facebook account if you're currently logged out.
-

Welcome to Instagram

Lets post a picture



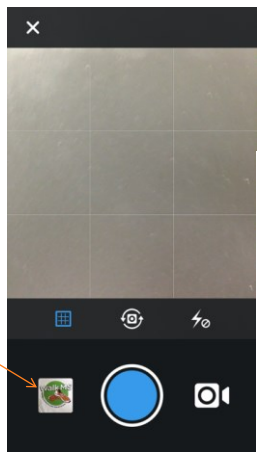
1.



Open app and click on camera icon on bottom of screen.

2.

Click on the small photo on the bottom left



3.



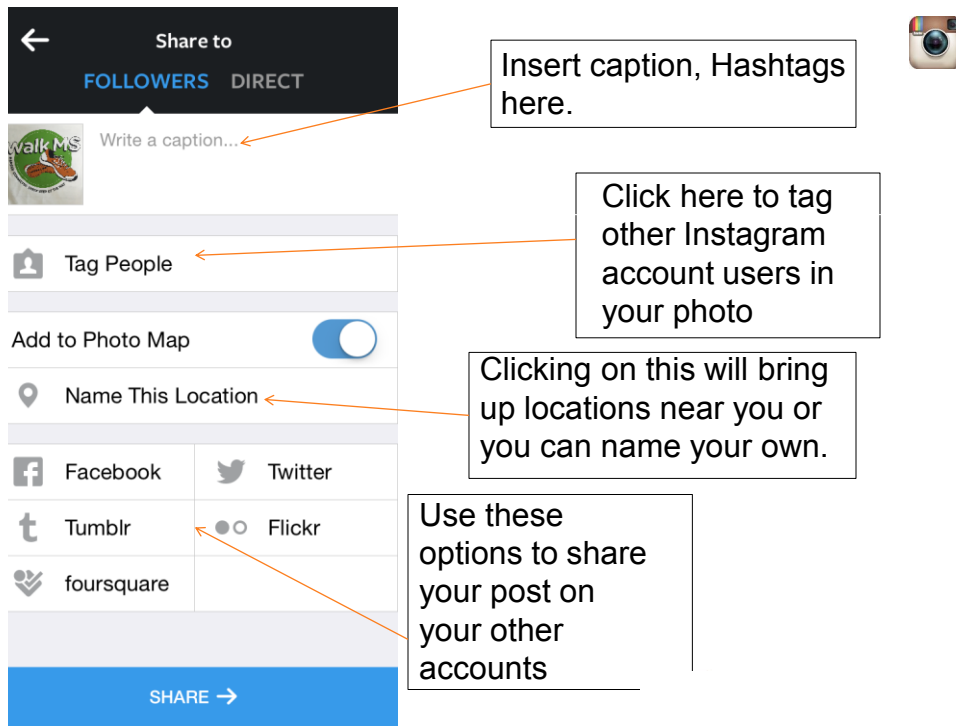
Your most recent picture from your phone's photo album will auto-populate but you can choose from any of your photos to post. Pictures will be restricted to a square



4.


Choose from 20 different filters to enhance your photo's image.





The screenshot shows the 'Share to' interface on Instagram. At the top, there is a back arrow, the text 'Share to', and two options: 'FOLLOWERS' (highlighted in blue) and 'DIRECT'. Below this is a 'Write a caption...' field with a small profile picture of 'walkMS'. To the right of the caption field is a callout box: 'Insert caption, Hashtags here.' Below the caption field is a 'Tag People' button with a callout box: 'Click here to tag other Instagram account users in your photo'. Below that is a toggle for 'Add to Photo Map' which is turned on. Below that is a 'Name This Location' button with a callout box: 'Clicking on this will bring up locations near you or you can name your own.' Below the location options are social sharing buttons for Facebook, Twitter, Tumblr, and Flickr. A callout box points to these buttons: 'Use these options to share your post on your other accounts'. At the bottom is a blue 'SHARE' button with a right-pointing arrow.

## InstaTips

- Take advantage of the Explore button  to find new users and hashtags to follow.
- Post 2 to 3 times a day if post is relevant
- Use hashtags to gain followers.
  1. #selfie
  2. #nofilter
  3. #TBT (throwback Thursday)
- Making your profile private allows user to control who follows your posts.
- :03-:15 videos can also be posted to Instagram.
- Go to the Instagram Help Center on their website for more information and tips.

MS Society Hashtags  
 #CureMS, #MSSociety,  
 #MultipleSclerosis,  
 #BikeMS, #WalkMS,  
 #MuckFestMS,  
 #MSResearch  
**#ImpactMS**





## King of the Social Networks

- Over **1.3** billion active users around the world
- Smartphone users check their accounts **15 times a day**
- Mark Zuckerberg donated \$1 billion to charity in 2013, making him the biggest charitable donor in the U.S.
- **48%** of young Americans said they found out about news through Facebook

## Tips to Sizing a Profile Picture & Cover Photo



### Profile Picture

- Choose an image that will work well as a small size
- must be at least 180x180 pixels when uploading, displayed as 160x160 pixels



### Cover Photo

- must be at least 399px wide and 150px high when uploading, displayed as 850 wide x 315 tall



- If you upload a larger image you'll be given a chance to move & reposition it by dragging to choose the crop you'd like displayed

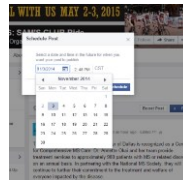
**\*Save image as a JPG or PNG\***

**\*Don't forget it's always PUBLIC\***

## Facebook Posts - How To



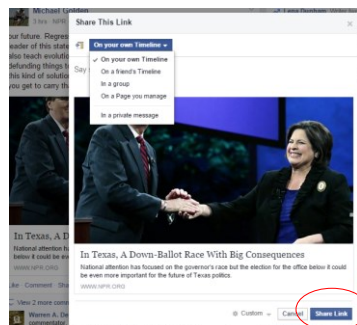
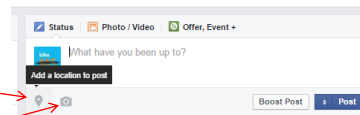
- **Tagging someone in a post or Page**
  - Use @ symbol, then type name → suggestions might auto-populate
  - When commenting on a post, you can link to someone in your response by following the same steps
- **# Hashtags**
  - Turns topics and phrases into clickable links in your posts
  - Use search bar to find posts about topics you're interested in
  - Must be written as a single word, without any spaces
  - You can include numbers in a hashtag, but punctuation and special characters (like \$ and %) won't work
  - #bikems #impactMS
- **Scheduling a post**
  - Choose the month, day, and time
  - Can view/edit post once it is scheduled



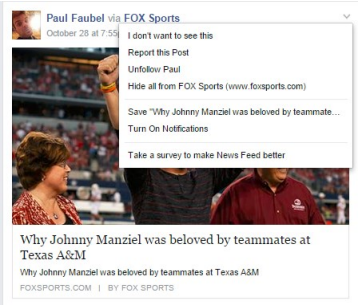
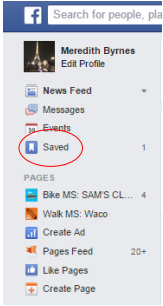
## Facebook Posts - How To



- **Keep your content short**
- **Add your location with a post**
- **Upload an image**
- **Share a post**
  - On your Timeline
  - Friends Timeline
  - In a group
  - Private message
  - On a page you manage
- **Privacy settings on post**



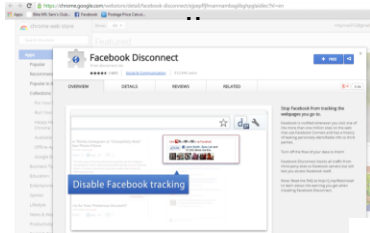
# Tips to Using Facebook



- Save links, places, & entertainment pages on your News Feed
- Unfollow status updates from “oversharers”

## Stop Facebook from tracking you

Facebook Disconnect is available for Firefox and Chrome



## Getting the MOST Engagement with your Posts



**AND NOW, OUR BEST PRACTICES!**

Post more and your engagement will drop and Facebook will show your posts to less of your fans.

Facebook is downtime so used more on the way into work, around lunch and at the end of the day.

When the weekend is near, people sneak a peek on Facebook! Sorry employers, it's true!

**PHOTOS GET MORE ENGAGEMENT**

Everybody loves a photo! Images get 40% higher engagement rate so make the effort to get visual!

During the week people only have time to like or comment. At weekends they're happy to share.

## Example Post



### Posts from Friends

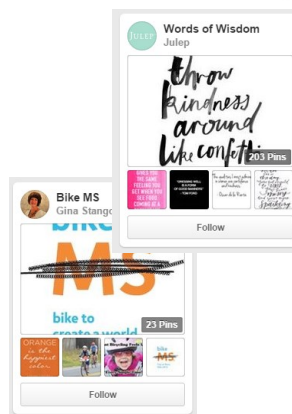
I don't want to see this  
Report this Post  
Unfollow Mackenzie  
Turn on notifications  
Take a survey to make News Feed better

### Your Posts

Save "harlowandsage on Instagram"  
Edit Post  
Add Location  
Change Date  
Highlight  
Turn off notifications  
Hide from Timeline  
Delete

## Pinterest

- Pinterest is a place to discover ideas for all your projects and interests, hand-picked by you.
  - Pins are visual bookmarks for stuff you find anywhere on the web or on Pinterest
  - Boards are where you collect pins by theme or topic; keep things under wraps with secret boards
- Web and mobile application with 70 million users; 80% women
- You can sign up through Facebook or create a profile with an email address and password
- Keywords are an essential part of your pins – they help people discover your pins/boards
- Find and invite friends if you connect your Facebook account with Pinterest
- Upload a pin, add from a website or use the "Pin it" button on an existing post to add it to your board



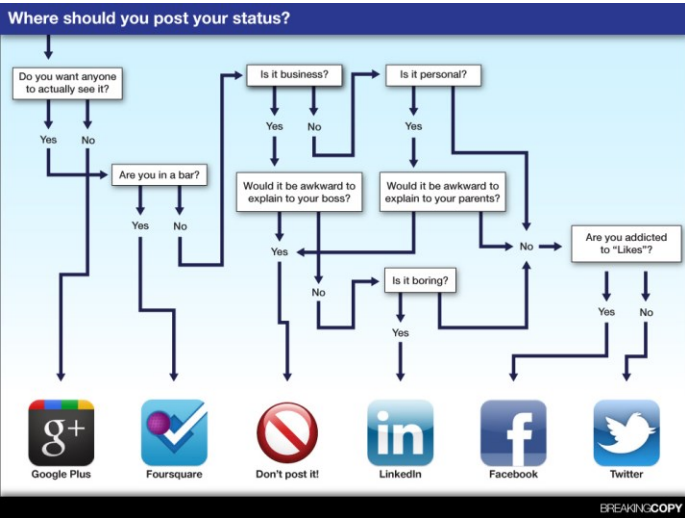


### LinkedIn

- Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.
- 300 million+ members
- Set-up your free profile (there are paid options as well).
  - Select a “professional” color photo of you looking direct to camera. Creativity can work, but can also backfire.
  - Complete your personal profile thoroughly and honestly – this is your online resume.
  - Connect to all your past and current contacts.
- Reach out to your contacts from time to time or endorse their skills.
- Participate in groups.



### Where should you post your status?



Before you  
  
**THINK**  
**T** = Is it True?  
**H** = Is it Helpful?  
**I** = Is it Inspiring?  
**N** = Is it Necessary?  
**K** = Is it Kind?