

# A short guide to Social Media

# What is social media?

- Primarily a platform for user-generated content (media).
- Facilitates creation and/or sharing of information.
- Connects people in virtual networks or communities (social).
- Content can include ideas, career interests, photos, videos, text posts, recipes and almost anything else.



# Common uses of social media



- News – can often collate news posts from several sources, and share them quickly and easily.
  - However be careful – not everything on social media is true!
- Socialising – many platforms focus on creating connections between users with shared interests: business, art, dance, gaming etc.
- Expression – user generated content means anyone can create, share and promote themselves and their work.
- Advertising – many platforms create revenue from ads; this can be controversial!

# Privacy and security

- Whichever social media platform you might use, make sure you understand the privacy and security settings. These can vary from site to site.
- Make sure to have a strong password, and be very careful about posting or sharing any personal information, especially if public.
- You may want to limit what you share to certain friends or groups.



# Popular social media platforms



# Facebook

- World's biggest social network
- So big it required a whole presentation to itself!

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®), all set against a solid blue rectangular background.

facebook®

# MeWe

- A social network dedicated to privacy and authenticity.
- No selling or sharing of personal information.
- You own and control your content.
- No ads.
- Basic features are “free forever”, premium features are charged.
- Available on desktop and tablet, iOS and Android phones.



# Twitter

- Create and share short messages with the world (all tweets are public by default)
- Retweet others' tweets to share them around.
- Follow other twitter users so you will always see what they tweet.
- Hashtags – tags that link topics together across many conversations. Identified by the hash sign #.





# LinkedIn

- A social network focused on business, academia and employer/employee relationships.
- Your profile can include your CV, and you can find others by searching their CVs, e.g. to find a job candidate.
- Includes a job search engine where employers can post vacancies.



# Instagram

- Post and share pictures and videos.
- Organise by geo-tags and/or hashtags.
- Many interesting filters and borders.

- Trivia: the most liked photo on Instagram, with over 54 million likes, is...



@world\_record\_egg



# YouTube

- Originally just a video hosting site, now a social media platform with numerous content creators and channels.
- Videos of just about anything!
- Occasionally toxic comments section.
- Subscriptions for music, sport, movies, tv shows and gaming content.



# TikTok

- Create, edit and share short videos.
- Add filters, borders, backing music, reactions and more.



# Pinterest

- Share images and ideas, using virtual pinboards.



# WhatsApp



- Mainly an electronic messaging service, for sending texts, photos and more to other users or groups.
- Also includes voice and video calling.

# Snapchat

- Send 'snaps' – images or short videos that disappear after being viewed.

