

Computer Know How Series

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Social Media (Facebook/Twitter) – Thursday April 13th 2017 @ 2pm

<http://www.aehost.net/morpd> or <http://www.morpd.com>

- 1) Topic of the Day
 - a. What is Social Media?
 - i. Wikipedia - Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Social media are interactive Web 2.0 Internet-based applications.
 - b. What is Social Networking?
 - i. Definition - The use of dedicated websites and applications to interact with other users, or to find people with similar interests to oneself.
 - ii. Wikipedia Social Networking Service - https://en.wikipedia.org/wiki/Social_networking_service
 - c. Social Media Purpose – Built to connect people and share information and experiences with others.
- 2) Requirements to access Facebook and Twitter
 - a. Internet Connection – speed and type are mostly not important.
 - b. Login Account for each service – signup at website.
 - c. Web Browser or service provided app
- 3) Facebook – www.facebook.com
 - a. Founded February 2004 and Headquartered in Menlo Park, CA
 - b. Basic terms
 - i. **Connections** – Friends (Follow/Unfollow), Family (Timeline > About)
 - ii. **Views/Filters** – News Feed, Wall, Events, Pages, Groups, Moments
 - iii. **Actions** – Post, Share, React (Like, Love, Haha, Wow, Sad or Angry), Comment, **Location**, Tag, Chat/Message, Notifications, Activity Log, Live
 - iv. **Settings** – General, Security and Login, **Privacy**, Timeline and Tagging, Blocking, etc.
 - v. **View As** – Timeline to view what others see based on your privacy settings.
 - vi. **Login with Facebook** – On 3rd Party sites, we don't recommend Login on with Facebook option because information is shared. If used, use Generate App Password function.
 - vii. Download Your Facebook Data – Settings > General > Download a Copy
 - viii. Connect to Twitter – Settings > Public Posts > Twitter
 - c. Demo – Recap basics (Friends, Posts, Privacy)
- 4) Twitter – www.twitter.com
 - a. Founded March 26, 2004 and Headquartered in San Francisco, CA
 - b. Basic Terms
 - i. **Connections** – Following, Follower
 - ii. **Views/Filters** – @Profile, Trends, #Hashtags
 - iii. **Actions** – Tweet, Retweet, Comment, @Tag, #Hashtag, Message, Notifications
 - iv. **Settings and Privacy** – Account, **Privacy and Safety**, Notifications, etc.
 - v. **Login with Twitter** – On 3rd Party sites, we don't recommend Login on with Twitter option because information is shared. If used, use Generate App Password function under Settings.
 - c. Demo – Recap basics (Follow/Unfollow, Tweet, Privacy)

5) Links/Resources

- a. Facebook – www.facebook.com
- b. Facebook info - <https://www.google.com/#q=facebook+stock&spf=1212>
- c. Facebook for Beginners - <https://hubpages.com/technology/facebookforbeginners>
- d. Facebook Privacy Basics - <https://www.facebook.com/about/basics>
- e. The Social Network – 2010 movie about the birth of Facebook (Biography/Drama)

- f. Twitter – www.twitter.com
- g. Twitter info - <https://www.google.com/#q=twitter+stock&spf=1387>
- h. Getting Started with Twitter - <https://support.twitter.com/articles/215585#>
- i. Twitter Basics - <https://www.hashtags.org/featured/twitter-for-beginners-basic-guidelines-before-you-start/>

- j. Differences between Facebook and Twitter - <https://blog.bufferapp.com/5-points-where-you-shouldnt-confuse-twitter-with-facebook>