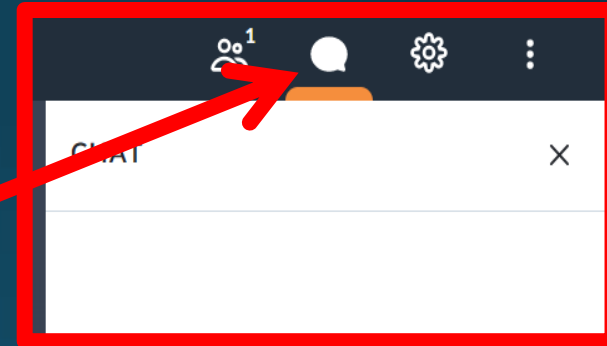


Welcome to Class

Please read the Instructions below before we begin

1. When you enter the classroom the Instructor will "Mute All Attendees" This will help keep the background noise from interfering while the instructor is speaking.

****To ask a question - simply click the Microphone icon on your screen to Unmute yourself or click the CHAT button to type a question. The Instructor will also stop every few minutes to take questions.**



2. The Instructor also controls the screen. Attendees will not be able to see other attendees. The only view will be the Instructor's screen.

Welcome to Social Media

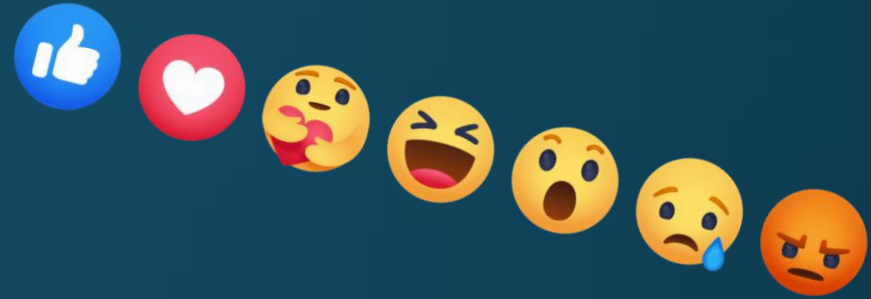
All About Facebook, Twitter, & Instagram

Presented by
Sharper Training Solutions

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Agenda



- What is Social Media
- Overview of Facebook, Twitter, Instagram
- Security- Staying Safe
- Live Demonstration

What is Social Networking?

The use of dedicated websites and apps to interact with other users, or to find people with similar interests.

What is Social Media?

Social Media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities

Social Media Apps

Facebook



- It is Free to join
- Connect with friends and family online
- Must send a “Friend Request” to become friends with people you know
- Can Create and join Groups for specific interests (i.e. Long Island Pet Parents, Moms Groups, Antiques & Collectables, etc.)
- Users can Buy and Sell items through Groups and/or Facebook Marketplace
- Has a video chat available through its private message section

Twitter



- Free to join
- Allows people to share their thoughts with a big audience
- Limited to 240 characters
- Follow anyone, and anyone can follow you back – accounts can be set to private.
- Click here for instructions on how to use Twitter
- <https://help.twitter.com/en/using-twitter>

Instagram



- It is Free to join
- Allows users to share photos and videos from their lives – take an “instant” picture from your phone.
- Add special filters to their photos
- Follow others *Can add security setting so people must ask to follow you
- Click here for instructions on how to use Instagram
- <https://help.instagram.com/454502981253053/>

What are Stories

- Social Media companies created an additional type of posting called “Stories”
- **Stories** focus on the storytelling aspect of a collection of images and short videos, that allows you to use photo, video, text, emoticons, and tags to create both long-form and short-form content.
- You can add content to your Story but it disappears after 24 hours

What is a Hashtag?

A word or phrase in social media preceded by a hash tag (#) is used to identify messages on a specific topic. Hashtags are subject based and not for a specific person.

#LoveVirtualClasses
#LibrariesRock



Safety and Security

- Use a Strong Password for each Social Media Account
- Use a different Password for each of your social media accounts
- Set up security questions and 2 factor authentication
- If you have social media apps on your mobile device, be sure your device is password protected
- Be selective with who you interact with and accept friends requests from
- Don't post about your trip WHILE YOU ARE AWAY. OR post when you will be going away.

Let's Go Live!