

Welcome to Social Media

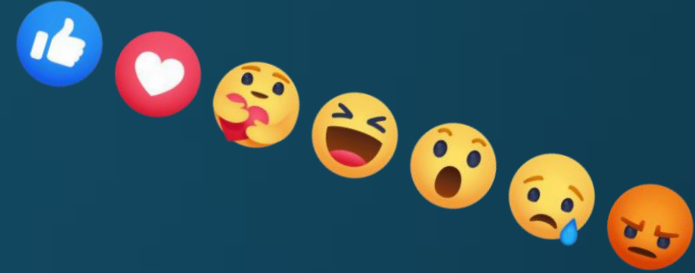
All About Twitter, Instagram and Snapchat

Presented by
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Agenda



- What is Social Media
- Overview of Twitter, Instagram and Snapchat
- 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

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/>

Snapchat



- Free to join
- Popular messaging app - users exchange pictures and videos (called snaps) they disappear after they're viewed.
- Advertised as a "new type of camera"- you can take a picture or video, then add filters, lenses or other effects and share them with friends
- Must be "friends" to send and receive snaps. *Can add security settings.

Click here for instructions on how to use Snapchat

<https://blog.hootsuite.com/how-to-use-snapchat-beginners-guide/#view>

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. All Social Media sites use Hashtags.

#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!