



DIGITAL SKILLS FOR PEOPLE LIVING IN THE 3RD AGE
Effective Digital Access to Public Services



DIGITAL ACCESS PROJECT

LEARNING MODULE

Basic knowledge about Social media

Code: M3BO

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LEARNING HOURS: [ALL UNITS LEARNING HOURS]

WORKLOAD: [ALL UNITS LEARNING HOURS + OVERALL TIME FOR THE EXERCISES]

SUMMARY

This module is designed to provide the user with the necessary knowledge related to the Social media, its purpose, common features and main functions. Unit 1 provides information about what is Social media and how does it work with a focus on some common features which can be found in the most popular Social media platforms as well as some common problems to keep in mind when using Social media. Unit 2 provides more detailed information about some of the most popular Social media (Facebook, LinkedIn, Twitter, Instagram, YouTube), their purpose, functions and main features.

KEYWORDS

Social media, Facebook, LinkedIn, Twitter, Instagram, YouTube, account, profile, news feed, like, comment, tweet, hashtag, share, post, follow, notification, message, photo, video, social network, computer, tablet, smart phone, communication, features, function

MODULE OBJECTIVES

Actions / Achievements		
Acquiring and understanding basic knowledge about Social media, main features and functions. Developing basic skills for using popular Social media – Facebook, LinkedIn, Twitter, Instagram, YouTube.		
Knowledge	Skills	Competencies
Social media	Understanding what is Social media, its main characteristics and features Understanding problems related to Social media	Identifying Social media channels Identifying risks connected to Social media
Facebook	Skills in using Facebook	Participating in online interactions through Facebook
LinkedIn	Skills in using LinkedIn	Participating in online interactions through LinkedIn Using LinkedIn for employment and business purposes



Twitter	Skills in using Twitter	Participating in online interactions through Twitter
Instagram	Skills in using Instagram	Participating in online interactions through Instagram
YouTube	Skills in using Youtube	Participating in online interactions through YouTube Uploading videos online

UNIT 1: WHAT IS SOCIAL MEDIA

Specific objectives

In Unit 1 you will learn what is Social media, what is its purpose in the digital world and how does it work. We will also look at some common features which can be found in the most popular Social media platforms as well as mark some problems you need to keep in mind when using Social media.

What is Social media?

Social media are interactive instruments of communication operated on digital devices (computers, tablets, smart phones) which are used for creating, sharing and exchanging information, pictures, videos, events, employment opportunities, etc. via virtual communities and networks. Different types of Social media include websites and applications dedicated to forums, microblogging, social networking, social bookmarking, wikis, etc. Popular Social media include Facebook, LinkedIn, Instagram, Twitter, YouTube, Pinterest, Snapchat, Wikipedia, etc. The main characteristics of most Social media are:

- They are ***interactive Internet-based applications***
- Their ***content is generated by the users through text posts, comments, photos, videos, etc.*** and the data is generated through all online interactions
- The ***users create their own profiles*** on the Social media website or app which are designed and maintained by the Social media organisations
- Social media facilitate the ***development of online social networks*** by connecting a user's profile with those of other individuals or groups

Social media can help to improve a person's sense of connectedness with real or online communities. It also can be an effective communication or marketing tool for corporations, entrepreneurs, nonprofit organisations, political parties and governments. In business, Social media is used to market products, promote brands, connect to current customers and foster new business.

Common features of Social media

Since the purpose of the Social media is to enable people to interact with each other by both sharing and consuming information, there are some ***common features of Social media***:

- ***User account***: If you want to join the Social media, you have to create your own account that you can log into at any time

- **Profile page:** Since social media is all about communication, a profile page is often necessary to represent an individual. It often includes information about the individual user, like a profile photo, bio, website, feed of recent posts, recommendations, recent activity and more
- **Friends, followers, groups, hashtags and so on:** Individuals use their accounts to connect with other users. They can also use them to subscribe to certain forms of information.
- **News feeds:** The information shared is updated in real-time via the user's news feed
- **Personalization:** Social media sites usually give users the flexibility to configure their user settings, customise their profiles to look a specific way, organise their friends or followers, manage the information they see in their news feeds and even give feedback on what they do or don't want to see
- **Notifications:** They notify users about specific information. Users can choose to receive the types of notifications that they want.
- **Like buttons and comment sections:** Two of the most common ways to interact on social media are via buttons that represent a "like" plus comment sections where you can share your thoughts

Common problems in Social media

Even though Social media has many benefits related to social networking, entertainment, promoting employment opportunities, supporting business marketing and exposure and so, there are also many common problems which most major Social media platforms haven't entirely solved, despite their efforts.

- **Spam** – Social media makes it easy for spammers, both real people and bots, to bombard other people with content
- **Cyberbullying/Cyberstalking** – Children and teenagers are especially susceptible to cyberbullying because they take more risks when it comes to posting on Social media. And now that many people interact on Social media via their mobile devices, most major platforms make it possible to share locations, opening up the doors for cyberstalkers to target people of their interest
- **Self-image manipulation** – What a user posts about themselves on Social media only represents a small portion of their life. While followers may see someone who's happy and living it up via their posts on Social media in such a way that makes them feel boring or inadequate by comparison, the truth is that users have the power to completely control what parts they do and don't want to broadcast on Social media to manipulate their own self-image.
- **Fake news** – Fake news websites promote links to their own false news stories on Social media in order to drive traffic to them. Many users have no idea that they're fake in the first place.



- **Privacy/Security** – Many Social media platforms still get hacked from time to time despite having good security measures in place. Some also don't offer all the privacy options that users need to keep their information as private as they want them to be.

In the next Unit we will look at some of the most popular Social media platforms in more detail.

UNIT 2: POPULAR SOCIAL MEDIA

Specific objectives

Unit 2 provides information on some of the most popular Social media, their purpose, functions and main features. The included Social media are Facebook, LinkedIn, Instagram, Twitter and Youtube.

Facebook



Facebook (www.facebook.com) is a free social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends, family and colleagues.

In order to join Facebook, you have to create a free account. All you need to do it visit the Facebook website and sign up by providing your name, mobile number or email and creating a password. Once you're all set up, you can personalize your profile by adding a profile picture and some information about yourself (optional).

Within each member's personal profile on Facebook, there are several key networking components.

- **News feed** – This is also known as the home page of Facebook. It is what you see when you log into Facebook. The news feed reflects activities or stories related to people, pages and groups your Facebook profile is connected to on Facebook. Your news feed is unique to you. The activities and stories you see in your news feed are a unique display based on the connections you have in Facebook to people, pages and groups
- **Timeline** – The Timeline (previously known as the Wall) is a place on a profile, page, or group where Facebook users post messages for others to see. Messages that can be posted include text, videos or photos. The timeline is where you land on when you visit a Facebook user's personal profile or a Facebook page.
- **Friends** – Friends are called your own contacts on Facebook. To “friend” someone on Facebook you need to send or accept a “friend request”. If you don't feel like becoming friends with someone and give them access to your profile information and posts, you can decline the friend request

- **Photo Album** – Photos can be uploaded from your computer or directly from a smart phone camera. An interactive album feature allows your “Friends” to comment on each other's photos and identify (“tag”) people in the photos.
- **Status update** – Here you can post messages, announcement, statements, etc. and share them with your friends. All interactions are published in the News feed, which is distributed in real time to your friends.
- **Like and other reactions** – This feature enables users to easily interact with status updates, comments, photos, links shared by friends, videos, advertisements, etc. by giving thumbs up (Like) or one of five pre-defined reactions (Love, Haha, Wow, Sad or Angry)
- **Facebook Messenger** – This is an instant messaging service which lets Facebook users to send messages to each other. It also allows users to make voice calls and video calls both in one-to-one interactions and in group conversations.
- **Notifications** – Notifications tell you that something has been added to your profile page
- **Groups** – Facebook groups can be created by individual users. Groups are used for collaboration and allow discussions, events and many other activities. They are a way of enabling a people to come together online to share information and discuss specific subjects. They are used by clubs, companies and public sector organisations to engage with interested people. Groups can have three different levels of privacy settings – open groups, closed groups and secret groups.

LinkedIn



LinkedIn (www.linkedin.com) is a social network specifically designed for career and business professionals to connect. Unlike other social networks in which you might become "friends" with anyone and everyone, LinkedIn is about building strategic relationships. How many people you connect with is less important than who you connect with.

To join LinkedIn you should start with creating a personal LinkedIn account and profile. Once you sign up for a LinkedIn account, either free or paid, you can create your own professional profile. Since this is a professionally oriented website, it is important that the information in your profile represents your business, career or you as a professional.

Some of the things you can add to a profile include the basics of your resume, a summary of yourself, your contact information, links to your website and/or blog, previous employers,

books you've written, projects you've worked on and so on. Don't forget to add a professional picture, as people are reluctant to connect with someone without a photo.

Once your profile is complete, you can publish it and start looking for “connections.” A connection is a person that you know or would like to know. The basic features of LinkedIn include:

- **Home** – your news feed showing recent posts
- **Profile** – shows your name, your photo, your location, your occupation, etc. You have the option to customise different sections like a short summary, work experience, education and other sections similar to how you might create a traditional resume or CV.
- **My network** – a list of all the professionals you're currently connected with on LinkedIn
- **Jobs** – jobs listings are posted on LinkedIn everyday by employers and LinkedIn will recommend specific jobs to you based on your current information, including your location and optional job preferences that you can fill out to get better-tailored job listings
- **Interests** – you can follow certain interests on LinkedIn as well
- **Messages** – when you want to start a conversation with another professional, you can send them a private message through LinkedIn. You can also add attachments, photos and more.
- **Pending Invitations** – When other professionals invite you to connect with them on LinkedIn, you'll receive an invitation that you'll have to approve.

Twitter



Twitter (www.twitter.com) is an online news and social networking website where people communicate in short messages called tweets. “Tweeting” is sending short messages to anyone who follows you on Twitter, expecting that your messages are useful and interesting to someone in your audience. Some people also use Twitter to discover interesting people and companies online and to follow their tweets for as long as they are interesting.

You can join Twitter by creating a free account and Twitter name. Then you send broadcasts daily or even hourly. In the 'What's Happening' box you can type your message and then click “Tweet”. Even if you're not a registered Twitter user, you can still see some of the latest trending tweets in your country from various categories such as news, entertainment,

sports, politics and so on. To do this, you need to visit the Twitter homepage. However, if you don't register an account, you won't be able to "tweet".

To receive Twitter feeds, you need to find someone interesting to you (celebrities included), and "follow" them to subscribe to their tweets. Once a person becomes uninteresting to you, you can simply "unfollow" them.

Twitter is a simple social network, but there are a few features and functions you need to know about:

- **Tweets** – These are the posts and updates that you make and share with others. You can put in a message of 280 characters or less and then tweet it. All tweets, both yours and the ones of other users, are kept in an archive.
- **Hashtag** – The hashtag symbol (#) is used to tag keywords or topics on Twitter. This function allows people to easily follow topics they are interested in. Even though the hashtag started out most popularly on Twitter as the main social media platform for this use, the use has extended to other Social media platforms like Facebook and Instagram.
- **Home or Feed** – Here you can see a chronological collection of tweets made by Twitter users you follow
- **Following** – This is the list of Twitter users you follow. Clicking on the Follow button on another user's profile is a bit like subscribing. Every time they Tweet, you'll see it in your Feed.
- **Followers** – This is the list of people who follow you. While your Tweets are public for everyone to find, your followers will see your Tweets in their Feed. This is your core Twitter audience. If they like what they see from you, they'll engage and retweet you spreading your messages.
- **Notifications** – They show you the activities related to your Twitter account including mentions, newest followers, retweets, likes, etc.
- **Messages** – This is your inbox for direct messages. Direct messages can be sent privately to Twitter users who are following your account.
- **Likes** – This shows all the Tweets you have liked. You like a Tweet by clicking the small heart icon. Liking a Tweet is a great way to acknowledge another user's message. It's also a great way to get noticed by potential followers.
- **Retweets** – A retweet is a when you or someone else is sharing the original Tweet. Clicking the small cycle icon will re-share that tweet to your followers.
- **Pinned Tweets** – You can pin one of your Tweets to the top of your profile so it stays visible, even as you post new Tweets.

Instagram



Instagram (www.instagram.com) is a social networking app, owned by Facebook, Inc., made for sharing photos and videos from a smart phone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile, a news feed and other similar functions and features. When you post a photo or video on Instagram, it will be displayed on your profile. Other users who follow you will see your posts in their own feed. Likewise, you'll see posts from other users whom you choose to follow.

Instagram is like a simplified version of Facebook, with an emphasis on the mobile use and visual sharing. Just like other social networks, you can interact with other users on Instagram by following them, being followed by them, commenting, liking, tagging and private messaging.

You can start using Instagram by getting the free app from the Apple App Store or Google Play. When you first open the app, you'll need to register by giving your email, creating a username and selecting a strong password.

Once you're all set up, choose a profile picture and put some information about yourself. It is entirely up to you to decide what personal information to put and it's a good idea to think about your target audience, whether it's close friends or potential clients or customers, and write something that tells them what they can expect in your posts.

If you want to follow a celebrity but you are not sure if a particular account is the official account of the person you want to follow, look for a symbol of verification next to their name in their bio. If there is no verification symbol, the account may not be verified yet or the account may be created by a fan.

YouTube



YouTube (www.youtube.com) is a free video-sharing website, which hosts millions of videos, ranging from movie trailers, music videos and documentaries to educational videos, guides, recipes, etc. YouTube is owned by Google and it is available in nearly every country and in over fifty different languages. YouTube can be accessed on computers, tablets and via mobile phones.

YouTube allows users to upload, view online, rate, share, add to favorites, report, comment on videos and subscribe to other users. **Unregistered users can only watch videos** on the website, while registered users are permitted to upload an unlimited number of videos and add comments to videos. **To register on YouTube**, you have to create a YouTube account or link an existing Google account with the new YouTube account.

YouTube videos can be shared via email, every major social network, embedding the video or sharing its link (URL). To do so you have to click the Share button for a video and you're presented with several options for sharing it with friends and family.

To **upload a video on YouTube**, you need to find the video on your computer, fill out the necessary fields (topic, keywords, description), and click upload. You will receive an email notification once the video is completely uploaded – depending on the size of the video and the speed of your Internet connection, it can take anywhere from just a few seconds to several minutes.

EXERCISES

Exercise 1: Where would you do it?

Take a look at the list of online activities below and decide on which Social media are they most likely to take place. In some cases, more than one correct answer is possible.

					
You can use some of the functions even <u>without creating an account</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Where would you <u>most likely</u> post <u>#ilovedogs</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You create your profile with a <u>professional</u> headshot picture and information taken from your CV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You would most likely use it on a <u>mobile device</u> to post photos and videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your neighbour posted on your <u>Timeline</u> 10 tips on how to check if your spouse is cheating on you and you are wondering how to react – <u>Like, Love, Haha, Wow, Sad or Angry...</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You <u>retweet</u> something that Donald Trump said	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It allows you to <u>interact online with people</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exercise 2: Word search

Find 10 terms used in Social media platforms and describe their meaning. In some cases the term can be a combination of 2 words. You can search for terms horizontally or vertically.

Z T I M E L I N E G O Z
P H O T O A L B U M F K
N O T I F I C A T I O N
X Y Z W H P R O F I L E
Q N E W S F E E D Q L E
R F S Z E D C L E M O T
M S B L A B Y V X X W W
I L C G C H S W W Y E E
E F S B U P L O A D R E
U Y J B P E N T Q W C T
Y O Z G Z H A S H T A G
W I E T A G W Z V U Y P

1. Term 1 – description
2. Term 2 – description
3. Term 3 – description
4. Term 4 – description
5. Term 5 – description
6. Term 6 – description
7. Term 7 – description
8. Term 8 – description
9. Term 9 – description
10. Term 10 – description

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Unit 2. Popular Social media

Facebook

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DIGITAL SKILLS FOR PEOPLE LIVING IN THE 3RD AGE
Effective Digital Access to Public Services



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SOLUTION OF EXERCISES

Solution of Exercise 1

Take a look at the list of online activities below and decide on which Social media are they most likely to take place. In some cases, more than one correct answer is possible.

					
You can use some of the functions even <u>without creating an account</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Where would you <u>most likely</u> post <u>#ilovedogs</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You create your profile with a <u>professional</u> headshot picture and information taken from your CV	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You would most likely use it on a <u>mobile device</u> to post photos and videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Your neighbour posted on your <u>Timeline</u> 10 tips on how to check if your spouse is cheating on you and you are wondering how to react – <u>Like, Love, Haha, Wow, Sad or Angry...</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
You <u>retweet</u> something that Donald Trump said	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It allows you to <u>interact online with people</u>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Solution of Exercise 2

Find 10 terms used in Social media platforms and describe their meaning. In some cases the term can be a combination of 2 words. You can search for terms horizontally or vertically.

Z	T	I	M	E	L	I	N	E	G	O	Z
P	H	O	T	O	A	L	B	U	M	F	K
N	O	T	I	F	I	C	A	T	I	O	N
X	Y	Z	W	H	P	R	O	F	I	L	E
Q	N	E	W	S	F	E	E	D	Q	L	E
R	F	S	Z	E	D	C	L	E	M	O	T
M	S	B	L	A	B	Y	V	X	X	W	W
I	L	C	G	C	H	S	W	W	E	E	
E	F	S	B	U	P	L	O	A	D	R	E
U	Y	J	B	P	E	N	T	Q	W	C	T
Y	O	Z	G	Z	H	A	S	H	T	A	G
W	I	E	T	A	G	W	Z	V	U	Y	P

FOLLOWER
NEWS FEED
TAG,
NOTIFICATION
PHOTO ALBUM
TWEET
UPLOAD
TIMELINE
HASHTAG
PROFILE

1. **Follower** – a person who follows you on Twitter
2. **News feed** – reflects activates or stories related to people, pages and groups your Facebook profile is connected to
3. **Tag** – The way of identifying (or linking) people to something you post online (message, photo, video, etc.)
4. **Notification** – Messages that notify you that there have been any activities related to your account
5. **Photo album** – The place in your profile where all the photos are stored
6. **Tweet** – the posts and updates you make and share with others on Twitter
7. **Upload** – The activity of publishing a text, photo or video online
8. **Timeline** – the place on a Facebook profile, page or group where you can post messages for others to see
9. **Hashtag** – the symbol # used to index keywords or topics which are interesting to you
10. **Profile** – your personal page on some Social media where you put your name, photo and personal information for others to see