

Facebook, Twitter, Pinterest

Getting Connected with Friends & Family in the 21st Century!

Bay Indies Computer Club

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What is Facebook?

Facebook is an online community that creates an online social network through the aspects of the people in your life and who are already connected to your life through your friends, colleagues, and family members that *are already members of the Facebook Community.*

What is Facebook?

- Facebook defines itself as helping you to connect and share with the people in your life through your workplace, high school, university, hobbies, interests and likes of people that are online **within the Facebook community.**
- Users '**friend**' their friends and family.
- Users '**like**' and '**follow**' participating networks: such as a school, place of employment, geographic region, or social hobby group.

Why Facebook?

- 1. Stay in Touch and reconnect with Friends and Family.**
- 2. Upload and Share your Photos.**
- 3. Populate your social calendar with things to do within your community.**
- 4. Join Groups and Events and enhance your life.**
- 5. Spread the word about your Group or Event.**

Why Socialize Online?

1. **Viral Nature**

- Once your account is created, you can invite friends, and your friends invite friends and so on. The Internet never closes. Anyone can connect with any digital device.

2. **Online Identity**

- Not everyone has a personal website.

3. **Enhanced Knowledge**

- Tapping into one's social network can allow for people to fill in information gaps when members extended their networks.

4. **Basic human need to share**

- The open source movement of blogging has shown that people love to share their opinions.

5. **Basic human need to connect**

- Human beings are social creatures. We need to connect and expand our connections. Connections are limited by geography and economic situations. Social networks allow people to expand around their interests.

Social Networking Benefits

- The '**friends**' that you *can* make and keep.
- **Reconnecting** with people from your past.
- **Around the world access**. This means that although you are in the United States, you could develop an online friendship with someone in Denmark or China or California.
- Anyone from anywhere in the world, **13 years or older**, can become a member.
- Once inside an online community, you can begin to **create your own network of friends** and eliminate members that do not share common interests or goals.

How does it work?

- **The Social Networking website** searches what you've typed into your **profile** information and **makes** friend suggestions, page suggestions and group suggestions for you to **build** your online social networking community.

How Can You Use Social Media?

- ◎ **Virtual Gallery.** Social media is built for images.
- ◎ **Build an active Fan Base.** Stay in touch and communicate by sending posts.
- ◎ **Events.** Let your fans know about your special events, activities and classes.
- ◎ **Promote.** Enhance or promote your "brand" or "event".

Why is it so Popular?

- **Facebook is open-ended and easy to use.**
- Once you've set up your Profile and entered some basic information, you can sit back and let Facebook **suggest** friends and activities to enhance your life based on your likes and existing friends.
- **It is available for anyone with an internet connection.**
- Instant gratification. **It's fun! It's Free! It's Mobile!**
And Everyone is already using it.

Facebook'isms I

- ◎ **Friending** or **Friend Me**. Approving and accepting a friend request.
 - Some friends you already know, meaning you've got some built in social networks already in your life through High School, College, work, hobbies, activities, cities that you lived in or live.
- ◎ **News Feed / Most Recent / Top News / Status Updates**
 - **Update Status**. How are you feeling? What are you doing? What is on your Mind?
 - **Comments**. Answers to posts that everyone in your network can see and read.
 - **Like**. Thumbs up.
 - A time stamped tickertape of your activities on Facebook.
 - When your friends visit your profile, they will be able to see what you've been up to, or what's coming up in your life.
 - **Check In / Places**. Location of where you are doing what you are commenting on.

Facebook'isms II

- ◉ **Messages/Messenger.** Facebook email Inbox. Much like your regular email inbox, this is where you can send and receive messages directly to whomever you send that message to. More privacy than a comment you would post to your Wall.
 - Inbox messages can only be seen by the sender and the recipient.
- ◉ **Chat.** Instant Messaging specifically on Facebook. You are texting to your friends who are online through the Facebook application.
- ◉ **Poke.** Let your friends know you're thinking about them, without saying a word. When you send a poke, the recipient gets a notification telling them that they've been poked.

Facebook'isms III

- ◉ **Profile.** Your personal space on Facebook. This is where your friends can contact you, view and interact with your applications, post photos, add information.
- ◉ **Tag or Tagging.** “Tag – you’re it!”. Highlighting a text or flagging a page or marking a photo.
 - Whenever you or a friend posts a photo to Facebook, you have the option of “tagging” or identifying the people you know in the photo, be it yourself, or someone in your immediate group of Facebook friends.
 - The folks that you tag will get a notification that they have been tagged and that photo will appear on their Wall.
- ◉ **Notifications.** Comments. Likes. Accepting of friend requests. Every time someone interacts with you on Facebook you will receive a notification (if your notifications are turned ON) that that person has done so.

Facebook'isms IV

- **Apps or Applications.** Fun interactive games and programs.
- **Groups / Pages.** Created by companies, organizations, musicians, politicians, etc. Facebook members can become fans of a Page to communicate support for the group, company, etc, and to interact with other members who share their sentiments.
- **Events.** Invitations.

Getting Started

If you do not already have a Facebook account:

1. Type www.facebook.com into the Address Bar > Hit the Enter key (on the keyboard)
2. **Fill in the white text boxes under “Sign Up”**
 - Type your First Name
 - Type your Last Name
 - Type your Email Address or Mobile number
 - Re-enter your Email Address or mobile number
 - Enter in a Password (** Use the same password that you use to login to your Email) (Write it down)
 - Select your Birthday (Month/Day/Year)
 - Select your Gender (Female/Male)
 - Click the green Sign Up button

Getting Started

If you already have a Facebook account:

1. Type www.facebook.com into the Address Bar > Hit the Enter key (on the keyboard)
2. Type in your Email Address or Mobile Phone Number
3. Press the Tab Key
4. Enter in your Facebook Password
5. Click on Log In or hit the Enter Key

Your Personal Profile

- ◉ Your personal space on Facebook.
- ◉ This is where your friends can contact you directly through a public Post or Tag or a private Message
- ◉ And where they can see what you've been up to on your Wall.

Build Your Profile

- **Complete ALL Profile fields**
 - Basic Info, About You, Contact Info, Work & Education, Living, Family, Favorite Quotations, Likes (Favorites).
- **Upload a Profile Picture.** Make it easier for friends to identify you as being the real you. In addition, the picture you select is another way to express who you are to your friends and family.
 - Click on Browse – locate your photo in the Pictures folder on your computer.
- **Click on * Save Changes ***

Friend Finder



- **Facebook's features depend on the idea that there are people in your life that you like to stay in touch with and reconnect to. Once you connect them, they are considered Facebook friends.**
- **Friend Finder.** Asks you for your email address and password and then runs a check of the emails in your Email address book to see if any of your contacts match people who currently have profiles on Facebook.
 - You can select which people you would like to send friend requests to; friendships on Facebook need to be confirmed by both people before they become official.
 - **Additionally, Friend Finder will prompt you to invite your contacts to join if they aren't already on Facebook and members of the Facebook community.**

Friend Finder II



- ◉ **Classmates Search.** Searching for classmates is an easy way to find good friends that you may have lost track of along the way. You can search either by high school, or by college. Narrow down your results, and choose a class year when searching.
- ◉ **Coworkers Search.** Coworker search is an easy way to find people you know from your current or former job. You can find Coworker Search in the same page as Classmate Search.
- ◉ **Name Search.** At any time, no matter where you are on Facebook, you can use the quick search box (at the top right corner of the top menu) to search for your friends by name. Simply type in the name you are looking for and hit enter.
- ◉ **Find more friends.** Seriously, go read all the fun things you can do once you have your friend list set up. Facebook is all about keeping up with friends both new and old. Check out some of the ways to find friends, or send invites to people you want to connect with on Facebook.

Who are your Facebook Friends?

- ◎ **Friending** or **Friend Me**. Approving and accepting a friend request.
 - Some friends you already know, meaning you've got some built in social networks already in your life.
 - Some friends are suggestions of people you may know because they are friends with people who you are friends with.

Friend Finder III



- ◉ **Double Heads icon.**
- ◉ Facebook will help you connect with your friends mutual friends.
- ◉ It's 1 degree of separation.
- ◉ You can select which people you would like to add to your Facebook community.
- ◉ Friend Finder will prompt you to invite your contacts to join Facebook.
- ◉ Those friends then have the option to accept your friend request.

Navigating Facebook

1. **Facebook logo.** Takes you back to your home page.
2. **Search Box.** Let's your search within the Facebook universe
3. **Your Profile Photo/First Name.** Will show your Profile page.
4. **Home.** Refreshes your status updates and the homepage.
5. **Friend Requests/New Friends/People You May Know.** Let's you know how many friend requests you have to accept/decline.
6. **Messages.** Send, Read, Reply to your Facebook Email.
7. **Notifications.** Let's you know who wrote on your Wall or tagged you if you aren't receiving Email notifications.
8. **Lock Icon. Privacy Shortcuts.**
9. **Downward Facing Arrow.**
 1. Use Facebook As
 2. Create Page or Create Group or Create Ad
 3. Activity Log
 4. New Feed Preferences
 5. Settings
 6. Log Out
 7. Help

Left Column

- ◉ **You.**
- ◉ **Favorites.** News Feed. Messages, Events. Browse. Photos.
- ◉ **Pages.** Pages that you manage.
- ◉ **Apps.** Apps that you use and Games that you play.
- ◉ **Groups.** Groups you've joined or are paid members of.
- ◉ **Friend Lists.** These are lists of friends that are divided up into lists.
- ◉ **Interests.** Who are you following. Who you liked.
- ◉ **Events.** Upcoming Events that you were invited to. Or events that you are Going to or replied Maybe to.

Middle Column

- **What's on your mind?**
 - **Update your Status**
 - **Add Photos/Video**
 - **Create Photo Album**
- **Your News Feed.**
- **Read about what your friends are up to and posting.**

Right Column

- ◉ **Your Pages.**
- ◉ **Your Turn on Games that you play.**
- ◉ **Events that you are invited to.**
- ◉ **Friends that have invited you to like their pages.**
- ◉ **Friends Birthdays.**
- ◉ **Trending.**

Why Aren't you on Facebook?

- ◉ **Privacy.** You are in control. You can set up permissions of which Information you want to share or not share.
- ◉ **Too many ways to get in contact.** Too much Email. Do you have a cell phone? A home phone? An Email address?
- ◉ **Already have all of the people in your life.** Not interested in 'finding' or getting back in contact with those that you lost over the years.
- ◉ **Would rather be outside.** No Time. Busy doing other things. Busy enjoying life.
- ◉ **Want to stay off the grid.**

Privacy Settings

- **YOU Control YOUR Experience.** Facebook helps you share information with your friends and the people you care about.
- **Privacy settings help you control your information so you can choose who can see what.**
- You can decide what to **share what with whom** (such as your photos and work history) with everyone and other more sensitive information (such as your phone number) with just your friends or only you.
- You can set privacy for the content you post and upload to Facebook.

Privacy

- ◉ **Decide how public or private you want to be.**
- ◉ **Make your profile and postings as Public as you feel comfortable doing.**
- ◉ **The more private you make yourself, the less accessible you are, the more difficulty people will have trying to communicate with you and find you.**

Setting up your Privacy Settings

1. Click on the downward facing arrow that is located in the upper right corner or click on the lock icon to your privacy shortcuts.
2. **Click on Privacy Checkup.** Who would you like to see your next post?
3. **Click Next Step.**
4. Go through each App and click on your choice. If you don't want anyone to see – click Only Me.
5. **Click Next Step.**
6. **Your Profile.** Do you want your Facebook Friends to know your real email address?
7. **Click Finish Up!** To Save your settings.

Social Networking Dangers

- **Common Sense**
- Listen to your **inner voice**; it will tell you when something doesn't feel right.
- Basically if you wouldn't be '**friends**' with that person in '**real life**' do not '**friend**' them on the **Internet**.
- If you wouldn't say hello to them in Publix or at the tennis court... do not connect online.

Blocking

- You can Block users, app invites, event invites that abuse the privilege of being your Facebook friend.
- When a friend is blocked they won't be able to see your timeline or your photos or your comments, or your likes.
- The friend won't get a notification that you've blocked them – but they will eventually figure it out, because your status updates will disappear from their timeline.

How to Block?

1. Click on the downward facing arrow in the upper right section of the blue navigation bar.
2. Click Settings.
3. Click Blocking from the left column.
4. Enter the name or email address of the user that you wish to Block.
5. Click Block.

**** do this for App Invites, Events, Apps & Pages.**

Private Messages

- ◉ **Messages.** Facebook Email. Just like your regular email, but instead of sending your email through your Gmail, or AOL email, you initiate the email from Facebook.
 1. You just type the persons name if they are already your friend or if they aren't your friend you can go to that persons page and click on Message to send a direct message.
 2. FB Messages are Private messages that are between you and that other person(s).
 3. No one else can read this message.
 4. Inbox messages can only be seen by the sender and the recipient.

Chat / Messenger

- **Chat / Messenger.** Instant Messaging specifically on Facebook.
- You are messaging your friends who are online through the Facebook website or mobile app.
- If you Chat with a friend who is not online, your chat will be saved as a Facebook Message in their FB inbox.
- **The little green dot states that your friend is online via mobile or web.**
 - **Mobile.** Represents FB Messenger mobile App.
 - **Web.** Represents <http://www.facebook.com>.

Tagging

● **Tag or Tagging.**

- Whenever you or a friend uploads a photo to Facebook, you have the option of “tagging” or identifying the people you know in the photo.
- Tagging highlights a box around the persons face. The friend must be a FB friend, first before you can tag them.
- The folks that you tag will get a notification that they have been tagged and that photo will appear on their News Feed and Status Updates.

Notifications

● **Notifications.**

- Those little red numbers that appear in the upper right corner of the world icon in the blue top navigation section.
- Every time Facebook makes contact with you, someone Comments on one of your posts, someone Likes one of your posts, someone accepts your friend requests = You will receive a notification in your email address inbox if your notifications are turned on. If your notifications are turned off then, you will see a little red number. You will still see the little red number on your Mobile App or at www.facebook.com

Turning off Notifications

- **Click on the downward facing arrow located in the upper right corner of the blue top navigation bar.**
- **Go to Settings.**
- **Click on Notifications.**
- **Click on all of the blue Edit links to make your changes.**

Uploading Photos

1. **Click Add Photos/Video or Create Photo Album from your Home Page.**
2. **Browse** your computer or your mobile device and select the photos that you want to upload.
3. **If you are with someone when the photo was taken, you can add their name to tag them.**
4. **You can click the smiley face to add what you are doing or feeling.**
5. **You can click the map location to check in or say where you are or were when the photo was taken.**
6. **Select who will see this photo.**
7. **Click Post.**

Apps

- ◎ **Apps.** = Applications. = 1 Password
 - These can be interactive games and programs such as: **Pinterest**, Words With Friends, Candy Crush, AngryBirds, Food Spotting, **Instagram**, **Twitter**, Birthday Calendar, Flixster, Skype, OpenTable, WordPress, Evite, MeetUp.
 - There are more than **9 million apps** and websites integrated with Facebook.

Groups / Pages

- Google Now Indexes **620 Million Facebook User Groups and 42 million Facebook Pages**.
- **Groups** tend to be: reunions, clubs, and events.
 - You Follow a Group.
- **Pages** tend to be artists, companies, non profits, brands, musicians, sports teams, restaurants and business.
 - You Like a Page.
- Every time that Page or Group posts or comments
 - You will receive a notification.

Join Groups / Like Pages

- ◉ **Search.** Click into the Facebook Search box to type name of your interest.
- ◉ **Browse Suggestions.** See more results.
- ◉ **Click on the Thumbs up Like icon.** To Join.

Example 1. Create an Event

◎ **Create.** You have an upcoming Event...

1. Create a Group, a Page or an Event.
2. Let your Fans know by inviting them to your Group, Page or Event.
3. Post updates.

Example 2. Share your Event

◎ **Share.** Passing your Event along...

1. One of your fans 'likes' your post.
2. And then **Shares** it with *their friends* via Twitter, LinkedIn, Facebook, Google+, and Pinterest.

Example 3. Connect

- ◎ **It's all Connected.** You find other interested folks on blogs or social media pages and you begin to participate in those discussions, which leads to more sharing, and more connecting.

Facebook Tips & Tricks

Hide your Online Status

- If you're getting unwanted messages through Facebook's Messenger chat system, there's an easy fix.
- Load your Facebook page, then take a look at the Messenger list on the right side. If you don't see it, click where it says Chat in the bottom right corner of the screen.
- Click the gear at the bottom of the list, then click the "Advanced Settings" link. From there, you can turn off chat for everyone or choose which friends can and can't see when you're online. It's a low-effort way to politely keep people from bothering you.

Facebook Tips & Tricks

Facebook Updates

Every time Facebook or any of its Apps get updated – you MUST reconfirm your Privacy Settings

Facebook Tips & Tricks

BLOCK STATUS UPDATES FROM OVER-SHARERS

- Have you ever had a friend who just posts too many cat pictures? Hard to imagine, I know, but it's tough to tell someone that their cats aren't quite as cute as they imagine.
- Don't unfriend them just yet, though. All you have to do to stop receiving updates from a social media over-sharer is click the down arrow on the upper-right hand side of one of their status updates.
- Then click the "**Unfollow**" button to stop receiving updates from that person. You can turn their updates back on by going to their profile and refollowing them. Simple!

Facebook Tips & Tricks

SYNC FACEBOOK'S CALENDAR WITH GOOGLE CALENDAR

- If you've signed up for an event on Facebook, or just want to keep track of everyone's birthdays, syncing your Facebook calendar to your [Google Calendar](#) is easier than you'd think.
- First, log in to Facebook and click on the "Events" link in the left column. At the bottom of the right column, you'll see links for Upcoming Events and Birthdays. Right-click on the link you want and choose Copy Link Location.
- Then open your [Google Calendar](#). In the left column, find Other Calendars. Click the down arrow in the Other Calendars page, and then click "add by URL." Paste the link that you copied from Facebook, and click Add Calendar.
- After a few seconds a new calendar option will appear. It will update automatically, however Google says that it might take a few hours sometimes.

Facebook Tips & Tricks

STOP FACEBOOK FROM TRACKING YOU

- Facebook makes its money by figuring out what you're doing on and off of the website. The company tracks almost everything that its users do in an effort to understand them.
- If you'd rather not be turned into a statistic for Facebook to sell on the open market, a browser extension can stop all of Facebook's tracking attempts.
- Facebook Disconnect is a browser extension that's available for both Firefox and Chrome. Install it in your browser and it blocks Facebook from getting information about what websites you're visiting.

Deactivate your Account

- **If at any time you decide that Facebook isn't for you:**
 - **You can always deactivate your account.**
 - **But be forewarned, your page will stay active for 14 days and Facebook will keep asking you if you really want to delete your page.**
- 1. Click the downward facing arrow in the upper right corner of the top blue navigation bar.**
 - 2. Click Settings.**
 - 3. Click Security.**
 - 4. At the very bottom - Click Edit to the right of Deactivate Your Account – click the blue Deactivate your account link.**
 - 5. Click Close.**

Twitter

- **Twitter** lets you **listen in** on
 - **Conversations** to find out what people are talking about,
 - **What is **trending**** or
 - **What folks are promoting.**

Twitter Asks 1 Question

- **"What are you doing?" in 140 characters or less.**
 - On the receiving end, Twitter sends updates from your friends and followers.
 - You can pay as much or as little attention to these updates as you see fit.
 - The result of using Twitter to stay connected with friends, relatives, and coworkers is that you have a sense of what folks are up to but you are not expected to respond.
 - You can 'listen'.
 - Additionally, users are very much in control of whose updates they receive, when they receive them, and on what device.
 - Twitter is what you make of it--receive a lot of information about your friends, or just a tiny bit. It's up to you.

You don't have to Tweet

- ◉ **You don't have to tweet to get value from Twitter**
- ◉ You don't have to build a web page to surf the web and you don't have to tweet to enjoy Twitter.
- ◉ Whether you tweet 100 times a day or never, you still have access to the voices and information surrounding what interests you.
- ◉ You can contribute, or just listen in and retrieve up to the second information.
- ◉ **Some people never tweet**, they simply use Twitter as a way to get the latest information on their interests.

Twitter Terminology

- ◉ **Tweeter** - Someone who posts a Tweet on Twitter.
- ◉ **Followers** are people who read your Tweets & updates. **Following** someone simply means that you are receiving their Twitter updates. When you follow someone, every time they post a new message, it will appear on your Twitter home page. New messages are added to your home page as people post them, so you always get the updates in real time. When you log in, you can see what the latest updates are.
- ◉ **RT – Retweet** - A retweet is basically tweeting someone's previous tweet with @ symbol and his/her username. RTs are done because you find it interesting that you would like to share with your friends and followers. Attribution of the tweet to the original tweeter is needed.
- ◉ **#Hashtag** - Hashtags are phrases or keywords that can be used to monitor who is saying what about a particular topic. Standards for hashtags are one word (#Conference) or multiple words strewn together without any spaces (#EventConferenceTheme).
- ◉ **@Mention** - A mention is any Twitter update that contains "@username" anywhere in the body of the Tweet. (Yes, this means that @replies are also considered mentions.). They appear in the **Mentions** tab on the **Connect** page.

Twitter Terminology

- **DM - Direct Message** - direct messaging is the way on Twitter for you to send private messages. The only way to send DMs is if the recipient is following you & for them to respond with a DM, you would need to be following them.
- **Twitter handle – username**
This is the name that designates someone on Twitter. When someone asks what your Twitter handle is, this means they are asking for your username.
- **URL Shortener or Tiny URL** - Since Twitter only allows 140 characters, every single character counts.
 - A URL Shortener allows you to post web links more efficiently. They actually shorten a long URL.
 - Go to www.tinyurl.com or <https://bitly.com> and is.gd are some famous URL Shorteners.

Pinterest

- ◎ **Pinterest** allows its members to "pin" photos, videos and other images to their **Pinboards**.
- ◎ The Site includes standard social networking features and allows users to **share**, 'like' and **promote** their photos.

Why Pinterest?

- ◎ **Pinterest** links up with your **Facebook** and **Twitter** feed and allows you to post photos that represent your company's products.
- ◎ **Pinterest has 100 million active users.**
- ◎ **Seeing is believing.**

Why Pinterest?

- ◉ **<http://www.pinterest.com>**
- ◉ **Connect via Facebook or Twitter**
- ◉ **Edit your Profile**
- ◉ **Add your Logo**
- ◉ **Find Followers**
- ◉ **Follow others**
- ◉ **Create a Board**

Social Media is Mobile!

- **All Social Media is available in the **Apple App Store** for iPad and iPhone, and at **Google Play** for Android mobile devices.**



Bonnie's Expertise

- Extensive computer skills

- Windows 95/XP/Vista/7/8/8.2/10 and Macintosh OS X 7.6-El Capitan
- Apple iPad/iPhone/iTouch iOS 3.0-8.4.1, Google/Samsung Android, Blackberry
- Adobe Creative Suite CS2/CS3/CS4/CS5/CS5.5/CS6/CC
 - Dreamweaver, InDesign, Illustrator, Photoshop, Elements, Contribute
- WordPress, Joomla, HTML, CSS, PHP, ASP, App Developer
- Microsoft Office Suite 1997/2003/2007/2010/2011//2013
 - Word, Excel, PowerPoint, Publisher
- Apple Apps; Pages, Numbers, Keynote, iMovie,
- Google Apps; Google+, Gmail, Drive, Docs, Sheets, Picasa, Photos, Slides

- Social Media Apps/Social Media Marketing/SEO/Constant Contact/Mail Chimp
- Exceptional design production manager, yearbook facilitator, newsletter editor
- Expert troubleshooter, passion for new technology, creative out-of-the-box thinker
- All embracing patience, kindness and desire to bring about a fun and rewarding learning environment to students of all ages (8-99 years of age), teaching students how to do it themselves
- MFA Computer Art / BFA Graphic Design / FTCE Art K-12, Elementary Ed

Classes on Social Media

Bonnie available for Private Lessons:

- ◎ 941-350-6396 or bonnie@hammerized.com

Facebook for Seniors

- ◎ **Glenridge Academy- (941) 361-6590**
- ◎ **Apr 26th – May 17th / 10:00 am -12:00 pm**

Social Media

- ◎ **Ringling College of Art & Design - (941) 955-8866**
- ◎ **Jul 6th – Jul 8th / 9:00 am - 3:45 pm**

Bonnie on Social Media

Friend or Follow Me - Bonnie Hammer

- ◎ <http://www.facebook.com/hammerbonnie>

Like my Hammerized Productions Business Page:

- ◎ <http://www.facebook.com/HammerizedProductions>
- ◎ <http://www.linkedin.com/in/bonniehammer>
- ◎ <http://www.hammerized.com>
- ◎ <http://hammerizedproductions.wordpress.com/>