

Creating Your *Online* Presence

Using Social Media as a Tool
to **Program** your **Activities**

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What is Social Networking?

- ◎ **Social Networking** is the grouping of individuals into specific groups.
- ◎ **Social Networking** is popular online because, the Internet is filled with millions of individuals who are looking to meet each other and to expand their social universe through a **common interest**.

Why Online Social Media?

- **Social Media** is handy, because:
 1. It enables folks to seek similar interests and then meet them in real life activity settings.
 2. **You can create Groups, Send out invitations and Invite like-minded people to your Page.**

Why Use It?

- It is available for anyone with an **internet connection**.
- Once you've **set up** an **account** and entered in your **basic profile info**, you can basically sit back and let the social networking activity come to you.

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 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".

Social Media Websites

- ◉ **Facebook.** Create an Event, start a Group, build your fan base.
- ◉ **Twitter.** Listen and Tweet short bursts of information.
- ◉ **Pinterest.** Upload Images, Pictures, and Videos.
- ◉ **Instagram.** can be used to get creative ideas or get recipes.
- ◉ **Tumblr.** Allows users to post and blog.
- ◉ **WordPress.** Build your own blogsite and communicate with your target audience.
- ◉ **LinkedIn.** Professional networking.

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.**



Facebook

- ◉ **Facebook can be a great way to spread the word about your Event.**
- ◉ **Communicate with regular Posts.**
- ◉ **Upload Photos to make it fun.**
- ◉ **Use your friends to help build your social network.**
- ◉ **Give people a good reason to visit and revisit your page.**

LinkedIn

- **LinkedIn** is for **employment** networking.
- You can find employment and employers can find you.
- You can upload your resume and receive recommendations.
- **LinkedIn** also has **Company Pages**.

Twitter

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

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.

Instagram

- **Instagram** is a fast, and fun way to share your life with friends and family.
- You can Take a picture or video, choose a filter to transform its look and feel, and then post it.
- **You can share and upload** to Facebook, Twitter, and Tumblr.

Example 1. Create

◎ **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

◎ **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.

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.**

Hammerized on Social Media

Bonnie Hammer

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

Classes on Social Media

Facebook Class

- ◉ The Glenridge on Palmer Ranch
- ◉ Feb 4th – Feb 18th / 9:30-11:30a

Digital Devices

- ◉ The Glenridge on Palmer Ranch
- ◉ Jan 22nd – Feb 19th / 9:30-11:30a

E-Communicate

- ◉ Colleen Cassidy's Art School & Gallery
- ◉ Feb 26th / 1:00 – 3:00p

Available for Private Lessons or Small Classes

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

Mobile Devices

◎ **Mobile Devices include:**

- Apple devices (iPad, iPhone, iPod, iTouch)
- The many variations of Droid and Smart phones
- Various Digital cameras
- All-in-one computers (Macintosh & Windows)

Why These Devices?

- Because everyone has them.
- Because we want to be in the know.
- Because it gives us something to complain about.
- Because New Technology is a way to get closer to our children, our grandchildren and to 'stay in touch'.
- We get to take classes and discover new vocabulary words and learn new stuff.
- We don't want to get left behind.
- Our need to stay connected at all times is addictive.

What is an...iPhone or iPad?

- ◎ The i devices are made by Apple and run the Apple OSx operating system.
 - **The iPhone does it all:** calendar, email, address book, cell phone, digital camera, wi-fi, blue-tooth, games, stocks, weather and more.
- ◎ **The iPad is everything above except** the cell phone, but you can Skype or FaceTime and for an additional cost you can add a calling plan.

What is Google?

- ◉ **Google** is a widely used search engine that uses text-matching techniques or SEO (Search Engine Optimization) to find web pages that are important and relevant to a user's search.
- ◉ **Google Inc.** is a multinational public cloud computing, Internet search, and advertising technologies corporation.
- ◉ **Google** hosts and develops a number of Internet-based services and products (**YouTube**, **Google+**, **Picasa**, **Gmail**) and generates profit primarily from advertising through its AdWords program.
- ◉ **Google Search** or **Google Web Search** is a web search engine owned by Google Inc. and is the most-used search engine on the Web.
- ◉ **Google Apps** Google+, Search, YouTube, Maps, Play, News, Gmail, Drive, Calendar, Translate, Books, Wallet, Shopping, Blogger, Finance, Photos, My Business, Docs, Chrome, Helpouts, Bookmarks, AdWords, Cloud.

In Today's Society...

- ◎ **Being a part of at least 1-3 Social Networking Websites is apparent.**
- ◎ **Remembering your passwords is a must.**
- ◎ **Most folks nowadays have:**
 - **Either a tablet (Kindle, Nook, iPad)**
 - **And many have smartphones (Samsung Galaxy and iPhones)**
 - **Or a portable LapTop**

All in an effort to stay connected by texting, messaging, Facebook'ing, Googling – sometimes it's just easier and faster to pick up the phone. ;)

Finger Tapping and Swiping

Touch Enabled Devices:

- **Tap** once on an App to **Open** it.
- **Swipe down** to **scroll up** / **Swipe up** to **scroll down**.
- **Swipe** to the **left** to **move right** / **Swipe right** to **move left**.
- **Pinch together** to **zoom out** and **apart** to **zoom in**.
- **Press and Hold** to make Apps *wiggle* > to modify home screen and to make folders.
- **** If you are having troubles with your tapping you can purchase a stylus for a more direct Tap or try using your pinky finger if you have big fingers or long fingernails.**

Status Icons

The tiny little icons that are located at the very top of every Home Screen:

- **Airplane mode:** shows that airplane mode is on—you cannot use the phone, access the Internet, or use Bluetooth® devices. Non-wireless features are available.
- **Cell signal:** bars that show whether you're in range of the cellular network and can make and receive calls. The more bars, the stronger the signal. If there's no signal, the bars are replaced with "No service."
- **3G/4G/EDGE/GPS/E:** shows your carrier's network is available. The iPad connects to the Internet over these networks.
- **Wi-Fi:** shows that iPad is connected to the Internet over a **Wi-Fi network**. The more curved lines, the stronger the connection.
- **Network activity:** represented by a spinning flower, which shows over-the-air syncing or other network activity.
- **Time:** shows the time of day.
- **VPN:** shows that you're connected to a Virtual Private Network.
- **Lock:** shows that orientation is locked.
- **Play:** shows that a song, audiobook, or podcast is playing.
- **Orientation Lock:** **only appears when your orientation is locked.**
- **Alarm:** shows that an alarm is set.
- **Bluetooth:** shows that Bluetooth is active.
- **Battery life:** shows battery % or charging status.



Search

Icons & Buttons



Reply
Forward
Print
Cancel



Add information



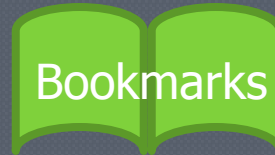
Refresh



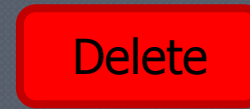
Back



Backspace



Bookmarks



Delete

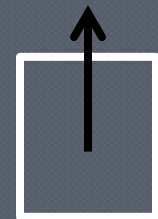


Add



delete

www.webaddress.com



AirDrop
Message
Mail

Facebook
Twitter

Bookmark

Add to Reading List
Add to Home Screen

Copy
Print



Double Tap
To Glow
White or Blue
to make
a capital letter
Or CapsLock



Notification



More to the right



Press to Rotate,
then press to Delete



Number of web pages,
press to view



Trash



Move



Write a
new
message

Colors

 Grey text is always information/instructions and is not clickable.

 Grey right facing arrow when tapped takes you to the next page.

 **A white rectangle or oval shaped box is always a text box.** Tap to type. The keyboard will appear.

 Black text is a button and can be pressed to get a result.

 Red is delete.

 **Represents a notification.** When over the App Store (number of Apps that have updates). When over Mail (number of new Email messages).

  Green or Blue represents - Save.