# Tips for Tech Savvy Seniors

# An Introduction to Social Media

## Beginners Guide: Part 1

Social media sites can help you communicate and share information with others. Get to know some popular social media apps and learn about which services you can use and when.

### What is social media

Social media is a part of the internet that can help you stay in touch with friends and loved ones. Things you’ll use social media for include:

* Share your digital photo and video collections with friends and family (and the world, if you’ve a mind), and view the collections that other people have shared.
* Let people know what you’re up to and see what they’re up to.
* Instantly communicate with somebody who’s also online, either through voice, video or text.
* Share short observations about the world that are immediately disseminated with those who care to listen.
* Play online games with friends and strangers alike.

### Facebook and Twitter

**Facebook** is the world’s largest social media app, with two billion users. On Facebook you can:

* Set up a **profile** so people can find you on the network.
* Send people a **Friend request**, to link your profile with their so you see each other’s updates.
* **Post public messages that everyone can see.**
* Let just your friends or even close family know a bit of personal news.
* Post **photos** and **video clips**, just for your friends, or publicly if you choose.
* **Comment** on posts by your friends, or respond to comments they’ve made, creating a conversation.
* Quickly give all your friends an update on your **location** or **status**.
* Join a **group** that’s of interest, including hobby groups and community interest groups.
* Search for individuals, organisations, and groups that might have their own **Facebook Page**.
* **Delete** or **edit** comments and posts you’ve made on Facebook, in case you have second thoughts!

**Twitter** is faster and simpler than Facebook, and is built around the idea of a **tweet**, which is a 280-character message that, by default, everyone on Twitter can see.

Your Twitter home page, called the **Feed**, shows tweets from people you **Follow**, and your tweet will appear in the **Feed** of anyone who **Follows** you. You can search for someone by name or email address, and Follow them without needing their permission.

For privacy, you can set your Twitter to a **protected mode** so that all Followers must be approved by you.

### YouTube and Flickr

**YouTube** is by far the world’s most popular video sharing site. It allows users to **upload videos** they’ve created. Visitors to the site can then watch videos in their **web browser**.

* There are millions of videos to watch on YouTube.
* Videos can be **Liked** by users, and so will be promoted to the front page or marked as **Trending**.
* The **Explore** option lets you search YouTube via category, including things like **News** and **Learning**.
* If you set up a free **YouTube account**,you can upload videos to your own channel.
* You can set these videos to **private** or **public**.
* **Subscribe** for free to YouTube **channels** to get alerts for when new videos are uploaded.

**Flickr** is a photo sharing and organising site. You can create an account to **upload your own photos**, which can be shared with the entire world or just a limited group of people you select. **Browse** for interesting photos by using the **Search** feature.

### Microsoft Skype

**Skype** is an app designed for communicating directly with people over the internet. It can let you keep in touch with people via **Instant Messaging (IM)**, **Voice chat**, and **Video chat**.

* **Download** the Skype app from the **Microsoft store** to set it up on your computer.
* Create a **Skype account** so you can call or message other Skype users.
* You can **voice chat** or **video chat** for free with friends who also have Skype, though it will use some of your internet data.
* It’s possible to call a regular phone from Skype, if you purchase some **Skype Credit**.
* To make video calls, your computer needs a **microphone** and **webcam**. These are usually built-in to a laptop and can be purchased as add-ons for a desktop PC.
* Skype also supports **instant messages** so you can send someone a quick text over Skype, to see if they are ready to start a video chat.
* Skype has a lot of other features, such as the ability to send files or set up a group call.

There are alternatives to Skype, including **FaceTime** for people who use Apple devices, and **Google Chat**, which works with a Google account and a web browser or mobile app.