



Tech Savvy Seniors

Introduction to Social Media

Beginners Guide





TOPIC	INTRODUCTION TO SOCIAL MEDIA - PART 1
WHAT TO USE AND WHEN	<p>The internet helps you stay in touch with friends and loved ones. Social media sites like Facebook and Twitter let you see what's happening in the lives of friends, and allows you to let them know what's going on in yours. Other tools like YouTube and Flickr allow you to share videos and photos with them (and the world). Finally, there are tools like Skype that let you know when people are online and talk to them in an instant – and for free.</p>
WHO IS THIS WORKSHOP FOR?	<p>You will have heard about Facebook, Skype, Twitter and Flickr, but might not be sure about what they do or how to get set up to use them. This session demonstrates how they work, so you can decide if you want to create your own accounts.</p>
WHAT YOU'LL NEED	<ul style="list-style-type: none"> ▶ An internet-connected laptop or desktop computer; either your own or supplied by the workshop organisers. You may need to share a computer with others in the workshop. ▶ A demonstration Twitter account, set up by the presenter. ▶ Two internet-connected computers with Skype pre-installed and set up, two separate Skype accounts, and someone in the contacts list with whom to make a voice call.
WHAT YOU'LL LEARN	<p>This session walks you through the internet's most popular social media applications. By the end, you'll have a good understanding of what social media is and which services you can use and when. It's not an in-depth guide to using the services (those come in later sessions), but an overview of what they are and what they can do.</p>




TIMETABLE

We've broken down this workshop into five major sections, with several subsections in each. There's also a 15-minute break in the middle. As in all our workshops, we like this to be interactive, so feel free to ask questions at any time.



SUBJECT	DURATION
What is social media?	10 minutes
Keeping track of loved ones (and letting them keep track of you)	
Facebook	30 minutes
Twitter	15 minutes
Sharing media	
YouTube	15 minutes
Flickr	10 minutes
Break	15 minutes
Communicating	30 minutes
Other services	10 minutes
Summary	10 minutes
TOTAL	145 minutes

SUBJECT	WHAT IS SOCIAL MEDIA?
TIME 	10 minutes
OVERVIEW 	<p>Most of your internet experiences so far have probably been one-way. You go to a website like a news site, shopping site or humour page and grab information. You're not really communicating with anybody, just going to a central repository and getting information.</p> <p>Social media is a different beast. It's two-way. It's about communicating with other people. It can be friends, family, peers or just people with the same interests as you. It's not usually about downloading information – it's about sharing and communicating.</p> <p>Social media services like the ones we're talking about in the workshop allow you to do things like:</p> <ul style="list-style-type: none">▶ 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. <p>The world of social media is far too large to cover in one workshop. This first workshop is designed to give you just a taste of what's out there.</p>

SUBJECT	KEEPING TRACK OF LOVED ONES
OVERVIEW 	<p>There are a number of social media services that let you keep track of friends and family, and which they can use to know what's going on in your life. The most popular are Facebook and Twitter.</p>
TIME 	<p>30 minutes</p>
FACEBOOK 	<p>Facebook is by far the world's biggest social media website, with more than 2 billion users worldwide.</p> <p>It allows you to do more things than we can cover in this session, but we'll quickly walk through some of the most important.</p> <p>At the heart of Facebook is the idea of 'friends' (which can actually be family members as well). Your Friends list in Facebook is a circle of people you know and trust.</p> <p>When you first set up your Facebook Profile, you can perform a search for people you know using their name and location or email address to see if they're also on Facebook. You then invite them to be your friends, and if they accept, they're added to your Friends list. (You can also see each other's Friends lists, which makes it easy to add extra people.)</p> <p>These people can see the things you say and share on Facebook, and you can see what they say and share. Other people can't (unless you specifically make something public).</p> <p>Facebook allows you to do many things with people on your friends list, including:</p> <ul style="list-style-type: none"> ▶ Providing updates as to your status and location ▶ Sending public messages that all your friends can see, or private messages (like emails) that only one person or a small closed group can see ▶ Commenting on messages that other people have posted to Facebook (and they can comment on your messages) ▶ Posting photo albums and video clips that only your friends can see ▶ Inviting friends to events. <p>Facebook has an incredible number of features overall. You can send pages, links, games, news feeds and apps to friends. You can create and join discussion groups, participate in online trivia tournaments, play online bingo and much, much more.</p>

POSTING A MESSAGE TO FACEBOOK



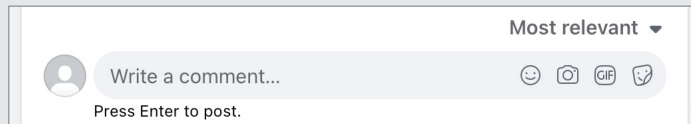
We'll create individual Facebook profiles in the **Introduction to Social Media Part 2** workshop, but here we'll demonstrate some features using a Facebook Page.

A **Facebook Page** is for public figures and institutions, businesses, charities and large community organisations, and unlike your personal **Facebook Profile**, a Facebook Page is visible to everyone on the internet. That means anyone can make comments, upload photos and receive message from its **News Feeds**.

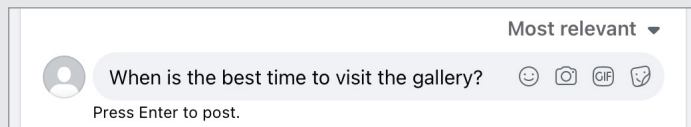
Type **www.facebook.com/NationalGalleryofAustralia** into your browser's **Address bar**. Click **About** to find out more about this page, then click back on **Posts** and scroll down the page to browse the comments and articles.



Now, let's post a comment. On the right of the page beneath each post by the National Gallery is a box that looks like this.



Type a comment into the box. It can be a short comment on a place you'd like to visit, or a question about where to go, or how to get there.



Press **Return** or **Enter** on your keyboard to post your message

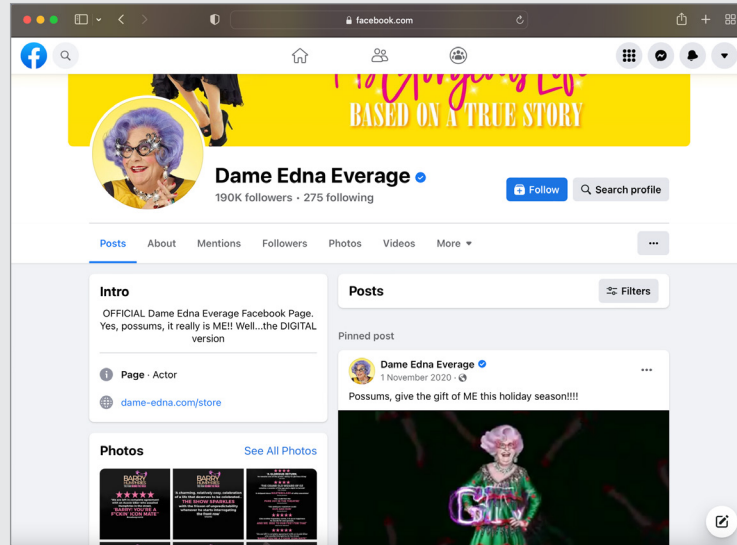
POSTING A MESSAGE TO FACEBOOK





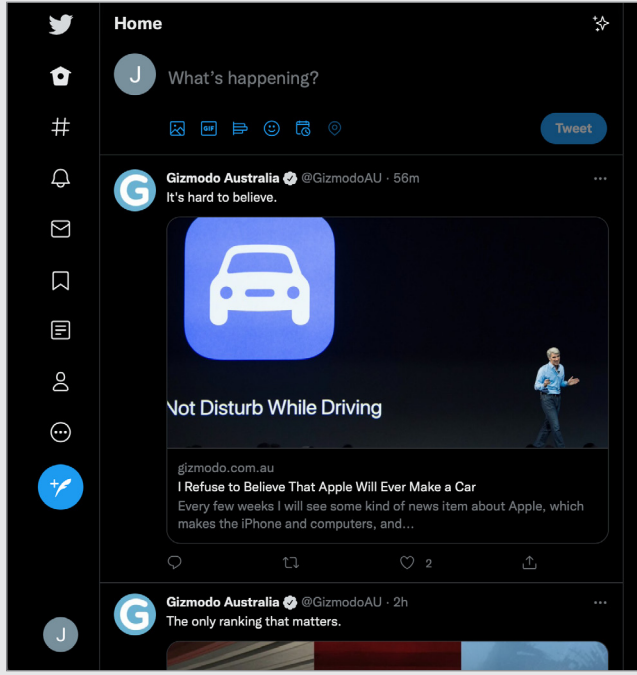
You can click on the icons in the bottom of the box if you'd like a note to be added to the post about where you are and who you're with.

When you are ready, press **Enter** or **Return** on your keyboard to publish your comment. The page will be immediately updated.

Now, try a search for the Facebook Pages of politicians, entertainers, brands, TV shows, or stores that you like.

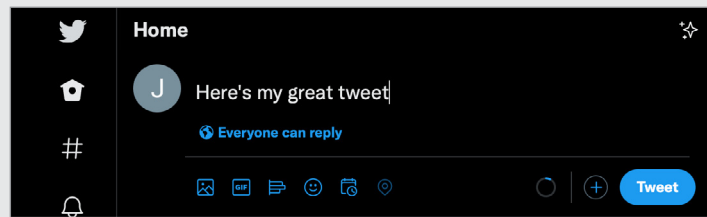


Unlike your Facebook Profile, a **Facebook Page** is for public figures, businesses, museums and other large organisations

SUBJECT	KEEPING TRACK OF LOVED ONES
TIME 	15 minutes
TWITTER 	<p>Twitter looks and works a little like Facebook, but it's much simpler and designed for quick comments and image posts rather than full-on status updates.</p> <p>It's also less about friends than it is about Followers.</p> <p>When you post a new Twitter comment (called a tweet), people who follow your Twitter feed will have their Twitter page updated.</p> <p>You can also set your account up to follow other people's tweets. So when they tweet something, your Twitter page will be updated.</p> <p>You can follow anybody, and anybody can follow you. Lots of celebrities and politicians have Twitter feeds that you can follow.</p> <p>You might even have friends and family members who tweet.</p> <p>Individual tweets are limited to 280 characters, forcing you to be brief (although you can attach an image to a tweet as well).</p> <p>This is what your Twitter feed will look like:</p> 

POSTING A TWEET



- ▶ Log into Twitter at **www.twitter.com**.
- ▶ At the top of the Twitter page, click on where it says **What's happening?**
- ▶ The box will expand to look like this:



- ▶ On the bottom right you'll see a wheel showing how many characters you have used. It turns orange when you're up to 260 and then red if you pass 280, which means your tweet needs a trim.
- ▶ On the bottom left, you'll see buttons which let you add images, videos, animated GIFs, polls, location details, and more.
- ▶ Type a message of up to 280 characters into the box. Then click **Tweet**.
- ▶ The feed of every one of your followers will be instantly updated (and they can reply with tweets of their own).

Sharing media

Facebook and **Twitter** allow you to share some of your photo collections with friends and followers, but it's not really their main purpose. If you really want to share your homemade movies and digital photos either privately or publicly, you should look to **YouTube** and **Flickr**.

SUBJECT	SHARING MEDIA
TIME 	15 minutes
YOUTUBE 	<p>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 the web browser.</p> <p>You can watch literally millions of videos that have been uploaded to YouTube.</p> <p>It includes a rating system for videos: videos that people like will have people clicking Like and will get promoted to the front page: you can see what videos are Trending (popular) scrolling down the screen until you see the Trending heading. You can also use the Explore button in the left menu to find other categories, such as News and Learning.</p> <p>You don't need to set up an account to watch videos, but you do need an account if you want to upload videos of your own.</p> <p>Videos you upload can be either private or public.</p> <p>If you set up an account, you can also subscribe to channels, which are lists of videos relating to a specific topic or by a particular person.</p> <p>The most popular videos on YouTube are sometimes watched hundreds of millions of times.</p>

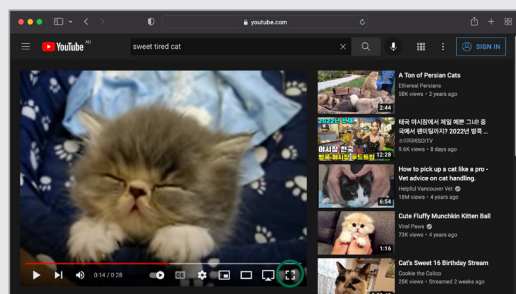
LET'S WATCH SOME YOUTUBE!



We don't need an account to watch YouTube videos. Just head to **www.youtube.com** in a web browser.

The front page will display popular and trending videos. You can click on any one to watch it.

You can also search for a specific topic by typing in search terms in the text field at the top of the window. Do a search for, let's say, **tired kitty** if you want to see something adorable.





Click the **Full screen** icon to view video at full screen





On the right you'll see suggestions for videos similar to the one you're watching.

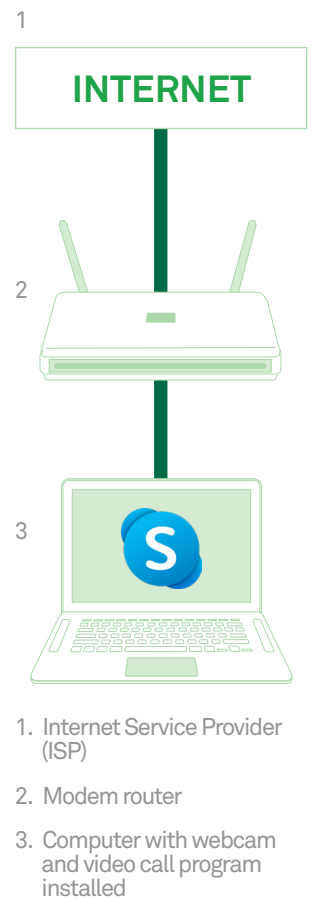
The play controls are just below the video. You can pause a video, or click anywhere on the progress bar to jump ahead.

You can make a video fill the screen by clicking on the **Full screen** icon at the bottom right of the video. Pressing **Esc** will return it to normal size.

SUBJECT	SHARING MEDIA
TIME 	10 minutes
FLICKR 	<p>Just as YouTube lets people share videos, Flickr lets people share photos they've taken. More than 10 billion photos have been shared on the site.</p> <p>It can be found at www.flickr.com.</p> <p>As with YouTube, if you want to upload photos, you need to create an account.</p> <p>Any photos you upload can be shared with the entire world, or with a limited group of people you select.</p> <p>When you first visit Flickr, you will be asked to create an account, but you don't have to. As with YouTube, any photos that are marked as public can be viewed without an account.</p> <p>Just type in a specific thing you want to see in the Search bar at the top of the screen and the Start for free screen will be replaced with photo search results.</p>

SUBJECT	COMMUNICATING
	30 minutes
TIME 	<p>Of course, you can always communicate directly with people over the internet. You've probably played with email by now, but there are other ways of talking directly to other people over the internet:</p> <ul style="list-style-type: none"> ▶ Instant Messaging (IM), where you type a sentence on your computer and it instantly pops up on their computer (and they can do the same to you). ▶ Voice chat, which works a lot like a phone call, but without the call costs (unless you call a regular phone with it, which is possible). ▶ Video chat, which is like a phone call where you can see a live video of the person you're talking to. <p>Like the other things we've talked about in this workshop, you'll need an internet connection and a broadband account with an ISP (internet service provider) to use Instant Messaging, voice and video chat on your computer. Unlike the other things we've talked about, you generally need to install a program on your computer to make use of these capabilities.</p> <p>There are a number of programs that can handle all three types of communication, but in this workshop we'll talk about one of the most popular: Skype.</p>
OVERVIEW 	<p>Skype can be downloaded from www.skype.com.</p> <p>When you install it you'll have to create an account. The person you want to communicate with must also have Skype installed. (This is true of most such programs.) The exception is if you want to talk from your computer to a regular phone – that is, you're on your computer, but the other person is on their normal phone. Skype charges for this service. Other calls are free.</p> <p>Voice and video chats can include more than two people – you can have a whole group on a voice call, for example.</p> <p>To use voice or video chat, you will need special hardware on your computer:</p> <ul style="list-style-type: none"> ▶ To voice chat you need a microphone or voice headset ▶ To video chat, you need a webcam.

What you need to video call



Voice headset with microphone

SKYPE



Webcams typically have a microphone built-in, so you usually only need a webcam, not a webcam and mic if you want to video chat. If you have a webcam you can also just voice chat without the video.

If you have a notebook computer, there's a good chance that it has a webcam and microphone built-in. If you have a desktop computer, there's a smaller chance – but some desktop monitors do have built-in webcams and microphones.

MESSAGING WITH SKYPE

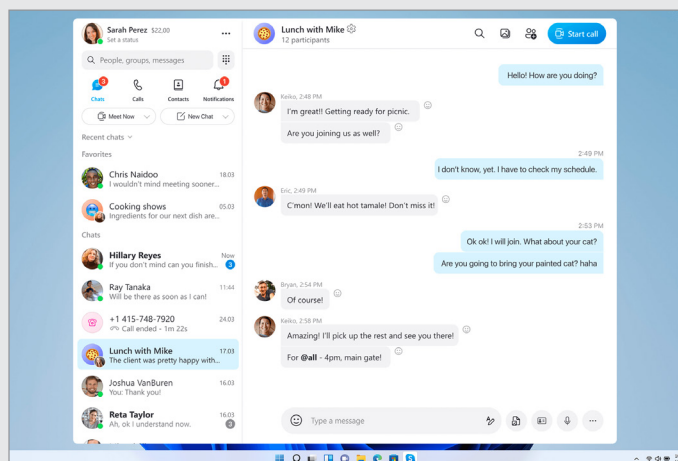


To give you an idea of how video calls work, your presenter can demonstrate how to make a Skype call. The main steps in the process are reproduced below for you to take away after the workshop.

(Note: To replicate a real-world video call, the demonstration will involve two computers with web cameras. Both computers will have the Skype program pre-installed and be setup with two separate Skype accounts.)

Start up the Skype program on the computers by left-clicking on the **Skype** icon in Windows. You should sign in automatically.

The Skype interface looks like this in Windows 10 and Windows 11:



On the left side of the screen you will see your list of **Recent chats**. You can click on the **Contacts** icon at the top to see a list of your contacts.

Skype will tell you when people are online and connected to Skype or not. If a green dot appears next to their icon, it means they're online and you can currently talk to them. If the person is offline, or away from their computer, the status will change.

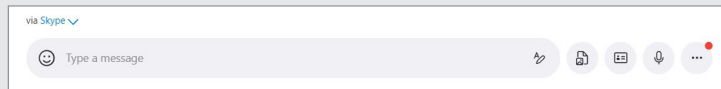
As a side note, you can manually change your status (if you don't want people bothering you at that particular time), by right-clicking on **Profile picture** (the circular icon) at the top left and selecting a status.

You can add a new contact by clicking the **New Contact** button at the top.

MESSAGING WITH SKYPE



Now starting a text, voice or video chat is easy. Just click on the person's name you want to talk to.



Instant Message window

Then, to send an instant text message, just go down and type at the bottom where it says **Type a message**.

Type in the message you want to send, then click on the **blue arrow** button just to the right of the box.

The message will instantly appear on the other person's computer, and they can reply to you in the same way.

MAKING A SKYPE VOICE CALL



Now let's make a call! Put your headset on or set yourself in front of the computer's camera.

Click on a person's name on the left and you'll see at least two buttons appear at the top of the screen on the right. Click the video camera to make a video call or the phone top make a voice call.

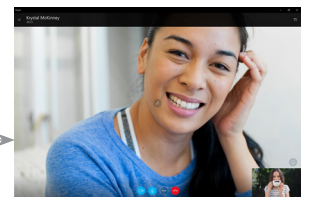


That person's computer will ring to indicate they have an incoming call. When they click on the **Audio** or **Video** button, the conversation will start.

If it's a video call, a video window will appear, looking something like this:

Talk as long as you want. To end the conversation, just click on the red **Hang Up Phone** button.



This, of course, is just a taste of Skype. You can also use it to send files. You can talk to multiple people at once. You can actually call landline phones – although this costs money. There's a lot to explore!



Alternatives

We've talked a lot about Skype here, but there are other alternatives, including: Apple **FaceTime**, which is video chat for Apple devices including iPhone, iPad and Mac computers.

Google Chat, which is video chat for all devices. If you have a **Google account**, you can video chat and instant message right from your **web browser** or using a **mobile app**.

SUBJECT	OTHER SERVICES
TIME 	10 minutes
USEFUL WEBSITES 	<p>There are many other social networking sites and apps you can experiment with. Some examples include:</p> <ul style="list-style-type: none">▶ Instagram: www.instagram.com, which is a lot like Flickr but with a faster interface for quickly sharing pictures you have just taken, right from your phone.▶ LinkedIn: www.linkedin.com, a site for maintaining professional contacts.▶ Pinterest: www.pinterest.com, a digital bulletin board that lets you view, post and share photos categorised by theme or genre.▶ Reddit: www.reddit.com, a site that's like a discussion forum, where you can read and share information about almost any topic.▶ TikTok: www.tiktok.com, a platform that lets you create and share short videos on any subject.

The cost of video calls

While there is no charge for making Skype, FaceTime or Google Chat calls over the internet, you will need to have a broadband internet connection and an account with an ISP such as Telstra.

Charges apply when you make a Skype-to-landline, or Skype-to-mobile phone calls, but it's far less than the cost regular mobile and STD rates.

SUMMARY

You've now had your first taste of social networking. Here's an overview of what we've covered in this workshop:

TIME

10 minutes

RECAP



- ▶ What social networking is
- ▶ How Facebook works
- ▶ What a tweet is and how to send one
- ▶ Good places to find and share videos and pictures
- ▶ How you can communicate directly with voice, video or text chats.

ADDITIONAL WORKSHOPS

We have further Tech Savvy Seniors workshops on social media as well. In these you'll learn:

- ▶ How to set up accounts
- ▶ How to configure your security settings
- ▶ How to create and upload pictures and videos to media sharing sites.

USEFUL WEBSITES



If you're interested in experimenting with any of the services we've talked about today, you can just head to the websites. All have handy help systems to walk you through the setup process:

Facebook: www.facebook.com

Flickr: www.flickr.com

Skype: www.skype.com

Twitter: twitter.com

YouTube: www.youtube.com

GLOSSARY



TERM	EXPLANATION
BLOG	A kind of online journal.
FACEBOOK	A popular social networking site.
FACEBOOK APPS	Add-ons for your Facebook page that let you play games and perform other group activities with friends.
FLICKR	A website for sharing photos.
FOLLOWER (on Twitter)	A person who receives all the tweets (see below) from the followed person.
FRIEND (Facebook)	A person who can see your Facebook profile.
INSTANT MESSAGE	A text message that is sent and received instantly (like a phone text, but usually free).
ONLINE	Connected to the internet/available for chat.
SKYPE	A program for text, voice and video messaging.
TWEET	An individual message on Twitter.
TWITTER	A social media service that lets people send short messages across the internet.
VOICE OVER IP	A technology that allows you to use the internet to make phone (voice) calls.
YOUTUBE	A site for sharing videos.