

SOCIAL MEDIA GRAND TOUR AT DEERFIELD PUBLIC LIBRARY



CLASS OUTLINE:

- 1) The different types of social media
- 2) Survey of the most popular social networking sites
- 3) How else to use the web socially
- 4) How to stay safe using social media
- 5) Review and Q&A

EXPECTED OUTCOMES:

- 1) Students will become familiar with the idea of social media.
- 2) Students will understand the basic functionality of the most popular social networking sites.
- 3) Students will know to stay safe on the web while engaging socially.

For questions and to learn more about Tech Connections classes and other programming:

Go to www.deerfieldlibrary.org and click on *Programs & Classes*, or . . .

Call: (847) 945-3311

Email: reference@deerfieldlibrary.org

Visit: 920 Waukegan Road, Deerfield, IL 60015

WHAT IS SOCIAL MEDIA?

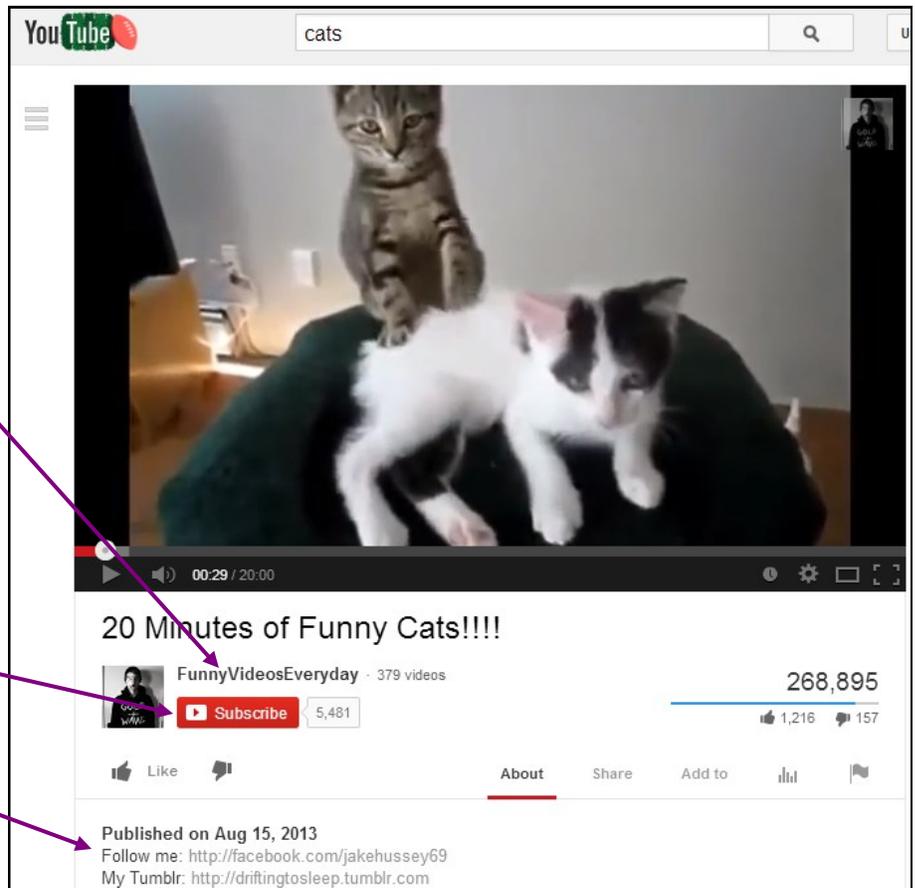
“Social Media” refers to many different types of online networks where people share information. These include:

*Websites where people create content together (like Wikipedia)



Anyone can edit Wikipedia.

*Websites where people share content that they've created (like blogs or YouTube)



Website like YouTube allow you to make an account and share your content.

Other users can subscribe to your account or channel and give you feedback in the form of comments or votes.

This content can be shared on other social media sites too.

*Social Networking websites, where people share many types of personal content and actively interact with each other.



There are many, many social networking sites, and new ones are being created all the time.

WHAT DO THEY ALL HAVE IN COMMON?

1. You must make an account.

Make sure your password is something you can remember, but also that it is not easy for anyone to guess (such as the name of your spouse). Tip: if you use many different social networking sites, you might want to use the same user name and password for all of them.

2. You can interact with friends.

A good way to start on these sites is looking up your friends from “real” life. If you want to try social networking, but don’t know where to start, ask your friends which sites they already use.

3. You can make *new* friends.

It’s okay to meet new people on social networking sites. You can meet people who are friends with your friends. You can meet people who share interests with you. Some social networking sites are made specifically for people with similar interests.

4. You should keep your information private.

Use common sense. Just because someone to be your friend online doesn’t mean you have to accept. Don’t share personal information with anyone you don’t know. Check your settings to make sure that people have to be your friends to see your personal information. Keep your information protected with a strong password.

facebook

Facebook has been the most popular social networking site on the internet for several years. It's a great fun way to socialize on the web. Just remember to proceed with caution. When you sign up for Facebook, make sure you're connecting with people, but also keeping your information private.

1 Search your email for friends already on Facebook
People on Facebook find an average of 20 friends and family using the Facebook Friend Finder. Have you found all of your friends? Try it.

Your Email
Email Password
Find Friends
Facebook won't store your password.

2 Get to know your privacy settings
You control how you share your stuff with people and apps on Facebook.

Take a Privacy Tour

Public
Friends
Friends except Acquaintances

3 Update your profile so friends can find you.

High School Deerfield High School
College/University University of Chicago

Facebook will ask you to access your email address so that it can help connect you to people you have emailed. This is okay, but remember you might not *want* to be Facebook friends with everyone you've ever emailed with.

Take the time to learn about privacy settings. You can mark friends as part of separate groups, and then only share certain information with some of those groups.

Another good way to connect to people is through your personal history (hometown, schools, jobs), but remember you *don't* have to give this information just because Facebook asks for it!

Ben Deerfield
Edit Profile

FAVORITES
Welcome
News Feed
Messages

Update Status Add Photos/Video

What's on your mind?

Post

Send messages to Facebook friends

This is where you enter the "status update" that all of your Facebook friends will see.

Status updates can be text, photos, videos, or links to things on the Web that you recommend to your friends.



Twitter is the popular social networking site for “micro-blogging.”

This is what a single “tweet” looks like:

Diagram illustrating a tweet from NYT Technology @nytimestech. Callouts explain:

- Logo and name of the user
- This is the Twitter account “handle”
- When this was “tweeted.” The Twitter news cycle is famous for being very rapid.
- In this case, the NY Times is promoting a blog post by just tweeting a quick summary. You would click here to read the full piece.
- You can also write back to the author or “retweet” their tweet, so then it will appear on the feed of others who follow you.

Remember: Your Twitter wall and your Pinterest board are PUBLIC. Tweet and “pin” according to your best judgement!

Pinterest

Pinterest is a social bulletin board where you can bookmark links in a visually friendly way.

Diagram illustrating a Pinterest pin of a vintage baseball card. Callouts explain:

- This old Bo Jackson baseball card is being “pinned” from another website.
- This tells you the source of the image.
- This is some text about the image.
- This button lets you edit how the image appears on your page, such as what pinboard it’s part of, or how it’s described.
- This button lets you share the image with a friend.
- Click here and you will “pin” the image, along with the link to where it came from.



FourSquare is a popular tool for sharing your favorite places with friends, learning about their favorites, and getting more info about fun places to eat, shop, explore, and more!

Searching for popular places near Deerfield will get you all basic info on locations and links to their websites.

You can rank locations, see what others think, see how many people “checked in” there with FourSquare and what they thought.

Kohl Children's Museum of Greater Chicago
Museum
2100 Patriot Blvd (at Lake Ave), Glenview, IL 60026
Suggest an Edit

Directions (847) 832-6600 @kohchildrensmu kohchildrensmuseum.org

Hours: Open until 5:00pm (Show more) Credit Cards: Yes (incl. American Express)

7.1 /10 Popular with out-of-towners Total Visitors 1,457 Total Check-ins 2,546

SAVE http://4sq.com/bZC2J6 SHARE

More Like Kohl Children's Museum Chicago

- The Grove National Historical Landmark 5.8 1421 Milwaukee Ave
- Make-A-Messterpiece 2050 Tower Dr (btwn Patriot & W
- Historic Wagner Farm 6.1 1510 Wagner Rd

FourSquare will suggest similar places by drawing on what other users liked and where they visited next.



LinkedIn is the social networking site for professionals.

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jobsearch.about.com
Saratoga Springs, New York | Online Media

Current About.com
Previous Skidmore College, Tri-State Retail Systems
Education Indiana University Bloomington

Improve your profile Edit

500+ connections

LinkedIn lets you describe yourself professionally in a way that's more dynamic than a resume (plus it's

You interact with other professionals by making “connections” and endorsing your connections’ skills and competencies (and having them endorse yours!)