

A young man with dark hair, wearing large black headphones, is shown in profile, looking intently at a laptop screen. He has his hands clasped together under his chin, suggesting deep concentration or thought. The scene is dimly lit, with the primary light source being the laptop screen, which creates a soft glow on his face and hands. The background is blurred, showing what appears to be a modern office or studio environment with some equipment and lights.

# SOCIAL MEDIA

The Basics, What's it all about?

# Your input is important

- Before we start, Please place the answers to the following questions in a *single* chat message:
  - What Social media are you currently using? For how long?
  - What were you hoping to learn at this session?

# Who is Rob/Bob Oxford



Dartmouth College  
Trainer  
&  
Application Specialist



Owner of  
Software Wizards, Inc.  
since 1989



Musician  
Singer  
Songwriter

**Eastman Resident**

# Scope of this session

- Focus on the Social Side, not the business side
- Identify various types of Social Media
- Why you might use Social Media
- How to use Social Media (Generally)
- DOs and Don'ts of Social Media
- Questions and Answers

# What will I use for Examples

- I can't possibly interact with every social media platform
- To demonstrate concepts, I will be using
  - Facebook
  - Linked In
  - Twitter
  - You Tube
- I am running on Windows 10
- The browser I am using is Microsoft Edge

# Terminology you will learn

- Newsfeed
- Friend
- Follow
- Like
- Share
- Hashtag
- Going Viral
- Meme
- Mention

At the conclusion of this session, I will provide:

- A Link to the blog that supports this session, containing
  - A link to these slides
  - Links to the top 10 Social media sites and their privacy policies
  - A PowerPoint deck you can download to help with sizing graphics for Social Media sites
- You will know where to look for answers

# Course Outline

**What is Social Media**

**Why would you use?**

**A few keys to  
understanding**

**Top 10 Social Media  
Sites**

**Some Social Media  
Terminology**

**Privacy Concerns**

**Is Social Media  
really “Free”?**

**DOs and Don'ts**

# What is Social Media

- Traditional Mass Media
  - One to many
  - Had a reputation as a spokesperson
    - TV News Anchor
    - Journalist
    - Editor
- Social Media
  - Many to many

# Key things to consider

*Anyone* can create content

*Anyone* can consume content

Most content allows *anyone* to comment

*Always...*

Consider the source

# Why Use Social Media

- To connect with your family
- Find and reconnect with some old friends
- Keep informed about some of your favorite sports teams, players, celebrities, companies, and more.
- Connect with people with similar interests (Example: Friends of Eastman)
- Play an online Game
- Find out more about someone (Snoop!)

# \*Top 10 Social Media Sites

1. Facebook
2. You Tube
3. What's App
4. Instagram
5. Tik Tok
6. Snapchat
7. Reddit
8. Pinterest
9. Twitter
10. Linked-In

\*Source of popularity from [The Top 10 Social Media Sites & Platforms 2021 \(searchenginejournal.com\)](https://searchenginejournal.com/top-10-social-media-sites-platforms-2021/)

# Is Social Media really “Free”?

- The monetary cost of participating - \$0.00
  - Facebook annual revenues: \$86 BILLION
  - *Somebody* is paying some money for this!
- Where does the money come from?
  - Advertising
- The actual Price you pay
  - DATA/Information

# Data Examples

- Provide your name: Sally Smith
- Birthday: 6/1/1971
- Gender: Female
- Location: Grantham, NH
- Privacy? What's That?

# Additional Data

- Every Click
- Everywhere
- Location
- Device
- Time

## **Off-Facebook Activity**

- Product info
- News articles
- Companies
- Organizations
- Schools



LET'S TAKE A LOOK!

# A few sites

- <https://www.facebook.com/>
- <https://twitter.com/>
- <https://www.linkedin.com/>
- <https://www.youtube.com/>



# DOs & Don'ts

# DOs

- DO assume content lives forever!
- DO assume anyone can see anything you post
- DO consider the impact of your post
- DO keep things upbeat and positive
- DO feel free to remove content and “friends”
- DO participate fully and complete your profile
- DO ENJOY!!

# Don'ts

- Don't treat Social media as News or the Truth
- Don't Overshare
- Don't Share:
  - Passwords
  - Credit Card information
  - Social Sec Number
  - Any "Confidential information
- Don't post when you are angry
- Don't spend time reading content that doesn't interest you!
- Don't be afraid to post moment of your life responsibly

# Thank you

- Mary Niles and “The Center Presents”
- All of you for coming tonight

Additional Questions?



# Resources

- The blog:

<https://sftwiz.com/?p=109>

- My email address:

BobOxford@sftwiz.com



THANK YOU!