UVic Senior’s Program:
Social Media: Facebook & Twitter

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Senior’s Program website: https://www.uvic.ca/engineering/computerscience/community/index.php
Facebook

Sign up: You need your first and last name, email, password, and birthdate

Follow the prompts to add information about yourself – to make it easier for people who may know you to find your profile

Facebook will ask you for permission to use your email contacts to search for people you may know

Enter details like city of residence, etc. – optional, but makes it easier to be found

Add a photo of yourself

Timeline
Before you begin searching for friends, it’s important to complete your Timeline (aka your personal profile), which includes everything from uploading a profile picture and cover photo to outlining your employment history. It’s called a timeline because you can include information, important milestones and memories spanning your entire life. Timeline is incredibly nuanced, and encourages you to include as much detail as possible, and many, many people do — so, don’t be shy! However, be conscious of privacy.
Searching for people to add
Use a person’s name, email address, or phone number to search

Once you’ve filled out a healthy portion of your Timeline, start searching for and adding “friends.” Trust us, you won’t be at a loss. Chances are, many of your co-workers, family members, classmates and neighbors are already on the network. Search for them in the search box that appears on the top of the site.

As you accumulate friends, Facebook will be able to suggest additional contacts as its algorithm generates connections among your growing network. You’ll see a list of suggested friends on Facebook’s homepage, in the “People You May Know” sidebar.
If the other person accepts you as a “friend”, you can post on their “wall”, message them, and more.

What the other side sees:

“Respond to friend request” allows you to accept (and allow this person to view your profile), or delete the request.

If you no longer want to be “friends” with someone, visit their profile and click the “Unfriend” button. It is located in the same location as the “Respond to Friend Request” button above.

If you still want to be friends, but don’t want to see their posts on your “News Feed”, then you can “Unfollow” them. This will remove their posts, but will let you still remain friends with them.
Your Facebook homepage is called the **News Feed**: Finding friends on Facebook is incredibly important, not simply to connect for connection’s sake, but to stay up to date on their latest news, thoughts, activities, whereabouts and tastes. And the place to access that information is the News Feed. Once you’ve logged into Facebook, the first thing you'll see is the News Feed. There you’ll view friends’ status updates, new photos, links to articles, etc. One of the most recent changes Facebook made to its News Feed is the order in which updates appear. Facebook’s algorithm and your own activity determine what “news” is most important, and thus, whether it makes the top of your News Feed. Think of it like the front page of a newspaper, determined by an algorithm rather than an editor. Therefore, you won’t necessarily see updates in the order they’re posted, but in order of timeliness and “importance.” If you prefer to see things in chronological order, simply click the "Sort" option at the top of your feed and select "Most Recent." 

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Posting “Status Updates”

A status update is anything important to you at a particular moment in time that you deem shareable with Facebook friends. Through a status update, you can communicate your present activity or whereabouts, post a link to an interesting article or site, and share photos and videos.

Create a status update either from the News Feed or from the top of your Timeline. However, I recommend first taking a look at many of your friends’ status updates before launching into your own. Each person has his or her own style and frequency, but many new users aren’t aware of typical Facebook “etiquette” when it comes to updates. In general, Facebook users resent “spammy” updates — in other words, sharing every single activity on your schedule and thought in your brain (“I just boarded the 6:05 train”). Boring. These days, Facebook is a space for sharing valuable information and fostering conversation. It’s not a platform for minutiae.¹

The “Like” Button

Every post will have “Like” “Comment” “Share” buttons.
Like – means you like the post, or think it is interesting/informative – will allow post to spread to more friends
Comment – add what you think to someone else’s post
Share – share it on your profile

One of the most powerful tools on Facebook, the “like” button not only communicates your support of activities, brands, articles and products to fellow users, but also to Facebook and third parties. The “like” button lives on nearly every piece of Facebook content: status updates, photos, comments, brands timelines, apps and even ads.

However, you’ve probably also seen Facebook “like” and share buttons on external sites: shopping, news publications, mobile and social apps, and ads. These sites are utilizing Facebook’s social plugins. When you “like” something outside of Facebook.com, it appears on your timeline, where friends can comment on the activity.

When Facebook expanded this functionality outside of Facebook.com, it opened up a rich social layer that most social networks had never before imagined. On the other hand, keep in mind that Facebook keeps track of your “like” activity and uses it to “improve the quality” of ads on the site. If sharing that kind of data makes you nervous, you’re not alone. Just be mindful that Facebook can share this behavioral data with third parties. For more information, see Facebook’s full data use policy.¹

Upload photos/video

Use the “Add Photos/Video” button to choose photos on your computer to add to your profile.
Chatting with friends
Click a friend’s profile and message them privately – if you post on their profile, it is visible to their friends
Brands

Although a major part of Facebook, friends are not the only entities with whom you can interact. Most major brands and a growing number of small businesses use Facebook to engage with, share deals and seek feedback from consumers and fans. Companies like Coca-Cola and Disney have tens of millions of fans interested in the latest company news and culture.

Take stock of the brands you’d like to follow, search for their timelines and “like” them on Facebook. You’ll start seeing their updates appear in the News Feed right alongside those of your friends. Feel free to interact with brand updates.
Here are the major types of privacy you need to be aware of as a Facebook user.

1. **Inter-user privacy:** Friends with your boss on Facebook? Consider adding him or her to a “list.” Then you can choose what updates they can view. You may also choose to limit certain lists from viewing posts other people tag you in by visiting the basic privacy settings.

2. **Public profile:** You can control the information non-friends can see on your public profile. Almost every feature of your profile has an edit option, which allows you to select who can view that information (public, friends only, only you, etc.).

3. **Third-party access:** Some third-party apps like Spotify and Pinterest, need to access certain information on your profile. They’ll ask for permissions before you begin using the app. Be aware that each app has different privacy risks. If you don’t want that information to be accessible, turn off access. Similarly, you can also opt out of Facebook social ads — the ads that appear to you based on brands your friends like.¹

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¹ Source: [http://mashable.com/2012/05/16/facebook-for-beginners/#9XDwQ9Elwag](http://mashable.com/2012/05/16/facebook-for-beginners/#9XDwQ9Elwag) Date Accessed: March 3, 2016.
Twitter

Sign up: You need your full name and email, and will need to create a password.
Tell Twitter what you are interested in by checking the boxes

Twitter will suggest users to “follow”
Add a photo of yourself (if you want)

Add a photo.
Show your unique personality and style.

Find people you know by using your email account’s contacts

Find people you know so you can see what they’re sharing. Don’t worry, we won’t email your contacts without your permission.
Twitter homepage, or “feed” for you

“Tweeting”
Similar to a Facebook post; share what’s on your mind to your followers

Twitter Lingo

Tweet – an update of up to 140 characters. It can have @Mentions to other users, hashtags, external links, or simply regular text. Mentions tags other users in your post. Hashtags can be used for “tagging” posts with words that describe its content.

Retweet – “sharing” someone else’s tweet to your followers

Feed – The stream of tweets you see on your homepage. It's comprised of updates from users you follow.

Handle – Your username.

Mention (@) – A way to reference another user by his username in a tweet (e.g. @TeslaMotors). Users are notified when @mentioned. It’s a way to conduct discussions with other users in a public realm.

Direct Message (DM) – A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.

Hashtag (#) – A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #AmericanIdol, #Obama). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don’t follow. ²
Following and Followers
We once heard Twitter described as a crowded banquet hall. Picture people milling about, having conversations — some are snacking on delectable treats, some are staring at the ceiling. It's a lot to take in all at once, but if you hone in on a few people that seem interesting and start a genuine conversation, you might encounter a new and interesting network of contacts. Before you know it, you'll have a nice little group of people with common interests.

Once you've squared away your username, photo and bio, you need to seek out people to follow. You can find them in a few different ways.
Our advice is to follow your friends and people you know, at first. When you open your account, Twitter's algorithm doesn't know you very well, and thus, cannot logically suggest people for you to follow, just yet. (However, the company is trying to improve its suggestions feature.) It merely suggests random celebrities and other folks with thousands of followers. Therefore, following people you know will make your initial foray more worthwhile.
You may also want to explore people your friends are following to naturally increase your Twitter perspective. Once you get rolling, Twitter will give you better follow suggestions, based on the industries/fields associated with your interests. With time, you'll become adept at discerning who is worth following and who is not.
There's no set strategy for this — it's completely up to you and your own personal tastes. If someone follows you, there's no requirement to follow them. If someone is tweeting too much and clogging your feed, feel free to unfollow him immediately.

Search Twitter for people to follow
You will see their updates on your “feed”

Tell your friends/family to follow you
They can see your updates on their “feed”

Joining in on the conversation
Now that you've been observing the updates and musings of those you follow, it's time to join the conversation. You could try to send a 140-character observation into the ether and hope someone sees it, but there's a better way to engage with people around your interests.
The next time you see a particularly fascinating tweet, click "reply" and add your two cents.

Interacting with ordinary people is a great way to get the hang of the "@mention" (just use the "@" sign before that person's handle). Clicking "expand" or "view conversation" on a tweet will display all the responses that message received, including tweets from people you aren't following. You can see when someone follows or @mentions you in the @Connect tab at the top of the page.
You might also notice a vertical blue line connecting some tweets. When two or more users you follow are involved in a conversation, Twitter automatically groups those messages together on your timeline, displayed chronologically from when the most recent tweet was sent. Up to three messages in the conversation will appear on your timeline, connected by the vertical line. If there are more than three messages in the conversation, click on any one to view the entire conversation.
Once you feel comfortable with these tools, it's time to start interacting with more influential Twitter users. Twitter gives you the power to directly connect with government officials, celebrities and cultural movers and shakers. By @mentioning specific people, the odds that they see your conversation increase drastically. Who knows? They might even respond or retweet to their own personal audiences.
Direct messaging (DM)
Another way to communicate with Twitter is through direct messaging (DM). The messages are private, between you and the receiver, but keep in mind what you say could be shared — so make sure whatever you send is something you'd feel comfortable having publicly posted.²

Retweeting
Retweeting is a common way to share something interesting from someone you follow to your own set of followers. Pertinent information tends to spread virally via retweets. It's important to remember that a retweet should be thought of as quoting someone or citing a source. There are a couple of ways to retweet someone (see above). You may choose to simply hit the retweet button that appears when you hover your mouse over someone else's tweet. When you click this button, the tweet will be sent to your set of followers, using the original tweeter's profile pic alongside a note that you have retweeted the post. Additionally, a small green icon will appear in the top-right corner of the tweet. Another way of retweeting is to copy and paste the text, then create a new tweet by clicking the compose icon in the top-right of your profile page. This method gives you the opportunity to comment on a tweet before you retweet it. Be sure to include the letters "RT" and the handle of the person who originally tweeted the information. (This is illustrated in the lower example in the pictures above.) Notice that the tweet now appears in your timeline, with your profile pic and your comment before the original tweet. Again, these are two ways to perform essentially the same action. It's up to you to determine when it's appropriate to include a comment in your RT.²

Hashtags
Hashtags label and indicate the subject matter of certain conversations taking place on Twitter. The hashtag is represented by the number sign "#." Putting one of these little symbols in front of a word or phrase indicates a subject you think is worth talking about. The words you use after the hashtag become searchable because Twitter tracks them. That is to say, if you click on a particular hashtag, you'll be able to see all tweets that have also used that hashtag. It's a grouping mechanism that allows you to get the general public's sense about a specific topic or issue. This is a very convenient way to drop in on subjects as broad as #OrganicFood or as focused as #MeetModelS. Feel free to create your own subjects — just make sure you don't use any spaces between words in a hashtag. The #Discover tab at the top of the page will display content and hashtags that might interest you, based on your own tweets.²