

SOCIAL MEDIA





Facebook is a social networking service that lets you connect with friends, co-workers, and others who share similar interests with you. You can post pictures, updates, about activities or events, and you can even join in on invitations. Interest groups or pages can be created, to share special information on events or interests.

You can search for friends with your email address, or by typing the person's name in the search bar, when you are logged in. You can add or delete friends whenever you want. You have control over who is on your friends list.

- Facebook Wall - is a section of your profile where others can write messages to you. The wall is public, so others who look at your profile can see the wall posts.
- Facebook News Feed – is a list of updates on your own Facebook home page. The news feed shows updates about those people who are in your friend's list. The news feed highlights information including profile changes, upcoming events, and birthdays of your friend.
- Facebook Like – this is an option on Facebook to provide positive feedback to a friends post or status update. It is just a "Like" button you hit if you like what you are seeing, without having to make an actual comment.
- User Profiles – People create profiles with photos, lists of personal interests, contact information, and other personal information.
- Privacy Settings – Facebook enables users to choose their own privacy settings. You get to choose who can see what is on their profile/page.
- Facebook Message – Allows you to send private messages back and forth between you and your friends.
- Facebook Status – Is an update feature which allows users to discuss their thoughts, whereabouts or other information.

Facebook also has a help center, when you type www.facebook.com into the URL bar at the top of the browser, scroll to the bottom of the Facebook login page, and to the right corner you will see Help. If you click here this will help you navigate through different things you can do on Facebook, and how to do them.

***Facebook is for those who know each other. Twitter is for those you want to get to know, whether it be businesses or people.**



Twitter is a real-time information network that connects you to the latest stories, ideas, opinions, and news about what you find interesting. You simply find the accounts that you find most compelling and follow the conversations. Twitter messages are public but users can also send private messages.

Unlike Facebook, users are limited to 140 characters or less. It requires and promotes concise messaging.

- Tweet – The act of posting a message often called a “Tweet” on Twitter.
- Avatar – The personal image uploaded to your Twitter Profile.
- Deactivation – this means to remove your profile from Twitter. Information from deactivated accounts remains on the system for 30 days.
- Follow – To follow someone on Twitter is to subscribe to their Tweets or updates on the site.



Pinterest is a virtual pinboard. It lets you organize and share all the beautiful things you find on the web. People use Pinterest to plan their weddings, decorate their homes and organize their favorite recipes. You can also browse pinboards created by other people. Browsing pinboards is a fun way to discover new things and get inspiration from people who share your interests. Pinterest is connecting people all over the world based on shared tastes and interests.

- Boards – Pins can be organized by topic, called boards. By default Pinterest starts users off with a bunch of boards, but these can be deleted or renamed to suit a user’s interests.
- Following – Like Twitter you can follow anyone, even if they are not following you.
- Repins – Is sharing an image pinned by someone you follow or found while browsing.
- Likes – Liking a pin just adds it to the “Likes” on your profile but does not add it to one of your boards.



Skype is internet phones through a webcam and microphone hooked up to your computer. It allows you to video chat with friends and family anywhere in the world. Skype is free to download and easy to use.



Youtube allows billions of people to discover, watch and share originally – created videos. You can use the search bar to search for TV shows, music, information, and how to do things (How to Tie a Tie).



LinkedIn is the world's largest professional network with over 120 million members and growing. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities.

Have you Googled yourself lately? You never know what might come up. LinkedIn profiles rise to the top of search results.



Email stands for electronic mail, and it is a method of exchanging digital messages from one person to another. Spelling the correct email address is critical when sending an email. Just like a normal postal letter, if you write the wrong address it will go to the wrong receiver. If you send an email to an address which does not exist, the message will come back to you with an error.

- The header of an email includes the From:, To: and Subject: fields.
- The From: field will automatically be from you so you will not need to type anything in that field.

- The To: field will be the person you are sending the email to. So you will need to type in their email address.
- The Subject: field is where you type a brief description of what the email is about.
- The next section of your email after the header is the body and it contains the message.



Use the subject field to indicate the content and purpose of your email. Remember that your tone cannot be heard through email. Use exclamation points sparingly. The maximum number of exclamation points in a business email is one. Otherwise you risk looking childish and unprofessional. Make sure to use a courteous greeting and closing in your email. This helps to make your email not seem demanding or tense. Make sure to spell the recipients name correctly.

- Use Sentence Case – Never type your email in all CAPS, it makes the reader think you are yelling.
- Be Formal, not Sloppy – Your email message reflects you and your company, so grammar and punctuation rules apply.
- Keep Messages Brief and to the Point – Concentrate on one subject per message whenever possible.
- Spell Check – emails with typos are not taken as seriously.

TEXTING

Text Messaging or texting, refers to the exchange of brief written text messages between two or more phones.



High Definition Television is commonly known as HDTV. HDTV produces better pictures and sound than standard-definition television. HD offers more colors and a higher resolution picture. This can make HDTV images clearer, sharper, more detailed and more lifelike.



Blu-ray is an optical disc format designed to display high definition video and store large amounts of data. Blu-ray has better picture and sound quality than a normal DVD. You need a Blu-ray player to be able to play the discs; an ordinary DVD player will not work. You also need to have an HDTV to be able to get the effects of Blu-ray discs.



A Blackberry Playbook is known as computer tablet or a tablet. A tablet is a mobile computer larger than a mobile phone. It has a flat touch screen and it operates by touching the screen rather than using a physical keyboard.



A server is a computer program running to serve the requests of other programs.



A computer network often simply referred to as a network, is a collection of computers and other hardware components interconnected by communication channels that allow sharing of resources and information.



Wireless Internet is commonly known as Wi-Fi. Wireless Internet refers to any type of computer network that is not connected by cables of any kind.



The basic difference between CDs and DVDs is that DVDs can store more data. CDs have 700 MB of storage, whereas DVD single layer have 4.7 GB. So DVDs can store 6 times more data than a CD. You can use both for pretty much the same thing.

SOCIAL MEDIA QUIZ

Please match the word or phrase with its proper definition.

1. ___ Facebook Wall	A. Any type of computer network that is not connected by cables of any kind.
2. ___ Wireless Internet	B. An optical disk format designed to display high definition video and store large amounts of data.
3. ___ Skype	C. An exchange of brief written text messages between two mobile phones.
4. ___ Server	D. The method of exchanging digital messages from one person to another.
5. ___ Facebook	E. World's largest professional network.
6. ___ Twitter	F. Internet phones, through a webcam and microphone.
7. ___ LinkedIn	G. Virtual pinboard, that lets you organize and share.
8. ___ Texting	H. Real-time information network.
9. ___ Email	I. Social networking service that lets you connect with friends, co-workers, and others who share your interests.
10. ___ Facebook News Feed	J. Produces better pictures and sound.
11. ___ Network	K. Computer program running to serve the requests of other programs.
12. ___ Blu-ray	L. A section of your profile where others can write messages to you.
13. ___ High Definition	M. Collection of computers and other hardware components interconnected by communication channels.
14. ___ Pinterest	N. A list of updates on your home page.

SOCIAL MEDIA QUIZ ANSWERS

1. Facebook Wall – L
2. Wireless Internet – A
3. Skype – F
4. Server – K
5. Facebook – I
6. Twitter – H
7. LinkedIn – E
8. Texting – C
9. Email – D
10. Facebook News Feed – N
11. Network – M
12. Blu-ray – B
13. High Definition – J
14. Pinterest – G

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