



Introduction to Social Media

By Stay In Touch Pty Ltd – Module 50



A little information

Social networking is an online information channel dedicated to community based input, interaction, content-sharing and collaboration

Top Social Media Sites in Australia

- Facebook (social networking platform)
- Twitter (social networking platform)
- LinkedIn (social networking platform)
- Instagram (photo sharing platform)
- Pinterest (hobbies and interest sharing)
- YouTube (video sharing platform)
- WhatsApp (messenger platform)
- Facebook Messenger (messenger platform)

Why are people using it?

- Easy to use
- Easy to connect with family and friends
- Easy to stay in touch
- Easy to meet and reconnect
- Promotes sharing of information and interests
- Can be used for general audience or specific people
- It's free!

What can you do?

- Share comments and photos
- Share websites
- Look for events and share them
- Chat about your hobbies and interests with like-minded people

What do they look like?

- List of Friends or Followers or Connections
- News feed – the main page
- A view of just your posts
- Search box to search for friends and connections
- Individual Profiles – Business Pages - Groups
- Privacy Settings



Security and Privacy

- Check the privacy settings when you first sign up
- You have the option of hiding posts from the public
- Also an option to share just with selected people and groups
- Do not post you are going somewhere
- Never tweet or post that you have gone away
- Never announce you live alone
- Being social does not mean spilling everything
- Explore using two email addresses
- Avoid clicking on alerts in email mailbox
- Never share personal info – never post it in a profile
- Only accept friends and connections that you know
- Assume that everything may be public someday
- Understand that on the web is on forever

An interesting website with more information and data on Australian users -
<https://www.genroe.com/blog/social-media-statistics-australia/13492>

If you need assistance setting up your social networking site and learning how to use it, please call 03 9596 4547 to book an appointment or remote support.

Keep learning

- www.stayintouch.net.au
Sign up for our newsletters to receive top tips and upcoming events!
Keep an eye on our Events page for upcoming sessions
- www.beconnected.esafety.gov.au
Create a Free account with this government program to keep learning.
Your Support Centre is Stay In Touch Pty Ltd

Share FREE Tech Tip Tuesdays with friends

If you would like to join our FREE Tech Tip Tuesday sessions each week from 12.30-1.00pm, register with this link <https://www.eventbrite.com.au/e/102000702848>

Book a 1-on-1 appointment

If you require 1-on-1 tutoring, technical support or a security check performed on your devices, please call our office on 03 9596 4547 or email bookings@stayintouch.net.au to book an in-home or remote appointment with one of our friendly staff.