Leader Training Guide
Basic "Social Media"

Objectives:

1. Participants will learn what social media is.
2. Participants will learn about different social media tools.
3. Participants will become aware of using social media responsibly and wisely.

Lesson Overview/Introduction:

"Social media" is a way for people to communicate and interact online. People can participate in these interactive online conversations by using a variety of social media tools. Many of the social media 'tools' are free and are easy to set up, use, and connect people, businesses and organizations online instantly and spontaneously. While it has been around since the dawn of the World Wide Web, in the last 10 years or so there has been a surge in both the number and popularity of social media sites.

Lesson:
Here are a few of the more popular social media tools.

Facebook is now the grandparent of social media platforms. Launched in 2004, it continues to be popular with all ages, although its demographic has steadily trended older individuals and is heavily used by adults and seniors. In addition, it has morphed from a platform for sharing personal posts to something else entirely. Some call it a personalized portal, a platform that feeds you information about subjects in which you have demonstrated interest. Some posts are sponsored, but most come courtesy of your friend pool. Community Pages were added in 2010. Community Pages let you connect with others who share similar interests and experiences. The goal of Community Pages is to give users a way to learn more about a topic, a cause or an experience and see what others in the Facebook community are saying about this topic. Facebook also offers Marketplace, an avenue to buy, sell, and trade local good and products. Private discussion groups, invites to meetings, events are also an option when a group administrator creates a private group through invite only or confirms individuals who desire to be a part of a group.

Instagram is a photo and video-sharing social networking service owned by Facebook. Sometimes referred to as the new Facebook, Instagram has become immensely popular with the younger generation. Some people, notably young people, have switched to Instagram from Facebook to avoid the political posts, game notifications, and hacking that have plagued that platform in recent years. It began in 2010 as a simple app for sharing photos on mobile devices and gained fans by offering a variety of photo filters. The app has lightweight editing features allowing users to creatively alter their images before they're shared. Instagram allows users to share their videos and pictures to other networks, including Facebook, Twitter, Tumblr, and through emails.

Snapchat, a mobile messaging application used to share photos or videos that was founded in 2011. Snapchat is one of the fastest growing social networks out today. Snapchat opens right to the camera screen, so you can send friends a quick photo or video of what's going on, without having to type out a whole message, or post them to a public platform. Snapchat allows users to create unlimited "stories" which are video 10 second shots that are recorded and held live for any follower to see before it is deleted within 24 hours. Users can create private video messages to send to other recipients but beware, any screenshots made will be alerted to the sender. This is an app for mobile devices only, and youngsters who have grown up with hand-held devices usually have no problem feeling their way around the program.

Twitter is an online news and social networking service users interact with short messages and posts known as "tweets". The term "Tweeting" in coined for sending short messages to anyone who follows a user. Founded in 2006, Tweets were originally restricted to 140 characters, but on November 7, 2017, this limit was doubled for all languages except Japanese, Korean, and Chinese. Twitter's bite-size updates have transformed the world's access to real-time information. Its simple interface allows for sharing anything from breaking news to sports, to great content, to worldwide politics. Twitter has become well known for user's ability to share and send info that can be read at a quick glance. News media utilizes Twitter for quick news coverage, updates, and announcements. This is well makes it a great source for organizations wishing to share a quick headline or message.

Tumblr is a microblogging website and social media platform, founded in 2007, that is now owned by Yahoo. The website allows users to post images, videos, links, and other media content to a short-form blog. Tumblr is what is called a "social blogging" site. This means what it sounds like: A blog post may originate from one author, but it can be shared over and over again across the Tumblr community with new perspectives layered on with each new share. Getting re-blogged is the goal of many users. Tumblr comes with its own ready-made community. It's possible to find online friends with shared interests without giving up your anonymity. Also, it's a great medium for sharing artwork, music, photography and writing.

LinkedIn is recognized as the professional business social network. LinkedIn is used for keeping track of and growing a professional network, finding and applying for jobs, posting and viewing online résumés/CVs, giving and receiving recommendations, learning more about companies, tracking industry news and moves, and more. LinkedIn has been around since 2002.

Pinterest is a virtual bulletin or cork board that allows users to find and curate images and videos. Unlike other photo sharing sites, the emphasis here is on the discovery and curation of other people's content, as well as storing your own. You can easily post images from other websites to your Pinterest account using the "Pin it" taskbar button in your web browser, or you can just browse the Pinterest platform to discover, like, or "repin" content others have already posted. Launched in 2010, through beautiful images and easy-to-use "pinning," this website has taken the online community by storm. Pinterest provides a way for users to simply share and create image collections for hobbies, style, businesses, and more.

YouTube is a video-sharing website. YouTube was founded in 2005, and was purchased by Google in 2006. One of the world's most visited sites, YouTube also has social networking functions, meaning you do not have to be a filmmaker (amateur or otherwise) to join the community. Users can find and subscribe to YouTube channels, and add friends, whether they've personally made videos or not. Users can also create playlists of their favorite videos on the site and create profiles. YouTube hosts a myriad of videos for DIY enthusiasts, How-to videos, as well as educational and entertaining programming. YouTube has an online film rental service for viewers to rent movies for 24 hours and stream online.

Use Social Media Responsibly and Wisely
Today, we have the world at our fingertips. With the touch of a button or the click of a mouse, we can be connected to someone from another country, stream live footage to family members, or update friends with pictures and statuses. Social media is a fantastic tool for networking, communications, awareness raising, and marketing. Our ability to interact in this way can be a great tool as long as that power is used responsibility and wisely.

1. **Be careful who you friend** - don't automatically trust friend requests from strangers
2. **Be careful what you post** - remember that almost anything you post can be re-posted
3. **Manage your profile** - only include the things you really want others to know
4. **Consider your security settings thoughtfully** - what controls will you put in place?
5. **Think before posting images** - do you want your relatives or employer to see them?
6. **Think before tagging others** - do they want to be tagged online?
7. **Don't trust every link you see** - some can take you to unwanted sites
8. **Be mindful of Social Media etiquette** – do not steal pictures from others without crediting the source, do not share big news that deserves a phone call, and do not steal someone else's thunder

The average user spends over 90 minutes a day on all social media platforms combined. It's vital that we gain wisdom about social media, because it's not going away. Using social media responsibility and wisely is something we all learn as we go.

Suggested Activities:
Visit the "**Top 15 Most Popular Social Networking Sites and Apps**"
https://www.dreamgrow.com/top-15-most-popular-social-networking-sites to find the most up to date list of monthly active users for the top social networking sites. The findings are based on the latest original research, and updated as soon as new data comes in.

Visit the "Social Media Toolkit for Extension Professionals"
http://articles.extension.org/pages/73960/social-media-toolkit-for-extension-professionals to learn more on how to take advantage of social media for planning, development and implementation of your own social media strategy to teach and build awareness of your cause.

Lesson Summary:
Over the last several years, there has been an explosion of growth in popular social media platforms like Facebook, Twitter, LinkedIn, YouTube, Pinterest, and many others. It's safe to say that the era of social media is just getting started, and will only become stronger over time.

> "*If you are on social media, and you are not learning, not laughing, not being inspired or not networking, then you are using it wrong.*" —
> Germany Kent

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