

# Social Media Guide

**FOR SENIORS**



# C O N T E N T S

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**2 | Introduction**

**3 | Chapter 1 | Basic Skills**

**10 | Chapter 2 | Facebook**

**18 | Chapter 3 | Twitter**

**23 | Chapter 4 | Pinterest**

**31 | Chapter 5 | A Word on Privacy**

**33 | Chapter 6 | Conclusion**

**34 | Glossary**

# INTRODUCTION

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## Is social media important to seniors?

First of all, what is social media? Merriam-Webster’s online dictionary defines it like this: “forms of electronic communication (as websites for social networking and microblogging) through which users create on-line communities to share information, ideas, personal messages, and other content (as videos)”

*(<https://www.merriam-webster.com/dictionary/social%20media>)*

Social media is a way to communicate with others. It is important for seniors for several reasons. Because of the large number of adults today who use it, seniors can utilize social media to keep in touch with their families, make long-distance friendships, and even cultivate relationships when they are unable to leave their homes or nursing care centers.

In fact, social media is a powerful online tool. With it, seniors can share their lives with those around them.

For your convenience, there is a glossary at the end of this book. It contains definitions for social media-related terms, and can be turned to again and again for clarification as needed.



# CHAPTER 1 : Basic Skills

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In order for you to get the most out of social media, there are a few technology-related tips you'll want to know.

First of all, make sure you have access to a computer or smartphone and an Internet connection. All types of social media are online, so you can only use them when you have an Internet connection. (This is how you can keep in touch with everyone—they're all on the Internet!)

## The Internet: What is it?

Before we go into all this about social media, we'll do a quick description of the Internet and break down some important components like search engines, websites, and web pages.



## The Internet

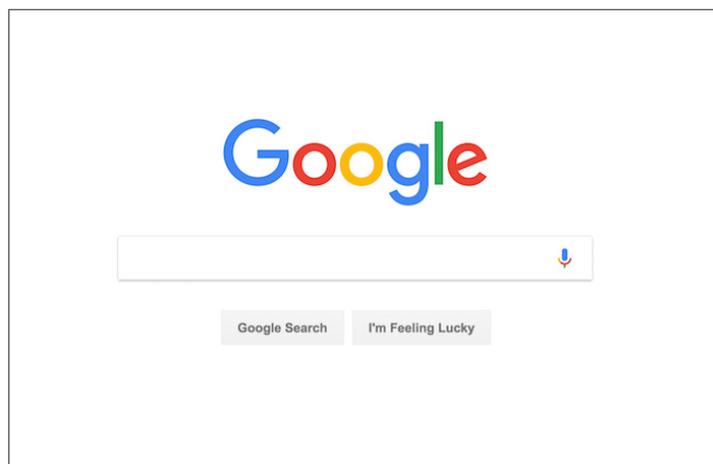
What is it exactly? The Internet is like a big community of information. It's the place everyone goes to find answers to questions, locate businesses, look at maps, or contact each other—basically it's a giant collection of information from all over the world, and a way to communicate with people anywhere on the globe! When you think of the Internet, remember these two words: Information and Communication.

Imagine the Internet like a huge shopping mall. The mall itself is an expansive structure, many stories tall, massive, sprawling over multiple acres. Inside this mall are hundreds and hundreds of stores. Shoe stores, boutiques, department stores, electronics stores, places to eat, etc. You can find everything you need in this mall called the Internet.

## Search Engines

A search engine is just a fancy term for “way to find something on the Internet”. All you have to know is where to type in what you're looking for, and you're good to go.

Remembering that the Internet is like a mall, think of a search engine as the mall directory. It's at the entrance, the first thing you see when you walk in the door. It has a detailed map of every store and item in the mall.



The difference between a search engine and a mall directory though, is that you don't have to stand around the directory all day trying to decipher it. Instead, you can type your particular topic into the search bar (a white strip at the top of the screen that says, "Search"), and the Internet will take you there. It's like customized shuttle service for the mall!



## Websites

A website is a piece of the Internet that represents a certain business, school, topic, or person. Think of a website as a store within the vast mall of the Internet. If you go to the Macy's website, you'll find the online representation of the physical Macy's store. There will be products, prices, services, information, and ways to contact Macy's representatives. The Macy's website is Macy's' own personal piece of the Internet, dedicated to providing information and communication to its customers.

## Pages

A page is a small segment of a website. Think of a page as a section in a department store. Going back to our Macy's website illustration, a page of the Macy's website might be "Women's Clothing" or "Kids Department". Pages are on social media as well as websites, as you'll soon discover.

## The Internet and Social Media

How are these two things—the Internet and social media—related?

Well, the Internet is all about information and communication. And social media is a particular way to personally connect and communicate with other people, and to share information with them.

For most computers and smartphones, it is pretty easy to access the Internet. There is an icon on your desktop (the screen that shows up when you turn on your computer) that symbolizes it. A few different examples of types of Internet browsers (programs for looking at the Internet) would be Safari (a blue compass), Internet Explorer (a blue “e” with a yellow circle around it), Firefox (a blue globe with a red fox wrapping around it), and Chrome (a blue globe made up of yellow, red, and green pieces). Look at this icon as the door to the Internet. When you click on it, a new screen will pop up, and you’re on. For smartphones, it’s the same way—just click the Internet icon.

## Setting up a Social Media Account

Facebook, Twitter, and Pinterest—the three platforms we cover in this book—are free. But in order to use them, you need to create an account for each one. This is like becoming a member of a free, online club. To join this club, just follow the steps below.

### Access the Website

- 1- Click your Internet icon.
- 2- In the top empty white bar that says “Search”, type Facebook, Twitter, or Pinterest and press the “Enter” (or “Return”) key to fetch the search results (this tells the directory to go get the information). When the search results appear on your screen, select one of the URLs (the address for a website) that looks like this:

[\*https://www.facebook.com/\*](https://www.facebook.com/)

[\*https://twitter.com/\*](https://twitter.com/)

[\*https://pinterest.com/\*](https://pinterest.com/)

### Fill out Required Fields

Alright, so you’re on the social media site of your choice. Now just like any club, you can’t just walk in the door and be “in”. You have to sign up. On the page, there will be some white strips with words in them, like “First Name”, “Email Address”, or “Phone Number”. If you click one, you can start typing in it.

Fill these out, and then click “Sign up”. Some places like Twitter have you click the “Sign up” button before you get to type in any information. Don’t click “Log in”, because that button is only for people who already have an account.

### Follow Through

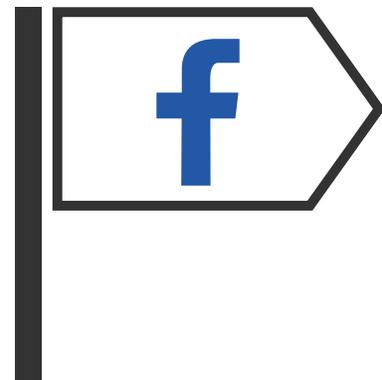
Now that you’ve put in your required information, the site will walk you through the remainder of the setup process. It will ask you to create a password so no one can illegally break into your account to get your information or send spam to your friends. Make sure to write your password down on a piece of paper or store it somewhere you won’t forget it.

Just read the instructions on each screen and follow them. When you’re finished, you’re in the club!

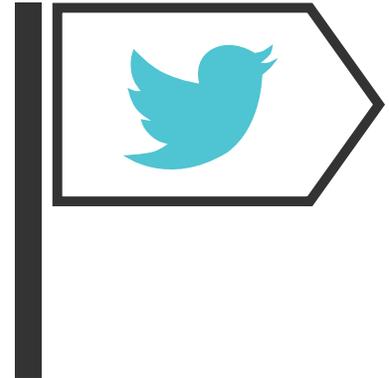
### The Big Three

Facebook, Twitter, and Pinterest: what are the differences, and do you want just one or all three? Here are some quick explanations.

**Facebook:** This is the “long, detailed” version of your life. You can post long status updates (entire paragraphs if you want!), add tons of photos, share articles, etc. Your friends can too. Facebook is where you’ll find the most detailed updates and communications from your friends and family. It is definitely the number one social media type for thorough, frequent communication.



**Twitter:** This is a briefer branch of social media and is for quick updates (140 characters or less!). Twitter is an option that makes you think about the words you use because you only have so many. You can share images and articles here, too. Facebook is a more substantive communication, while Twitter is shorter.



**Pinterest:** This is hardly for communication (although it easily can be). Pinterest is more about images. It's like a giant online magazine. You can find ideas for redecorating your house, recipes, jokes—the possibilities are endless. You can “follow” people (like friends and family) to see what kinds of ideas they're saving. You can also comment on or resave these ideas to your own account so you can use the recipes or keep tabs on your home improvement thoughts.



Now that you're familiar with the Internet and the three social media platforms we cover in this book, you're ready for the next chapter: Facebook.

## CHAPTER 2 : Facebook

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Facebook is the most popular social media outlet. People use it to stay connected, keep track of loved ones they don't often see, post updates and pictures of what's happening in their own lives, and read up on current events.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

But what does this mean for you as a senior? Well, this social media outlet is not just for 20-somethings. Older people can benefit from this form of communication as well.

Seniors often use Facebook to keep up with their kids and grandkids. They can scroll through the pictures and read their status updates to see what's happening in their daily lives. They also use it to communicate with out-of-state friends they otherwise might lose track of or say hi to extended family they don't often get to see throughout the year.

After you've set up a Facebook account (see chapter 1), how can you make it work for you?

Keep in mind, at the end of the book, there is a glossary of a lot of common Facebook terms. Feel free to reference it if you run into something you don't understand. (Tip: right now, you might want to read up on "newsfeed", "like", and "post/status"—we'll be using these terms a lot!)

## Finding Your Way Around

When you “log in” to Facebook (type in your email and password), you will be taken to the newsfeed. This is the page where everyone else’s stories, pictures, and posts show up. It is where you can connect with others by “liking” their content or leaving a comment. In this section, we’re going to cover some navigation tools—how to find your way around Facebook without getting lost.

### The Blue Toolbar

At the top of Facebook, there is a blue bar. This is your “toolbar”—a



place you can navigate to different parts of Facebook. And like a few other features of this social media platform, this blue bar will appear no matter which page of Facebook you are on.

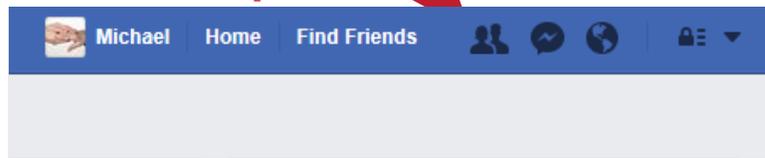
We’ll start on the left. At the top, there is a white rectangular strip that says “Search Facebook”. You can find friends and family, locate articles, and browse topics, all by typing in the words you’re looking for and pressing the “Enter” (or “Return”) key.

The next item on this toolbar is your profile picture and your name. If you click on this, you will go to your personal page. This is where your photos and posts are kept. If someone wants to know more about you, they will visit this page to see where you went to school, where you work, look at your photos, and view whatever information you’ve chosen to share.

Next to your profile picture and name is the word “Home”. Sometimes there is a little number beside it. “Home” takes you to the newsfeed (the place everyone’s posts and pictures appear). The little number indicates how many new stories are there since the last time you checked.

After “Home”, there is an icon that looks like two people’s silhouettes.

## Friend Requests



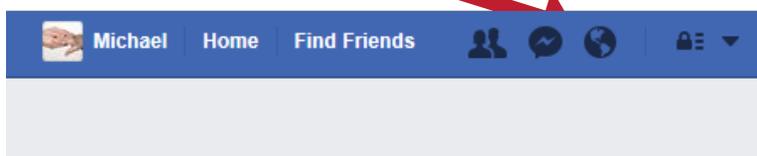
This is your “friend re-

quests” notification center. If someone sends you a friend request (they want to connect with you on Facebook so you can see each other’s pictures and posts), there will be a little red number on the top right of this icon. If you click the icon, the request will show up. You have the option to accept or decline the request. It’s up to you!

Next to the friend requests icon, there is a circle with a lightning zap through it. (It looks like a comic conversation bubble with a squiggle inside.) This is the message center. If someone sends you a personal message (kind of like a text or an email—only you can see these messages), there will be a little red number by this icon as well. You can click on this and write messages to your Facebook friends anytime you like.

After the messages icon, there is a globe. This is the notifications button. This is where Face-

## Notifications



book notifies you about things that relate to you or your content. For ex-

ample, if you post a picture of your backyard, Facebook will notify you every time someone “likes” your picture, or if someone leaves a comment on it. The way to tell if you have any new notifications is if there is a little red number next to the icon.

Next to the globe, there is a padlock symbol. This is—you guessed it—the privacy settings. If you click on this, there are some categories that will show up for you to click on if you wish; things like “Who can see my stuff?” or “Who can contact me?” Explore these for more information on Facebook’s privacy and how your own account is set up.

The last item on the toolbar is a little upside-down triangle. This is an arrow for a “dropdown menu”. That means when you click it, a list of options will drop down from the toolbar. The items on this menu are related to creating pages, groups, or ads. You’ll also find your activity log here (all the actions you’ve done on Facebook—every single “like”!), as well as a “Help” section in case you get lost.

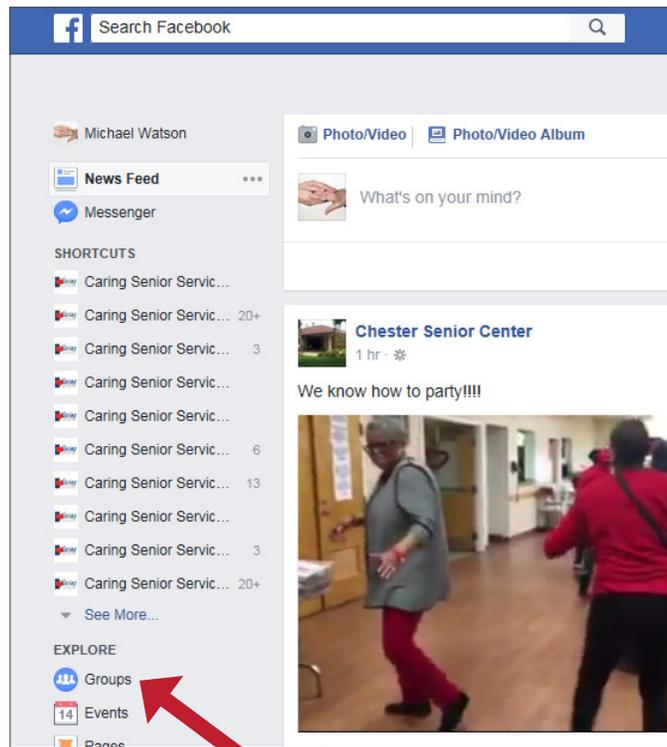
### The Shortcuts Bar

Along the left side of Facebook, there is a list of options for you to click through. The top item is your profile picture and name. This will take you to your personal page. Below that is “Newsfeed”, then “Messenger”. These are the same items we saw on the toolbar above, just in another location for you to find easily.



Below the top three is a “shortcuts” label. This is where your own pages and groups are. A “page” here is different from your profile. You can set up a Facebook page for your business, for your church, or for a club. This would be like a profile for your business, but since it’s managed by you, it shows up in your “pages” section.

A “group” is a collection of people who are all interested in a particular topic. There are health and fitness groups, writing groups, and motivation groups—you name it, there’s a group for it! Some groups are “closed”, meaning you can only join if the group creator invites you. Other groups are “open”, and you can send a request to join the group. Once you’re approved, you’re in!



**Groups**

Below “shortcuts” is a label that says, “explore”. This list is long, and includes events, pages, groups, saved items, and your friends list. The difference between the pages and groups in this section and the ones above is that the ones above are your pages you’ve created, and your groups that you’re a part of. These pages are ones that you’ve “liked” that other people created, and the groups section is where you can find new groups to join. An “event” might be a party or something that a friend invited you to. The invitation will show up in your notification

center (the globe on the blue toolbar), and you have the option to say you're going, not going, or maybe going. Your friends list is just that: it's the list of all the people you've connected with so far!

## Setting Up

### Make it Personal

Before you do too much, you'll want to customize your profile if you didn't during setup. This is just so that when you ask to be someone's friend, they



can tell that it's you by your picture or the information you include in your profile (like where you went to college or the town you're from).

Your profile picture is the icon that will appear next to everything you say, whether it's a status update or a comment on someone's photo. You can change this picture at any time by clicking on your profile button (in the blue toolbar or the shortcuts bar) to go to your profile page. Next, float your cursor over your profile picture (don't click on it). A black bar appears at the bottom with the words "Update Your Profile Picture". Click this black bar, and a window will pop up with options for you to choose a picture from your computer or from Facebook.

You can also add information to your profile on where you live (not your exact address though; see Chapter 5 on privacy), where you went to school, or where you work.

## Add Friends

The point of having Facebook is to keep in touch with loved ones and friends. On Facebook, every connection you have is called a “friend” even if they’re related to you or they’re really more of an acquaintance. But how do you add more friends? There are a couple of ways.

First, if you know of someone who is on Facebook, you can type his name in the search box at the top of the page. When his profile shows up, click on it. Next to his profile picture will be the “Add friend” button. Once you click on it, Facebook will send this person a message saying that you want to be his friend. It will show him your name and profile picture so he knows who’s asking. Once he clicks “Accept”, you’re friends!

This works the other way around too. As you’re setting up a new account, people will start to see your picture show up as a person they might know. If they click to ask you to be their friend, Facebook will send you a notification. You can view the offer and accept if you want (there is also an option to delete the request if it’s from someone you don’t know).

Second, you can check the “People you may know”. This bar shows up sometimes in your newsfeed and has pictures of people you might know based on the people you’re already friends with. You can click to request these people as friends just as you did through the search bar.

## Share Your Story

Now you can add your own status update! At the top of your newsfeed (or at the top of your profile page), there is a rectangular box with your profile picture in it. Next to the picture are the words, “What’s on your mind?” If you click here, you can start typing a status update (something about your day, something fun you read, or really anything you’d like to share with your friends).

Underneath the space for words are other options. You can add a photo or video, choose a “feeling” with your post (feeling tired or happy?), or tag a friend who is with you or who appears in your photo.

## Using Facebook: Dos and Don’ts

Congratulations—you did it! Now that you have Facebook, how do you use it? Here are some simple dos and don’ts that will help you navigate this new club.

DOs	DON'Ts
<ul style="list-style-type: none"><li>✓ <i>Do check your newsfeed. This is where the fun stuff is.</i></li><li>✓ <i>Do post updates and photos for your friends to see.</i></li><li>✓ <i>Do “Like” and comment on your friends’ posts. This enhances communication and makes Facebook more fun for everyone.</i></li></ul>	<ul style="list-style-type: none"><li>✗ <i>Don’t share private information like your home address or social security number.</i></li><li>✗ <i>Don’t post content that could endanger yourself or someone else. Accounts can and do get hacked sometimes.</i></li><li>✗ <i>Don’t be rude; no one appreciates negativity, no matter the medium.</i></li></ul>

## CHAPTER 3 : **Twitter**

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Think of Twitter as a shorter version of Facebook. There is a character limit, so people don't say as much. It's the shorter, wittier version of communication. What does this mean? Well, take a look. And remember, there's a glossary at the end of the book should you need to reference it!



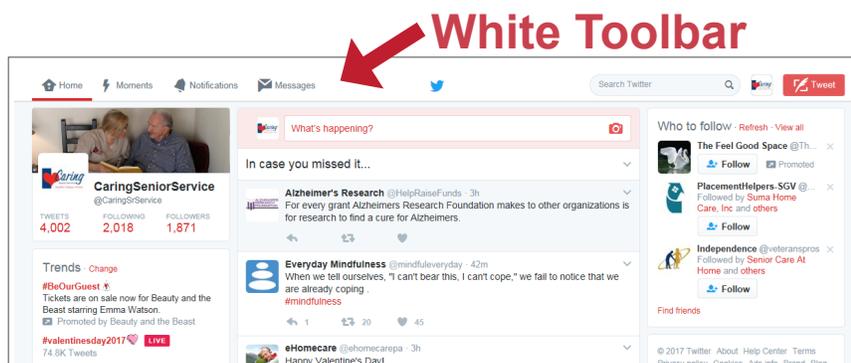
Like Facebook, Twitter is a way to stay connected and keep up with your friends and family. However, Twitter is the abbreviated version. There is actually a character limit to how much you can say. With Twitter, you have a maximum of 140 characters (a character is a letter, space, punctuation mark, or number). This paragraph is too long for a tweet!

## Finding Your Way Around

Like Facebook, when you first open Twitter, you are on the “newsfeed” page, where the tweets of all your friends (called “followers” in Twitter language) show up.

### The White Toolbar

At the top of Twitter, there is a white bar with icons on it that you can use to navigate. We'll start from the left.



The first item is “Home”. This is the newsfeed and where you’ll probably be most of the time. If the “Home” icon has a little dot next to it, that means there are some new tweets you haven’t read yet!

The next icon is called “Moments” and has a lightning bolt next to it. Moments are like categories. It’s an easy way to catch up on news or other current events without trying to read every single tweet in your newsfeed. Moments are collections of tweets about the same thing so you can quickly get the important pieces of the story without having to read all of them. You can create your own moments from your own tweets, or choose from news, entertainment, etc. from others.

After this is “Notifications” that has a bell icon next to it. When you have unseen notifications (new ones you haven’t looked at yet), there will

be a little number next to the bell. Twitter sends you notifications when you get a new follower, when someone mentions you in a tweet, when someone comments on a tweet, or when someone retweets (or shares) one of your tweets.

Up next is an envelope icon—“Messages”. This is like texting or emailing someone. You can send private messages through Twitter.

In the center of the white toolbar, there is a blue bird. This is Twitter’s logo. It doesn’t do anything; it just sits there and looks pretty.

Next to the bird is a search bar. You can find people, events, or articles here by typing the words and pressing the “Enter” (or “Return”) key on your keyboard.

Beside that is your profile picture. Clicking this will take you to your profile page where your pictures and tweets live.

The last item on the white toolbar is the “Tweet” button. If you press this, you can write up and publish a tweet.

## Setting Up

### Make it Personal

Like any social media account, you can and should customize your Twitter profile. Not only will this help your friends recognize you, but it also makes your profile stand out! There are a few ways you can personalize your account.

Click your profile picture on the white toolbar, then select the “Edit profile” button. First, choose a profile picture. Like on Facebook, this will show up on any tweets you make or comments you leave. Second, you can set a “header photo” if you want. This is the background photo that is visible when people visit your profile page.

One extra thing you can customize about your Twitter account is the theme color. Buttons, background colors—the overall look of Twitter—can be changed to a color you like! After clicking “Edit profile” on your profile page, if you look to the left, your profile picture, name, and other info is there. Under that is a button that says “Theme color”. Click this and there will be different color options for you to choose from.

## Add Followers

Like Facebook, you can connect with people by searching their names in the search bar and clicking the “Follow” button (it also might be a blue head silhouette with a plus sign next to it).

## Start Tweeting

Tweeting your first tweet is simple! Just click the “Tweet” button at the top right of your toolbar, and type what you want to say. At the bottom of the box that pops up for you to type in is a number. This shows how many characters (letters, numbers, spaces, and punctuation marks) you have left.



## Using Twitter: Dos and Don'ts

DOs	DON'Ts
<ul style="list-style-type: none"><li>✓ <i>Do post tweets, pictures, and articles you like for your followers to enjoy.</i></li><li>✓ <i>Do follow a bunch of different people (try searching your favorite celebrities, musicians, or politicians!).</i></li><li>✓ <i>Do “like”, comment, and “retweet” other people’s content. This increases engagement and communication with other tweeters! Facebook more fun for everyone.</i></li></ul>	<ul style="list-style-type: none"><li>✗ <i>Don’t share any private information like your address, phone number, or social security number.</i></li><li>✗ <i>Don’t be rude.</i></li></ul>

## CHAPTER 3 : Pinterest

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Pinterest is a little different than the first two social media outlets we've looked at. While Facebook and Twitter are primarily for communicating and keeping in touch with people, Pinterest is very much a visual-based outlet. This is a place to get ideas, find recipes, and see jokes and other fun stuff. Pinterest is a lot like an unlimited digital magazine.



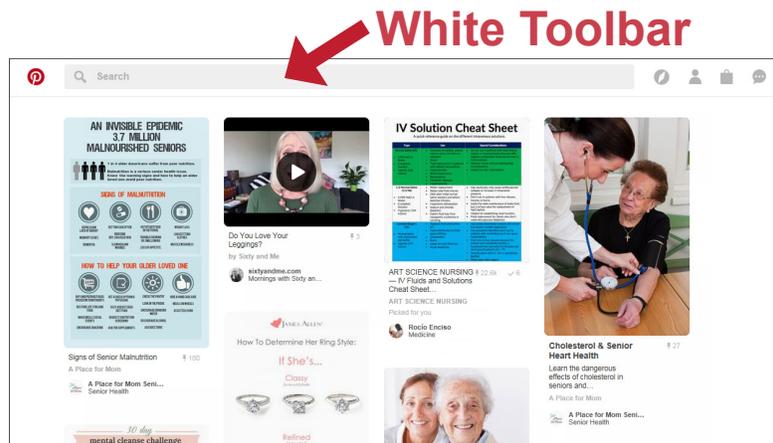
## The White Toolbar

The first item of business on Pinterest's toolbar is on the top left: it is a red circle with a swirly white "P" in it.

This is Pinterest's logo.

But on the toolbar, it's

the button to click to see your newsfeed. The newsfeed on Pinterest is where all the ideas from interests you follow and the ideas your friends and family save will appear.



Next is a long, gray rectangular bar that says "Search". You guessed it—this is the search bar! Like an Internet search engine, you can type ANYTHING in this bar, whether it's a person you want to find, or a recipe idea.

After the search bar, there is a gray compass icon. If you click this, a menu drops down with options for you to click. In addition to "Home feed" (same thing as a newsfeed), there are categories of ideas for you to browse, such as "Food", "Women's Styles", and "Photography".

Following the compass icon is the gray silhouette of a person. This is you. This is your profile page, where all of your "boards" and saved ideas are. If you saved a recipe before, you can come back to your page and find it. If you go to your profile page, there is even a search bar just for YOUR ideas. That means you can search all of your ideas specifically for one you remember saving and want to find again.

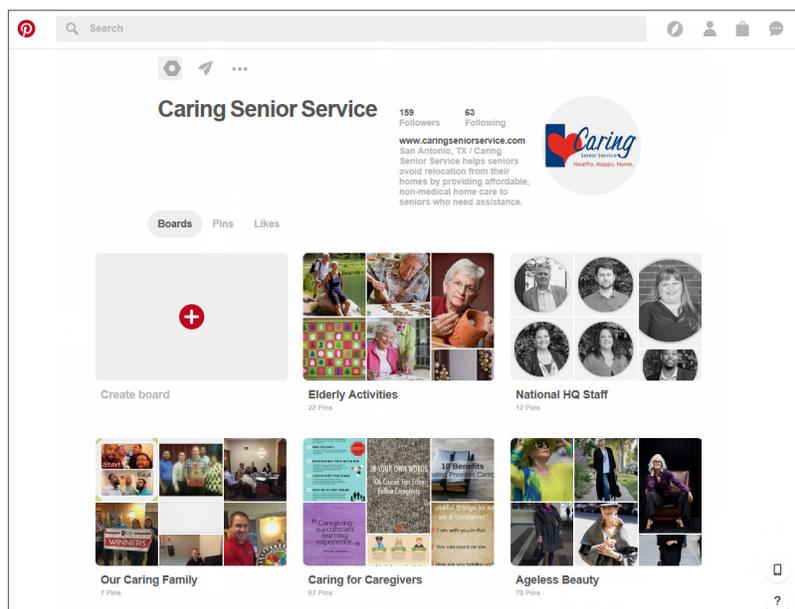
The last icon on the white toolbar is a speech bubble with three dots inside. This is Pinterest's notification center. If someone saves an idea Pinterest thinks you'd want to know about (based on what you've searched and saved before, your interests, who you're following, etc.), you will be notified. You'll also be told when someone saves one of your ideas, likes one of your pins, or sends you a personal message. Yes, you can send messages on Pinterest! Using this same speech bubble icon, when the dropdown menu appears, there will be a "Notifications" tab and an "Inbox" tab. The inbox is where all of your messages are stored.

## Setting Up

Pinterest is pretty easy to set up. You don't even have to add a profile pic, although this will show up under every pin you save so people can tell who saved it.

## Create Boards

Boards are where you save pins (also called ideas). A pin is a picture that often contains an address to a web page that you can visit. These web pages might have helpful articles or recipes that you want to go back



to later. If you save them to your Pinterest boards, it's easy to relocate these ideas and look at them again.

You can create boards for different categories. First, go to your profile. Click the gray area that has a plus sign in it to create a new board. Type a board name in the board name slot (for example, "Dessert Recipes"). Then choose a category for your board (for example, "Food and Drinks"). Now your board is ready! The "Start Pinning" section later in this chapter will tell you how to start adding some of those dessert recipes!

## **Add Followers**

When you set up your account, Pinterest will prompt you to select some interests or categories to follow (meaning ideas you are interested in that will show up in your newsfeed—ideas like food, stretching exercises, or interior design).

But you don't have to just follow Pinterest's ideas. You can find friends and family who have Pinterest accounts by searching for their names in Pinterest's search bar. When you find the account of someone you know (a fellow "Pinner"), click the red "Follow" button. Now their ideas they save will show up in your newsfeed.

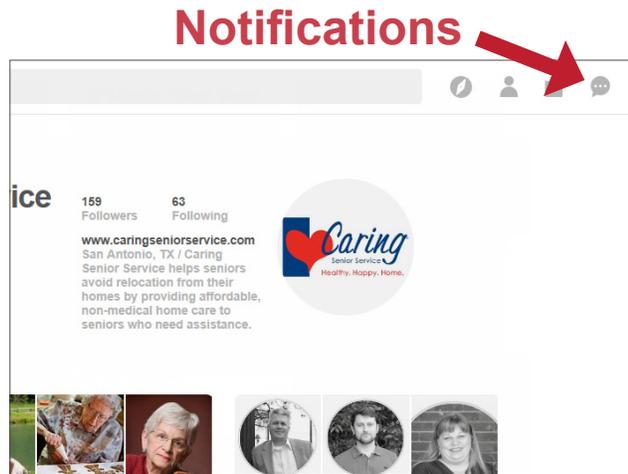
## **Getting Familiar**

### **Newsfeed**

Like Facebook and Twitter, this is the place you will find ideas your friends have saved and the interests you're following. You can resave these ideas to your own boards (see below "Start Pinning").

## Notifications

Also like Facebook and Twitter, Pinterest will send you notifications. These are just messages that tell you if someone “liked”, “commented” on, or “saved” one of your ideas. Sometimes Pinterest will even tell you if someone saved ideas to a particular board that doesn’t have anything to do with you (just to make sure you’re still engaged and not losing interest in Pinterest).



Another notification you will get is when someone sends you a pin. This can be like an email or a text message. If someone sees a pin that reminds them of you or that they think you will like, they can “send” it instead of “save” it to their own boards.

## Start Pinning

Now that you’ve got your account set up and have created a few boards (or categories), you’re ready to start saving your own ideas! Here’s how to do it.

## Saving Ideas (or Pinning)

Let’s say you want to build a birdhouse for your garden. You sort of know what you want it to look like, but you want to see some examples and maybe find some instructions for how to do it.

At the top of the page, there is a white “search” bar. Type “DIY birdhouse” (DIY means “Do It Yourself”; this category has tons of projects you can do yourself!), or just “handmade birdhouses” or even just “birdhouses”. Click the result that is closest to what you’re looking for.

A bunch of pictures of birdhouses will appear. Scroll down your screen until you find one you like. If you place your cursor over it (don’t click, just float it over), some white icons will appear on the top left, and one red one that says “save” will appear on the top right. If you want to save this idea to one of your own boards, click that button.

A box will appear with a list of your boards. Choose which board you want to save this idea to and click “save” again. Now this birdhouse pin is saved to your board, and you can go back and visit it anytime in your profile!

Now each “pin” or “idea” on Pinterest (each picture) has a link to a website. In other words, the address for a website or web page (particular stores in the mall of the Internet) is in the picture. This means that when you click on the picture, it will get large and fill up more of your screen. If you click on it a second time, you will be taken to the website this idea came from. This is where the article will be with the instructions for building the birdhouse.

### **Liking an Idea (or Pin)**

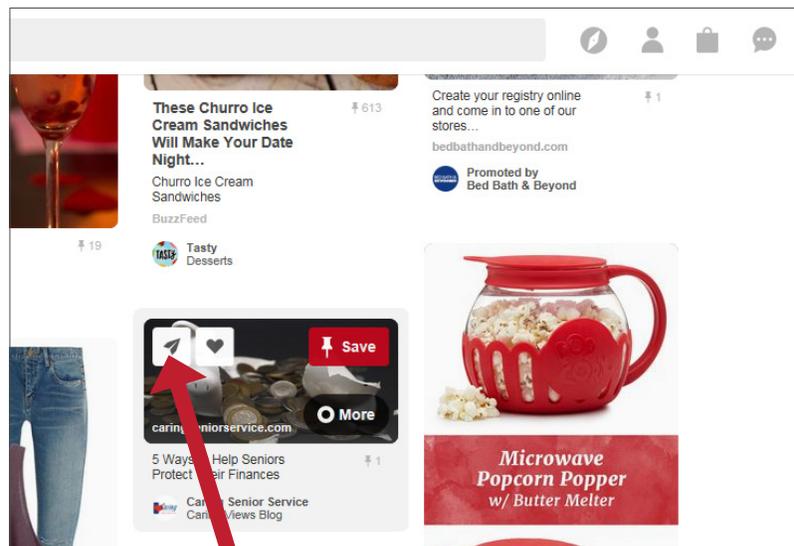
What if you really like an idea (one of the pictures you see), but you don’t want to actually save it to one of your boards? Maybe it’s not a category you have, or you just don’t like it enough to look at it again,

but you want to encourage people to keep showing content like that. Or, you just really like it.

Just hover your cursor over the picture. Remember the white icons on the top left? If you click the one shaped like a heart, you'll "like" the idea. It won't show up on one of your boards, but if you go to your profile and click to see all of your "likes", this idea will be visible there.

### Sending an Idea (or Pin)

This is where you can share ideas with your friends and family. Maybe your daughter is looking for a recipe for Thanksgiving. If you find one you think she would like, hover your cursor over the image. This time when you see the white icons on the top left, click the one shaped like a paper airplane.



**Send a Pin**

A box will appear with some of your followers, or a search bar so you can type in her name and find who you'd like to share this idea with. After you click on the person, her picture will have a red circle around it, which means the message will be sent to her. You can even select multiple people if you want.

There is also space for you to type a message for the person to go along with the idea, like, “Hi Diana! Here’s a recipe that made me think of you.”

Then click “send”, and you’re good to go! The message will appear as a notification, and they’ll receive it once they check their notifications on Pinterest.

## Using Pinterest: Dos and Don’ts

DOs	DON'Ts
<ul style="list-style-type: none"><li>✓ <i>Do browse the ideas in your newsfeed and save the ones you like to your boards.</i></li><li>✓ <i>Do follow interests you like and people you know for great inspiration.</i></li></ul>	<ul style="list-style-type: none"><li>✗ <i>Don't encourage bad content. Sometimes people upload pornographic content or content that doesn't meet Pinterest's standards, and that Pinterest doesn't allow. Don't encourage these types of pins by saving them to your boards. Ignore or report them.</i></li></ul>

## CHAPTER 5 : A Word on Privacy

There are a few things you should know about social media in general. First of all, these companies (Facebook, Twitter, and Pinterest) have contracts you agree to when you sign up. Social media companies pledge to protect your privacy.



You should be aware, however, that even though your account can be secure, the social media company itself knows all the information about you that you submit and keeps track of all your activity.

For example, on Facebook, you can set your account as private. This means that only the people you allow can see your stuff. However, Facebook sees and keeps records of everything. Every post you write, comment you leave, message you send—all of these things are on record. They will never disappear.

This just means that you want to be careful what information you put on Facebook. You don't want to share things like your address and social security number. Your personal phone number and hometown are also items you might want to consider keeping to yourself.

Although Twitter can be private, it's automatic setting is public. This

means anyone can see what you tweet. However, you can go into your settings on Twitter, click “Security and Privacy”, and change your setting to keep your tweets private.

Pinterest is different. This is NOT a private account. Anyone can follow you on Pinterest and look at your full profile at any time. This is not dangerous—if you don’t let it be. Just be careful about what information you include and what you say about yourself. With Pinterest, it’s not a big deal—you’re just saving ideas, not sharing personal information.

However, even though Pinterest is public and available to everyone, you can still have some things to yourself. You can create what is called a “Secret Board”. When you make a new board, you can turn on the “Keep this board secret” switch, and only you will see the ideas you save there. You can invite people to collaborate with you on secret boards. This feature is perfect for planning surprise parties, getting Christmas gift ideas, or plotting a secret date night for your spouse.

Social media is still a safe, fun-to-use tool. Just be cautious about the information you put on it.

## CHAPTER 6 : Conclusion

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Congratulations on educating yourself on how to use social media. Seniors are using technology such as the social media platforms covered in this guide in ever increasing numbers. Our hope is that after exploring this guide you are more equipped to use social media as a new way to communicate and stay connected with friends and family. You'll join the growing number of seniors who have found the freedom that comes from embracing new technology. At Caring Senior Service we understand that when seniors use technology to remain connected with family and friends they live happier and more fulfilled lives. To help facilitate this we place tablets in our client's home to help them stay connected even if family and friends live far away. Our belief is that every senior should be able to remain healthy, happy, and at home.

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# Glossary

**Account:** This is like your identity for the particular social media account. It separates yours from everyone else's so only you can access it. Think of it like a club membership. Your email and password are how you access your account.

**App:** Instant access to your account at the push of a button. Think of an app like your personal social media account VIP access.

**Board:** On Pinterest, a category for you to save particular pins (or ideas). You can create boards for recipes, for interior design, for birthday party ideas—the list is endless! Think of it like having a bunch of physical cork boards you can pin pictures or recipes too, but a digital one.

**Comment:** You can leave comments on friends' posts. This is another way to communicate.

**Cursor:** This is the icon that moves across the screen when you move your mouse.

**Facebook:** This is the “long, detailed” version of your life. You can post long status updates (paragraphs long if you want!), add tons of photos, share articles, etc. And so can your friends. This is where you'll find the most detailed updates on your friends and family. Facebook is definitely the number one social media type for thorough, frequent communication.

# Glossary

**Follow:** This is how you connect on Twitter and Pinterest. When you find a person or category you want to show up in your newsfeed, you can choose to “follow” that person or category. Then, every time they add an idea or tweet, this will show up in your newsfeed. If they follow you back, your updates will show up in their newsfeeds.

**Follower:** Like a friend on Facebook, a follower is someone you’re connected to (or “following”) on Twitter.

**Friend:** This is how you connect on Facebook. Friends can see each other’s content and pictures and tag each other in photos.

**Hashtag:** A hashtag is like a category. You type a word or series of words with the pound sign (“#”) before it. This puts the tweet into whatever hashtag/category you included. So if you put up a picture of your pancakes and bacon, you could hashtag the picture “#breakfast”. This would put the picture with all of the other tweets that have the same hashtag/category of #breakfast. More people can see your content this way, and you can also use it to organize your photos into categories.

**Internet:** This is like a giant community of information. You can search and find almost anything on the Internet. Think of it like a giant mall that contains categories (or stores) of everything you can imagine. And the nice thing about it is that you can easily find particular things instead of walking

# Glossary

around the whole mall by using a search engine (see definition below).

**Like/Reaction:** You can “like” someone else’s post, and Facebook will tell them you did. This is a way of positively affirming you enjoy reading about your friend’s life, you thought something she said was humorous, or you want to show your support of her decision or life event. You can use different “reactions” like sad, angry, surprised, or laughing.

**Newsfeed:** This is the place your friends’ updates and photos appear. This is where you’ll usually hang out and keep up with everyone.

**Notifications:** Messages from Facebook, Twitter, and Pinterest that tell you something happened regarding you or your content.

**Pin/Idea:** A particular photo or image that includes a link to a web page. You can save these ideas to your boards and they will always remain in your profile for you to come back and read again later.

**Pinner:** A member of Pinterest; someone you can follow on this social media platform.

**Pinterest:** This is hardly for communication (although it easily can be). Pinterest is more about images. It’s like a giant online magazine. You can find ideas for redecorating your house, recipes, jokes—the possibilities

# Glossary

are endless. You can “follow” people (like friends and family) to see what kinds of ideas they’re saving. You can also comment on or resave these ideas to your own account so you can use the recipes or keep tabs of your home improvement thoughts.

**Post/Status:** This is when you share something going on in your life. You can write something, attach a photo, or share an article you saw on your newsfeed or somewhere else on the Internet.

**Profile:** This is you. Your pictures, posts, and likes will all be here. You can personalize your profile picture (the picture/icon that will be on all your posts, next to your comments, and the picture everyone identifies you with).

**Retweet:** When you come across someone else’s picture or tweet that you really like and want to put on your own wall, you can share it (or retweet it). Now all your friends will see the neat thing you found!

**Save:** On Pinterest, this is where you can choose an idea (or pin) to put on one of your own boards. That way, whenever you visit your own profile, you can look back at the ideas you’ve added (like recipes or instructions for projects).

**Search Engine:** Think of this like a mall directory, but even easier. When you click on your Internet icon, a search page will appear (this might be

# Glossary

called Google, Yahoo, or Bing). In the bar on the top of the page, you can type in ANYTHING and find it on the Internet (or in the mall; it's like having a mall directory that lets you talk to it and ask it questions). Whether you're looking for a recipe or the latest news event, just type some keywords in the search bar (usually a white strip labeled "search"), and type the "Enter" key to tell it to fetch your results.

**Share:** If you come across a post or an article you really like and want your friends to see, you can share it. It will show up on your profile and in your friends' newsfeeds.

**Social Media:** According to Merriam-Webster's online dictionary, this is defined as "forms of electronic communication (as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)" (<https://www.merriam-webster.com/dictionary/social%20media>).

**Tag:** When you post a photo, Facebook gives you the option to "tag" someone. This means you type their name into the picture, and Facebook will tell them. Their friends and your friends will now see this picture instead of just your friends.

**Tweet:** This is what you say or share to your followers. It's called a tweet because it's short and sweet (no more than 140 characters)!

# Glossary

**Twitter:** This is the short, quippy social media. This is for brief updates (140 characters or less!). Twitter is an option that makes you think about the words you use because you only have so many. You can share images and articles here, too. Facebook is a more substantive communication, while Twitter is more brief.

**URL:** This is the address for a web page. This is how you find a particular webpage on the Internet.

**Wall:** This is like another word for your profile page. Think of the screen that's your profile as a wall where you can hang things (articles or photos) you like.

**Web Page (or just "Page"):** This is a particular search result (see "Search Engine"). A page is one screen view of a website. Think of this like one department in a department store—one page of a website (see below definition).

**Website:** Think of this as a mini store in the Internet mall, like Kay's or Radio Shack. This page has its own address (or URL), and it might have several "pages" within it that each have their own addresses (like the different departments in Macy's).