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INTRODUCTION TO SOCIAL MEDIA

Facebook and
Instagram



WHAT IS SOCIAL MEDIA

Websites and mobile applications that allow interactions among people in which they create, share, and/or exchange information and ideas in virtual communities

MOST POPULAR PLATFORMS

- YouTube.
- Facebook.
- Instagram.
- Pinterest.
- LinkedIn.
- Snapchat.
- Twitter.
- TikTok

What is the difference?



Facebook lets you share photos, videos, links, status updates. Users can post from website or mobile application.



Instagram lets you share photos and videos. Users can view from either website or mobile application, but can only post using the mobile app.

Facebook and Instagram are both owned by Meta (Facebook).

Users can cross post images between the two social media platforms.

Users can interact with another users post through commenting, "liking", or sharing.

Social Media Lingo

- **App:** Short for the app that is downloaded to a mobile device to provide access.
- **Caption:** The description of the post that appears directly beneath the image or video.
- **DM:** Short for direct message, a DM is a private messaging function.
- **Feed:** The collection of current posts shared by those you follow, designated by the house icon on the navigation panel. It may also be referred to as the home feed or newsfeed.
- **Friends/Followers:** The people who follow an Instagram user.
- **Following:** The people whom an user follows.
- **Handle:** An alternative term for username.
- **Hashtag:** The # symbol placed in front of a key word or phrase that is used to categorize the post. Hashtags are searchable.
- **Home:** The screen denoted by the house icon in the navigation pane that shows the posts of everyone you're following.
- **Like:** The measure of appreciation of a post is documented in the number of likes it receives. Looks like a "thumbs up" on Facebook and heart on Instagram. Users can also select other "emotions" on Facebook.
- **Mention:** When an account mentions another account, it uses the @ symbol along with the username of the account to hyperlink to that account. This can be done in post captions or comments.
- **Notifications:** When someone interacts with your content or profile, or someone you follow posts; you receive a notification to alert you to that activity.
- **Post:** Any content uploaded.
- **Profile:** Your account information, consisting of your name, username, profile photo, bio description, and gallery. You can view the profile of any account by tapping the account's profile photo in the feed. You can view your own profile by tapping your own profile photo.
- **Tag:** Linking a tagged account's username on the original post.
- **Username:** The name an account uses to define its profile address. The username is generated with an @ symbol in front when typing the person's username.

Facebook Privacy & Settings

Facebook accounts are only as secure as a users privacy settings. Users can adjust their privacy under Settings.



Security and Login

Two-Factor Authentication: When an attempted login from a device or browser is not recognized, Facebook sends the user a code.

Privacy

Here users can set who can see their posts, their friends list, contact information.

Profile and Tagging

Users can set up who can post on their page, who can tag them, who can see those tagged posts.

Notifications

What users will see in their notifications field.

Some advanced settings in Facebook can only be accessed from the website, such as Friend list filters.

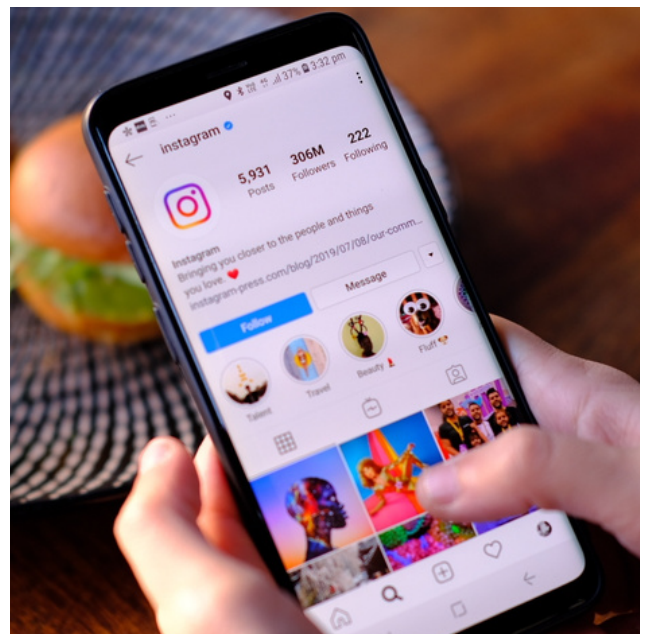
Instagram Settings

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