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CHILTON, WISCONSIN

# CHILTON PUBLIC LIBRARY

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## INTRODUCTION TO SOCIAL MEDIA

YouTube, Twitter, Pinterest, and TikTok



### 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

### Twitter



Users communicate through quick, short messages. People post Tweets, which may contain photos, videos, links, and text. Users can only type up to 280 characters. Tweets are public by default. Generally, new tweets appear at the top, pushing the older ones down.



**hashtag**



**handle or username**



**Verified user**

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

## YouTube



YouTube is a free video sharing website that makes it easy to watch online videos on almost anything. Owned by Google, it is integrated with Google products, but can be used on other devices as well.

Finding video topics is similar to using the Google search engine.

### Popular subject headings include:

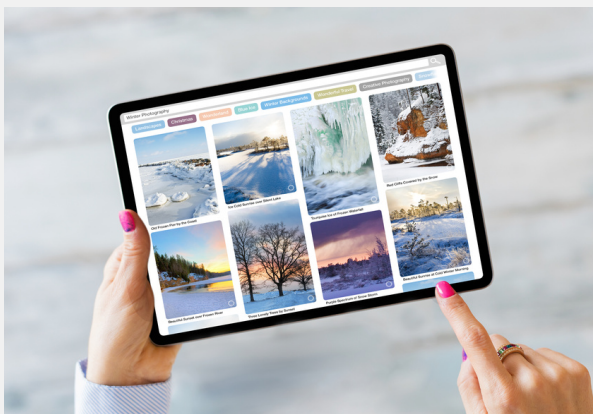
- Entertainment.
- Food.
- Gaming.
- Beauty and Fashion.
- Music.
- Sports.
- Science and Technology.
- Travel.



## Pinterest



Visual discovery engine for finding ideas like recipes, home and style inspiration. "Pins" will take you to another webpage outside of Pinterest.



### Popular subject headings include:

- Travel.
- Health and wellness.
- DIY home renovation projects.
- Women's style.
- Beauty.
- Food and drink.
- Motivational quotes.

## TikTok




Creating, sharing and viewing short video that can cover genres like stunts, cooking, news, jokes, dance, and entertainment

### Popular subject headings include:

- Social Media Challenges.
- Videos Based on Trending Hashtags.
- Dance Videos.
- Song Imitations.
- Dialogue Reenactments.
- Making Art.

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## 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.
- **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.