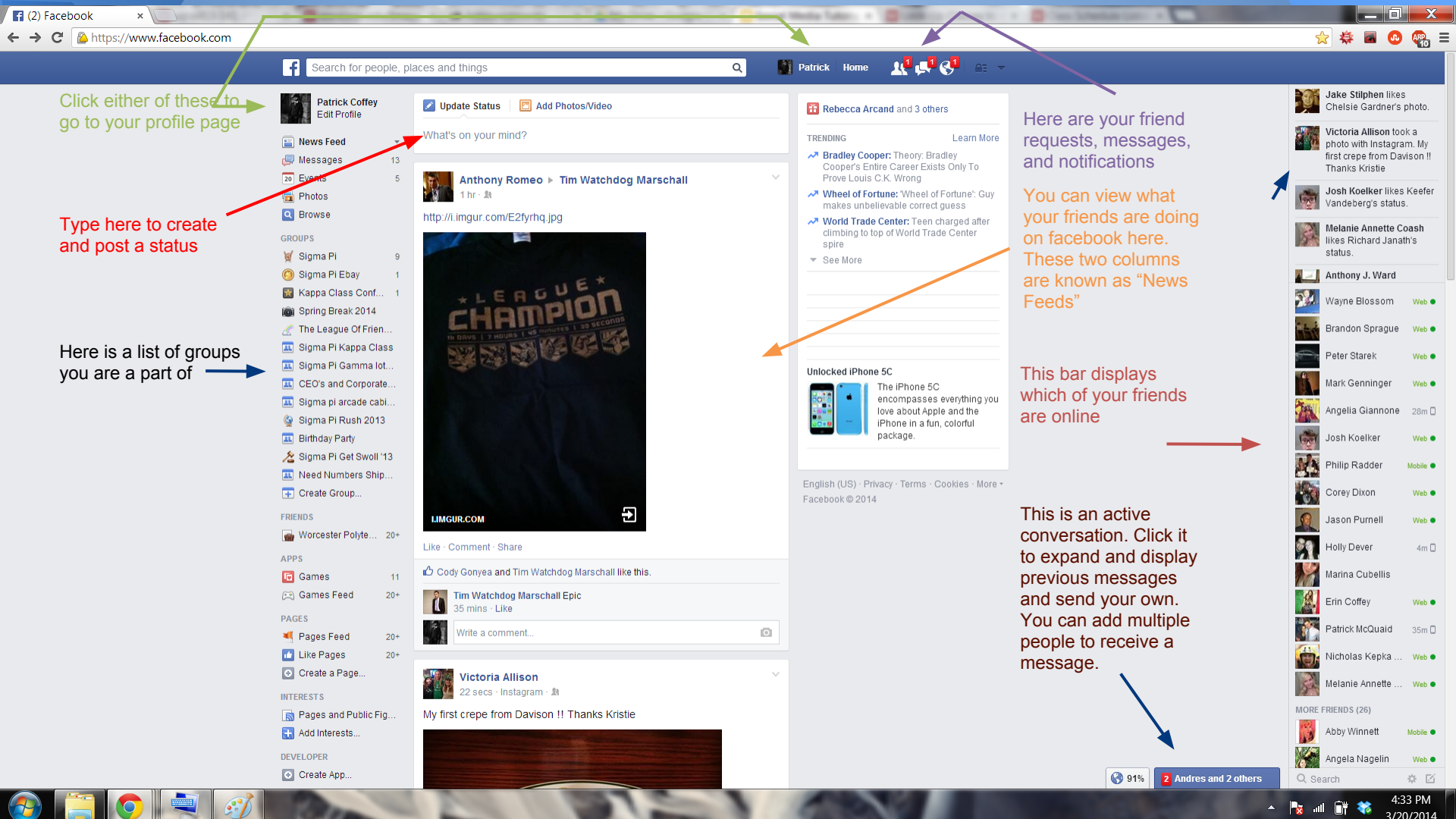
How to use Facebook, Twitter, and Instagram

Facebook

- Status updates
- Photo uploads
- A page that will store and display any and all data you post on it

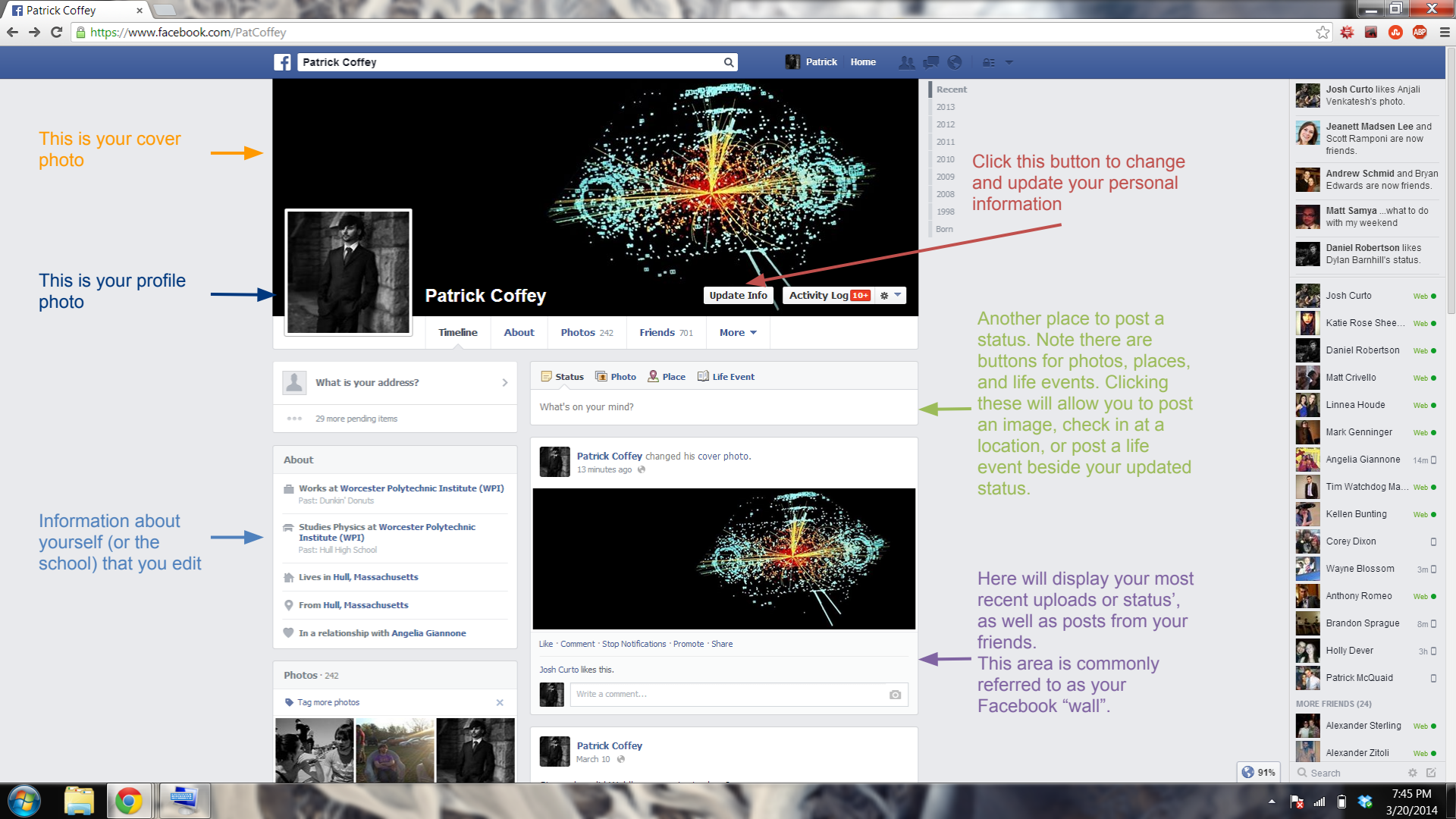
Facebook: Home Page

The following slide contains a screenshot of an example Facebook Home Page. There are arrows and notes that explain the various features of the website. Note the example is not the Maasai Joy Children's Centre's page, so information will vary accordingly.

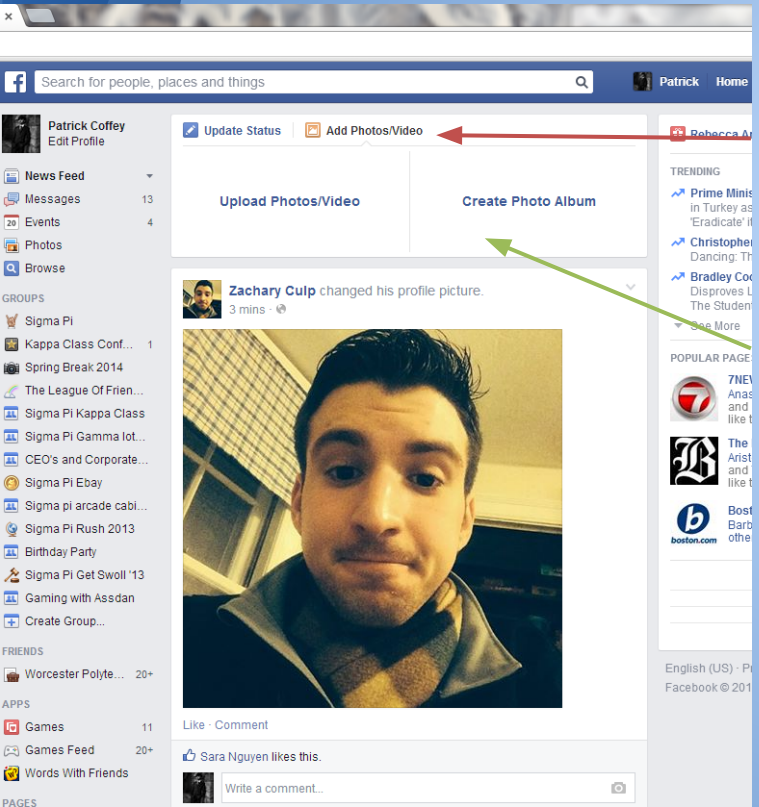

(2) Facebook
https://www.facebook.com
Search for people, places and things
Patrick
Home
Click either of these to go to your profile page
Patrick Coffey
Edit Profile
Type here to create and post a status
Here is a list of groups you are a part of
News Feed
Messages 13
Events 5
Photos
Browse
GROUPS
Sigma Pi 9
Sigma Pi Ebay 1
Kappa Class Conf... 1
Spring Break 2014
The League Of Frien...
Sigma Pi Kappa Class
Sigma Pi Gamma Iot...
CEO's and Corporate...
Sigma pi arcade cabi...
Sigma Pi Rush 2013
Birthday Party
Sigma Pi Get Swoll '13
Need Numbers Ship...
Create Group...
FRIENDS
Worcester Polyte... 20+
APPS
Games 11
Games Feed 20+
PAGES
Pages Feed 20+
Like Pages 20+
Create a Page...
INTERESTS
Pages and Public Fig...
Add Interests...
DEVELOPER
Create App...
Update Status
Add Photos/Video
What's on your mind?
Anthony Romeo ▸ Tim Watchdog Marschall
1 hr
http://i.imgur.com/E2fyrhq.jpg
LEAGUE CHAMPION
I.IMGUR.COM
Like · Comment · Share
Cody Gonyea and Tim Watchdog Marschall like this.
Tim Watchdog Marschall Epic
35 mins · Like
Write a comment...
Victoria Allison
22 secs · Instagram
My first crepe from Davison !! Thanks Kristie
Rebecca Arcand and 3 others
TRENDING
Learn More
Bradley Cooper: Theory: Bradley Cooper's Entire Career Exists Only To Prove Louis C.K. Wrong
Wheel of Fortune: "Wheel of Fortune": Guy makes unbelievable correct guess
World Trade Center: Teen charged after climbing to top of World Trade Center spire
See More
Unlocked iPhone 5C
The iPhone 5C encompasses everything you love about Apple and the iPhone in a fun, colorful package.
English (US) · Privacy · Terms · Cookies · More
Facebook © 2014
Here are your friend requests, messages, and notifications
You can view what your friends are doing on facebook here. These two columns are known as “News Feeds”
This bar displays which of your friends are online
This is an active conversation. Click it to expand and display previous messages and send your own. You can add multiple people to receive a message.
Jake Stilphen likes Chelsie Gardner's photo.
Victoria Allison took a photo with Instagram. My first crepe from Davison !! Thanks Kristie
Josh Koelker likes Keefer Vandeberg's status.
Melanie Annette Coash likes Richard Janath's status.
Anthony J. Ward
Wayne Blossom Web
Brandon Sprague Web
Peter Starek Web
Mark Genninger Web
Angelia Giannone 28m
Josh Koelker Web
Philip Radder Mobile
Corey Dixon Web
Jason Purnell Web
Holly Dever 4m
Marina Cubellis
Erin Coffey Web
Patrick McQuaid 35m
Nicholas Kepka ... Web
Melanie Annette ... Web
MORE FRIENDS (26)
Abby Winnett Mobile
Angela Nagelin Web
Search
91%
2 Andres and 2 others
4:33 PM
3/20/2014

Facebook: Your Profile

The following is an example of a profile page, or timeline. Note the example is not the Maasai Joy Children's Centre's page, so information will vary accordingly.


This is your cover photo
This is your profile photo
Information about yourself (or the school) that you edit
Click this button to change and update your personal information
Another place to post a status. Note there are buttons for photos, places, and life events. Clicking these will allow you to post an image, check in at a location, or post a life event beside your updated status.
Here will display your most recent uploads or status', as well as posts from your friends.
This area is commonly referred to as your Facebook "wall".
Patrick Coffey
Patrick
Home
Update Info
Activity Log
Timeline
About
Photos 242
Friends 701
More
What is your address?
29 more pending items
Status
Photo
Place
Life Event
What's on your mind?
Patrick Coffey changed his cover photo.
13 minutes ago
Like · Comment · Stop Notifications · Promote · Share
Josh Curto likes this.
Write a comment...
Patrick Coffey
March 10
About
Works at Worcester Polytechnic Institute (WPI)
Past: Dunkin' Donuts
Studies Physics at Worcester Polytechnic Institute (WPI)
Past: Hull High School
Lives in Hull, Massachusetts
From Hull, Massachusetts
In a relationship with Angelia Giannone
Photos · 242
Tag more photos
Recent
2013
2012
2011
2010
2009
2008
1998
Born
Josh Curto likes Anjali Venkatesh's photo.
Jeanett Madsen Lee and Scott Ramponi are now friends.
Andrew Schmid and Bryan Edwards are now friends.
Matt Samya ...what to do with my weekend
Daniel Robertson likes Dylan Barnhill's status.
Josh Curto
Katie Rose Shee...
Daniel Robertson
Matt Crivello
Linnea Houde
Mark Genninger
Angelia Giannone
Tim Watchdog Ma...
Kellen Bunting
Corey Dixon
Wayne Blossom
Anthony Romeo
Brandon Sprague
Holly Dever
Patrick McQuaid
MORE FRIENDS (24)
Alexander Sterling
Alexander Zitoli
Search
91%
7:45 PM
3/20/2014

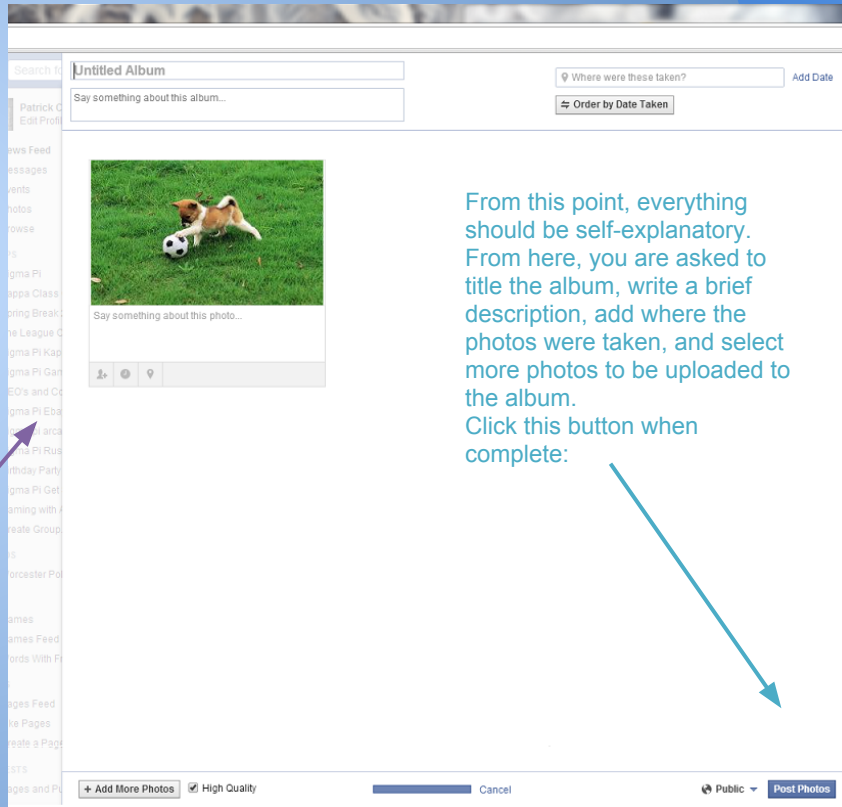
Facebook: Uploading Photos



Begin by clicking on this "Add Photos/Video" button. You will notice the bar that you previously entered status' drop down to produce this new menu.

You have the option of uploading the photos one by one, or by grouping them together in a photo album.

After selecting your choice, you will be asked to find the photo on your computer to select for upload. Once making the selection, the following menu will expand:



From this point, everything should be self-explanatory. From here, you are asked to title the album, write a brief description, add where the photos were taken, and select more photos to be uploaded to the album.
Click this button when complete:

Facebook Vocabulary

- **Status:** A place to write a short note for all of your friends to see
- **Likes:** A way of publicly promoting a post

- **Wall:** Located on your profile page, where everything you or others post is located
- **Status Feed:** Located on the Home page and the top right corner of every page, where current updates are constantly posted as they are posted.
- These three buttons are used to check your friend requests, messages, and notifications, in that order.

Twitter

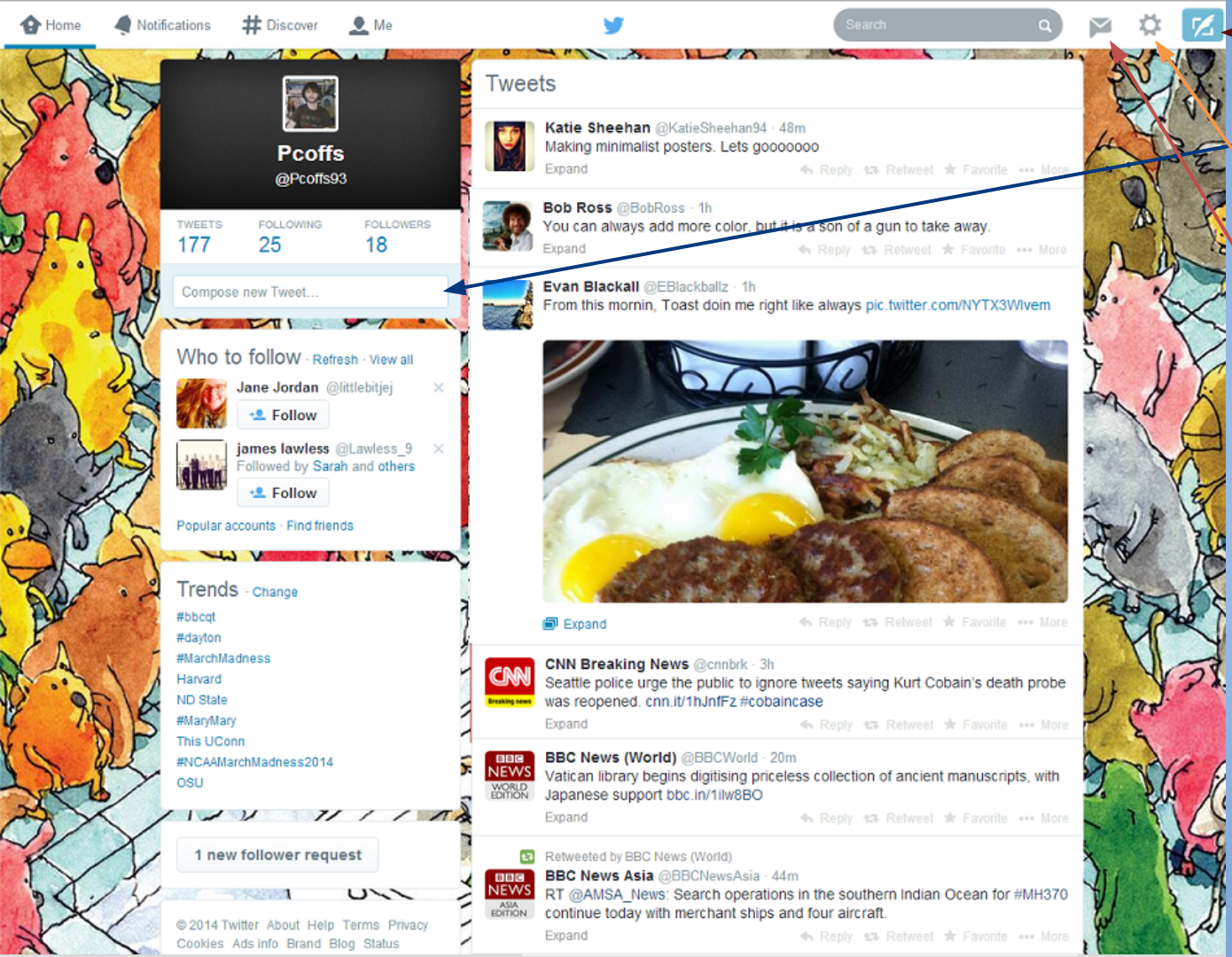
- Message limit of 140 characters
- Good for daily news or immediate updates
- Photos uploaded from Instagram will be automatically posted on twitter

Twitter Vocabulary

- Tweet- The name for a posted message on twitter
- ReTweet- Posting someone else's tweet on your own twitter (abbreviated- RT)
- Favorite- Equivalent to a Facebook like

Twitter

The following slide contains a screenshot of an example Twitter Page. There are arrows and notes that explain the various features of the website. Like before, the example is not the Maasai Joy Children's Centre's page.

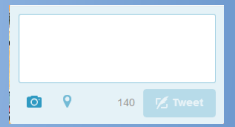


Click here to compose a new tweet, or simply begin typing your tweet here:

Click here to view and change your settings

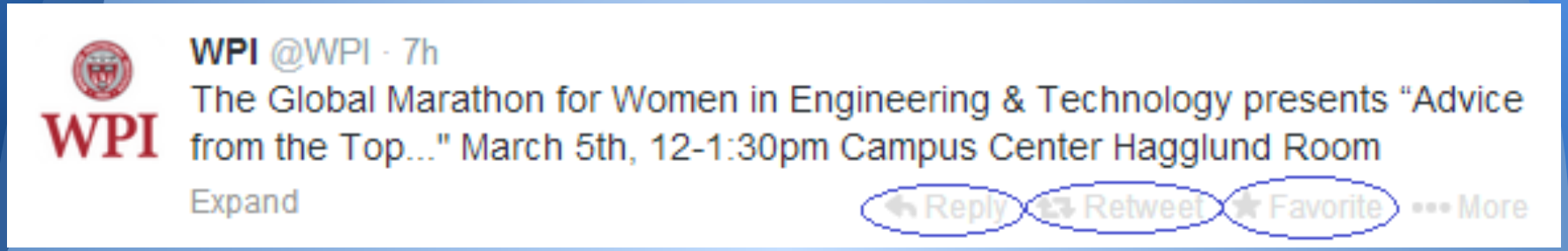
Click here to send a direct message to someone

When you begin typing a new tweet, the following menu will expand:



From here, photos as well as your location can be uploaded beside your tweet

Example Tweet



Circled, are the three ways tweets can be interacted with. Replies will send a tweet back to the original poster, retweeting will post it to your followers, and favoriting is exactly like liking a post on Facebook.

Instagram

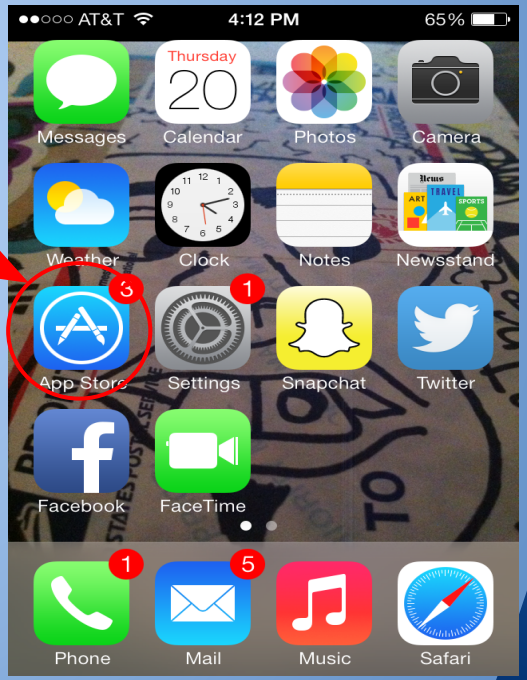
- A way to share photos and videos (3-15 seconds) with the world
- A great way to share experiences within the school
- Another great tool for promoting and gaining awareness

These next several slides will explain how to find, install and use instagram

We suggest that you take out your phone and follow these steps in order to have a better understanding of this great application

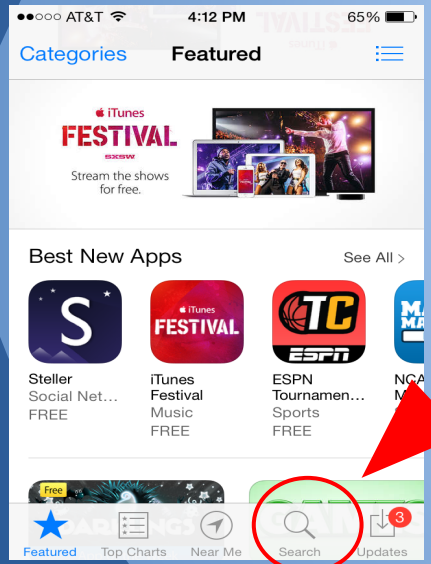
Finding Instagram

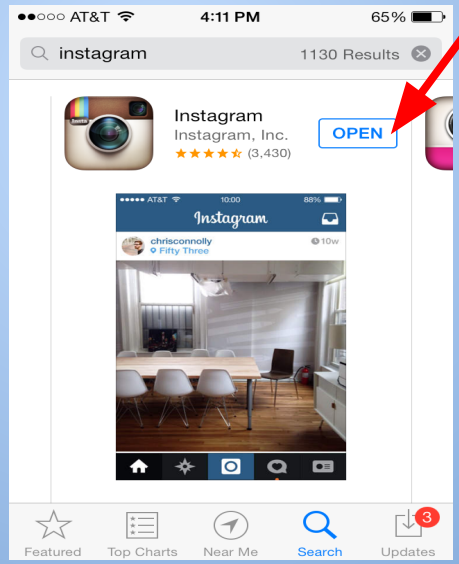
Open your app store on your mobile phone



Search and Install

Use the search tool to find and install “instagram”



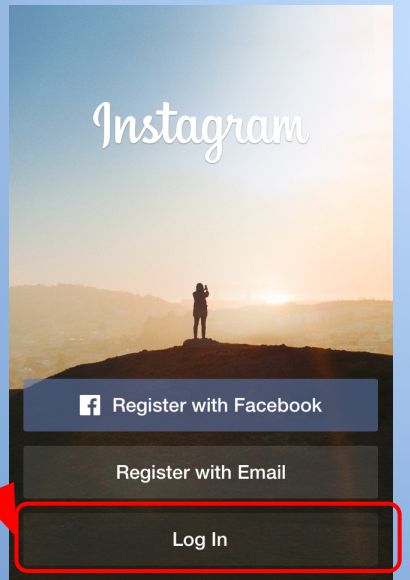


This button will say Free/Install (or may have a small cloud), after clicking twice and waiting a minute or two, you will receive a message asking if you would like to open the program, click Yes.

If this message doesn’t appear, go to your phone’ s home page and search for the instagram icon (which is on the top left of this picture) and click to open.

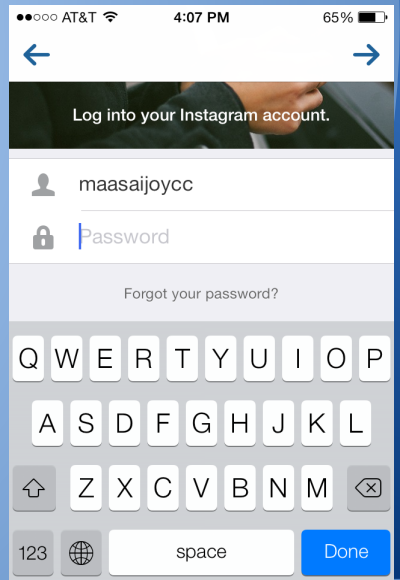
Logging In

After opening, a login page will appear, click “Log In”



Type in “maasaijoycc” as the username

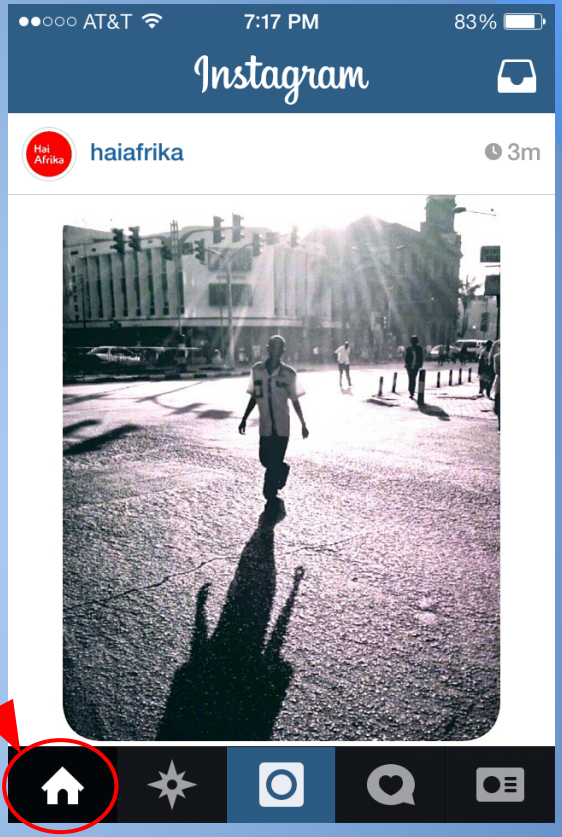
Type “collins12” as the password



Homepage

Once opened, you are in your **Homepage**

- In your homepage you can scroll down and see the pictures uploaded from the people you follow (we have followed a few people already)
- These pictures are arranged chronologically, the most recent upload will be on top
- As you scroll down, you will begin to see text underneath these photos



Homepage (Cont.)

This text are comments about the picture, made by either the user or their followers

Underneath the photo and all of its comments, you can choose to either

- “like” (the photo)
- “comment” (on the photo or respond to another comment)
- “…” (Lets click here)

The “…” Page

If you find the picture offensive or graphic

(Sorry but we have been unable to connect you to the facebook because we don’t have the Facebook login credentials)

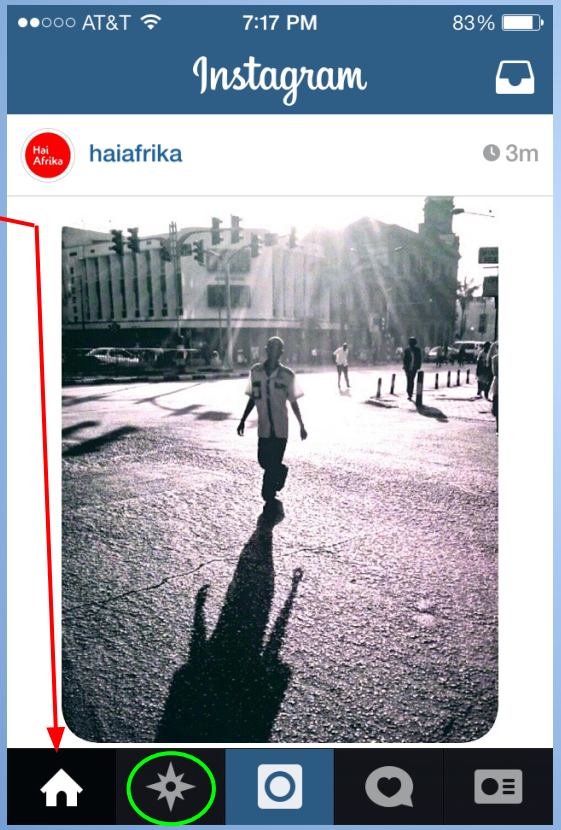
Post a link on your twitter, if you’d like your twitter followers to see this image

Copy the URL onto your phone’s clipboard which allows to paste into any document

For now, lets click cancel

Homepage to Explore Page

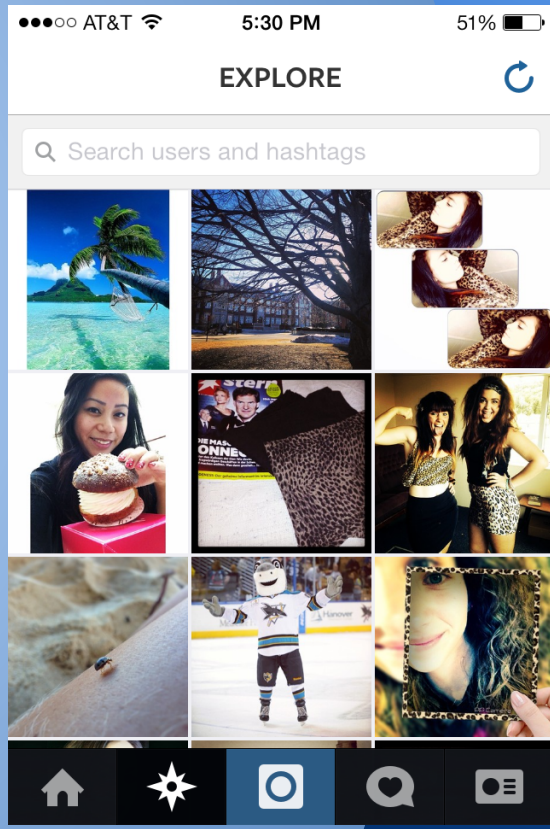
From your homepage, notice that the little house, is brighter than all other icons. Click on the next icon in the lower panel to reach your Explore Page (circled green)



In your Explore Page, you can search any Instagram User or any Hashtags someone else has used when posting pictures.

Photos will show exactly like this to the right.

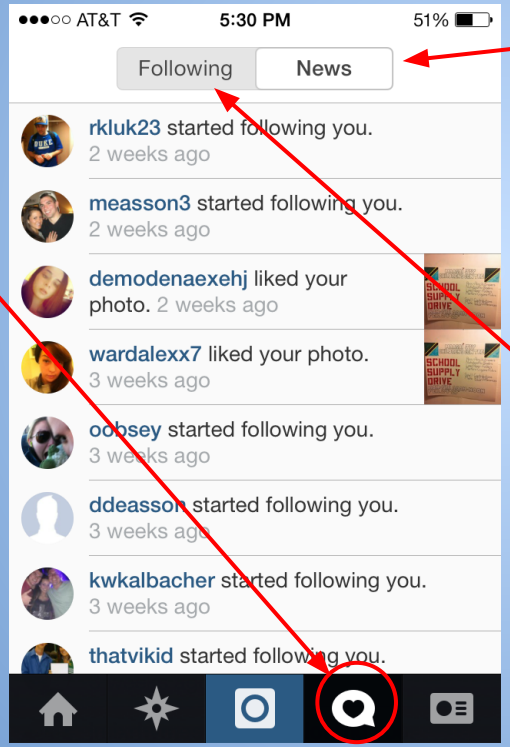
This is the best method to find cool pictures and people to follow. Try searching a random hashtag and see what comes up.



Following and News

Now head to your Following and News page

by clicking on



Your News feed displays recent actions that affect you, such as: people following you, liking your posts and commenting on your pictures.

Your Following feed, (click on Following) displays actions done by the people you follow, in other words, if someone you follow likes a picture or begins to follow someone else, it will show here.

Your Profile

To get to your profile, click the icon circled red. Our group used the account to help promote our school supply drive (the two photos on your profile).
As you can see (green circles) you already have 8 followers and are following 3 other accounts.

Your profile picture is on the top left, if you would like to change it, just click on the picture and it will give you the option to import from Facebook (again this feature is currently unavailable) or Twitter, take a new photo or choose from your phone's library.

Taking Photos

Now hit the center icon on the bottom panel

This button will bring you to Camera mode...

Camera Mode

On the top left, the “X” will bring you to the previous screen (try this and then come back to the camera mode)

The top center button will reverse the camera (try this as well)

The top right button is the flash settings, you can toggle through: no flash, always flash and automatic flash (try this)

Camera Mode Cont.

The bottom left button will open up your phone's library of pictures and videos to choose from (Lets say you took a picture and didn't think of instagram, you can access your photos or videos later and upload then.)

But take notice! The instagram app will require you to crop most pictures and shorten any video longer than 15 seconds.

The middle button is the "photo button"
The bottom right is the "video button"

Try taking a picture of something!

Photo Editing

Top left arrow will bring you back to the camera mode (it will not save the photo you have taken)

Top Right will bring you straight to the sharing page, but first...

The bottom pictures of hot air balloons are actually different tints that will alter the colors of the photo. You can scroll and click through the various tints to see how they will change the picture.

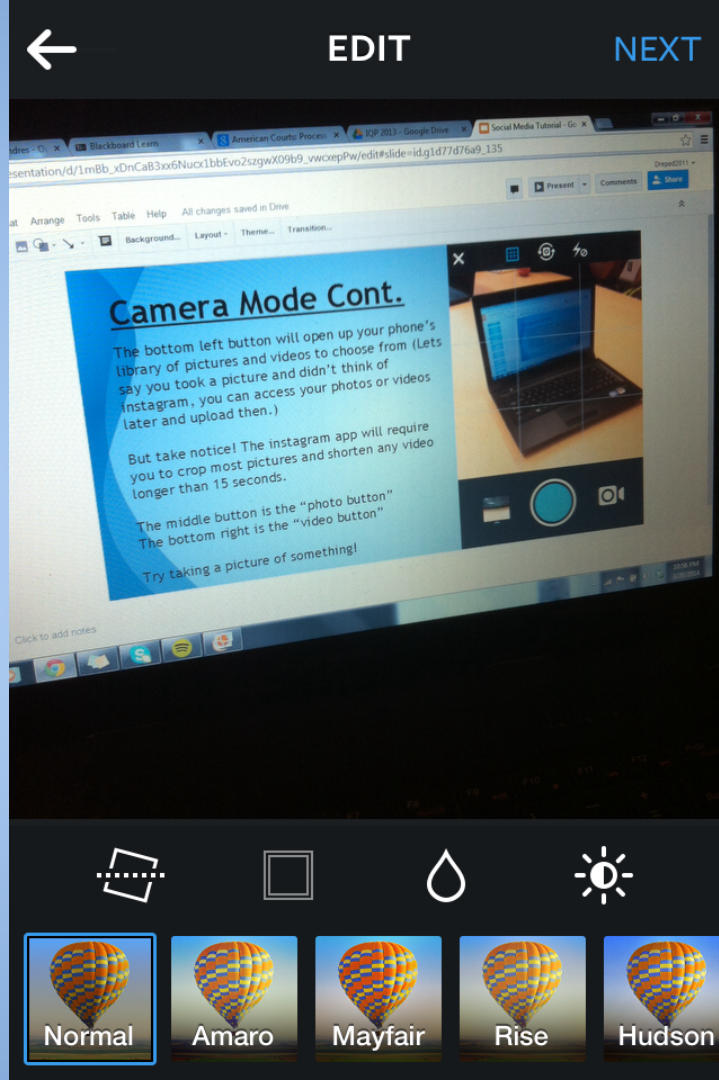
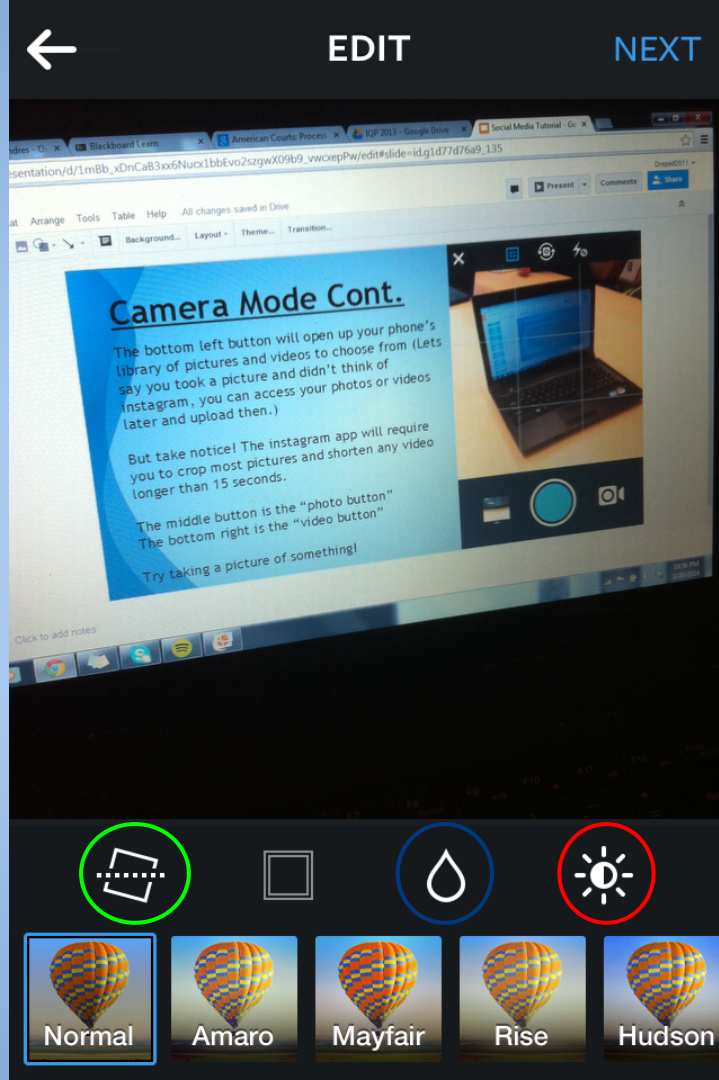


Photo Editing Cont.

The icon in green will change the angle of the photo

The teardrop icon in blue is a way to blur the picture in a linear or circular manner (using two fingers in a inward or outward motion on the screen to adjust the blur)

The sun icon in red is a way to darken or brighten the photo



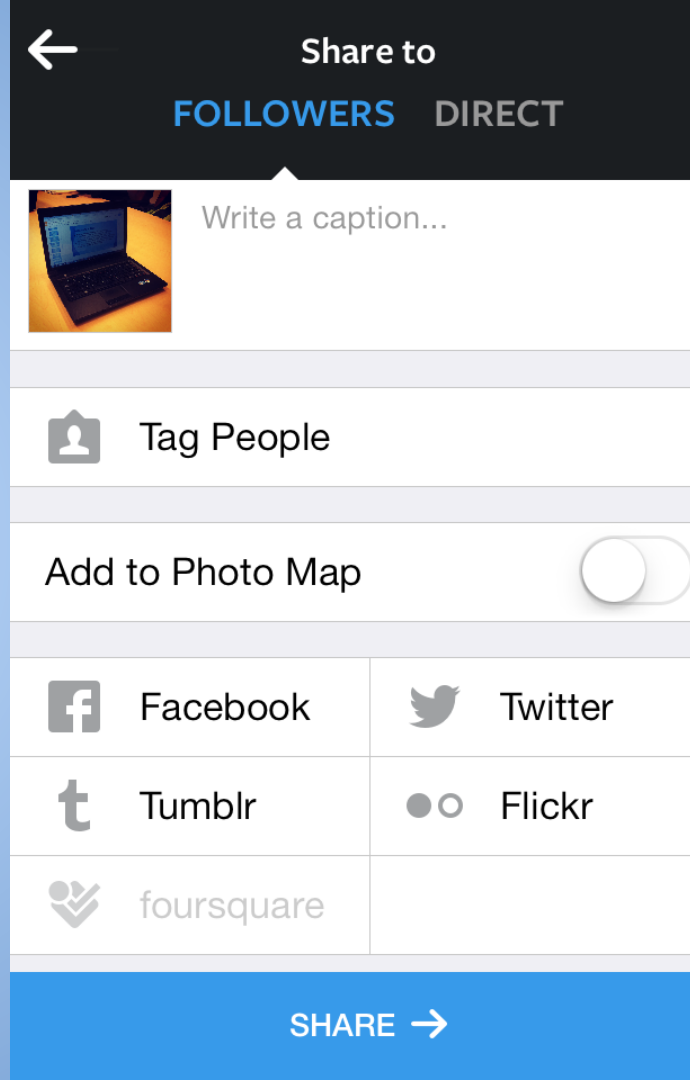
Share to

Always share to your followers, direct sharing would privately send a photo to one of your followers.

When writing a caption, make sure to use hashtags (will be described in a later slide)

Tag People is the same as facebook tagging someone.

Add to Photo Map will locate where you upload the photo and place a marker on a map that will display any photo you decide to map.

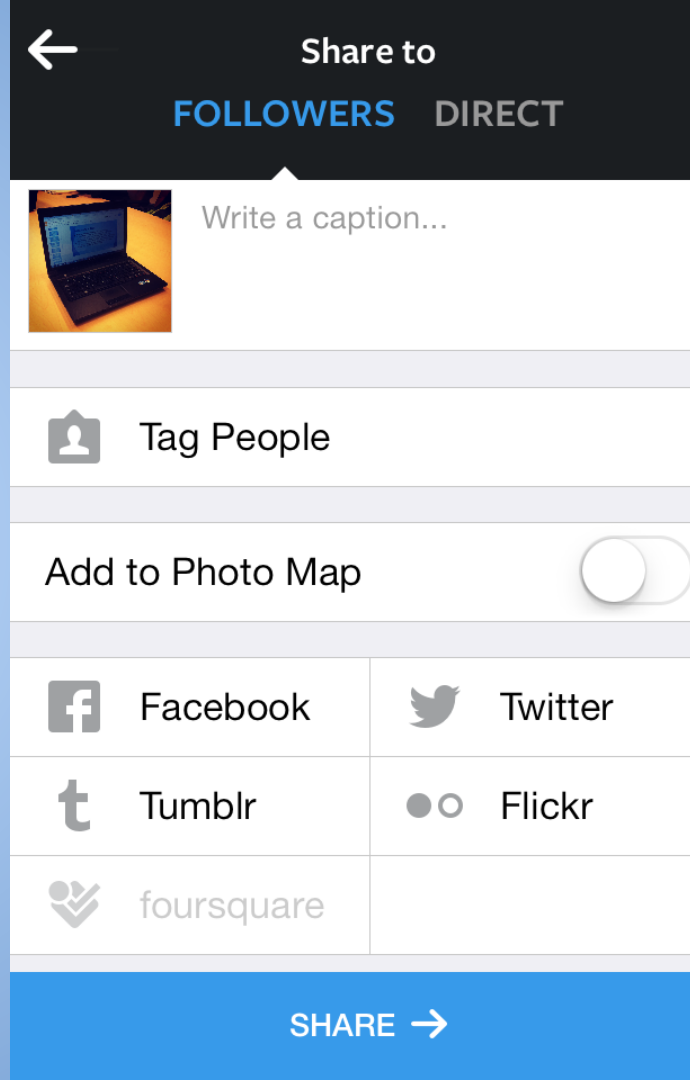


Share to

It would also be good to share the instagram photos on the twitter account by clicking on the twitter button.

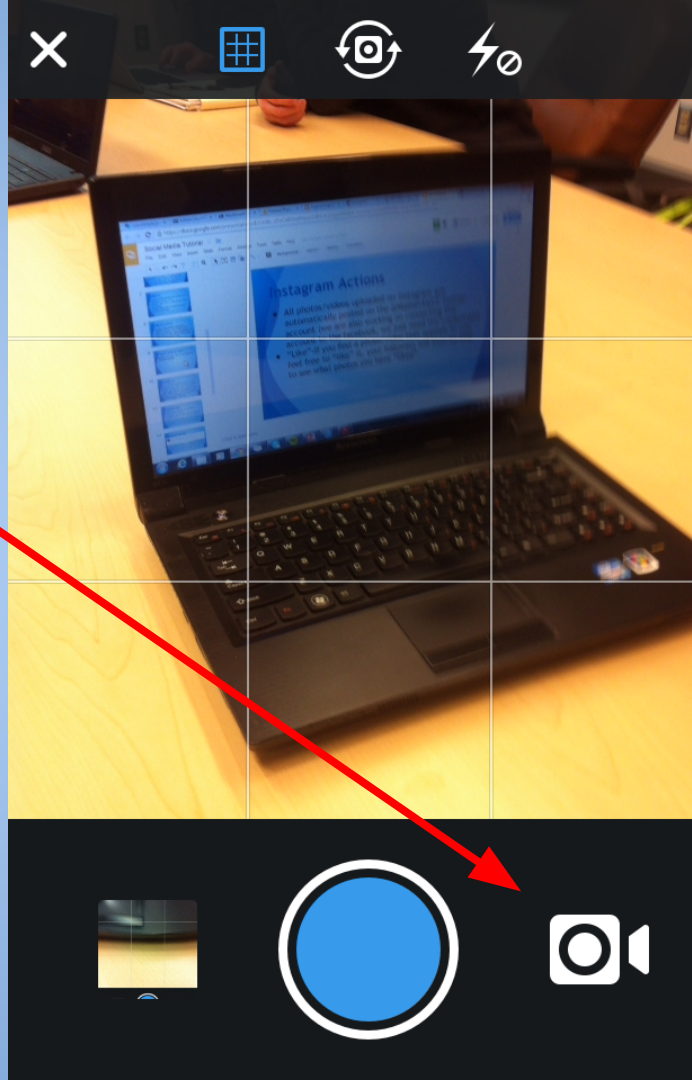
After all of this, you are ready to share your photos with the world…

But first, lets also learn how to take a video!



Camera Mode

Lets take a video by clicking on the small video camera on the bottom right of the screen

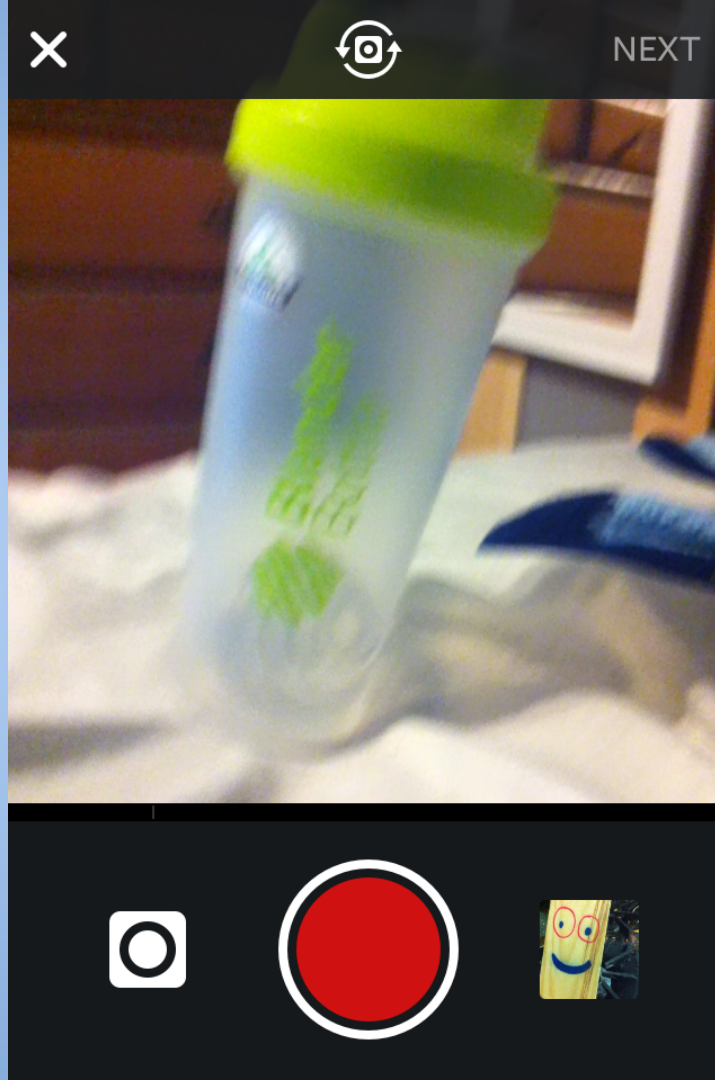


Video Mode

You should recognize that two of the top icons are the same as in camera mode, the next button will be used after filming.

The bottom left will bring you back into camera mode and the bottom left will bring you to your phone's library of videos.

You must press and hold the red button in the center to record a video (try this)



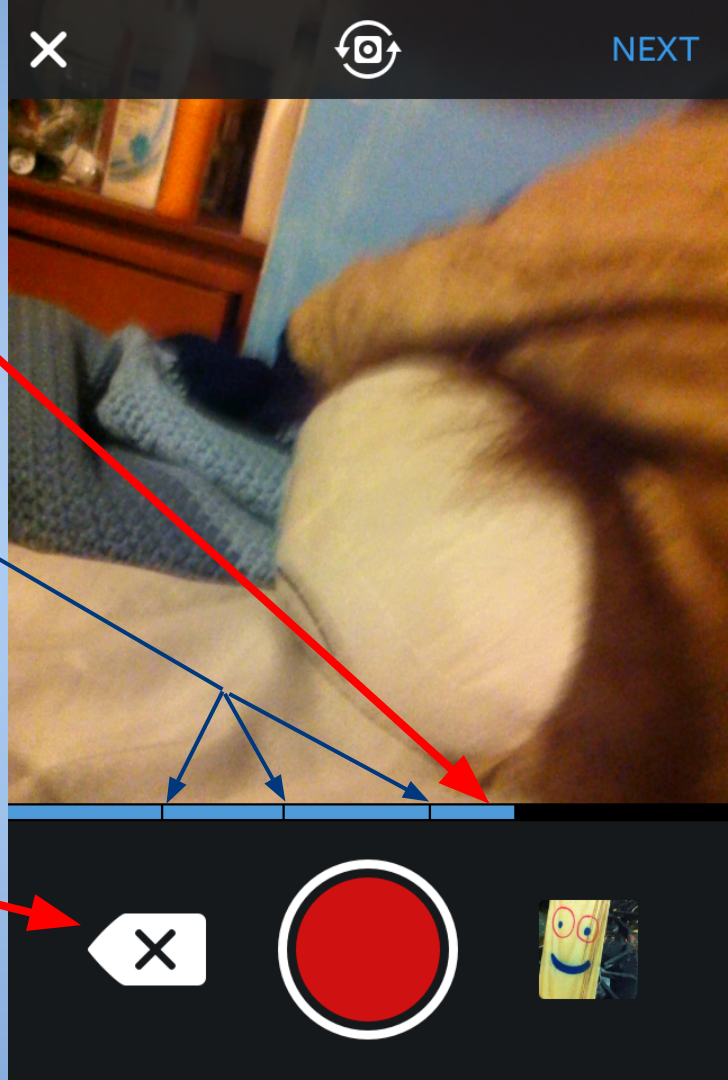
Video Mode Cont.

As you film, you will see the blue meter fill up.

Try this: Let go of the red button when taking a video and then press it again to begin recording once more. You will notice a cut in the blue line

Now you have the ability to delete the latest portion of the video and record again by using this bottom left function
^^Try this as well^^

Click next on the top right after trying both.

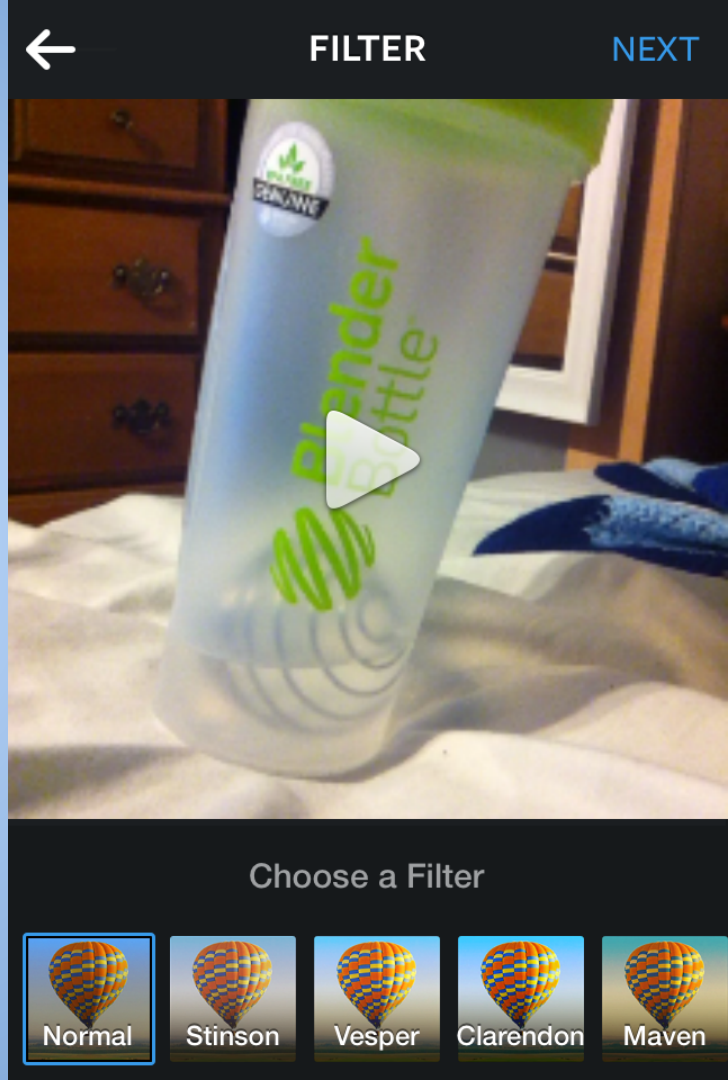


Video Mode (Filter)

Just like in camera mode, you are now able to choose a tint you would like to make your video.

Remember this is optional, not necessary!

Click next once you've decided whether or not to add a tint.



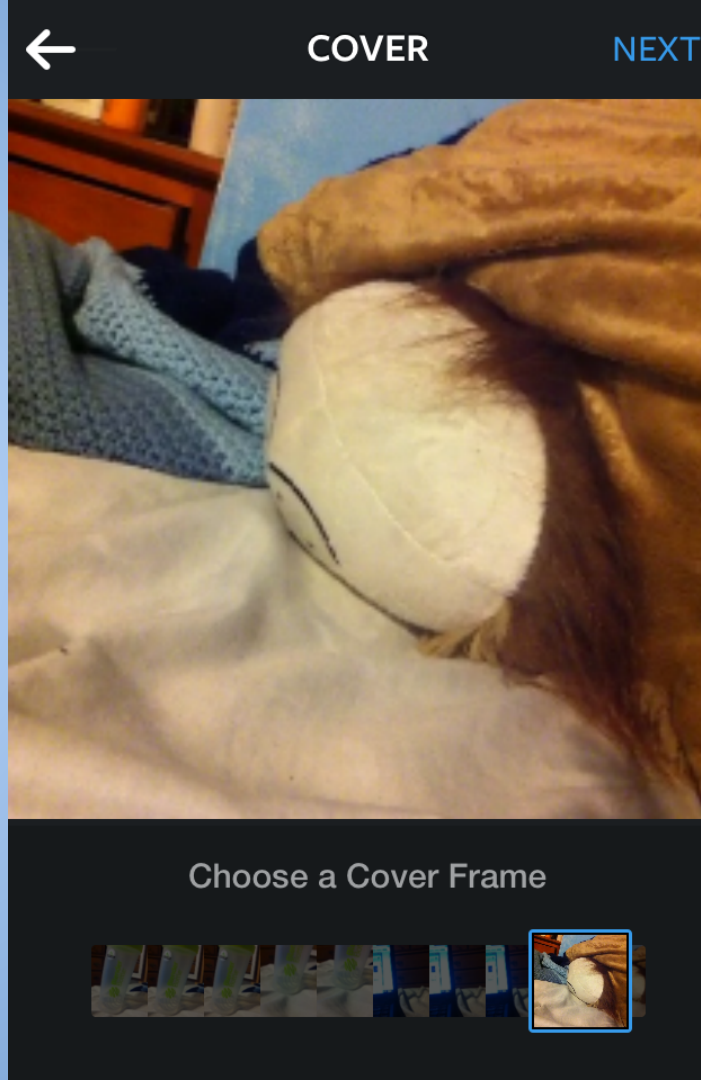
Video Mode (Cover)

The final touch is deciding what to make the Cover Frame.

Use the box on the bottom to scroll through your video and choose whatever frame you want people to see when they are scrolling through their own homepage.

Don’t worry, this doesn’t change the video at all.

Once you’ve decided, you can click Next. That will then bring you to a Share To page just like the one explained in Camera Mode



Instagram Actions

- All photos/videos uploaded on instagram are automatically posted on the @MaasaiJoyCC twitter account (we are also working on connecting this account to the facebook, we just need the credentials)
- “Like”-If you find a photo/video that appeals to you, feel free to “like” it, your followers will then be able to see what photos you have “liked”

Hashtags -

The “#” symbol is used to turn a word or phrase into a clickable link that will bring the user to posts that contain the same “hashtagged” phrase. For example, if you added “#Tanzania” to the end of a post, clicking it will bring you to other posts that contain the same “hashtag”.

Using Hashtags

- Hashtags can be used with Facebook, Twitter, and Instagram
- We advise you to add as many hashtags as you see fit to the end of most of your posts
- This will allow people not yet connected to the MJCC to see your pages when they click something that you have also hashtagged

Example Hashtags

Pcoffs @Pcoffs93 · 16s
Check out the Tanzanian school my IQP group is helping!
maasaijoytz.org
#Tanzania #MaasaiJoy #Africa #School
Expand
Reply Delete Favorite

This is what a post containing multiple hashtags may look like. Note that the hashtag must precede a single word, or a collection of words together without spaces. The hashtag will only link the word directly following it.

Linking Other Pages- The Use of “@”

Using “@” symbol is similar to using a hashtag. Unlike the “#” symbol which links words or phrases, the “@” symbol will link somebody else’s page. This is useful for notifying someone if your post relates to them, or if you think they might be interested in your post.

“@” Example

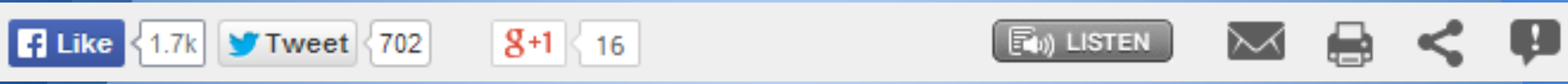
Pcoffs @Pcoffs93 · now
Help support youth education!
@MaasaiJoyCC
Expand
Reply Delete Favorite

Note that like when using a “#”, what follows the “@” must be a single word, or a collection of words without spaces.

What to Post?

Anything! You should post news and photos as frequently as you can. General announcements as well will keep your followers informed and updated on everything you wish to share with them.

“Sharing”



On some websites, you will see these familiar buttons. Clicking them will allow you to “share” that webpage with those who follow you on the corresponding social media website. This is useful to promote stories that relate to or are about your cause.

Promoting These Pages

Be sure to tell everyone to:

- “Like” you on Facebook
- “Follow” you on Twitter

Further Help

If you ever need any help at all understanding how to use any form of social media, you can contact me via Facebook or Email.
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