Introduction:

Social media has become a major part of the life of many people in the UK over the past decade. As of March 2013:

50% of UK have a Facebook Profile

50+ <40

33% of over 50s and 75% of under 40s have a Facebook profile

While social media is often thought to refer to Facebook and Twitter, it can be any website, app or platform that lets you interact socially.

This sheet helps you explore some of the sites and how people might use them. It also helps you think about how you might explain social media to someone.

What is social media?

Follow the QR codes to watch two videos about social media and networking. What do you think the difference is between social networking

and social media? Does this correspond with how you think of social media? If you were making a video, would you have thought the same things were important?
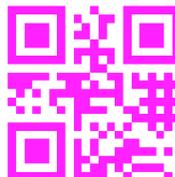
Some networks to explore:

What networks are good for:

Twitter:

Good for: Networking, sharing ideas or opinions widely (i.e. not just with friends),

---

Facebook:

Good for: Sharing photos, thoughts, links with friends

YouTube:

Good for: Sharing videos you've made or found with friends. Film buffs may enjoy finding old clips and movie trailers and musicians / music fans may enjoy finding music videos

---

Flickr:

Good for: Sharing high quality photos with other photographers. This is for the photo enthusiast or amateur-pro, rather than the family snaps

---

Instagram	**Good for:** Sharing photos from your phone which are enhanced using very basic and easy to use editing. Can work with your other social networks
Good for: Sharing recipes, arts & crafts, sewing and funny pictures	Pinterest

Employability:

Social media can be crucial in finding work, but it can also cause issues for people who are looking for work who have negative information about themselves online. Follow QR Code 1 for a video about the risks of posting negative content on social media. After this, think about what could happen if an employer searched for you and found nothing at all...what could you post online that would make you look good? How could you use social networks to make the right contacts? QR Code 2 links to LinkedIn, a professional social network that can help with this.

Code 1

Code 2

Social Media Safety:

Using social media safely can be a challenge. Use the links below to explore this in more depth:

Adjusting your Facebook security settings:
http://www.youtube.com/watch?feature=player_embedded&v=cERsasYHRJA

What to do if employers ask you for your social media password:
http://networkingforwork.org.uk/2012/05/17/employers-requesting-facebook-and-other-social-media-account-passwords/

Professional Vs Personal social media use:
http://networkingforwork.org.uk/2012/12/14/should-professional-and-personal-social-media-be-kept-separate/

Clean up your digital footprint infographic:
http://www.aplatformforgood.org/pages/clean-up-your-digital-footprint

What the internet says about you infographic:
https://s3.amazonaws.com/infographics/Google-Yourself-Challenge-800.png

Google's 5 ways to stay safe on the web:
 http://www.youtube.com/watch?v=SszDZb-Jeuw&feature=player_embedded