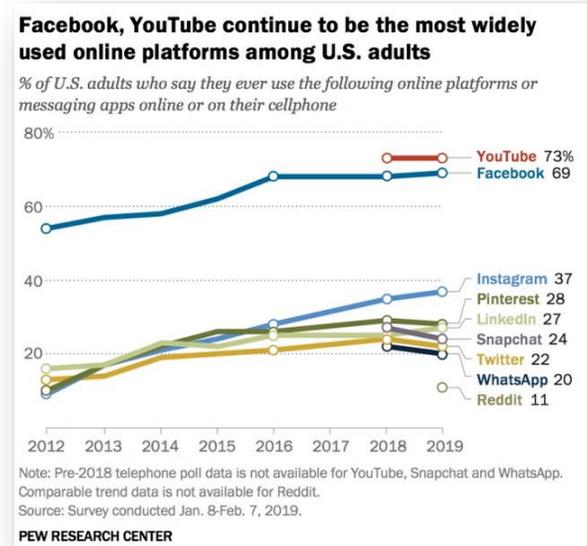


Social Media Apps by Professor Golden with Oasis Learning at the 2019 Technology Fair

- **In this Tech talk, I cover;** Most popular social media apps. What they are used for? How YOU might use them. Our “app” classes.



What we do in my “hands-on” classes

- Download app to phone
 - Preferably *before* class
- Install and set up
- How to use it (e.g., YouTube)
 - Take a video and upload it
 - Privacy settings
 - Downloading
 - Casting to your TV
 - Follow and Subscribe to other channels
 - Live broadcasting
- Review some of the content

Facebook

- 2nd only to YouTube in number of users
- Facebook is a [social networking](#) website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.
- Here are a few features that make Facebook so popular:

- Facebook allows you to [maintain a friends list](#) and choose privacy settings to tailor who can see content on your profile.
- Facebook allows you to [upload photos](#) and maintain photo albums that can be shared with your friends.
- Facebook supports interactive online chat and the ability to comment on your friend's profile pages to keep in touch, share information or to say "hi."
- Facebook supports group pages, fan pages, and business pages that let businesses use Facebook as a [vehicle for social media marketing](#).
- You can stream video live using [Facebook Live](#).
- [Criticism of Facebook](#)

YouTube

- A video-sharing website headquartered in San Bruno, California
- YouTube now operates as one of Google's subsidiaries
- Over **1.8 billion users** every month
 - and that's just the people who are logged in
 - Google's most popular service, even more users than Gmail
- Estimated size of YouTube ... some Exabyte(**1 Billion GB**)
- Total **400+** hours of videos are uploaded on YouTube *every minute*
- As of December 2018 - more than **23 million YouTube channels**
 - with people all around the world signing up, developing a channel, and uploading their videos every second of every day

Why people *love* YouTube!

- Instant videos at our fingertips
- Amazing wide variety of content
 - How-to for Everything!
 - Classic Movies
- Easy to use
- Good platform to make and share your own videos
- Build your own network/community
- Create your own Channel

Instagram

- Instagram is a social-media photo sharing app.
 - Released in 2010, it is currently available in 25 languages.
- Postings show up in reverse chronological order
- You post images, GIFs and videos
- You can Go Live!
- Does contain Ads

Why people *love* Instagram!

- Immediacy
- Build your own network/community
- Easy way to share photos and videos
- Great way to find others' photos
- You can also send messages and video chat!
- Lots of filters and special effects

Twitter

- Twitter is a social media app **rated M for Mature** 17+
- You post messages with no more than 280 characters
 - Can post several in a thread
- Tweets show up in reverse chronological order
- You post images, GIFs and videos, or even a Poll
 - Adding a photo does not use up any of your 280 characters
 - You can add up to four photos
 - Video must be less than 2:20 in length and 500mb in size
- Does contain Ads!

Why people *love* Twitter!

- Choose what you want to see
- Choose who you want to Follow
- Immediacy
 - Immediate News!
- Build your own network/community
- “If Facebook is the dinner table with your family and friends, Twitter is a rousing bar”
 - It's a giant hangout—an open and rich **public** chat room
- Can make your account *private*
 - Most opt to stick with the **public** default but choose to only say things they'd be comfortable saying to strangers
- You can launch a *livestream*
- You can create your story with Media Studio

Pinterest

- A social media web and mobile application launched in January 2010.
- Allows users to visually share, and discover new interests by posting ('pinning') images or videos to their own or others' boards (**i.e.** a collection of 'pins,' usually with a common theme) and browsing **what** other users have pinned
- “to help people **discover** the things they love, and inspire them **to go do** those things in their daily lives”
- 250 million active users

Why people *love* Pinterest!

- Personal uses
 - “Catalog of ideas”
 - easy inspiration source for a wide range of topics
- Business uses
 - From small retail businesses to major websites promotes content, increases exposure.
 - Converts More Browsers Into Buyers
 - Drives Tons of Traffic
 - Pins Get You More Inbound Links
 - User Engagement Is Addictively High
 - Integrates With Your Website, Twitter Account, and Facebook Profile
 - Discover What Your Audience Loves

Snapchat

- A popular messaging app that lets users exchange pictures and videos (called **snaps**) that are *meant to disappear* after they're viewed
- Over 1 million snaps created daily
- Advertised as a "new type of camera"
- Take a picture or video, add filters, lenses or other effects and share them with friends
- In 8 yrs, cultivated a community of 300+ million users a month.
- NOTE – People **can** make a screenshot of your snap to save it!
- Our family rule – get one = reply with one!

Why people *love* Snapchat!

- The problem with the internet is that it has taken away our human interaction.
- Snapchat made the internet and social interaction a little bit more human by adding faces.
- This is why video and live stream are becoming so popular... because it gives us access to the most human connection possible through the internet.
- And it's FUN!

NextDoor

- A social networking platform for **local** neighborhoods
- Instead of connecting you to any user across the world you connect to **neighbors** in your surrounding area
- Network is made up of more than 180,000 neighborhoods across the globe

Why people *love* NextDoor!

- I love, love, love this app!!!
- Like Facebook in many ways, but **more** useful
 - LOCAL
 - Immediate news

- Lost pets
- Caregivers, Handyman, Roofers, etc.
- Book clubs
- Dog walking buddies
- Buy and sell stuff
- Advertise events (like this class!)

Other Apps

- Redditt
- Tumblr (blogging)
- LinkedIn
- WhatsApp
- Always interested in hearing what YOU want to learn!

Other classes taught by Professor Golden through Oasis Learning		
Being Safe Online	YouTube	Cutting the Cord
Twitter	Snapchat, Pinterest, Nextdoor	What is the Cloud?
Instagram	Buying & Selling Online	Human Sexuality