Social Media

Social Media Explained

Twitter: I’m eating a #Donut
Facebook: I like donuts
Instagram: Here’s a vintage photo of my donut
YouTube: Here I am eating a donut
LinkedIn: My skills include donut eating
Pinterest: Here’s a donut recipe
Spotify: Now listening to “Donuts”
Google+: I’m a Google employee who eats donuts
Staying Safe Online

1. Use maximum privacy and security settings
2. Don’t add friends who aren’t your friends
3. Create strong passwords…and don’t reuse them
4. Always make sure to log out when you are done on your computer
Passwords

Uncommon (non-gibberish) base word
Order unknown

\[ 2^{28} = 3 \text{ days at 1000 guesses/sec} \]

Difficulty to guess: Easy
Difficulty to remember: Hard

Correct horse battery staple
Four random common words

\[ 2^{44} = 530 \text{ years at 1000 guesses/sec} \]

Difficulty to guess: Hard
Difficulty to remember: You've already memorized it

Through 20 years of effort, we've successfully trained everyone to use passwords that are hard for humans to remember, but easy for computers to guess.

(Source: https://xkcd.com/936/)
Rules for Creating a Strong Password: What Not to Do!

1. Don’t use sensitive information (names, birthdates, addresses, etc.) in your passwords
2. Don’t use single words or sequential numbers or letters
3. Don’t use the same password for multiple accounts
4. Don’t store your passwords in your browser
Rules for Creating a Strong Password:
What to Do!

1. Start with a phrase that means something to YOU
2. Switch out letters in the phrase with numbers and characters
3. Add capitalization to make passwords more complex
4. Make it at least twelve characters long
5. Change your passwords regularly
6. Write them down in a safe location
Password Examples

• Switch letters to characters
  • FasterFingers = F@573rF1ng3r5

• Use the first letters in a phrase
  • I sold my camel for five dollars in 2016 = Ismcf$5i16
Password Examples

• Pick 4 to 6 random words
  
  • SwampSockCafeBurstEmpty

• Add the site each password is for at the end
  
  • Ismcf$5i16itunes, Ismcf$5i16netflix, Ismcf$5i16amazon
Social Media

Etiquette
Rule #1
The Golden Rule

If you can’t say something nice, don’t say nothing at all.
Rule #2
The Internet is forever
Rule #3
We can still see you
Rule #4
Beware the overshare
Rule #5
It’s okay to say goodbye
The Nitty Gritty

Twitter
Twitter is **NOT** private

- By default, all Twitter accounts are **public**
- You can make your account **protected**
  - Only people who follow you can see your tweets
  - If your account is protected, you can approve or deny who follows you
- But, you can’t make tweets visible to subgroups of your followers
Twitter vs. tweet

Twitter
• Website where people connect with each other & share tweets

Tweet
• Message on Twitter
• *Only 140 characters long, including punctuation*
Hashtags

• # = hashtag
• System for organizing information on Twitter
• Also used for witty comments

#ReadMore, #ReadDiversely, #AlwaysLearning, #SmartIsTheNewCool
Handles

• Handle = username or nickname
  • Like CB radio
  • Starts with @

@ManhattanPL = Manhattan Public Library
@RCPD = Riley County Police Department
@jimmyfallon = Jimmy Fallon
Retweet & Like

• Retweet = sharing a tweet
  • Like forwarding an email
  • Can retweet exactly or change wording

• Like = show of support
  • Like “liking” a post on Facebook
Trending

• Trending = what’s popular on Twitter
• Changes daily

#MondayMotivation, #TuesdayTips
Valentine’s Day
Follow, followers, following

• Who you choose to see tweets from
  and
• Who chooses to see tweets from you
• Only goes one way
Gestures

- Gestures are expressed between *’s
- Best used in moderation, if at all

*straightens cardigan*
*pushes up glasses*
*sips tea*
GIFs

• Pictures that move
• Used to express emotion
• Best used in moderation, if at all
DM

• DM = direct message
• Private messages to one or more people
• Use the Messages tab
• No limit on character length