Rationale

With everyone, including our newly elected President, using social media, people want to learn more about what it entails and how it can benefit them.

Program Goal

To recognize the importance and worth of social media.

Program Objectives

- To define social media.
- To identify ways social media can benefit users both individually and as a group.
- To demonstrate how to access and use social media safely and effectively.

Pre-Program Preparation/Materials


Suggested Resources:

- Examples of communication from the past: letters, diaries, calendars, books, etc.
- Computers or phones with wi-fi or internet availability.

Introduction

*Share the following statements with your members:*

Social Media is quickly becoming the trend for personal as well as business communication. This form of communication crosses all generations as well as economic lines. According to a survey by the Pew Research Center’s Internet and American Life Project and quoted in Kim Magee’s Volunteer Leader Training Guide, 52% of Internet users who use social media are between the ages of 50-64. This survey also showed that women are more likely than men to be on the sites (71%).

*Ask your members the following question: So what exactly is social media? Then share Merriam-Webster definition*

Merriam-Webster defines social media as “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).”

*Introductory Activity:*

- Show examples of past communication such as handwritten letters, diaries, and calendars.
- Ask members how social media differs from previous forms of communication. Example: handwritten communication is for the most part obsolete. Past communication intended audience was private vs. public today.
Discuss ways social media is similar to previous communication. Example: It gives insight into the author.

Objective 1: Identify individual top social media websites according to their purpose

Share: Facebook, Pinterest, Twitter, Instagram, and YouTube are all websites used for social media, which is simply the technologies that allow us to create and share content to connect with others via networking sites. These are not the only social media sites, however these were the most prominently used in 2016.

The sites we choose varies according to what we hope to accomplish through our social media communication.

Learning Activity 1:

To help members determine the functionality of each website share the site descriptions (Top Five Social Media Sites) located in the Leaders Guide PowerPoint. Direct members to the table (Appendix A) located on Activity Sheet. Give members a few minutes to look over the descriptions and to complete the Activity Sheet-Appendix A activity. Be sure to answer any questions they may have.

Objective 2: Identify benefits of social media in a group and as an individual

Social Media impacts everything from how we think about the world around us to how we work, socialize, volunteer, communicate, parent, age, and manage money. In short, social media is present in every facet of life whether one is an active user or not. This fact was emphasized in 2016 by the very social presidential election. Even non-users of social media became aware of terms like tweet, share and post as they relate to social media due to the prolific reporting of use by traditional media sources.

According to the Pew Research Center, in 2016, with 86% of Americans as internet users, more than half of Americans got their news from social media sources. In addition, to providing “news”, social media fosters a sense of connectedness that goes far beyond the ability of traditional media.

Social media can be used to connect with family, friends, and fellow Homemakers but it can also be used to tell your life story. In this objective, we will discuss ways in which social media can be utilized personally to leave a legacy and in a group setting to benefit Homemaker clubs.

Homemakers can use social media for meeting notices/reminders, helpful tips, bake sales, quilt ideas and photos, interaction with other clubs, share recipes, community service projects, award/scholarship recognition, holiday ideas, etc.

How can social media benefit your club?

Learning Activity 2a:

Have members consider current activities and list ways social media can help with organization and publicity of the event. Example: a private group is set up for
members to communicate task and completion of those task.

*Note: Groups can be both closed and open to the public. Extension office staff and FCS agents can guide Homemaker clubs on how to establish accounts and the guidelines to follow.*

**Learning Activity 2b:**

- Using their phones have members search for and like their county’s Facebook page.

Individually it doesn’t matter if you are using Facebook, Twitter, or Instagram, every word you post or every pin you pin tells a story about your likes/dislikes, as well as what and who you value that can be viewed by many for generations to come if you so choose.

Many social media sites allow you to appoint someone to manage your accounts after you are gone. You can visit each site to review what permissions can be given to your legacy contact.

**Learning Activity 2c:**

- Have each member set up a legacy contact in Facebook. (directions located on Activity Sheet - Appendix B)

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**Objective 3: Identify safe and effective usage of social media**

Social Media use continues to rise each year. As more and more people are using these sites, more and more people with evil intentions are learning to access the information provided through these tools. When using social media assume that nothing is private and everything is permanent.

Every form of social media has privacy and security features. Be sure to use these features when setting up your account and check them often to ensure they are at the level you are comfortable with.

To ensure you utilize social media with grace, avoid posting too often and consider the repercussions of all post. Keep in mind that every post tells all those who view it something about us. It may tell our political views, your thoughts on religion, or what we value most in this world so therefore with every post we need to decide if our posting is telling the story we want our grandchildren to read.

**Learning Activity 3:**

Have each member check Facebook and/or Pinterest privacy/security settings (refer to directions included in the Supplemental Guide)

*Note: Refer to supplemental materials for instructions on how to set up accounts and access privacy features.*

**Summary**

Share the following:

Social media is everywhere and is utilized by individuals from all walks of life. It impacts everything from how we think about the world around us to how we work, socialize, volunteer, communicate, parent, age, and manage money.
As more and more people are using these sites, more and more people with evil intentions are learning to access the information provided through these tools. Therefore, we must use caution when utilizing this excellent tool of communication.

References:


In Merriam Webster Online, December 30, 2016 from https://www.merriam-webster.com/dictionary/social%20media


Prepared by:

Mindy McCulley, M.S. Extension Specialist for Instructional Support

Janey Cline, M.A. Hart County Extension Agent - FCS
Navigating Social Media
Activity Sheet

Appendix A – Answer Key

Identify the social media website for each task by placing an X under each site that matches the statement.

<table>
<thead>
<tr>
<th>Answer Key</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Pinterest</th>
<th>You Tube</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share photos</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Share videos</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Create videos</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Like, share and comment on others post</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Connect with family and friends in private groups</td>
<td>X</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Connect with family and friends from your past</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send short text messages that can be viewed by the public</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Share and get craft ideas and recipes with family, friends and public</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Connect with people who share your interest in arts and crafts</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Stay connected and up to date on Extension information</td>
<td>X</td>
<td></td>
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<tr>
<td>All correspondence is searchable and available to the public</td>
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<td>X</td>
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# Navigating Social Media

**Activity Sheet**

**Appendix A**

Identify the social media website for each task by placing an X under each site that matches the statement.

*Few statements will have more than one answer.*

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<td>Example: Share photos</td>
<td>X</td>
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<td>X</td>
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Instructions for Accessing Social Media

Activity Sheet

Appendix B

Facebook – www.facebook.com

Set up account on Facebook.

- Log into Facebook
- Click on Create a PAGE (pages are open to EVERYONE).
- Choose a category from the drop-down menu
- Add a profile picture
- Add BASIC about info (for safety reasons do not add your birthdate or full address)
- Invite friends from your contact and sharing status
- Add a cover photo
- Add to your about page. (Be sure any information you include here you are comfortable sharing with the public)
- Review privacy settings and permissions (click down arrow beside lock in upper right hand corner)

Change or remove my legacy contact on Facebook.

You can add, change or remove your legacy contact in your account’s Security Settings at any time.

To add a legacy contact:

1. Click in the top right of Facebook and select Settings
2. In the left menu, click Security
3. Click Legacy Contact
4. Type in a friend’s name and click Add
5. To let your friend know they’re now your legacy contact, click Send

To change or remove a legacy contact, follow steps 1–3 above, then click Remove. From there, you can add a new legacy contact if you’d like.

If your account is memorialized, your legacy contact will be notified. Learn more about what a legacy contact can do.

Note: You must be 18 or older to select a legacy contact.
Setting Up a Pinterest Account

- Go to: https://pinterest.com/join/signup/
- If you have already have a Facebook or Twitter account click on the icons if you do not have one of these accounts click on use e-mail.
- Enter user name, email address and password
- Enter first and last name you want to appear on your home page
- Click create account
- Check your email for link to confirm account.

Privacy Settings

- Click on the person in the top right corner
- Click on the hexagon
- Review settings

Twitter-twitter.com

- Click on sign up – located in upper right corner
- Complete information
- Click sign up
- Choose to either include phone number or opt out by clicking skip
- Choose user name
- Check email to confirm
- Choose who you want to follow
- Pick a profile picture