Getting Started with Social Media

Step 1: Go to www.facebook.com
Step 2: Fill out the Sign Up form located on the homepage, including full name, e-mail address, a password and birthday, to start a free account. Click "Sign Up" and complete the security check and check the box showing you agree to Facebook's terms of use and privacy policy.
Step 3: Check your e-mail inbox for a Facebook registration confirmation e-mail and click the link to verify your new account.
Step 4: Go to www.facebook.com and log in to Facebook with your email and password.

Adding Friends

Step 1: Search your e-mail address book for friends
On your first log-in, a screen appears to type in your e-mail address and password to run a search of your e-mail address book for possible friends and contacts.

Step 2: Search for friends by name/school/company
Using the search bar at the top of your screen, search by name/school/company. Once on that person or company's profile page, click "Add as a friend" or "like."

Step 3: Accept Friend Requests
Click the "Friend Request" icon located on the search bar at the top of the page. Confirm or ignore friend requests, or click on names to explore profiles. If you choose to ignore a friend request, that person will not be notified.

Your Profile

Step 1: Personalize your profile and add a profile picture
Click "edit my profile," located in the left-hand column on your profile or home page. In the left-hand column visit the tabs labeled "basic information," "profile picture," "relationships," "education and work," "likes and interests" and "contact information" and enter basic information you want to share.

Step 2: Update your status
Updating your status lets your friends know and comment on what you are doing or how you are feeling. To update your status, click "Profile," click "Wall," click "Status" and write your status update.

Step 3: Communicate with others: Private messages and Wall posts
Send private messages to friends' inboxes or write on their Walls. To send a message, go to the search bar, type in your friend's name and click "send a message." To write on a friend's Wall,

when their name comes up in the search bar, click on their profile and select "post." A box appears indicating where you can write a brief post on his or her Wall.

Privacy Settings
Step 1: Adjust privacy settings
Locate the tab labeled "Account" in the upper-right corner and pull down to "Privacy Settings." Click and select what profile information you want displayed.
Step 2: Block people from seeing your profile
At the bottom of the privacy settings page, click "edit your lists" and type in the person's name and/or email address who you would like to block. Once you block a person, they are no longer a friend and do not have the ability to search or view your profile.

Tips
1. **Write on friends' Walls:** Interact with friends and stay in touch by writing and commenting on each other's Walls, wishing friends happy birthday and leaving comments on friends' posts and status updates.
2. **Update your status often:** Let friends know what you are up to and give them a chance to communicate with you by updating your status.
3. **Create Facebook photo albums and tag your friends:** By uploading pictures from vacations, get-togethers and other events and tagging your friends, become part of the interconnectivity on Facebook and help others feel included.
4. **Avoid phishing attacks:** Unless you specifically request to update your password, do not trust emails requiring you to reset your passwords. As a best practice, change your password directly on the Facebook site.

Glossary/Definition of Terms
Fans: Facebook users who join a page because they have a particular interest in the topic or a connection with the brand/product.
Group: A forum created by a user to foster group discussions around a particular topic.
News Feed: Highlights the latest activity in your social circles on Facebook.
Notes: A way to distribute information to all your friends or a select group of friends.
Notifications: News feeds from friends, sent automatically as they engage in activity on their profiles.
Poke: A virtual nudge typically used to say hello.
Status: A message updating your friends with what you are doing, thinking, etc.
Tag: Label friends in photos and posts by using the "@" symbol before typing their names. You have the option of untagging yourself from a picture or staying linked.
Wall: Located at the center of a Facebook user's profile; a place where users can add new photos, videos, notes, application content and comments.

Signing Up

Step 1: Go to http://www.linkedin.com to sign up for a free profile.

Step 2: Once on the main page, you will see a box on the right side with four entry fields. This is a "quick sign up" for LinkedIn. There is also a "join today" button on the navigation bar at the top.

Step 3: Once all information is correctly filled in, confirm by clicking the green "Join LinkedIn" button. LinkedIn directs you to another page asking basic questions: your current employer, title and location to help get you started. After filling in each field, click the blue "Create My Profile" button.

Step 4: LinkedIn should notify you that they have sent an e-mail confirmation. After approving the confirmation, your LinkedIn account is now live.

Customizing Your Profile

Step 1: Edit/Create Your Profile

The first step is to find the "Profile" button on the top navigation bar. When hovering over the "Profile" section, select the option "Edit Profile." Here you can edit your basic information, current and previous employment history, your pictures and upload your resume. From top to bottom, the options can be very obvious. The first, your name and current information, then to the right, is where your photo would go with the option of "add photo" directly beneath. Everything beneath the current information is equally valuable to your profile. This is where you have the ability to add, edit and remove any additional information. Items in this area consist of: current positions, past positions, education, recommendations, connections, websites (personal or company), Twitter handle and a link to your public LinkedIn profile. All of this information occurs in ascending order, and is below your current "Title."

Searching for Connections, Colleagues and Friends

To find colleagues, past and present, or friends, you can use two options: the search bar in the top right-hand corner of the site, or e-mail search. Both are beneficial to new users and offer an easy way to find existing relationships with others on LinkedIn. ***Note:*** *LinkedIn asks for your relation to any particular connection. As a best practice, refrain from requesting connections with individuals you do not know.*

Step 1: Find Colleagues and Friends From Your E-mail Address Book

After logging into LinkedIn there will be a blue box that asks for your e-mail and password. LinkedIn will search your e-mail account for any other LinkedIn members you may know and will then generate a list of potential matches of people you may already know. A user can select or deselect people and click "send invitations" to make a connection with the other users.

Step 2: Search for Colleagues and Friends by Name, Job or Company

Search serves as an easy way to find people using a person's name, job or company. As users type, LinkedIn narrows their search through a live search function to find who the user may be looking for. Once the individual or company is entered in the search bar, clicking the magnifying glass will commence the search and find all results that match the terms.

Step 3: Accept Connections

When a person requests to make a connection on LinkedIn, this is the equivalent to a friend request on Facebook. You will receive an e-mail notification as well as be notified on your home screen on LinkedIn. Above your status bar, there is a small area with two tabs that read: "messages" and "invitations." Next to the invitations tab there will be a bright orange number that relates to the number of connections pending. Once "invitations" is clicked, the box will drop down and show the person(s) requesting a connection. From there, a user can approve or deny the connection.

Tips

1. Make sure contact information is readily available.
2. When requesting a new connection, write a personal note in the message field.
3. Update positions, resume and other areas frequently.
4. Participate in LinkedIn groups.
5. Write recommendations for LinkedIn connections and colleagues.

Glossary

Applications- Add-ons to your LinkedIn site that pull in outside information from other services and networks from around the web.

Connection- A common term referring to those within a network with whom a user would consider a colleague, work partner or friend.

Groups- Belonging to a consortium on LinkedIn that hold similar interests in your professional field.

Invitation- A connection request via LinkedIn from another user you may or may not know.

Network Activity- Status updates, information or aggregation of information based on your connections.

Specialties- Area of expertise within your given industry and field of work.

Summary- A section in a profile where you describe abilities and services within your respected professional industry.

Updates- A personal status of your progress, additions and changes to your profile, which is sent out to other in your network.

Step 1: Go to www.twitter.com
Step 2: Click "Sign up" on the home page to start a free account.
Step 3: On the sign up form, enter your name, email address and create a username and password. Twitter automatically checks the availability of your username to make sure the name is not already in use by another person. Read through the terms of service and click "create my account."
Step 4: Go to www.twitter.com and enter your username or email and password to sign in.

Finding People on Twitter
Step 1: Search for friends on Twitter with their usernames
Click on the "Find People on Twitter" tab at the top of the page. Type the Twitter username or name in the search box and hit "Search." Click "Follow," located under the username on the person's profile page, to see that person's tweets automatically streamed into your timeline.
Step 2: Search your e-mail address book for friends
Twitter automatically finds people with Twitter accounts in your online address book and displays them in the search results. Click on the username of the person you want to add, then click on the "Follow" button, located under the username on each profile page.
Step 3: Accept Follow Requests
If your page is set to "private," users must ask permission to view/follow your tweets. To approve followers, Twiter sends an e-mail letting you know what user wants to follow you and whether you want to allow them to view your profile or deny access. If your page is public, any user can follow you without approval. To check if your page is public or private, or change these settings, click "Settings" and click "Account."

Interacting On Twitter
Step 1: "Mention" someone or "Reply" to a tweet/message
Respond to a user by clicking "reply" and typing your message. Your tweet must include the "@" symbol and the person's twitter handle (i.e. @johnsmith) within the message for him or her to be alerted of your mention or reply. This will be readable by all of your followers.
Step 2: Direct Message (DM)
Send a private message to a follower using the "Direct Message" feature. Note that this person must also be following you to receive your message.
Step 3: Retweet (RT)
Reposting a person's tweet, often seen as a form of flattery to the person whose tweet you are reposting, by hitting the "RT button" or just typing RT followed by the person's Twitter handle.

Tips

1. **When you notice your content being spread, jump in:** If someone mentions you in a tweet, don't let the opportunity pass. Jump in and interact by tweeting them back, mentioning them or retweeting the tweet.

2. **Shrink URLs:** One of the most common uses of Twitter is sharing links. You only have 140 characters to work with, so instead of sharing a long URL, use one of several URL-shortening websites to shrink that link. Some of the most popular include tinyurl.com, ow.ly, and bit.ly.

3. **Pick a Good Desktop Client:** With desktop clients such as tweetdeck, twhirl, and echofon receive tweets and alerts in an organized fashion.

4. **Completed Bio Section:** Fill out the bio section including hobbies and your profession in profile settings to create a more personable account. Keep in mind people decide whether or not to follow you based on your bio.

5. **Choosing a Twitter picture:** Make sure the picture you choose, whether a company logo or headshot, represents you or your brand.

Glossary/Terms of Definitions

@: a reply to someone's twitter message.

#hashtag: tagging a specific subject so your followers and non-followers can find your update using the Twitter search box on the Twitter homepage or just to be clever. For example, the most popular hashtag #FF (standing for "Follow Friday") happens every Friday where users tweet recommendations on whom others should follow (example tweet: #FF @JohnSmith for his social media prowess).

Direct Message (DM): a personal message that only you and the sender can see (essentially a 140 character e-mail). You can only direct message users who are following you.

Follow: people you follow whose tweets show up in your timeline.

Followers: people who follow a person's tweets and show in their timeline.

Protected Profiles: a private Twitter profile with protected tweets.

Retweet (RT): a message repeated because someone thinks it particularly good—often seen as a form of flattery.

Tweet: a Twitter message/140-character update. Messages are public unless a profile is protected.

Timeline: your homepage on Twitter that shows all the tweets from those you follow.

Information contained in this guide courtesy of Sevans Strategy (www.sevansstrategy.com)