

SOCIAL MEDIA 101



INSTAGRAM



Instagram is a visual storytelling platform that allows you to share photos, videos and live footage with people who follow you.

CAPTION

Double tap the photo or click on the heart underneath a post to like the photo.

FILTERS

These are settings that allow you to enhance the visual appeal of your photo.

TAG

You can tag a person or the location of your photo/video.

LIKE

Double tap the photo or click on the heart underneath a post to like the photo.

COMMENT

You can include a friend's username (@username) in the comment to share something they might like. They will be notified that you tagged them.

POST

This is where you can select a photo or video from your camera role or immediately snap a photo to share with your followers. You can simultaneously share a post to Facebook and Twitter from Instagram.

LIVE

Lets you broadcast video to your followers in real-time but they can only watch while you're still streaming.

STORIES

A feature that lets users post photos and videos that vanish after 24 hours. Your followers can view your stories and you can view theirs. Text, hashtags, location and a series of unique filters can be used to edit and curate your story posts

BOOMERANG

This is an app supported by Instagram allowing you to take bursts of photos which are then stitched together into a video loop. The video will play as if it's moving back and forth, hence the name of the feature.

SEARCH

Find people to follow or search a hashtag to see who is talking about something that interests you.



How to get started

Visit www.instagram.com or use the app (the app is easier to use)
Fill out your email, name, username and password information.

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GENERAL SOCIAL MEDIA GUIDELINES

1. Don't overdo it. Excessive online posting and self-promotion can harm your brand (personal or professional) leading to less social engagement and followers.
2. Remember the 80/20 rule: 80% of your social media posts should inform, educate or entertain your audience, while only 20% should directly promote personal or professional accomplishments.
3. Trolls are social media users that comment negatively on your post, photo or tweet. Don't feed (respond to) the trolls. If you must respond, respond once, then stop. Delete offensive comments, but don't delete legitimate complaints or debate.
4. Public accounts allow more people to find you and like your content. A private account is only accessible to those you accept to follow you.
5. Your username should represent you or your brand.
6. Think about how your post will affect your audience before making it public.
7. Create a schedule and time your posts appropriately according to the type of audience you are targeting.

DO

1. Post creative content your audience will find interesting.
2. Think of a theme (colour, an idea, a message) that runs consistently throughout your timeline. This isn't necessary for all accounts, but can lend some focus to your posts.
3. Celebrate Instagram milestones (for example: 1,000 followers).
4. Match your Instagram and Twitter name. This will make it easier for people to find you.

DON'T

1. Make your caption all hashtags.
2. Add emojis that are not relevant to what you are showing or saying.
3. Post more than 1-2 posts a day. Anything more and people will unfollow you.
4. Like your own photo.
5. Use stock photos.
6. Use someone else's photo without permission or credit.
7. Ask people to follow you back.

SOCIAL MEDIA 101



FACEBOOK



On Facebook, you can post as many words in the same message as you like. You can share original photos and videos as well as content from other sources (news, people, organizations and more).

PROFILE

This is the online version of how you represent yourself and/or your brand. You must have a profile picture and include information about yourself.

EVENT

This is an online version of an invitation you send in the mail. You can create an event, then those you invite can comment on the event or post a question on the event wall.

LIVE

Allows you to broadcast live-streaming video to your friends and followers.

FRIENDS

These are people who can see your posted content. Once you add a friend or have been requested by a friend, you can see each other's profile.

WALL/TIMELINE

Your 'Wall' (or Timeline) is where all of your Facebook posts go. Posts can also appear on your friends' News Feeds. Friends can post to your timeline and you can post to theirs.

PAGES

You can create a page to represent a company, a brand or a group, then post photos, information, stories and any upcoming events.

MESSENGER

Allows you to have private conversations between friends. You can also message businesses and public pages who are on messenger directly.

GROUPS

This is a more focused space where you can share content with like-minded people. For example: programs may have their own private group to discuss program-specific information.

HOME PAGE

Your Home Page is what you see when you log into Facebook. It includes your News Feed, the constantly updating list of posts from friends, pages and other connections you've made. You can react to things you see and search for people and topics that matter to you.



How to get started

Go to Facebook.com or download the Facebook app on your mobile device.

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DO

1. Join groups related to your interests and stay up-to-date on the field and meet people who can help you or need your help.
2. Answer questions or respond to commentary on a page or profile you manage if you are an expert/professional in that area.

DON'T

1. Follow people you don't know.
2. Share everything you see. Only share what you think your friends would find interesting.
3. Ask your friends something you can easily Google.
4. Use Facebook to rant.

SOCIAL MEDIA 101



TWITTER

Small snippets of info that allows you to interact with organizations, news channels, people of interest and friends.

TWEET

Join or start a conversation with a tweet. You have 280 characters to say something interesting. If you add photos (4), video or GIF to your tweet, it will not take away from your word count.

LIKE

If you like a tweet, you can like it by clicking the heart under the message.

MOMENTS

A section dedicated to the top or trending news of the day.

RETWEET

If you want to share a story or conversation someone else tweeted, you can retweet the exact same post to your followers. Using the “Quote” function will allow you to comment on what you’re sharing.

HASHTAG

A way to contribute to a certain topic. Hashtags are searchable. When lots of people use the same hashtag, it’s said to be “trending”.

REPLY

Respond to someone else’s tweet.

SEARCH

The search bar allows you to find people you are looking for. If you search a hashtag (for example: #HumberCollege) it will show you all the tweets that mention the college.

DIRECT MESSAGE

You can privately start a conversation or send information to someone.

TAG

Include an @username in your tweet to reach out to specific people you want to see your tweet, even if you aren’t following each other.



How to get started

Visit twitter.com or sign up using the Twitter mobile app.

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DO

1. Describe yourself clearly in your bio located on your profile page.
2. Be deliberate with your tweets. Tweets should add value to your followers: make them laugh, make them think, give them something to respond to.
3. Find a balance between personal and professional. Be aware of any social media policies where you work.
4. Let your followers know when you'll be posting multiple tweets from an event; include the date, time, location and the time you'll be tweeting. This can be a great way to promote an in-person event.

DON'T

1. Keep the default profile photo. This suggests you are not credible or an active user.
2. Exclusively use hashtags. Try to limit yourself to using three.
3. Tag people aren't relevant or mentioned in the story or message you are talking about.
4. Forget that photos and gifs make your tweets more successful.
5. Over-tweet. Several times a day is OK. Multiple times an hour isn't.
6. Aim for the highest number of followers. You want quality over quantity.

SOCIAL MEDIA 101



SNAPCHAT



Snapchat is a mobile app that allows users to capture videos and pictures that self-destruct after a few seconds - you can change the length of time between 1-10 seconds.

SNAP

A Snap is a picture or video you send through the app to one or more of your friends. It will disappear after a maximum of 10 seconds. You can replay a Snap once, so use your replay wisely.

SNAP LENSES

Snap lenses allow you to add animated special effects to your photos or videos. Unlike Snap filters, you use lenses while you are taking a Snap.

SNAPCHAT SCORE

The number under your profile name, known as your Snapchat score, is based on the number of Snaps you've sent and received (including Stories).

MEMORIES

Memories is a camera roll feature that backs up your Snaps. You can make your Memories public or private. You can also post older Snaps to your Story from Memories.

BITMOJI

Your unique avatar or user photo on snapchat will default to your snapcode. You can replace that with a bitmoji. Its essentially your very own personalized emoji.

FILTER

A Snap filter is a fun way to jazz up your Snaps by adding an overlay. Filters can change based on special events or holidays, location, or time of day.

GEOFILTER

These are filters unique to your current location. To enable Geofilters, you have to turn on your location in Snapchat. You can also create your own custom Geofilter for as little as \$5—great for building brand awareness.

STORIES

The Stories section of Snapchat showcases photos and videos that you'd like to share with all your Snapchat friends. To view your friends' stories, swipe left from the Snapchat app's camera screen.

CHAT

Snapchat's version of instant messenger. Messages disappear after they are viewed. If you take a screenshot of a chat, the other user will be notified.

SNAPCODE

Your Snapchat profile's unique QR code. Assigned to all users, a Snapcode is a quick and easy way to add friends on Snapchat.



How to get started

Download the Snapchat app on your mobile device. Open the app and tap "Sign up." Enter your birthday, add your email address, chose a username and create a password.

Pick a username that represents your name or brand. Snapchat will show you available usernames once you've typed in what you want. Pick something you won't regret later, you cannot change your username without getting a new account.

PRO TIP:

SOCIAL MEDIA 101



SNAPCHAT



Snapchat is a mobile app that allows users to capture videos and pictures that self-destruct after a few seconds - you can change the length of time between 1-10 seconds.

GENERAL SNAPCHAT GUIDELINES

- 1. Use humor.** Snapchat is unique from other networks because of its ability to capture the instantaneous, fun (and sometimes embarrassing) moments. There's a reason the app has so many silly filters. Even something very basic can be spiced up with a voice and/or face changer.
- 2. Include some kind of action or call-to-action.** You want to make your viewer react in some way, even if it's just through thought or laughter.
- 3. Create your own style.** Use the impromptu purpose of Snapchat to let your individuality shine through.
- 4. Be consistent.** You don't want to be sending Snaps all the time, but a steady flow or minimum of at least twice a day allows you to maintain a following. If you only Snap once every couple of months, you're not going to increase your Snapchat following.
- 5. Track your Snap/Story views.** For brands or individuals looking to increase engagement and following, it's a good idea to track how many views a Snap or Story receives. You can use the information to either change tactics that aren't working or continue using tactics that are.

DO

1. Think of a strategy before starting. What are you going to snap about?
2. Think of call to action to engage your audience. A good example would be "Snap back at me..."
3. Be creative. Use emojis, stickers, funny captions or even drawings to help enhance your story.
4. Cross promote Snapchat on your other social media channels to gain a following.
5. Change the length of your pictures. A general rule is 3 seconds for a regular picture and 5 seconds for a picture with text.

DON'T

1. Post long stories. Keep them under 200 seconds.
2. Overuse the filters. It's ok to use filters once in a while, but avoid making your story all about trying new filters.
3. Be afraid to show your personality. People love the "realness" Snapchat brings to social media.
4. Flood your audience with too much of the same type of content. Alternate the type of content to keep your followers interested.
5. Snap while driving. Do i even need to say it? Be safe.