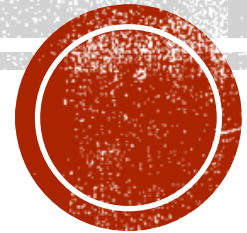


SOCIAL MEDIA BASICS - FACEBOOK

Sue Lakin March 2023



SOCIAL MEDIA IN UK

- <https://social-media.co.uk/list-popular-social-networking-websites>
- Facebook is the second most used social media site
- (Would many consider YouTube a social media site?)
- I am not an expert and this is not a complete guide!
- Tutorial to explore Facebook and consider how to use it safely and effectively



FACEBOOK BASICS

- Website and apps (demo) – appearance may vary but functions should be the same/very similar
- <https://blog.hubspot.com/marketing/how-to-use-facebook>
- <https://www.makeuseof.com/tag/essential-facebook-tips-beginners/>
- Warning! If not managed properly it will waste hours of your time with no benefit to you 😞😞😞



FACEBOOK PROS & CONS (GROUP)

Pros

- Keep in touch with family and friends
- Know what is happening in your community
- FB contains a lot of resources to help you control privacy, security and use it effectively – if you know where to look for them

Cons

- Need to set up privacy and security to protect yourself and your personal information
- Not the real world
- Can be a monumental waste of time if not controlled effectively



FACEBOOK — QUESTIONS?

