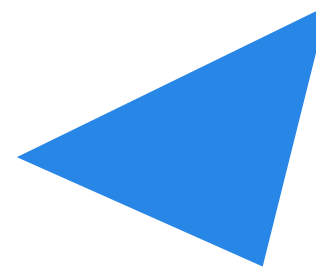


**Social media:
can 3.8 billion people be wrong?
And 2.6B are on Facebook**



November 2020
Redacted version 1.1
jacksonjean@live.co.uk

social media summary

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Social media =

social networking, microblogging, photo-sharing, video sharing

1. **Facebook** 2.6B users globally
2. **YouTube** 2B users
3. **WhatsApp** 2B users

Twitter – 330M globally; 24% UK population

Snapchat – 12-15 yr-olds; 82% under 34

Instagram – 24M uk users; 80% follow brand

Pinterest – female, aged 25-44

LinkedIn – business networking

TikTok (2016) – 13-18 yr olds

<https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>



44.84 million UK Facebook users

- 66% of UK population (67,886,011) has Facebook accounts
- Largest UK age group= 25 to 34 yrs : 11.2 million users
- Since 2012, users aged 18 – 24 declined to 16% in 2020
- **UK Users aged 65+ have increased from 4% in 2019 to 9%**
- 52% of users are women, 48% are men
- Users visit Facebook for 23min/day on average
- Manchester Utd is the UK's most popular Facebook group

All figures are 2020

June 27, 2017: MENLO PARK, Calif.

Facebook now has more users than the population of the US, China and Brazil -- combined.

Facebook CEO Mark Zuckerberg said that the social network just eclipsed 2 billion active users.

"We still have a long way to go to connect everyone," he added.

"But we must do more than just connect -- we must bring people closer together."

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Why use Facebook?

PROS	CONS
FREE, versatile – e.g. Facebook Rooms	Zoom has brand reputation
Massive “reach” in right demographic	Fears about misuse of personal data
Improved security – 2 factor security	Fears about misuse of personal data
Can integrate with web & other media	Mistakes can be spread quickly too!
Can be used on various devices	None – all devices are equal
Relatively easy to use – lots of help	Keeps being updated/enhanced



44% of the UK population use Facebook every day

Facebook users are **43% female, 57% male**.

62% of online people aged 65+ are on Facebook and 72% are between age 50-64. *Sep 4 2019*

Set up a Facebook profile, a page or a group?

A Facebook profile: for individuals, who may invite up to 5000 friends

A Facebook page: about a cause, a celebrity, a product that may be of interest. The people who visit the page just have a common interest. You might set up a JustGiving page for a worthy cause & invite people to contribute. A page is always public. You can link pages to groups or profiles.

Anyone who LIKES a page is subscribed to it.

A Facebook Group is a set of people with a common interest that form a lasting community, e.g. u3a.

To join a group, , people need to be either invited or approved. If they want to join, you can ask them questions. There are 2 privacy options: **public or private**. You can HIDE a private group.

Public: anyone on or off Facebook can see who's in the group and what they post.

Private: only members can see who's in the group and what they post.

Only private groups can be **hidden** – i.e. they can't be found by anyone but members.

To change to Hidden: go to News feed, click **Groups**, select your group, click **Settings** then **Hide Group**, select **Hidden** then Save.

How to set up a Facebook page

1. Appoint 2 Facebook admins who have personal Facebook accounts.
2. Go to [Facebook's Create a Page](#) section. Choose "Company, Organisation or Institution", NOT "Community or Cause."
3. Upload a logo or image – a small and a large.
4. Fill out details – short description of your group, link to website.
5. Add some interesting & if possible, USEFUL content. Introduce yourself – invite others to tell a story or post a picture. Use photos of people
6. Invite people to join in: you can use a CSV file to import a large group
7. Seek out other relevant pages –outside Facebook, sign up for relevant news that will bring content to you that you might share on Facebook.
8. Update the page often – at least weekly, ideally daily

Recommended general photo upload size is 1,200 x 630 pixels, max 8MB
Facebook will automatically resize & format your photos once you upload them.

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

Local business

Brand, product, or organization:

Non-Profit

Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
Review the Facebook Terms

Create Official Page

Find Images:

Small square
web logo



Page-top image

1640 x 856 pixels, rectangular

Upload limit is 8MB

facebook.com/lichfieldsocietyofartists/

Search Facebook

Manage Page

Lichfield Society of Artists

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page. [Switch now](#)

- Home
- News Feed (8 new)
- Inbox (21 new comments)
- Resources & Tools
- Manage jobs
- Notifications (7 new)
- Insights
- Publishing Tools

2021 OPEN ART COMPETITION

Organised by *The Artist and Leisure Painter* in partnership with Patchings Art Centre

PRIZES TO BE WON WORTH OVER £13,500

Deadline for entries **April 15, 2021**

WITH THANKS TO OUR ANNUAL SPONSORS:

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Lichfield Society of Artists
@lichfieldsocietyofartists · Community organisation

[Edit Send Email](#)

Home About Photos More

[Promote](#) [View as visitor](#) [Search](#) [More](#)

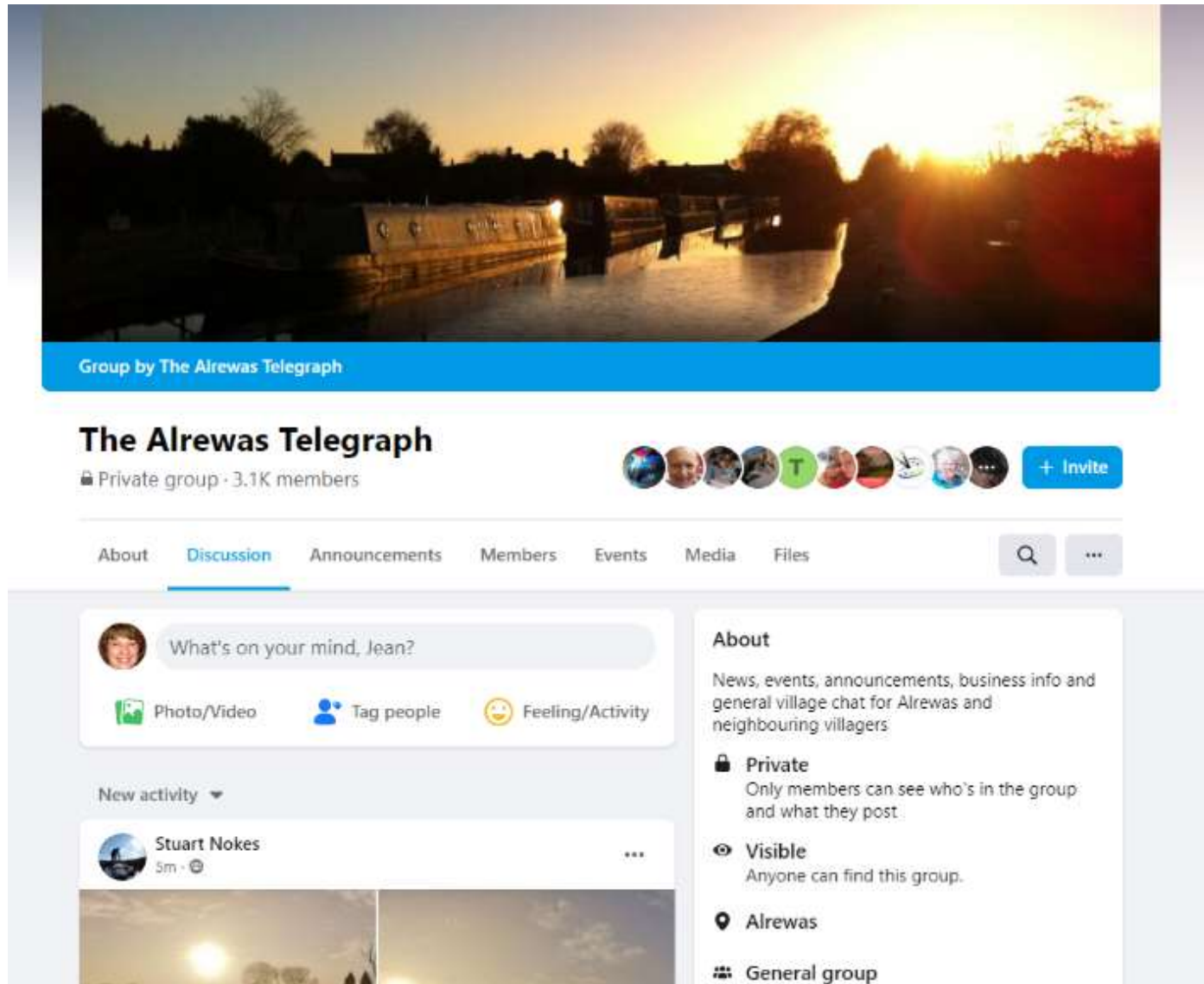
How to create effective posts

Short, visual posts created for the right audience are more successful.

[Learn How](#)

Create Post

[Photo/Video](#) [Get Messages](#) [Feeling/Activity](#)



The screenshot shows the Facebook group page for "The Alrewas Telegraph". At the top is a large cover photo of a canal at sunset. Below the cover is a blue banner that says "Group by The Alrewas Telegraph". The group name "The Alrewas Telegraph" is displayed in bold, followed by "Private group · 3.1K members". There is a row of member profile pictures and a blue "+ Invite" button. Below this is a navigation bar with tabs for "About", "Discussion", "Announcements", "Members", "Events", "Media", and "Files". The "Discussion" tab is selected. On the left side, there is a text input field with the placeholder "What's on your mind, Jean?" and buttons for "Photo/Video", "Tag people", and "Feeling/Activity". Below the input field is a "New activity" section showing a post by "Stuart Nokes" from 5m ago, with a partial view of a photo. On the right side, there is an "About" section with the following text: "News, events, announcements, business info and general village chat for Alrewas and neighbouring villagers". Below this are three items: "Private" (Only members can see who's in the group and what they post), "Visible" (Anyone can find this group), and "Alrewas" (Location). At the bottom of the "About" section is "General group".

To set up a group you need to –

- Be clear about its purpose
- Decide if it's private, public or hidden
- Have at least 2 Admins
- Have appropriate content & images ready
- Have supporters – who'll post
- Have Moderators?
- Think about how you'll keep it going.



What are Facebook Groups?

- Any Facebook user can create a Group – public, private, secret
- You need 2 admins, and people keen to join: you can import a list of email addresses using a **CSV** file
- 2 images: small web logo (constant), & header image (change): 1640 x 856 pixels, rectangular. Upload limit is 8MB
- Create events, upload pictures/video & share files in a Group
- To delete a group, either remove all members, or “delete group”

About this group

News, events, announcements, business info and general village chat for Alrewas and neighbouring villagers


 **Private**


Only members can see who's in the group and what they post

 **Visible**

Anyone can find this group.

 **Alrewas**

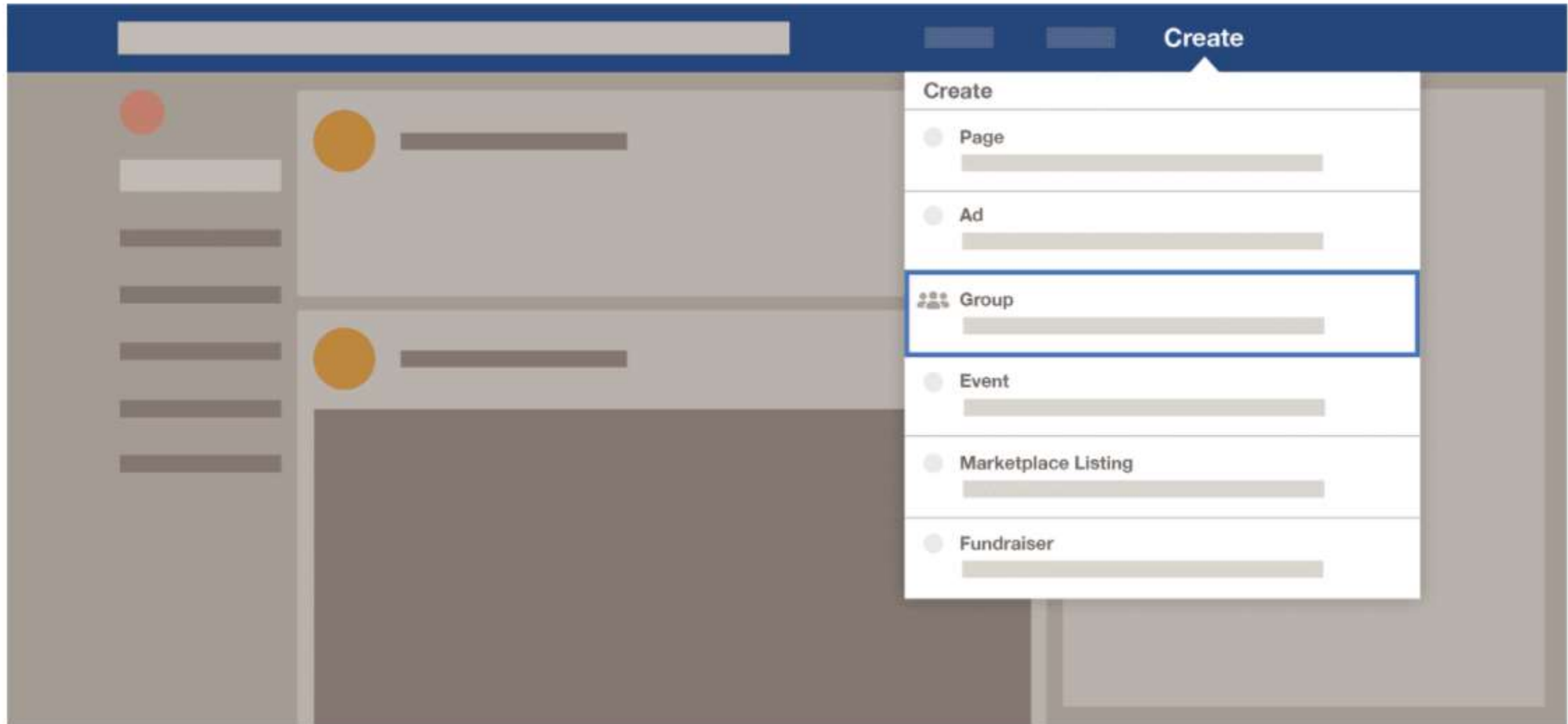
 **General group**

 **History**

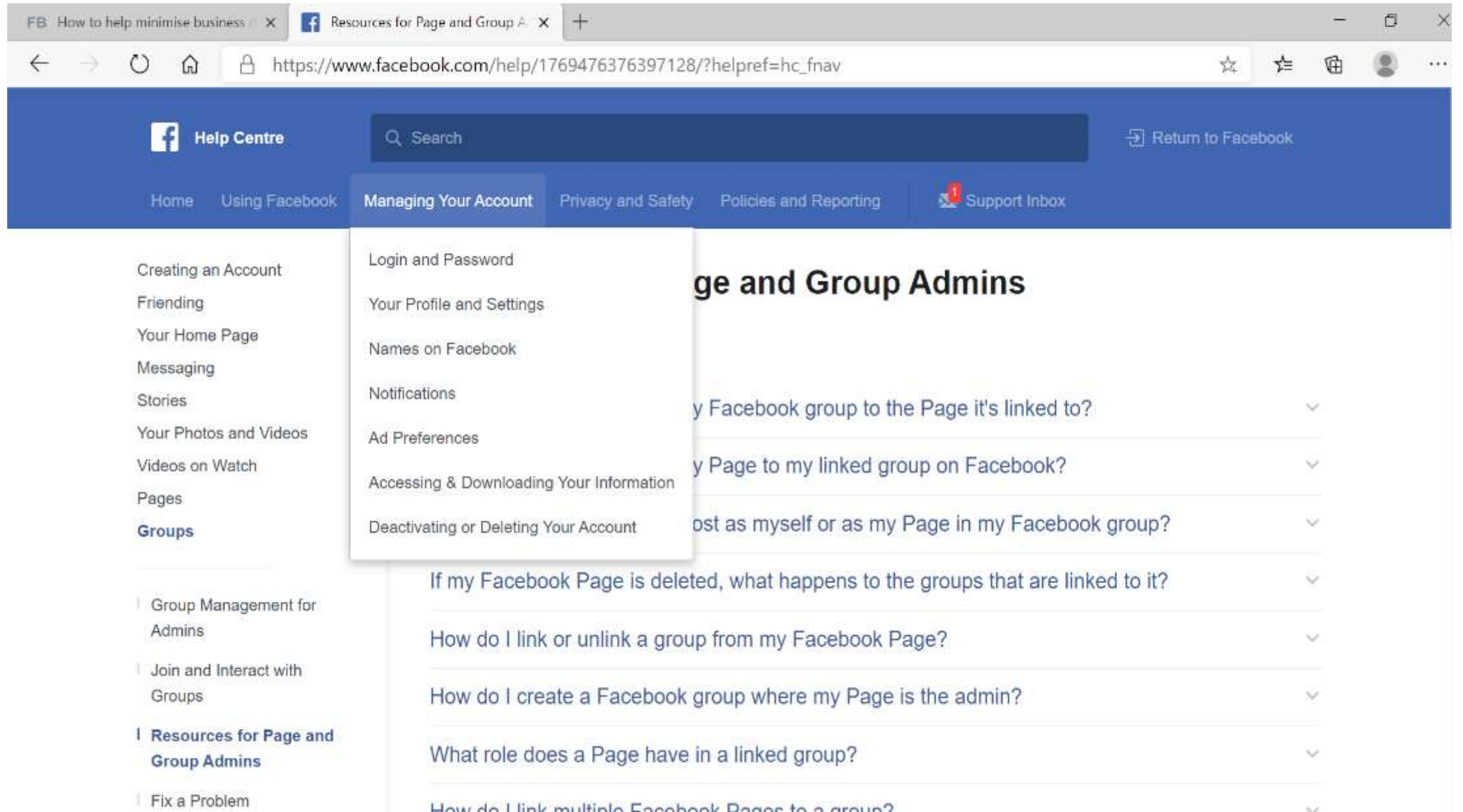
Group created on 10 November 2013 [See More](#)

How to create a Facebook Group

From your Facebook homepage, click **Create** in the upper right and select **Group**.



Facebook has masses of easy to read, easy to find online help



The screenshot shows the Facebook Help Centre interface. At the top, there is a search bar with the text "Search" and a "Return to Facebook" link. Below the search bar is a navigation menu with the following items: Home, Using Facebook, **Managing Your Account**, Privacy and Safety, Policies and Reporting, and Support Inbox (with a notification badge). A dropdown menu is open under "Managing Your Account", listing: Login and Password, Your Profile and Settings, Names on Facebook, Notifications, Ad Preferences, Accessing & Downloading Your Information, and Deactivating or Deleting Your Account. On the left side, there is a sidebar menu with categories: Creating an Account, Friending, Your Home Page, Messaging, Stories, Your Photos and Videos, Videos on Watch, Pages, **Groups**, and **Resources for Page and Group Admins**. Under "Resources for Page and Group Admins", there is a sub-menu with "Group Management for Admins", "Join and Interact with Groups", and "Fix a Problem". The main content area displays a list of help topics under the heading "Page and Group Admins":

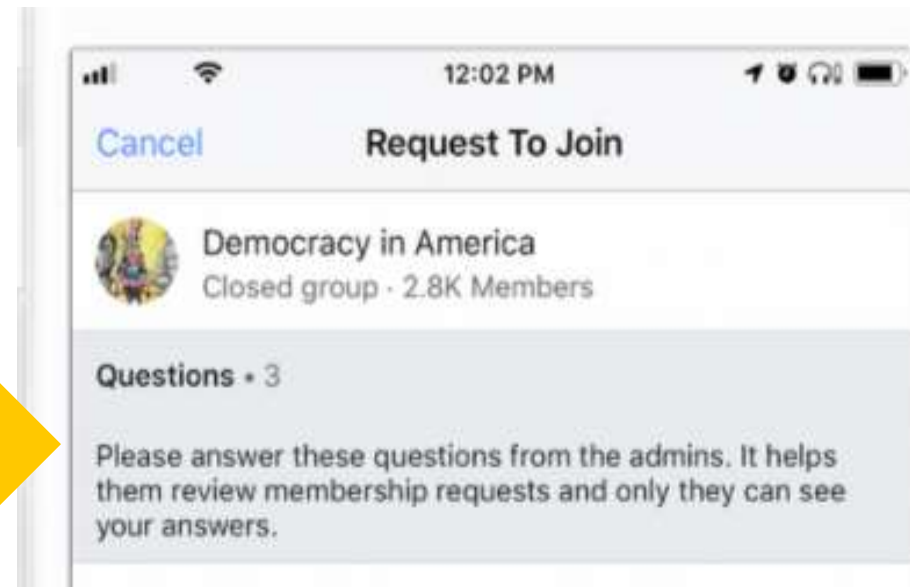
- How do I link a Facebook group to the Page it's linked to?
- How do I link my Page to my linked group on Facebook?
- How do I post as myself or as my Page in my Facebook group?
- If my Facebook Page is deleted, what happens to the groups that are linked to it?
- How do I link or unlink a group from my Facebook Page?
- How do I create a Facebook group where my Page is the admin?
- What role does a Page have in a linked group?
- How do I link multiple Facebook Pages to a group?



Grow and Engage your Group

- Ask members to follow the group and share posts on their personal pages, or share posts with other groups
- Use EMOTICONS/emojis – boost Likes 57%! 😊😊😊😊
- Visual posts will get more attention: beware upload limit of 8MB
- USE VISUALS : animated GIFs, great images, video: :
VIDEO is forecast be 82% of all online content, by 2022

You can ask people questions when they ask to join



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Content best practice: 70% home-grown, 20% shared (from others), 10% promotional

- Gather opinion on a topic, create polls, e.g. to create news stories
- Get to know your members – it's about **people**: ask Group Leaders to "guest" on your page, post about their group.
- Run an event*: from news feed, click **Events**
- Run regular features – joke of the week? Photo of the week?
- Run quizzes and events on your page: look at Facebook Rooms
- **Recruit members – if it's open to non-members!**

* To run a recurring event, you need a Page.

CREATE A POLL:

Log into your account

Go to your news feed.

Click "**Groups**" on the left .

Choose your group

Or make a new one!

Go to "**Write something...**"

Click, then click "**Poll**"



Engage your group with video

- Publish your video on Facebook – don't link
- Use **great visuals & create captions ***
- Your video's name = **descriptive, interesting**
- Keep video short. i.e. **3 minutes or less**
- Create video in a **square format**
- Try live videos. They get more views.
- There are many free editing programs

* *85% of viewers don't turn on sound*



There's a lot of advice...

video and photo facebook

All Images News Videos Maps More

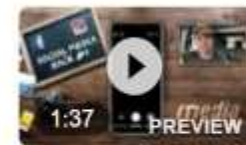
About 6,830,000,000 results (0.69 seconds)

Videos



How to add video and images in the same post on Facebook ...

YouTube · Saenz Digital
16 Dec 2019



How to upload photos & videos in the same post on your ...

YouTube · Ray Mancini
22 Oct 2018



How To Post Video and Photos Together In Facebook Page

YouTube · Homix Record
24 Jun 2017

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Facebook 360 Photos

Share an immersive view of your world



Creating a Facebook Messenger room* (rival to Zoom?)

“Messenger Rooms” is a feature inside Facebook Messenger which **lets any Facebook user host audio and video calls with up to 50 others simultaneously**. For as long as you like. FREE.

Join meetings using a link from Messenger – AND you don’t have to have a Facebook account.

To create a room from your phone, download the latest Facebook & Messenger mobile apps.

1. Open the Messenger app.
2. Tap the **People** tab at the bottom right of the screen.
3. Tap **Create a Room**, and select the people who you want to join.

Just share the link and anyone can join, even without a Fbook account.

You can join a room from your phone or computer -- no need to download anything.



* *Messenger Rooms launched April 2020*

Manage your Group

Group rules

Admins can establish up to 10 specific group rules to foster a civil and respectful environment where productive conversations can happen. You can post rules in the Group to give everyone clear expectations for acceptable behavior.

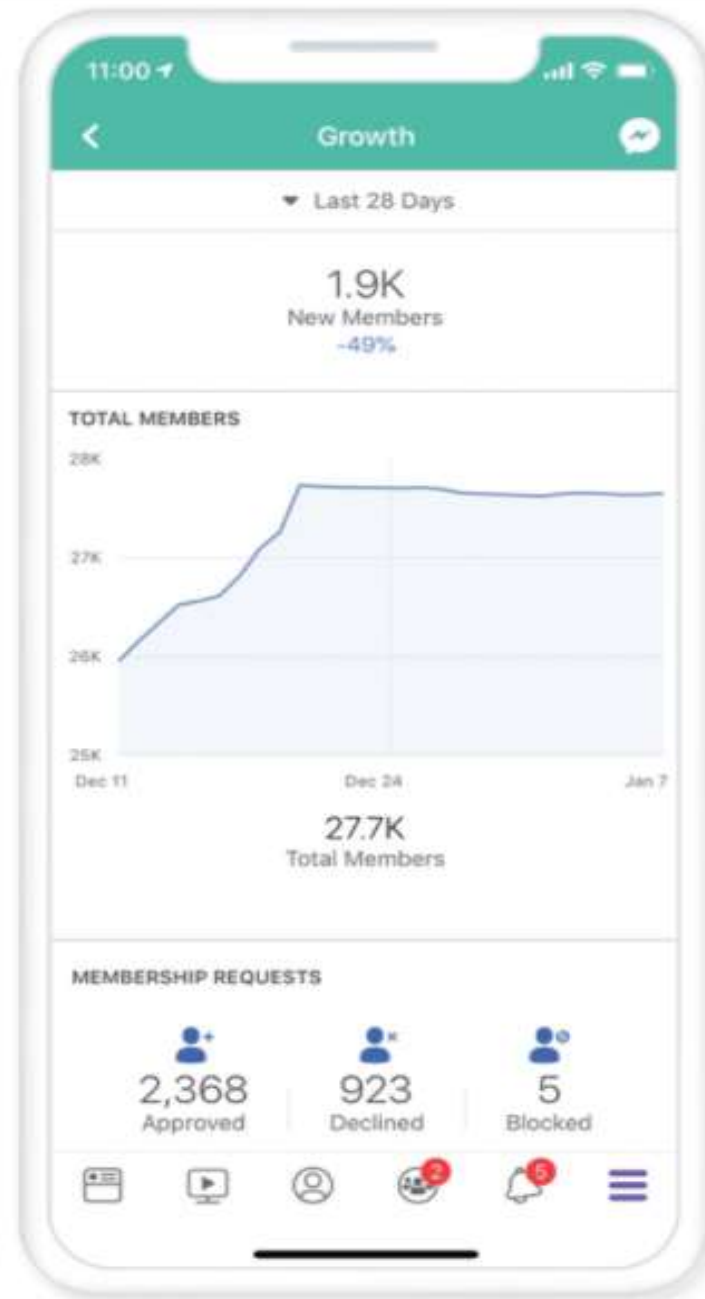
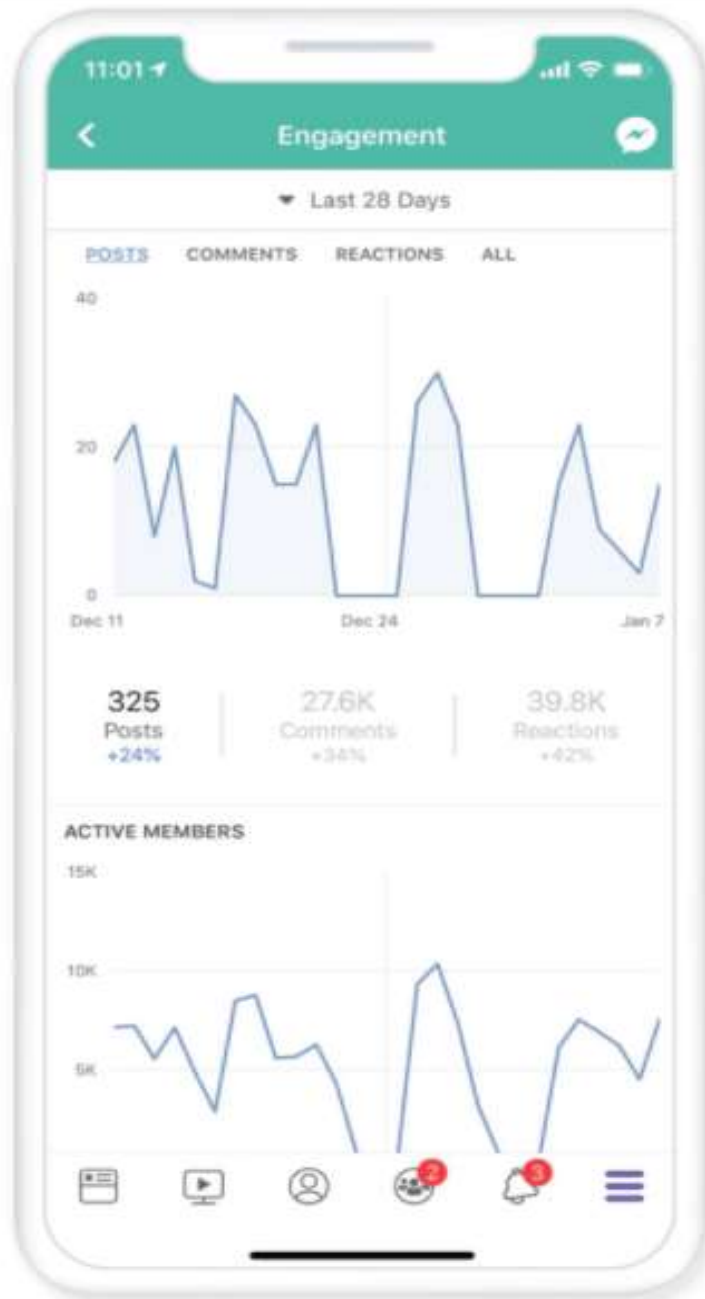
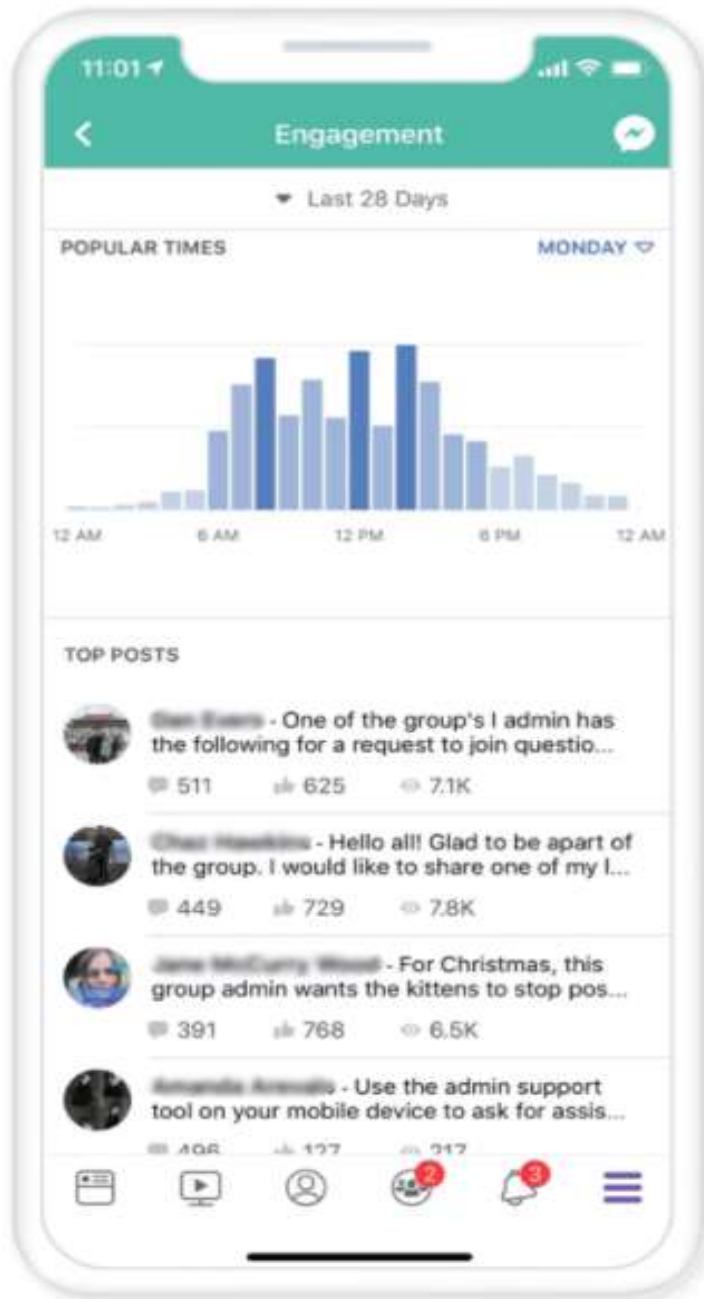


Rules are also displayed when a member requests to join the group, for those groups that use membership questions to help vet and approve new members. Group admins can either use the example rules or create their own.

Click INSIGHTS

at the top of your page to find out how it's doing – what time of day people tend to post, how many page views there've been, etc.

Admins can remove a group member's ability to comment, if they need to – do you need moderators?





Anything you want to do on Facebook, ask Facebook.

If you have a problem, check your settings.

If Facebook doesn't help Google will – social media.

You can post queries on forums.

A large, solid yellow triangle pointing to the right, located in the bottom left corner of the slide.

jacksonjean@live.co.uk; u3a Lichfield