

## **Independent Living Skills workshop: Social Media**

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Guest Speaker:

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Social media platforms are used for various reasons:

- connecting with others
- meeting new people
- sharing information, ideas, opinions
- following news stories, trends etc. (“trending” – a term used for topics that are currently popular on social media sites, that many users are posting/talking about)
- promoting businesses, products, events etc.

Your social media presence is ultimately about the audience you reach (eg. friends, family, coworkers, employers, potential employers etc.) Even with the highest privacy settings, you want to consider who will be able to see what you are sharing/posting.

**\*\*quick tip:** You can create lists for the accounts that you follow. This can help you organize your friends/followers so that you can easily find posts related to the different reasons that you are using social media (eg. a list of news sites, a list for family and close friends, a list for charities you’re involved with etc.)

What is a brand?

A brand is something that you recognize, usually including a logo and/or catch phrase, their reputation, a company and/or product. The brand is what you think of and what you feel about a particular product or company. Everything that comes to mind when you see their logo is incorporated into your perception of that brand. (eg. Disney makes you feel happy, you have a positive connotation associated with the brand. Nike has been associated with unethical production overseas, may give you a negative perception of the brand.)

What is your personal brand?

Your profiles on social media sites help to contribute to your own brand. So, you want to think carefully about what you are posting/sharing/saying on social media sites because it will affect people's impressions of you.

Your personal brand is any and all social media profiles you may have. Every interaction you have in those profiles shapes how people see you.

People's impression of you is shaped by their first look at your profile, so it is important to consider what you share in your descriptions. You also want to consider your privacy settings to determine what people can see on your profile before they become your 'friend' online.

\*\*\*be sure to check your privacy settings frequently because they may change after an update to the site you're using.

Your roles in the community and the people you associate with online can also affect your personal brand and how people see you. Consider this when you like certain pages or products, and when you are joining various online groups.

Also consider that controversial posts will affect people's impressions of you. (eg. political statements, religious articles etc.) Be sure to think about who can see your posts. If you wouldn't say something to someone's face, why post it online for the world to see?

Consider some of the following when deciding what to post:

Are you posting things that are appropriate for your audience? (eg. would you want your parents, grandparents, children, strangers, business associates, employer to see it?)

What can people tell about you from the things you post? (eg. your political affiliations, religious beliefs, your likes/dislikes, your marital status, other interests etc.)

Even when you like a page, other people may see that. Consider whether or not you want people to know that you have liked a particular page.

Can other people post to your wall? – if they post something you don't like, or something you don't want to be associated with, you can delete it or un-tag yourself! It is your page and you get to choose what you want to be there.

It is always a good idea to act as though everyone/anyone can see what you are posting when you are thinking about what you want to share on your social media profile. If you wouldn't say it to someone's face, you probably should not post it online.

\*\*Remember that once you upload a photo to Facebook, Facebook owns the rights to that photo.

#### Privacy Considerations:

If you are posting things that may be considered controversial, you may want to adjust your privacy settings. Consider whether or not you would want an employer to see your opinions about certain debatable topics.

Keep an eye on who is following you. You may want to block certain accounts that you would rather not be associated with.

Always beware of links from people you don't know, even links from people you do know! These links may want to post to your profile, or get your information so they can send you other links later. If you are in doubt, it is best to ignore/delete it! On the same note, if it sounds too good to be true, it probably is (eg. links about winning things, links about donations...). You can always look it up to find out if the link is legitimate or a scam. One good site to check is [snopes.com](http://snopes.com) – it will give you information about various links that you want to avoid and also let you know which links are real.

When playing games or taking quizzes on Facebook, the best ones allow you to choose if you share it. Whenever possible, choose not to allow the page to access your profile information. Do not allow these applications to post to your page, whenever possible because they may share things that you don't want people to see on you page.

NEVER post that you will be going away! You can certainly post about the amazing time you had after you return, but you don't want to let people know that your home will be unattended for any amount of time.

ALWAYS be careful about the photos you post. Even with the highest privacy settings, someone can take a screenshot of your posted photo and then share it with anyone else.

DO NOT EVER SHARE YOUR PASSWORDS. WITH ANYONE. EVER. Your social media account is a presentation of yourself online, you should protect it!

Just for fun:

*What kind of Facebook user are you?*

The let-me-tell-you-every-detail-of-my-day bore

The self-promoter

The friend-padder

The town crier

The Too Much Information sharer

The bad grammarian

The lurker – someone who browses a social media platform without actually participating.

The crank

The paparazzo

The maddening obscurest

The chronic inviter

Check out the original source at:

<https://www.facebook.com/notes/cheesy-pick-up-lines/the-12-most-annoying-types-of-facebookers/136478482496>

