

Everyday Tasks Made Easy

Using Social Media

Interesting Statistics:

- 7 in 10 Americans use social media to connect
(Source: Pew Research Center, January 2017)
- Facebook has over 2 billion active users monthly
(Source: Facebook.com Newsroom, June 2017)
- 59% of 18-29 year olds use Instagram
(Source: Pew Research Center, January 2017)
- 49% of college graduates use LinkedIn
(Source: Pew Research Center, January 2017)
- 70% of employers use social media to screen job candidates
(Source: CareerBuilder, June 2017)



Social media has become a way of communicating and bringing together communities that were once geographically cut off. Users from around the world create and share content and interact with one another.

What exactly is social media?

Social media consists of Web sites and applications that encourage the sharing of information and opinions. Social media facilitates connections with family, friends, classmates, employers, and customers. These connections are called social networks.

What are some examples of social media sites and their unique characteristics?

Site	What happens?
Facebook	Users create profiles, upload photos and video, send messages, and keep in touch with family, friends, and colleagues.
Twitter	Users post short messages to the world daily using a hash, or pound, sign (#) that precedes the message. Each post is called a tweet .
Instagram	Users share photos and videos from a smartphone.
LinkedIn	Users share professional information. Considered a business social network.
Pinterest	Users upload, save, sort, and manage pins (also known as images) through collections called pinboards.
YouTube	Users upload videos to be viewed by users and nonusers alike.

Now that you know what social media is and how you can use different social media platforms for your benefit, you can engage with others in an informed way. It is hard to know who may be watching or following your behavior, so be wise and be safe. Here are a few Social Media Dos and Don'ts to help keep you on the straight and narrow path.

Social Media Tips	
DO	DON'T
• DO share pictures. • DO connect with friends. • DO join social networks. • DO subscribe to newsletters. • DO see what your high school classmates are doing. • DO make connections and build relationships for that dream job. • DO have fun.	• DON'T share too much information about yourself. • DON'T complain about your job. • DON'T harass people about a job. • DON'T believe everything you see, read, and hear. • DON'T do or say anything that you wouldn't do or say in front of an officer of the law.

Activity #3

Directions: Read each question and provide the **best** answer.

1. Based on the statistics provided in the reading, which social media site is known to be highly popular with young adults (i.e., 18-29 year olds)?
 - A) LinkedIn
 - B) Facebook
 - C) Twitter
 - D) Instagram
2. Based on the statistics provided in the reading, which social media site is known to be popular with college graduates?
 - A) Twitter
 - B) LinkedIn
 - C) Facebook
 - D) Pinterest
3. On which social media site are you likely to tweet about current events?
 - A) YouTube
 - B) Pinterest
 - C) Twitter
 - D) Instagram
4. Which social media networking site is the most widely-used among all age groups?
 - A) Pinterest
 - B) LinkedIn
 - C) YouTube
 - D) Facebook

5. Which social media site is often referred to as a business social network?

- A) LinkedIn
- B) Pinterest
- C) Twitter
- D) Instagram

6. When using social media, why is it important to keep your digital life separate from your personal life?

7. When using social media, why is it important not to trust too easily?
