Social Media Study Group
Weeks 1 and 2: Facebook and Pinterest

Weeks one and two of our study group on social networking sites is intended to give our age 50+ learners the opportunity to practice with Facebook and Pinterest, using these popular online tools in the safe environment of the ICLRU Computer Lab.

Most of us have kids or grandkids, nieces or nephews, or friends (or kids of friends) that are using these and other sites regularly to communicate and share information. It’s easy to be frightened by these things, and to be scared off by the many articles about how the bad guys are using these sites to steal our identity or do other nefarious things to us. In the next two sessions, we’ll give you a chance to friend someone, write on a wall, send a tweet, make a connection, pin a website or just watch and listen.

Objectives
- Discuss what social networking sites are
- Learn about safe practices in social networking sites
- Show the difference between Twitter, LinkedIn, Pinterest, Instagram, Tumblr, YouTube and Facebook
- Using your own Facebook account, find a friend, friend someone
  - Change your security settings to make your account more secure
  - Write a message on someone’s wall
  - Look at pictures on Facebook
  - Learn how to delete your Facebook account if you don’t want it anymore
- Using your own Pinterest account, pin a photo or website, follow someone and get ready for someone to follow you, and delete your account
- Have fun!
Social Networking Sites
A few years ago, no one knew what social networking was. Now there are dozens of social networking sites, many of which have hundreds of millions of users and even a movie. And most often, if you’re a member of one site, you may be a member of multiple sites.

What is Facebook?
Facebook is a free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves. The website’s name refers to the paper facebooks depicting members of a campus community that some US colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus. Source: Wikipedia.org

What is Twitter?
Twitter is a free social networking and micro-blogging service that enables its users to send and read each others' updates, known as tweets. Tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to other users - known as followers - who have subscribed to them. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. The service is free over the Internet, but using SMS may incur phone service provider fees.

What is LinkedIn?
LinkedIn (pronounced /ˈlɪŋkt.ˈɪn/) is a business-oriented social networking site founded in December 2002 and launched in May 2003 mainly used for professional networking. As of February 2012, it had more than 150 million registered users, spanning more than 200 countries and territories worldwide.

What is Pinterest?
Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections and/or 'like' photos. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting" via a global platform of inspiration and idea sharing. It is one of the “fastest growing social services in the world.”

What is Instagram?
Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr. A distinctive feature is that it confines photos to a square shape, similar to Kodak.
Instamatic and Polaroid images, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras. Users are also able to record and share short videos lasting for up to 15 seconds.

Instagram was created by Kevin Systrom and Mike Krieger and launched in October 2010. The service rapidly gained popularity, with over 100 million active users as of April 2012. Instagram is distributed through the Apple App Store and Google Play. Support was originally available for only the iPhone, iPad, and iPod Touch; in April 2012, support was added for Android camera phones. A third-party Instagram app is available for the Windows Phone. On October 22, 2013, during the Nokia World at Abu Dhabi, UAE, Kevin Systrom has confirmed that official Instagram app for Windows Phone will be available in the coming weeks. The service was acquired by Facebook in April 2012 for approximately $1 billion in cash and stock.

**What is Tumblr?**

Tumblr, stylized in its logo as tumblr, is a microblogging platform and social networking website founded by David Karp and owned by Yahoo! Inc. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

As of October 1, 2013, Tumblr hosts over 139.4 million blogs. Its headquarters is at 35 East 21st Street in the Flatiron District in New York City's Silicon Alley.

Yahoo! announced its intention to acquire Tumblr on May 20, 2013, for approximately $1.1 billion. The deal closed on June 20, 2013.
What is YouTube?
YouTube is a video-sharing website, created by three former PayPal employees in February 2005 and owned by Google since late 2006, on which users can upload, view and share videos. The company is based in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated video content, including video clips, TV clips, and music videos, and amateur content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload an unlimited number of videos. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old. YouTube, LLC was bought by Google for US$1.65 billion in November 2006 and now operates as a Google subsidiary.

Are There Other Social Networking Sites?
There are many other social networking sites, including some that are specifically targeted to those aged 50 and over. AARP has a social networking dimension, as does Skype. The four above happen to be the most popular with the greatest number of users at this time. The best way to find out about others is to google “social networking sites”.

Signing on to Facebook
This study group presumes that you have a Facebook account already created.

1. To go to your Facebook account, open your web browser, type www.facebook.com in the address bar, and hit the enter key on the keyboard.
2. If you are using the computer you typically use, it will automatically open to the Facebook home page; if you are using someone else’s computer (like the ones in the lab) you will need to enter a username and password, which should bring you to the Facebook home page; depending on your security settings, you may need to go through a security protocol to access your account from the lab computers.

The Facebook Home Page
As with most web sites, the home page is the base of operations for navigating through the site. We will spend the next few minutes exploring the different features of the home page, and the different pages to which you can navigate. Facebook continues to change how its home page looks.
1. In the middle are all the recent postings by you and your friends, with a “What’s on your mind?” box at the top for you to quickly post anything you want to your page. The most recent postings are shown, and when you scroll down using the scroll bar on the right hand side of the screen, more and more postings appear.
   a. To go to a friend’s **Profile** page, click on their name or picture

2. At the top of the page is the command line, which allows you to navigate to different screens. For the moment, we will stay on the home page.
   a. On the left of the command line is the Facebook icon which gets you back to the Home Page
   b. To the right of the Facebook icon is the Search box, in which you can enter any name or word for which you want to look, and Facebook will return entries that match your search request
   c. To the right of the Search box are icons for Friend Requests, Messages and Notifications
   d. On the right side of the command line are the Home, Find Friends and Profile commands, along with the Privacy Shortcuts and Settings down menu that will get you to many useful functions in the Facebook application; we’ll cover those in a few minutes

3. On the left, sections for News Feed, Pages, Apps, Friends and Groups

4. At the bottom on the left are the friends available on Chat; these people are currently online for you to Chat directly with them using the computer

5. At the bottom towards the right is another Chat window, showing you who among your friends currently has Facebook open so you could chat with them directly

6. At the right hand side of the screen towards the bottom are Suggestions, Sponsored Activities and Highlights from your friends’ activity on Facebook

7. On the right hand side of the screen towards the top is the Ticker, a miniaturized news feed that relays events across your Facebook universe as they unfold in real
time. The ticker can be collapsed or expanded by clicking on the little Show Ticker/Hide Ticker icon in the upper right hand corner of the Ticker.

8. If you scroll down to the very bottom of the right-hand side of the screen, there is a menu of administrative items; you will likely use few of these with the exception of the Help command.

We’ll spend a few minutes exploring this Home screen. When done, click on the profile link on the command line, which likely says your username and has your photo (the word Profile displays in a little help window when you mouse over it).

The Facebook Profile Page/Timeline
Your profile page has all of the information about you that’s stored on Facebook. The main feature of this page is now called the Timeline.

The Facebook Timeline is supposed to be an illustrated chronicle of your travels and activities, and much more. Timeline can be a life history, or a family history of sorts, if crafted properly. Your timeline is your collection of the photos, stories, and experiences that tell you story. Some of the things you can do on your timeline include:

- Add a cover
- Edit your basic info
- Jump to the past
- View your activity log
- See highlights from each month
• Star stories you want to highlight
• Add life events
• Update your status
• View and add photos
• Share your app activity

The most basic feature of Facebook is writing “What’s on your mind?” on your Timeline. You can do that either from your Profile Page or your Home Page.

1. Write something on your wall, like “I’m currently in this really cool social media study group at ICL”; when done typing, either hit the Enter key on the keyboard or click on the Share button on the screen
   a. HINT: you write this in the “what’s on your mind?” box just underneath the tabs

Spend a few minutes exploring the Wall regardless of which view you have. When done, click on the Update Info button if you have the Timeline view and the Edit Profile button if you have the older view.

■ Update Info Page

The Info page is where you enter any information about yourself that you want to put on Facebook. It’s probably better to be cautious about how much you put out here, even though no one can see it unless you authorize them to. There currently ten sections – Work and Education, Places Lived, Basic Information, Contact Information, Life Events, Relationship, Family, Pages, About You, and Favorite Quotations.

At the bottom of this page, there is More About You. This is where you can select TV Shows, Books, Sports, Movies, Photos, Friends, Apps and Games, Places, Music, Likes, Events, Groups, and other social media sites linked to your Facebook account, like Pinterest.
Click on the Edit link in the Basic Information section to change the information in the Info tab. Spend a few minutes looking through the different sections and enter whatever information you want.

Notice that when you are in Edit mode, there are security settings available to you in different formats, as shown on the image on the next page. For instance,

- Under Gender, there is a checkbox that allows you to show or not show gender on your timeline (mine is not shown)
- Under Birthday, there are two drop down menus, one on the Month/Day line, and one on the Year line. These allow you to decide who will be able to see what part of your birthday (mine is set to show my birth month and day to friends only, and my birth year to no one other than myself)
- Notice the security settings under the other information there as well.
When finished entering information in any section, click on the Save button. When done making all your changes, click on the Profile button at the top of the screen.
# Photos Page

If you’ve uploaded photos to Facebook, this is where you could go to see them. This is also where you can change the Profile Picture that shows up when someone looks at your Profile page.

1. To change the Profile picture, double click on any picture, and click on the Make Profile Picture link.

If someone tags you in a photo and you don’t want to be tagged, you can remove the tag by:
   1. Mousing over the picture you want to untag
   2. Clicking on the little editing “pencil” that appears in the upper right hand corner of the picture
   3. Clicking on Report/Remove Tag in the drop down menu that appears
   4. Checking the I want to untag myself entry on the menu that appears, and then clicking Remove Tag (see image on next page)
The Facebook Find Friends Page

On the Profile page, there is a Friends command. This will bring up the screen below:
Click on the Friends button with the checkmark next to any of the friends on your list. That will bring up a drop down menu, through which you can do all of the actions shown, including Unfriending someone, and Reporting/Blocking Someone.

You can also assign your friends to lists, to help you manage or limit the posts that you get or make. To create a new list to organize your friends,

- Click on the HOME button
- From your home page, scroll down to the Friends section and click More
- Click Create List
- Write in the list's name
- Enter the names of friends you want to add to this list in the Members section
- Click Create

The new list will now be an option when you add friends to lists.

Facebook is constantly trying to help you find new friends. In most cases, a person must approve a Friend request before you get access to their profile; this safety feature keeps your information limited to those whom you approve to see it. Facebook is trying to get you to give it your email address and the password to your email account, so it can search your email address book for possible contacts on Facebook. THIS IS NOT RECOMMENDED.

Click on the Find Friends command on the command line on any page. That will open a screen that looks like the one on the following page. We’ll spend a few minutes exploring this page.
One other way to search for friends is to use the Search box in the command line
1. In the Search box, type “Mike Thompson” without the quotes, and click on the little magnifying glass below the box
2. You will get a long list of Mike Thompsons which may not be very helpful
3. In the results screen, there is a Search box to the right of the All Results heading at the top of the screen; enter “iclroosevelt@gmail.com” (without the quotes) and click the magnifying glass button
4. You should get a dialog box that tells you that I will have to confirm you as a friend, and provide a button to Send Request; click on that button; you may get a security check window that appears, requesting you to enter some letters to proceed; go ahead; I will now show up on your friend list with the message “Friend Request Pending”
5. I will get a message in my Facebook account telling me that you have requested to be my friend, and I will have the choice to approve or reject that request.
Privacy Shortcuts

Facebook has received a great deal of publicity about protecting privacy in its settings; one of the things that they have done in response to this is to place a Privacy Shortcuts menu on the command line. From that menu, you can easily see:

- Who can see my stuff?
- Who can contact me?
- How can I stop someone from bothering me?

Clicking on the little down arrow on the right side of each of those questions will bring up an explanation, along with choices to make; let’s spend a minute looking at each of these.

At the bottom of the Privacy Shortcuts menu is the See More Settings command; clicking on that will open the screen below; we’ll spend a minute exploring that screen.

You can have all your information seen by Public/Everyone (not recommended), Friends of Friends, Friends, Only Me or Custom Settings; depending on the item, you may also allow only the members of certain lists to see your information. No matter which you select, you can always customize every setting which we will show you in a minute. As you can imagine, the more people you allow to see the different parts of your Facebook page, the less private your page is. But there are tradeoffs, depending on how you want your Facebook page to be used. The more private your settings, the harder it will be for people who you might want to find you to find you.
Settings Command

Facebook allows a great deal of personalization in its settings; the commands in the Home drop down menu are on the right hand side of the command line. This is where you can:

- Use Facebook as: – if you have created a group or business page from this account
- Create Page: -- allows you to create a page for a business or group with which you’re connected
- Create an Ad – allows you create and pay for an Ad that will appear on your Facebook page
- Account Settings – this allows you to adjust all of your account settings as shown below
- Privacy Settings – this allows you to change who can see what on your profile page, as well as who can see what when people search for you; the privacy settings screen is shown at the bottom of the next page
- Logout – Allows you to log out of Facebook
- Help – Opens the Help menu for you to get assistance
- Report a Problem – opens a screen to report problems you may be having with your Facebook account
- You may also have additional items on this menu if you done things like created a page for an organization with which you are associated.

Click on Account Settings, which will open the General Account Settings screen; we’ll spend a few minutes exploring some of these screens.

This screen is where you can change the name that you go by on Facebook, add a username to your account, change or add an email that is linked to your account or link your Facebook account to a Yahoo, Google or other account.
This is also where you can change your account security settings. One change that we recommend that you make is to Browse Facebook on a secure connection whenever possible. This is done in the Account Security section this page; place a checkmark in the Secure Browsing (https) section of this screen, as shown on the next page.

This is also where you can deactivate your account, which we will discuss in more detail later.

**Facebook Help**

Facebook has a lot of great help screens built in. There is a help index, as well as the ability to search the help section. The link to help is at the bottom of the Settings menu or on the bottom right hand corner of the Facebook screen, although you may have to scroll down a few screens to find it.

If you choose to click on Visit the Help Center, you will be taken to the screen on the next page to assist you with finding the answer to your question.
Deleting, Deactivating and Memorializing Your Facebook Account

As much fun as Facebook can be, you may find that you don’t want the account that you have, and you would like to eliminate it. You have two choices. You can either:

- Deactivate your account – this keeps any other Facebook user from being able to see your profile, but keeps anything that you’ve put out there on the Facebook computers, just in case you change your mind in the future
- Delete your account permanently – this actually removes anything that you have put on Facebook from their computers; if you do this, you will not be able to reactivate your account, unless you change your mind within the first two weeks of telling them to delete your account; if you access your account with two weeks of deleting it, it will automatically be reactivated; if not it will be deleted.

The best way to do this is to go to the Facebook help screens, using the link at the bottom right hand corner of the screen. In the search box, enter the words “Delete my account” and it will bring up the following instructions.
How do I deactivate my account?

Permanently delete your account:

Permanently deleting your account means you will **not ever** be able to reactivate or retrieve any of the content or information you’ve added. If you would like your account permanently deleted with **no option for recovery**, [please contact us](#).

Note: Facebook does not use content associated with accounts that have been deactivated or deleted.

**If you can't get into your account:** [Reset your password](#).

To deactivate your account:

1. Click the account menu 🎯 at the top right of any Facebook page
2. Select **Account Settings**
3. Click **Security** in the left-hand column
4. Click **Deactivate your account**

When you deactivate your account, your Timeline and all information associated with it disappears from Facebook immediately. People on Facebook will not be able to search for you or view any of your information.

If you’d like to come back to Facebook anytime after you’ve deactivated your account, you can [reactivate](#) your account by logging in with your email and password. Your Timeline will be restored in its entirety (ex: friends, photos and interests). Remember that you will need to have access to the login email address for your account in order to reactivate it.

You're reading the Desktop Help answer. Learn more in [our other Help Centers](#).

What happens when a deceased person's account is memorialized?

Here are some of the key features of memorialized accounts:

- Facebook does not allow anyone to log into a memorialized account.
- Memorialized accounts cannot be modified in any way. This includes adding or removing friends, modifying photos or deleting any pre-existing content posted by the person.
- Depending on the privacy settings of the deceased person's account, friends can share memories on the memorialized Timeline.
- Anyone can send private messages to the deceased person.
- Content the deceased person shared (ex: photos, posts) remains on Facebook and is visible to the audience it was shared with.
- Memorialized Timelines don't appear in public spaces such as in suggestions for People You May Know or birthday reminders.
- Groups solely belonging to a memorialized account will be able to select new admins, while Pages will be removed from Facebook.

Please keep in mind that creating a Timeline in remembrance of an already deceased person is not allowed. We encourage you to create a Page or a group for this purpose instead.

Learn how to request the memorialization of a deceased person's account.

You're reading the Desktop Help answer. Learn more in our other Help Centers.

**How do I report a deceased person or an account that needs to be memorialized?**

**Memorializing the account:**

We will memorialize the Facebook account of a deceased person when we receive a valid request. We try to prevent references to memorialized accounts from appearing on Facebook in ways that may be upsetting to the person's friends and family, and we also take measures to protect the privacy of the deceased person by securing the account.

Please keep in mind that we cannot provide login information for a memorialized account. It is always a violation of our policies to log into another person's account.

To report a Timeline to be memorialized, please contact us.

**Removing the account:**

Verified immediate family members may request the removal of a loved one’s account from Facebook.

You're reading the Desktop Help answer. Learn more in our other Help Centers.

**Pinterest**

Pinterest is a tool for collecting and organizing the things you love. Browse boards created by others to discover new things and be inspired by people who share your interests.
People use boards to plan their trips, decorate their homes, and share their favorite recipes.

**Join Pinterest**

- Go to www.pinterest.com and click Join Pinterest.
- Choose how you'll sign up: using Facebook, Twitter or your email address.
- Enter the username, email address and password you'll use for Pinterest. Just a note:
  - Pick a username that is 3-15 characters long. You can add numbers to your username, but not spaces, symbols or punctuation.
  - Create a strong password even if you sign up with Facebook or Twitter. You can always log in with that password and your email address.
- After you've filled out your info, click Create Account.

Trouble joining?

It could be your browser:

Make sure your browser is up to date.

Try using a different browser – Firefox and Chrome comply with the latest web standards.

Clear your browser's cookies and make sure cookies are still enabled.

It could be your email address:
If you see an error that your email address is already in use, then you have an account already.

Log in with that email address and your password.

Reset your password if you don't remember it.

It could be your Facebook/Twitter account:

Don't sign up with a Facebook business page – you can only link to a personal Facebook profile.

Click Allow when you're directed to your Facebook/Twitter permissions. If you choose Don't Allow, you can't complete sign up.

Check if you've blocked Pinterest on Facebook.

Try signing up with your email address – you can link to Facebook/Twitter later.

Using a phone or tablet? If you're using the Android, iPad or iPhone app, you can only use Facebook or your email address to sign up for Pinterest. You can still link your account to Twitter after you sign up. Learn how to connect your account to Facebook or Twitter from the iPad, iPhone, and Android app.

When you first log in, you’ll land on your home feed. This is a collection of pins from the pinners and boards you follow, and it updates every time a new pin is added. If we ever have recommendations, you’ll see them here. This is your home base, and whenever you want to find this page again, just click the Pinterest logo.
**Pins** -- A pin is an image (or video) you add to Pinterest that links back to the website it came from. This means that pins often lead to a place with useful information, such as a recipe, an interesting article or something you can buy.

There are a few ways to add pins:

- Click Pin it on any pin you see on Pinterest
- Add the Pin It button to your browser to pin from websites; this is something that you need to do from your own computer; it won’t help much to do it in the computer lab
- Click “+” at the top of Pinterest to upload an image from your computer or find one from a website; we’ll spend a minute or two looking at our choices here.

- Use the Pinterest mobile app to pin from your iPhone/iPod, iPad, and Android (even Kindles and Nooks!)

Let's say you’re browsing a blog for dinner inspiration and you find a recipe for soft pretzels that look perfect to bring to a neighborhood potluck next month. If you have the Pin It button installed, you click the Pin It button, create a new board that you name “Grub” (boards are where you add pins by topic) and you pin it to this board. Once you’re ready to start stockpiling your freezer with pretzel dough, just go to your Grub board, click the pin image to see it close up, click the image one more time and you’re back to the site it came from!

Now that you're a pinning pro, here are some other things you can do with pins:

Like a pin when you want to say “Hey you! Neat idea” or to save it when you’re not quite sure what board to pin it to yet
Share a pin you know someone would love by sending it or @ mentioning their name in the pin’s description or comment. If you’re feeling social, try sharing pins on Facebook and Twitter.
These are just the basics - more on pins later.

**Boards** -- A board is where you collect your pins. You could pin dinner ideas to your board called Cook, workout routines to your Fitness board, or watches, suits and Aston Martins to your James Bond board.
Boards can be secret or public, and you can invite other people to pin with you on any of your boards. If you’re planning a surprise party with friends, you might want to create a secret group board.

Make boards for anything and everything – hobbies, interests, ideas, projects, travel plans, cooking adventures – you name it!

**Following** -- Following people and boards is how you fill up your home feed with interesting stuff. It’s all about what you like, not just who you know, so if you come across someone who pins things you love, follow them and you'll see their new pins in your home feed.

If you want to follow a person, click Follow All on their profile to follow all of their current boards and any new ones they create. To follow just one board, click Follow beneath the individual board.

Just a note: when you follow group boards, you'll see pins from anyone who pins to that board. This means you might see pins from people you don't follow.

Let’s say you come across a pinner with great style and taste so you decide to Follow All her boards. Then she creates a Sourdough board that doesn’t fit with your gluten-free lifestyle. You can click Unfollow beneath the board on that pinner’s profile to stop seeing all those bread pins in your home feed. (Don’t worry, we understand your tastes change - that person won’t be notified). Since you chose to Follow All of her boards, you’ll also have the option to Unfollow All. Click this to unfollow all her boards and any future boards she creates.

**Finding things on Pinterest**

**Search** -- To find something specific, just do a quick search in the search box and then toggle between views for Pins, Boards and Pinners. For example, if you search for “bacon" this is what you'll find:
Clicking Pins (default) will show pins about bacon - like bacon tacos, bacon ovens or bacon roses; you have the choice to see “All Pins” or just “My Pins”. Make sure to add relevant descriptions to your pins so they're easily searchable!

Clicking Boards will show boards with “bacon” in the title

Clicking Pinners will show people who have Bacon in their name - like Sir Francis Bacon or Kevin Bacon

**Category feeds** -- **Looking for ideas for your next family getaway but don’t have a destination in mind yet? The category menu lets you browse different category feeds, like Travel, Outdoors or Design. These feeds automatically update with new pins from that category.**
**Your Pinterest Account**

**Your Profile and Pins** -- To get to your profile, just click your name and then Your Profile and Pins. From here, you can change your username, display name or profile description, click the little pencil on your profile. Your display name is what shows up on your profile and on pins you interact with. Your username is what shows up in your profile’s address, ex. pinterest.com/yourusername.
Changing your profile picture is easy - hover over the current image and click Change Picture to upload one from your computer.

**Account settings** -- To edit your account settings, click your name and then Settings. Then update whatever you need to. We’ll spend the next few minutes exploring this screen.
Social Media—Weeks 1 and 2--Facebook and Pinterest
## Email Notifications

<table>
<thead>
<tr>
<th>Get email notifications</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get an email when someone</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Send these emails</td>
<td>When they happen</td>
<td>Once a day at most</td>
</tr>
<tr>
<td>Also get an email when someone</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Other kinds of emails you can get</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
How to deactivate your account
At the bottom of your Settings screen is the Deactivate Account button. Clicking on this button will open the Sorry to see you go! Screen, and you will have one more opportunity to change your mind. If you click Deactivate Now, this will delete all your boards and pins so be careful!
There are several other options in the menu that drops down from your username button

- **Find Friends** – Allows you to Invite Friends (red button on the left) and connect with friends from Facebook or Twitter if you’ve connected those accounts to Pinterest.
- **Follow Boards** – provides a list of popular boards in which you might be interested; to follow on of them, just click the appropriate Follow button.
- **Visit the Help Center** – Pinterest has a very intuitive and user-friendly help system. You can either type the question or topic on which you are seeking help, or you can browse the help topics that they have shown. If you’re looking for help in getting started, there is a link at the top of the page to the Pinterest Basics Guide. There are also links at the bottom of the screen to:
  - Pinterest Basics
  - Account Issues
  - Mobile and Tablet Help
  - Account Management
  - Businesses and Websites
New to Pinterest? Start with our Pinterest Basics guide.
If you need more help, click the Email Help button at the bottom of any article.
**Notifications** – The Notification button is to the right of your username button. This button is greyed out until you mouse over it, when it turns red. Notifications tell you when someone pins, likes or comments on your pins, follows you or one of your boards, or mentions you in a comment. When you have new notifications, you'll see a number in the notifications bubble – just click it to see them.

**Block someone**
You may find that you are receiving posts from someone whose posts you don’t want to see; you can block anyone like that.
Go to his/her profile by clicking on their name in the objectionable post (you may wind up view the Board instead of the Profile; if that happens, click on the person’s name in the upper left hand corner of the Board page)
Click the flag to the right of their profile info
Click Block
Confirm that you want to block the person

**What happens when you block** –
- The person you block can't follow you or interact with your pins.
- You can't follow this person or interact with their pins.
- Both you and the other person can't like, pin or comment on each other's pins.
- Any previous follows between you and the person are automatically removed.
- Any previous comments between you and the person are automatically removed.
- Any previous likes and/or pins between you and the person aren't automatically removed. You can unlike pins to remove them individually.
- All other interactions are blocked.

Notes: -- When you block someone, we don't notify them. But, he/she will be alerted about the block if he/she tries to follow you, interact with your pins or invite you to a group board.
When you block someone, you might see his/her boards and pins in public areas such as search results, category feeds or group boards (if you both collaborate on the same board).
The person you block can view your boards and pins, just as someone who's logged out can view your profile. The person you block can't follow you or interact with your pins.

Unblock someone

Go to his/her profile
Click Unblock

What happens when you unblock

- You and the other person can follow each other and interact with each other's pins normally.
- Any previous follows that existed between you and the other person aren't automatically restored.
- You and the other person must manually choose to refollow one another's boards/profiles.
- Any previous comments between you and the other person aren't restored.

Can I see a list of people I've blocked or who've blocked me?

No, you can't see a list of people you've blocked or those who've blocked you.

You'll see an error that you've been blocked if you try to follow someone who's blocked you or interact with their pins.
Secret boards basics

What's a secret board? -- A secret board is only visible to you and to anyone you invite to it. When you add a pin to a secret board, it won’t show up anywhere else on Pinterest – not in the category sections, anyone’s search results, your followers’ home feed, your own home feed, or even pins or activity pages on your profile.

Your secret boards are at the bottom of your profile. Just scroll down to see them.

Add a secret board

- Click your name at the top of Pinterest then click Your Boards.
- Scroll to the bottom of your boards.
- Click Create a Secret Board.
- Choose a name and category for your board. The secret setting will already be set to Yes – this means your board is secret.

Note: Any time you’re adding a new board, you can switch the secret setting to Yes to make it a secret board. But you can’t make an existing public board secret.
How many secret boards can I have?

You can create up to three secret boards. If you already have three secret boards, you can make room for another by making one of them public. There's no limit on the number of secret boards you can participate on – if you accept an invite to a secret board, it won't count against your three board limit.

Make a secret board public

Go to the board and click Edit
Turn the secret setting to No
Save Changes and confirm that you want to make the board public
Note: You can’t change a board back to secret after you’ve made it public – so be careful! You can’t make existing public boards secret.

Pins on secret boards

Our policies apply to both secret and public boards. When we remove a pin from Pinterest, we also remove it from any secret boards it’s on.

There is lots more to learn about all of these sites and other social networking sites. Look in your library – there are even books on social networking for seniors. Or use Google or...
YouTube to search for tutorials on any of the sites in which you are particularly interested. Or use the help screens within the sites.

Happy networking.

**Now you can:**
- Discuss what social networking sites are
- Describe the difference between Twitter, LinkedIn, Pinterest, Tumblr, Instagram and Facebook
- Using your own Facebook account, find a friend, friend someone
  - Change your security settings to make your account more secure
  - Write a message on someone’s wall
  - Look at pictures on Facebook
  - Delete your Facebook account if you don’t want it anymore
- Using your own Pinterest account, create a Board, pin a picture, follow someone and ask someone to follow you, change your settings and deactivate your account if you want to.
- Discuss safe practices in social networking sites
- Have fun!

**Bibliography:**
- The Rough Guide to Social Media for Beginners – Getting Started with Facebook, Twitter and Google +, by Sean Mahoney; Rough Guides, Ltd.; July 2012
- Facebook and Twitter for Seniors for Dummies, by Marsha Collier, Wiley Publishing, 2010
- AARP Facebook Tech to Connect, by Marsha Collier, John Wiley & Sons, 2012
- Social Networking for Seniors in easy steps for the over 50s, by Anne Sparrowhawk, Easy Steps Limited, 2011.

**Notes:**
APPENDIX

Lifestyle

Online Extra
Learn the Lingo
By Audrey Goodson, May 2009
Learn the language of social networking with our glossary.
You'll be virtually poking friends and leaving status updates in no time

Profile: A group of pages that act as a combination of an online journal, message board, and photo album. Facebook profiles may include your work information, hometown, photos, interests, and messages from friends on your "wall" (see next entry).

Wall: A virtual message board on Facebook, where friends type messages and can comment on the photos, videos, and status updates you've posted on your profile. The wall can be a source of embarrassment when friends leave messages referencing incidents best left unmentioned (often beginning with "I was just remembering that time..."). This is where the delete function comes in handy.

Status Update: This feature lets you post a short note about your status (what you're doing at any given time) and lends itself to abuse by the uninhibited ("Jane is going to the proctologist"). To tell all (or just a little), fill in the "What's on your mind?" field on your personal profile page and click on the button to share.

Friend: Anyone whom you accept into your online circle, and anyone who accepts you into theirs, is called a "friend," whether the person is a close relative or a complete stranger. This title in no way confers an actual relationship of any sort and may lead to learning superfluous personal details about casual acquaintances (see "Status Update").

Poke: A friendly—and sometimes flirtatious—way of saying hello to friends and more-than-friends. To send a virtual poke, click on the related link on friends' profile pages. Your friends receive private notification of the action—letting them know you're trying to get their attention. We say: Keep poking to a minimum. And if you do it, remember your manners: All poking should be welcome and consensual.

News Feed: This up-to-the-minute feature on the Facebook home page alerts you to your friends' profile updates—photos added or work information changed, for example. The news feed was a controversial feature when it was added in 2006, as users first believed the constant broadcasting of information would violate their privacy (see next entry).

Privacy: A term dating back to circa 2004...before the invention of Facebook and other social-networking sites. Generally regarded as passé.
Addictive Apps
By Audrey Goodson, July & August 2009

Fun on Facebook: Discover what else you can do, from taking a Beatles' quiz to playing Scrabble

Causes
Recruit friends to raise money for your favorite charities with this application, which processes donations by credit card—and also posts the names of top fundraisers...like you!

Beatles Quiz
You always thought you were a little bit Ringo, but your friends say you're a little bit George. Settle the question with this app, which determines your true inner Beatle.

We're Related
Find family members who are Facebook users and build a virtual family tree. This application helps link distant relatives, making it easy to swap pictures and stay in touch.

Birthday Calendar
See your friends' birthdays in calendar format, and send online cards from a selection of more than 1,700. You can receive e-mail and cell phone reminders, too.

Scrabble
Challenge your vocabulous friends to this online version of the beloved board game (and they won't see you checking the dictionary in between turns!).

By: Sid Kirchheimer  |  Source: From the AARP Bulletin print edition | June 1, 2009

When Bryan Rutberg first appeared on Facebook last December, he joined millions of other boomers, who are the fastest-growing users of social networking websites.
A month later, the 47-year-old tech industry executive became a victim of a scam that is increasingly occurring on websites like Facebook, MySpace and class reunion sites.

On Jan. 21, Rutberg discovered his Facebook page had been hacked with this alarming message: BRYAN IS IN URGENT NEED OF HELP! He tried to access his page to remove the warning, but his password had been changed. When he tried to alert his friends from his wife’s Facebook account that he was OK, he says, the scammer had “de-friended” her, blocking any messages he sent. Meanwhile, Rutberg’s Facebook friends who had posted “what’s wrong?” messages were getting replies from the hacker, who posed as Rutberg and claimed that he had been robbed in London and needed money to get home.

One concerned friend, Beny Rubinstein, wired $1,200 overseas, which the trickster quickly collected. In e-mail exchanges, the hacker had provided enough personal details to convince Rubinstein he was Rutberg. “If you’re looking to impersonate someone, Facebook is a good place to start,” Rutberg says. “My page has the names and photographs of my wife, kids, parents, friends, where I went to high school and college—all kinds of personal information.”

With such details readily posted, identity thieves “are clearly investing time and resources on social networks,” says Ryan Naraine of Kaspersky Lab, an online security firm.

A common ruse: tricking users into downloading a program that records their keystrokes. It’s likely that Rutberg inadvertently downloaded one such program, providing his Facebook e-mail and password to the identity thief.

One common virus on social networks is called Koobface (from the word “Facebook”), which infects computers when a “video” link is clicked. It can steal personal data and also prompt users to download an updated version of Adobe Flash. “By clicking on that link, it attempts to trick you into buying fake antivirus software for $30,” Naraine says.

Facebook spokesman Barry Schnitt says that in five years, less than 1 percent of 200 million users had “security issues.” He says his company has bolstered its efforts to respond quickly to such problems. However, Facebook provides no phone contact number for members, and Rutberg says e-mails to Facebook reporting his hacking went unanswered for several days.

To avoid problems on social networks—or anywhere else online:
• Don’t click on links provided in messages—even from friends—unless you check them with a phone call or off-website e-mail.

• Get program updates by going to the company’s website, not through a provided link.

• Make your Facebook account private so that only friends can see your details.

• Scan your computer regularly with an updated antivirus program

• Be suspicious of anyone—even a “friend”—who asks for money over the Internet.

Report suspicious activity on social networks to that website and to the Internet Crime Complaint Center.

Sid Kirchheimer is the author of Scam-Proof Your Life (AARP Books/Sterling).

5 Easy Steps to Stay Safe (and Private!) on Facebook
Published: September 16, 2009

When the President of the United States warns schoolchildren to watch what they say and do on Facebook, you know that we've got a problem...and it's not one limited to the U.S.'s borders, either. People everywhere are mindlessly over-sharing on the world's largest social network, without a second thought as to who's reading their posts or what effect it could have on them further down the road. For example, did you know that 30% of today's employers are using Facebook to vet potential employees prior to hiring? In today's tough economy, the question of whether to post those embarrassing party pics could now cost you a paycheck in addition to a reputation. (Keep that in mind when tagging your friends' photos, too, won't you?)

But what can be done? It's not like you can just quit Facebook, right? No - and you don't have to either. You just need to take a few precautions.

Unbeknownst to most mainstream Facebook users, the social network actually offers a slew of privacy controls and security features which can help you batten down the hatches, so to speak. If used properly, you'll never have to worry about whether you should friend the boss and your mom. You can friend anyone you want while comfortable in the knowledge that not everyone gets to see everything you post.

The problem in implementing these privacy options is that they're just too confusing for most non-tech savvy people to handle. And often, folks don't want to bother to take the
time to learn. To simplify the process, we're offering five easy steps you can take today to help make your Facebook experience safer, more secure, and more private.

Step 1: Make Friend Lists

Yes, it will take some time, especially if you're connected to a couple hundred friends already. But this step, while not the quickest, is fairly simple. And it will be one of the most useful things you can do on Facebook.

Friend lists, like they sound, are lists for categorizing your friends into various groups. The nice thing about this feature is that once you set these lists up, you won't have to do it again. We suggest that you put your work colleagues and professional acquaintances into a friend list designated "work," personal friends you're not very close with into a list called "Acquaintances," and people you're related to into a list called "Family." Those three main categories will separate out the groups of "friends" who you may want to hide some information from.

To create a friend list, click on "Friends" at the top of the Facebook homepage. In the left-hand column, click "Friends" again under the "Lists" section. Now you'll see a button at the top that says "Create New List". Click it. In the pop-up that appears, you can name your list and pick members. If you've ever shared an application with your friends, the process of doing this will be very familiar.

When you've finished making lists, you'll be able to use them when selecting who can see what (or who can't!) when configuring the security settings described below.

Step 2: Who Can See What on Your Profile

At the top right of Facebook, there's a menu that many people probably ignore: "Settings." But this menu is now going to become your best friend. To get started, hover you mouse over the Settings menu and click "Privacy Settings" from the list that appears. On the next page, click "Profile." This takes you to a page where you can configure who gets to see certain information on your profile.

Before making changes, think carefully about the sorts of things you want public and the things you want private. Should "everyone" get to see photos you're tagged in? Or would you like to limit this only to those you've specifically chosen as Facebook friends?

Underneath each section on this page (basic info, personal info, status, etc.), you can designate who gets to see that particular bit of information. For anyone not using custom
lists (see step 1), the best thing to enter here is "Only Friends." Anything else opens up your profile information to people you may or may not know. For example, choosing "Everyone" makes that info public, "Friends of Friends" lets your friends' friends see it, "My Networks and Friends" opens up your info to anyone in your networks - that means anyone in your city, your high school, your college, a professional organization you listed, etc.

You can also block certain groups from seeing these sections, too. On any item that offers an "Edit Custom Settings" option, you can click that link to display a pop-up box where you can choose people or lists to block (see where it says "Except these people"). If you haven't made custom lists as explained in step 1 above, you can enter individual names here instead. (Sorry, mom, dad, boss - this is where you get blocked.)

Step 3: Who Can See Your Address and Phone Number

Did you list your address and phone number on Facebook? While that's a handy feature, you may not want everyone you friended to have this information. To access this configuration page, you follow the same steps as above in step 2 to display the Profile Privacy page. You'll notice that the page has two tabs at the top - click on the one that reads "Contact information."

As previously described above, you can again use the drop-down lists provided to designate who gets to see what and/or block certain people or lists from viewing this information. The sections on this page include "IM Screen Name," "Mobile Phone," "Other Phone," "Current Address," "Website," and your email.

Step 4: Change Who Can Find You on Facebook via Search

Sick of getting friend requests from old high school pals? While for some the beauty of Facebook is that it lets you reconnect with everyone you ever knew throughout your life, others find this intrusive and annoying. You're not friends with any of these people anymore for a reason, right?

As it turns out, you can still enjoy Facebook without some folks ever knowing or finding you thanks to the search privacy settings.

Click on the "Settings" menu on Facebook's homepage and then click "Search" on the following page. You'll be taken to a Search Privacy page where you can specify who gets to find you on Facebook. Want to be wide open? Change the "Search Visibility" drop-down box to "Everyone." Want to keep it a little more limited? Select "My Networks and Friends," "Friends of Friends," or "My Networks and Friends of Friends" instead. Don't
want anyone finding you on Facebook? Change it to "Only Friends." That means only the people who you've already friended can find you in a Facebook search.

On this page, you can also configure what information displays when your info is returned as a search result (e.g. your profile picture, your friend list, etc.). In addition, you can check and uncheck the boxes for network-based searches too. For example, if you don't want anyone from high school to find you, uncheck the box next to "people in high school networks."

Step 5: Stop Sharing Personal Info with Unknown Applications

Remember when we told you about what Facebook quizzes know about you? Using Facebook's default settings, you're unknowingly sharing a plethora of personal information (and your friends' info too!) with various Facebook applications and the developers who created them. The problem is so bad that the ACLU recently created their own Facebook Quiz to demonstrate how much information an app has access to.

It's time to take back control! From the Facebook homepage, hover your mouse over the "Settings" menu and choose "Privacy Settings" from the drop-down list. On the next page, click "Applications" then click the tab that reads "Settings" which is next to the "Overview" tab. (Oh, and if you want to really be freaked out, read that overview!)

On this page, you can check and uncheck boxes next to your personal information (picture, education history, wall, religious views, etc.). This controls what applications your friends are using can see about you. Yes, your friends' apps can see your personal info if you don't make this change! Believe it or not, you don't have the same control over your own apps. The best you can do is head over to the Applications page and delete the apps you're not using anymore. (Use the "X" to remove them.) You see, once you authorize an application, you're telling it that it's OK to access any information associated with your account that it requires to work. While some developers may only pull what's actually required, many others just pull in everything they can. Scary, isn't it?

Conclusion

While this is by no means a comprehensive guide to Facebook security and privacy, these five steps can help you get started in creating a safer, more secure, and more private environment on the social network.

However, if you choose not to take any precautions, then you'll only have yourself to blame when an errant wall post or naughty photo makes its way online and straight into
Grandma's News Feed, or worse, your boss's. These days, it's better be safe than sorry, so go ahead and delve into those settings!

**Safe Social Networking Practices**
Like with most online activity, social networking can be hazardous if appropriate precautions aren’t taken. The article below, taken recently from the AARP website, lists a few key guidelines for what to do and not to do on social networking sites.

*Online Extra (www.aarp.org)*

**Dos and Don'ts**
By Leslie Quander Wooldridge, May 2009

We teach you the unspoken etiquette for social networking. Ignore our insider tips at your own peril

*Photo by iStockphotohatman12*

- **Online Extra: Secrets of Social Networking** (May 2009)
- **Confessions of a Facebook Addict** (July & August 2009)
  http://www.aarpmagazine.org/lifestyle/confessions_of_a_facebook_addict.html

**Do set up privacy settings for your online profile**, so the intimacies of your life—your battle with the bulge; an impending divorce—don't become public when people find you in a search. Facebook, for example, lets you decide who can see your info and photos. You can limit exposure to "friends" or even just a few people on your list.

**Don't rush to friend your teen or college-age kids** on these sites; wait to see if they reach out to you. There are some things you really don't want to know about your little angels. Plus, they probably like having their own parent-free space on the Web.

**Do use LinkedIn and Facebook to stay in touch with former colleagues.** These days (unfortunately) you never know when you'll need a reference for a new gig.
Don't post boring status updates on Facebook to comment about every single second of your day. If you must share, save those comments for Twitter (and please don't have your Twitter feed post to Facebook—even though you can). Trust us, your associates don't want a dull rundown of how you overslept this morning, are having tummy issues, and can't find that missing sock.

Do think twice before friending your employees on social sites. They don't want to offend you by saying no, but they also don't want you to see their wall posts outlining over-the-top (and super-sketchy) happy hour activities.

Don't friend strangers and spend hours inspecting or commenting on their profiles. Same goes for people you haven't seen in years. Social-networking sites are for staying in touch—not stalking.

To avoid problems on social networks—or anywhere else online:

• Don’t click on links provided in messages—even from friends—unless you check them with a phone call or off-website e-mail.
• Get program updates by going to the company’s website, not through a provided link.
• Make your Facebook account private so that only friends can see your details.
• Scan your computer regularly with an updated antivirus program
• Be suspicious of anyone—even a “friend”—who asks for money over the Internet.

Report suspicious activity on social networks to that website and to the Internet Crime Complaint Center. (http://www.ic3.gov)

Sid Kirchheimer is the author of Scam-Proof Your Life (AARP Books/Sterling).
Social Media Guidelines for Seniors

Written By: Guest Contributor - Mar• 23•12

Here are some guidelines we feel are important for seniors to consider when using social media. “Consider” is the key word here, as we realize individual situations are often different. Those familiar with social networks and the web may be safe with fewer guidelines while newcomers, especially those of a very trusting nature, may initially need to take a more structured approach in their social media activities.

**Senior Social Media Guidelines**

1. Use tighter privacy settings on your initial setup than you might think are needed. These can be loosened over time if desired, but once a post or a picture is put out to a broad circulation it may be out there permanently.

2. Before “friending” teen family members (your social network probably doesn’t allow preteens), make sure your approach is welcome. Yes, improving communications with grandchildren and other young family members is a big benefit of social media for seniors, but only if they choose to communicate with you. Some have expressed they feel uncomfortable when older family members can see all of their posts. Yes, they can refuse to accept your request to link up, but you can avoid
an uncomfortable situation all around if you check on their willingness up front – or wait for them to send the request to you.

3. Wait a while before clicking on links or attachments included on posts from friends. Even a trusted family member (of any age) may unwittingly trigger a virus or other malicious program that sends out posts in their name that include links which can be damaging to your computer or even result in identity theft. Give a little time for others to click first rather than being the family guinea pig.

4. Exercise caution when naming family members in stories or tagging them in pictures you post on social media. Those cute family stories or pictures that give everyone a good laugh during family gatherings may not be viewed the same way by an employer making hiring or retention decisions. Also, there are signs other businesses, such as insurance companies, are using online information in making decisions.

5. Never (one of the few times we think this word applies!) send personal or financial information (account numbers, social security numbers, etc) to businesses using social media. Many scammers masquerade as legitimate companies to get seniors’ information online, just as on the phone, with identity theft often the objective. Companies with a legitimate need for the information know social networks are not safe for sharing such data and will use other methods.

6. Avoid posting that you will be away from home or out of town on your social media accounts unless you are absolutely certain only those you want will be able to see it. Crooks use social networks, too, and have already started targeting the homes of those who say they are away.

7. Think before “checking in” at a location on your social networks. Will that check in tell a criminal that you will be away from home all day at an event or even for a few hours at a movie or ball game. If you like checking into locations, consider doing so when leaving (and say so) instead of arriving.

8. Don’t mention in a public social media post that you are home alone. This is especially important for the elderly or those who are bedridden or otherwise vulnerable. That is almost as attractive to criminals as nobody home, and sometimes more because there is someone who can tell them where to find the valuables or even give them ATM PINs, etc.
We hope these guidelines don’t scare off your senior loved ones, or even you, from using social networks as the benefits of social media to senior loved ones can be tremendous as long as it is used safely.

Did we leave out any guidelines you feel would be helpful? If so, please let us know by leaving a comment below.

About Senior Care Center

Senior Care Corner offers insight and tips about caring for senior adults, whether you are caring for them at home, in a nursing home, or remotely. Senior Care Corner encourages family members to urge their older loved ones to get onto social media and assist them in doing so. For their sake, and for the benefit of their loved ones, let’s help them do it safely.

[Source: Senior Care Corner]

- See more at: http://seniornet.org/blog/social-media-guidelines-for-seniors/#sthash.qTXiMQJ0.dpuf