FACEBOOK INSTAGRAM & SNAPCHAT

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How to download apps on an Android Phone

- Find and touch the **Play Store** app icon from your Home screen to open the store. You will see a search box at the top of the store, and app recommendations below.
- Tap the **search box** to look for an app. Use the on-screen keyboard to type an app's
- After you tap on an app, you can see more information about it. This includes the name of the developer, the price of the app, a description and some screenshots of what the app looks like. Press **Install** to start downloading the app.
- Once the download is complete you will see the app icon on your phone screen
- Tap on the app icon to open

How to download apps on an Apple Phone (iOS)

- From a Home screen, tap **App Store** .
- To browse the App Store, tap **Apps** (at the bottom).
- Scroll then tap the desired category (e.g., New Apps We Love, Top Categories, etc.). → To search for apps by name, tap **Search** (at the bottom) then enter the name of the app.
- Tap the app.
- Tap **GET** then tap **INSTALL —** If you have a compatible iPhone with Face ID enabled, double-tap the **Side button** then look at the screen to authenticate.
- If prompted, sign in to the iTunes Store with your Apple ID to complete the install.
- Once the download is complete you will see the app icon on your phone screen
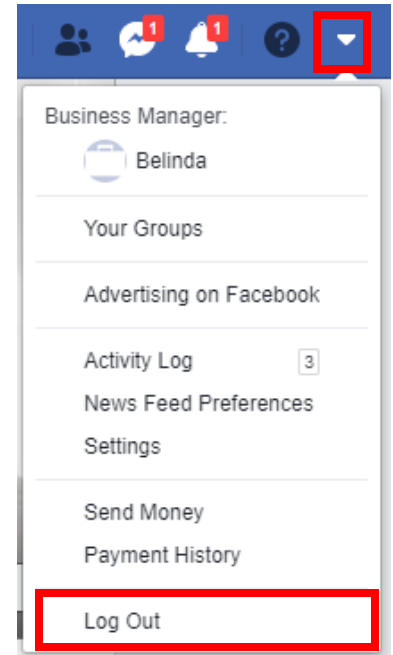- Tap on the app icon to open

Create a New Facebook Account

If you already have a personal Facebook account you will first need to sign out of it.

To log out of Facebook on a computer:

1. Click [icon] at the top right of any Facebook page.

2. Click **Log Out** at the bottom of the menu that appears.

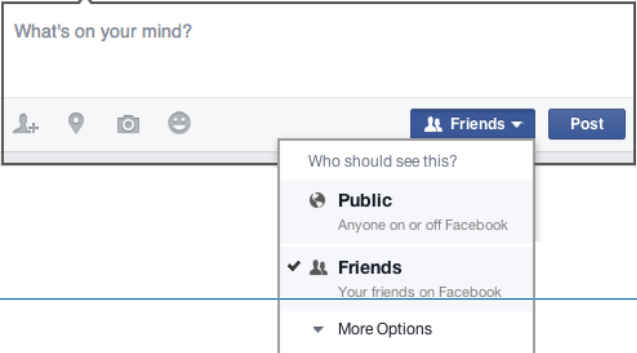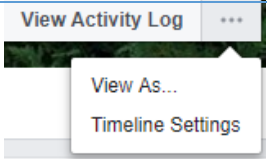**To create a new Facebook account:**

Go to www.facebook.com/r.php.

1. Enter your name, email or mobile phone number, password, date of birth and gender. *For a professional page I recommend using a email address and not phone number.

2. Click **Sign Up**.

3. To finish creating an account, you need to confirm that you own the email or mobile phone number that you used to create the account:

- To confirm your mobile number, enter the code you get via text message (SMS) in the **Confirm** box that shows up when you log in.

- To confirm your email, click or tap the link in the email you got when you created the account. Learn what to do if you can't find the email.

Confirming your email or mobile number helps Facebook know that they are sending your account information to the right place. **Note:** You may not be able to use your account until you confirm your email or mobile number.

Security Settings

Control who sees your posts	You'll find an audience selector tool most places you share status updates, photos and other things you post. Click the tool and select who you want to share something with. It is important to note that Facebook remembers the setting from your last post, so if your last post was **Public** remember that'll be the default for any future posts unless you change
Control who sees your app activity	• Go to your App Settings. • Click the name of the app. • Go to **App visibility** and use the audience selector to adjust who can see your activity.
Hide your personal information	• Use the **Privacy Check Up** . Click [?] at the top of any page on Facebook **To alter the various heading s of your profile:** • Go to your profile • Below your cover photo, hover over **More** and then select **Manage Sections** at the bottom • Click to check or uncheck the sections you want to show or hide and then click **Save** • If you want to remove it completely click the **X**.
Check what my Public profile looks like	• Go to your profile and click ... • Click **View As...** in the dropdown menu. • You'll see what your profile looks to the public. To see how your profile appears to a specific person, like a friend or coworker, click **View as Specific Person**, type their name
Change privacy of old posts	• Click ▼ at the top right of any Facebook page and choose **Settings**. • Select **Privacy** from the left menu. • Under the **Your Activity** section, click **Limit the audience for posts I've shared with friends of friends or Public?** • Click **Limit Old Posts**
Limit who can send you friend requests	• Click ▼ at the top right of any Facebook page and choose **Settings**. • Select **Privacy** from the left menu. • Under the **How People Find and Contact You** can change it from **Everybody** to **Friends of Friends**.

Blocking

When you block someone, they won't be able to:

- See things you post on your profile.
- Tag you in posts, comments or photos.
- Invite you to events or groups.
- Start a conversation with you.
- Add you as a friend.

You don't have to be friends with someone to block them. If you block someone you're friends with Facebook will unfriend them as well.

To Block Someone:

Click ▼ at the top right of Facebook and choose **Settings.**

1. Click **Blocking** in the left side menu.

2. In the **Block users** section, enter the name of the person you want to block and click **Block**.

3. Select the specific person you want to block from the list that appears and click **Block** > **Block [name]**.

Note: If you can't find someone using this method, try going to the person's profile and selecting **Block** from the ··· menu in the bottom right of their cover photo.

Keep in mind:

People won't be notified when you block them

Change Your Profile & Cover Picture

To add a profile picture or change your current profile picture:

1. From your News Feed, click your name in the top left and hover over your profile picture.

2. Click **Update**.

3. You can:

   - Upload a photo from your computer.
   - Add frame.
   - Select a photo you've already uploaded or one you're tagged in.

4. Crop your photo and click **Save**. If you don't want to crop your photo, click **Skip Cropping** in the bottom left, then click **Save**.

   ** **Note:** Your current profile picture and cover photo are always public. **

A cover photo is the larger photo at the top of your profile, above your profile picture.

To add or change your cover photo:

1. From your News Feed, click your name in the top left corner.

2. Hover over 📷 **Update Cover Photo** in the top left of your current cover photo.

3. Click **Update Cover Photo**. If you don't currently have a cover photo, click **Add Cover Photo**.

4. Click **Upload Photo...** to upload a new photo from your computer, **Select Photo** to pick a photo from one of your Facebook albums, **Create a Collage** or **Select Artwork**.

5. Once you choose a photo, you can reposition it by clicking the image and dragging it up or down.
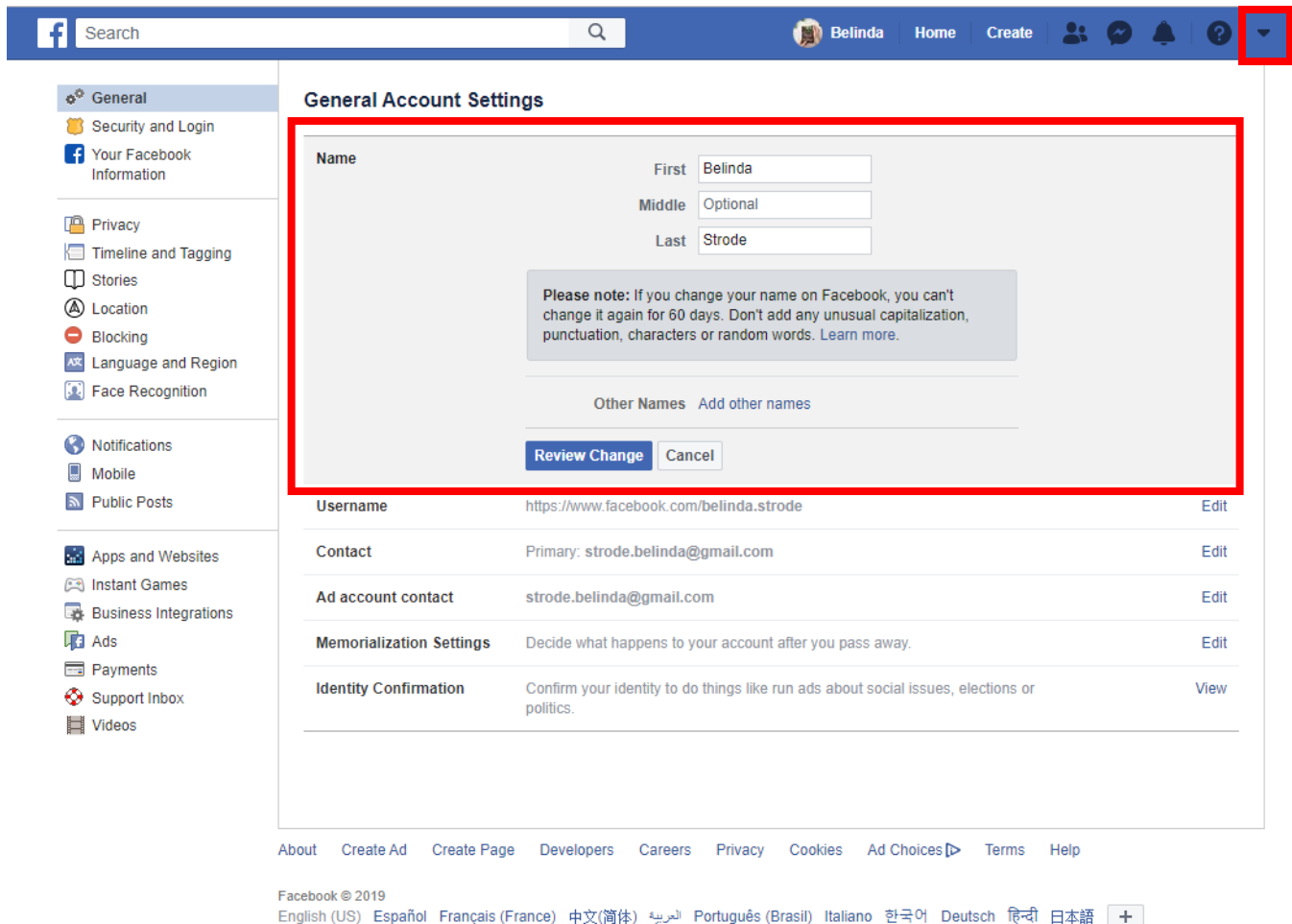
6. Click **Save Changes**.

Change Your Name

1. Click ⏷ in the top right of any Facebook page and click **Settings**.

2. Click **Name**.

3. Enter your name and click **Review Change**.

4. Enter your password and click **Save Changes**.

NOTE: You can only change your name every 60 days. You can change back to your previous name within 48 hours of a name change.

STEP 1

Stories

You can use stories on Facebook to share everyday moments with your friends and followers. Stories are only visible for 24 hours, but you can always revisit stories you've shared in your story archive.

To share to your story:

1. Go to the **Stories** section at the top of your News Feed.

2. Click **+ Add to Story**.

3. Type an update, or click **Photo/Video** to add a photo or video from your computer.

4. Next to **Your Story**, you can click the audience selector (example: 🌐 **Public** ▾ or 👥 **Friends** ▾) to choose who can see your story.

5. Click **Post**.

When you share an event to your story on Facebook, your friends can tap to see event details, and can respond (example: **Interested** or **Going**) directly from your story.

To share an event to your story:

1. Open the Facebook app for iOS or Android.

Tap ☰ then tap **Events** and select the event you'd like to share. Only upcoming public events can be shared.

1. Below the cover photo, tap **Share**.

2. Select **Share to Your Story**.

3. The event will appear as a sticker on your story. You can tap and hold the sticker to move it, or use two fingers to rotate the sticker or change the size.

4. To add more information, you can tap **Aa** to add text, 🙂 to add a sticker, or 〰 to draw something.

5. Tap **Next**. Select your audience, then tap **Share Now**.

When you view your story, you can see a list of your friends who responded to the event.

Create a New Instagram Account

1. Download the Instagram app from the App Store (iPhone) or Google Play Store (Android).

2. Once the app is installed, tap 📷 to open it.

Step 3.

3. Tap **Sign Up With Email or Phone Number** (Android) or **Create New Account** (iPhone)

Log in with Facebook

Sign up with email or phone number

OR

Already have an account? **Log in.**

Instagram from Facebook

Step 4.

PHONE   EMAIL

email@email.com   ✕

Next

Already have an account? **Log in.**

4. Enter your email address or phone number (which will require a confirmation code) and tap **Next**.

NAME AND PASSWORD

Full name

Password

✓ Save Password

Continue and Sync Contacts

Continue Without Syncing Contacts

5. If you register with your email or phone number, create a username and password, fill out your profile info and then tap **Done**. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.

Step 5.

Remember to connect to your professional Facebook Account!

Your contacts will be periodically synced and stored on Instagram servers to help you and others find friends, and to help us provide a better service. To remove contacts, go to Settings and disconnect. **Learn More.**

NOTE: If you sign up with email, make sure you enter your email address correctly and choose an email address that only you can access. If you log out and forget your password, you'll need to be able to access your email to get back into your Instagram account.

How to Create Posts

1. **Open Instagram.** Tap the Instagram app icon. This will open your Instagram home page if you're logged in. If you aren't logged in, enter your Instagram account's email address (or username, or phone number) and password to continue.

2. **Tap +.** It's at the bottom-center of the screen. Doing so brings up the camera interface.

   (If you don't see this option, tap the house-shaped **Home** tab in the bottom-left corner of the screen first.)

3. **Select an upload option.** Tap one of the three options at the bottom of the screen:

   - **Library/Gallery** - Opens a list of your saved photos and videos.
   - **Photo** - Opens a camera for you to take a new photo.
   - **Video** - Opens a camera for you to take a new video

4. **Take or select a photo or video.** This will open the photo or video in Instagram's editing window.

   - If you select a photo or video, tap **Next** in the top-right corner of the screen before continuing.
   - When selecting a photo rather than taking one, you can select multiple photos by tapping the overlapping squares on the right side of the screen and then tapping up to nine more photos to post at once. This will create a slideshow of photos that people can scroll through.

Security Settings

By default, anyone can see your profile and posts on Instagram. You can make your account private so that only followers you approve can see what you share. If your account is set to private, only your approved followers will see your photos or videos on hashtag or location pages.

Set your account to private from the Instagram app on your Android or iOS device:

1. Go to your profile, then tap ☰ .

2. Tap ⚙ **Settings**.
3. Tap **Privacy** > **Account Privacy**.
4. Tap next to **Private Account** to make your account private.

Set your account to private on your computer or mobile browser:

1. Go to instagram.com on your computer or mobile browser.

2. Click 👤 , then click ⚙ .
3. Click **Privacy and Security**.
4. Below **Account Privacy**, click to check the box next to **Private Account**.

Things to keep in mind about private accounts:

Once you make your account private, people will have to send you a follow request to see your posts, your followers list or your following list.

If someone was already following you before you set your posts to private and you don't want them to see your posts, you can block them

People can send a photo or video directly to you even if they're not following you.

Follow requests appear in ♡ Activity, where you can approve or ignore them.

If your account is public, anyone can like or comment on your photos and videos. If you want to prevent specific people from liking or commenting on your posts, you can block them.

If your account is private, only the people you've approved as followers will be able to like or comment on your photos and videos.

Blocking

To block or unblock someone:

1. Tap their username to go to their profile.
2. Tap ••• (iPhone/iPad/computer) or ⋮ (Android) in the top right.
3. Tap **Block** or **Unblock**.
4. Tap **Block** or **Unblock** again to confirm.

Note: People aren't notified when you block them. After you block someone, their likes and comments aren't removed from your photos and videos. You can delete their comments from your posts.

Filtering out comments on the Instagram app for Android and iOS devices

1. Go to your profile and tap
2. Tap ⚙ **Settings**.
3. Tap **Privacy** > **Comments**.
4. Tap next to **Hide Offensive Comments** to turn it on.

You can also turn on a keyword filter to hide comments that contain specific words, phrases, numbers or emoji that you'd like to avoid.

1. Go to your profile and tap ☰ .
2. Tap ⚙ **Settings**.
3. Tap **Privacy** > **Comments**.
4. Tap next to **Manual Filter** to turn it on.
5. Enter specific words, phrases, numbers or emoji in the text box to filter out comments.

Filtering out comments on your computer or mobile browser

1. Go to instagram.com on your computer or mobile device.
2. Click 👤 and then click ⚙ .
3. Click **Privacy and Security** > **Edit Comment Settings**.

Enter specific words, phrases, numbers or emoji in the text box to filter out comments and then click **Submit**. You can also click to check the box next to **Use Default Keywords** to hide.

When you turn on comment filtering, it's applied to both new and existing comments on your posts. When you turn off comment filtering, filtered comments on your posts will be restored.

Change Your Profile Picture

To add or change your profile picture:

1. Go to your profile and tap **Edit Profile**.

2. Tap **Change Profile Photo**.

3. Select where you'd like to import your picture from.

4. Tap **Done** (iOS), **Next** (Android) or **Save** (mobile browser).

You can take a new photo or add a photo from your phone's photo library or Facebook. If you choose to import from Facebook, Instagram will use the same picture you're already using for your Facebook profile

The recommended size for the Instagram profile picture, **is 110*110 pixel,** and the **Maximum size is 180*180 pixel**

Change Your Username

To update your profile information, including your username and email address associated with your account:

1. Go to Instagram's main page or to the application, click on your profile (bottom right corner in the app and in the top right on the web

2. Tap **Edit Profile**.

3. Type in your information and tap **Done** (iPhone), ✓ (Android) or **Submit** (computer and mobile browser). If you choose a username that is already taken, the app will say it is unavailable. Eventually, when there is a unique username that you can pick, it will not display any messages.

Some profile information isn't visible to anyone but you. This includes your email address, phone number and gender.

Stories

To share a photo or video to your story using the Instagram app:

1. Tap 📷 in the top left of your screen or swipe right from anywhere in Feed.

2. Tap ⬭ at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's library or gallery, swipe up anywhere on the screen.

3. Tap 🖊, 𝖠𝖺 or 🖼 to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on 🗑 at the bottom of the screen.

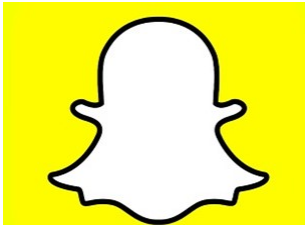4. When you're ready to share, tap **Your Story** in the bottom left.

Note: Stories disappear from your profile, Feed and Direct inbox after 24 hours, unless you add them to your profile as highlights.

To look at who's seen your story, open your story and swipe up on the screen. You'll see the number as well as the usernames of the people who have seen each photo or video in your story. Only you are able to look at who's seen your story

To share a story in a direct message:

1. Tap on a story to view it.

2. Tap ▽ in the bottom right of the photo or video you'd like to share.

3. Select people you'd like to share it with and tap **Send**.
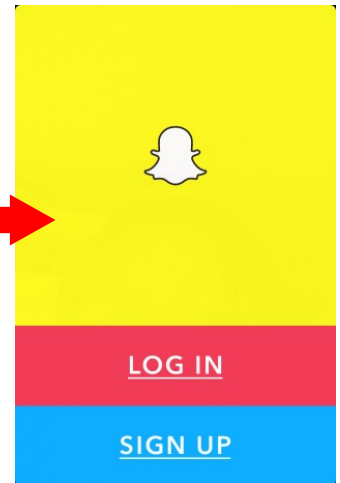
Stories you share in a direct message have the same visibility settings as other posts you share. For example, if you have a private account, only your followers can see your story in Direct. You can choose who can view and share your story by adjusting your story settings. When someone shares a story with you, you will see it in your Direct inbox. When the original story disappears from the app, it will no longer be available in your message thread.

Register on Snapchat

1. Download the free Snapchat app

2. Open the Snapchat app and tap **Sign up**.
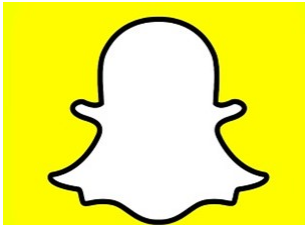
3. Enter your first and last name and tap **Sign up & Accept**.

4. Enter your birthday and tap **Continue**.

5. Create a username that represents your name or brand. Snapchat will suggest available usernames if the one you select is not available. Tap **Continue**.

** Pick something you won't regret later. The only way to change your username is to create a whole new account.

Register on Snapchat

Set a password

Your password should be at least 8 characters long.

PASSWORD

●●●●●●●●●●●● Show

Continue

Create your password and tap **Continue**.

What's your email?

Sign up with phone number instead

EMAIL

email@youremail.com

Continue

Enter your email address and tap **Continue**

What's your mobile Skip **number?**

MOBILE NUMBER

CA +1 (555) 555-5555

We'll send you a text verification code.

Continue

Verify that you're human: Enter your phone number and tap **Continue**. Wait for a text message with a verification code, then enter it in the app and tap **Continue** again.
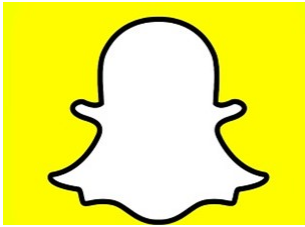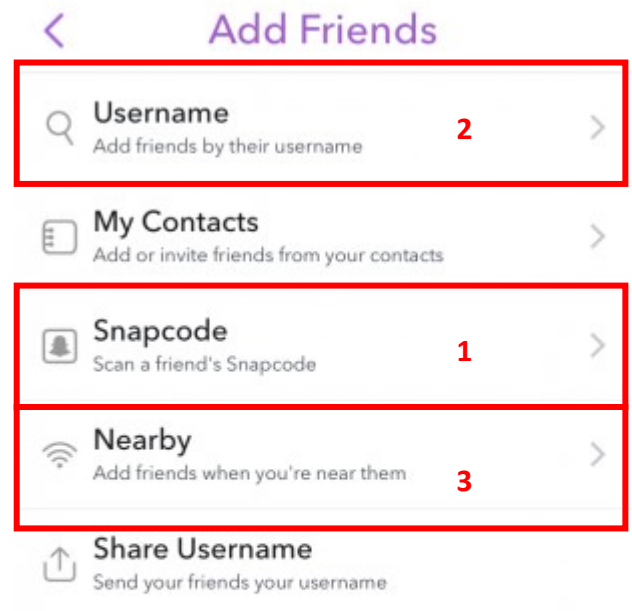
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How to add friends on Snapchat

Method 1: Add by Snapcode Take a picture of your friend's Snapcode, or screen capture it.

1. Open Snapchat and tap on the **ghost icon** at the top left of the screen.
2. Tap **Add Friends**.
3. Tap **Snapcode** to open your camera roll.
4. Tap the **image of the Snapcode** in your camera roll. Snapchat will scan the photo and add your new friend.

Method 2: Add by username If you know a participants username, you can search for them instead of scanning their Snapcode.
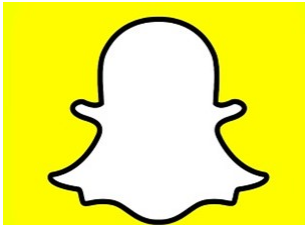
1. Open Snapchat and tap on the **ghost icon** at the top left of the screen.
2. Tap **Add Friends**.
3. Tap **Username**.
4. Enter your friend's username, then tap the **+Add** button next to their name.

Method 3: Add nearby You can add multiple people as friends using the **Nearby** option.

1. Open Snapchat and tap on the **ghost icon** at the top left of the screen.
2. Tap **Add Friends**.
3. Tap **Nearby**.
4. Tap **OK** to allow Snapchat to show your username to nearby users.
5. If you are not already allowing Snapchat to use your location, tap **Allow** to go to the Locations Settings screen and give Snapchat location access.
6. Snapchat will scan for other users who have the Add Nearby screen open, then list them for you to choose from.
7. Tap the **+** sign next to the usernames of the friends you want to add.

How to use Snapchat's Chat Feature

The feature allows you to connect with friends one-on-one, or have a group chat with several people. For individual chats, messages are automatically deleted once you both leave the chat. Group chat messages are deleted after 24 hours.

If you don't want a message to disappear, you can press and hold to save it, but keep in mind that the other in the chat will be able to see that you have done so since the background of the message will turn gray.

To start a new Chat:

1. Swipe right from the Camera screen to go to the Friends screen
2. Tap [icon] at the top
3. Search for a friend and tap their name
4. Tap 'Chat'

If you already have a Chat going with a friend, tap their name on the Friends screen to jump back in

Chats sent between you and another friend are deleted by default once you have both viewed the Chat

To update Chat settings:

1. Open a Chat
2. Tap your friend's icon at the top to open their Friendship Profile
3. Tap [icon] at the top
4. Tap the setting you want to update

RESOURCES

Know your Meme

A website dedicated to documenting Internet phenomena: viral videos, image macros, catchphrases, web celebs and more www.knowyourmeme.com

GCF LearnFree.org

Learn how to create and manage an **Instagram** account. https://edu.gcfglobal.org/en/instagram/

Learn how to create, use, and maintain a **Facebook** page, including understanding the social media site's privacy policies and settings. https://edu.gcfglobal.org/en/facebook101/

Learn more about navigating **Snapchat**, which lets you share texts, photos, and video messages. https://edu.gcfglobal.org/en/snapchat/

Social Media Management Tools

https://buffer.com/library/social-media-management-tools

https://www.wordstream.com/blog/ws/2018/01/17/best-free-social-media-management-tools

Contains a spreadsheet of plan costs and platforms that it connects with— https://docs.google.com/spreadsheets/d/1uhsygniu7BOYnQB30hxTzZIvdK3V6_FAcL8qtpmqui4/edit#gid=0

Creative Tools

Canva is a simplified graphic-design tool https://www.canva.com/

Royalty Free Photos

https://unsplash.com/

https://gratisography.com/

https://pixabay.com/

https://burst.shopify.com/