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Beginners guide to social media pdf

Do you want a browser that can serve as a social center from the moment you first start it? If you like the idea of a browser ready to get out of the box then join us as we view Flock. During the Installation Process When you install Flock there are two installation windows that you should pay attention to. The first lets you choose between &Express Setup; Custom Setup. We recommend Custom Setup. After Choosing Custom Setup, you can choose which of the following options to enable. Note the anonymous usage statistics option at the bottom ... You can choose to let this be turned on or off based on your comfort level. First View When you start Flock up for the first time opens with three tabs. All three are interesting... especially if this is your first time using Flock. With the first tab you can jump directly to your favorite social services sign in/activate in Flock. This page is set to display every time you open Flock unless you deselect the option in the lower left corner. The second tab provides an excellent overview of Flock and its innate social management strengths. The third and final page may be considered a Personal Page. You can make some changes to the content displayed for quick and easy access and/or monitor Twitter Search, Favorite Feeds, Favorite Media, Friend Activity, & Favorite Sites. Use the Widget Menu in the upper-left corner to select the Personal Page Part you want to use. In the upper right corner there is a built-in Search Bar and buttons for Post to Your Blog & Upload Media. To help personalize my World Page just a little more you can even change the text to your name or whatever best suits your needs. The Flock Toolbar The Flock Toolbar is full of the virtues of social account management. In order from left to right the buttons are: My World (Homepage), Open People Sidebar, Open Media Bar, Open Feeds Sidebar, Webmail, Open Favorites Sidebar, Open Account and Services Sidebar, Open Web Clipboard Sidebar, Open Blog Editor, & Open Photo Uploader. The button will be highlighted against a blue background to help indicate the area you're in. The first area will display a list of people you watch/follow in the services shown here. Clicking the Media Bar Button will display the following Media Slider Bar above your Tab Bar. Note that there is a built-in Search Bar on the right side. Each photo, clickable etc. will be opened in the tab currently focused under Media Bar. Here is a list of Available Media Streams to view. By default Flock will come with a small selection of pre-subscribed RSS Feeds. You can easily unsubscribe, rearrange, add custom folders, or feeds that aren't categorized as they are RSS feeds subscribed here can be viewed together as a single feed (clickable links) on my World Page. or can be viewed individually in a new tab. Next on Toolbar is a Webmail Button. You can set up access to your Yahoo!, Gmail, & account Your favorite AOL Mail from here. Favorites Sidebar combining Browser History & Bookmark you into one convenient location. The Account and Services Sidebar gives you quick and easy access to your favorite social accounts. Clicking one of the links opens a specific service login page in a new tab. Want to save items like photos, links, and text to add to a blog post or tweet at a later date? Just drag and drop it to the Web Clipboard Sidebar for later access. Clicking the Blog Editor Button will open a separate blogging window to compose your posts. If you're not already signed in or set up an account in Flock, you'll see the following message window. Blogging Window... nice, simple, and easy. If you are not logged in to your photo account then you will see the following message window when you click the Photo Uploader Button. Clicking OK opens the Account and Services Sidebar with compatible photo services highlighted in light yellow. Log in to your favorite service to start uploading all those great pictures. After Setting Up Here is what our browser looks like after setting up some of our favorite services. The Twitter feed certainly looks good and is easy to read through... Some of the customizations in the RSS Feeds Sidebar make for a perfect reading experience. Following our e-mail is certainly easy to do as well. Looking back at the Account and Services Sidebar shows that all of our accounts are actively logged in (the green dot on the right side). Back on our My World Page, you can see how good it is to keep track of Your Friends& Activities Our Favorite Feed. Switching to regular browsing all looks really good... Flock is the perfect choice for anyone who wants a browser and social center that's all built into a single app. Conclusion Anyone who likes to follow their favorite social services while browsing will find using Flock to be an amazing experience. You really get the best of both worlds with this browser. Download Link Flock The Official Flock Extensions Homepage The Official Flock Toolbar Homepage Social media is a phrase we often throw today, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat, and more. So you can conclude that social media is a web-based site that allows people to interact with each other. But if we use a term to describe a site like Facebook, and also a site like Digg, plus sites like Wikipedia, and even sites like I Can Has Cheezburger, then it starts to get more confusing. Just what exactly is social media, anyway? The term is so vague that it can basically be used to describe almost any site on the internet today. Or could it be? Some people have more limited views about social media, often equating it to mean the same as social networks (aliases. (alias. Twitter, etc.). Others do not consider blogs to fall into the social media category. It seems as if everyone has their own personal opinion of what social media is and isn't. But let's dive deeper into the general concept to get a clearer and more precise understanding. Rather than defining the term using a bunch of boring jargon that might just complicate things further, perhaps the best way to get a clearer understanding of it is to break it down into simpler terms. To get started, let's look at each word individually. The 'social' part: refers to interacting with others by sharing information with them and receiving information from them. Section 'media': refers to communication instruments, such as the internet (while TV, radio, and newspapers are examples of more traditional forms of media). From these two separate terms, we can pull the basic definition together: Social media is a web-based communication tool that allows people to interact with each other by sharing and consuming information. Yes, this is a broad definition — but keep in mind that social media is a very broad term. This may be as specific as we can get without zeroing in too much on the more specific subcategories of social media. The following list of common features is often a dead gift from social media sites. If you're questioning whether a particular site can be classified as social or not, try searching for at least one of these features. Personal user accounts: If the site allows visitors to create their own accounts that they can log in to, then that is a good first sign it might be used for some kind of user-based interaction – perhaps social interaction. While it is possible to share information or interact with others online anonymously, having to create multiple types of user accounts first is more common and standard. Profile page: Since social media is about communication, profile pages are often needed to help represent individuals and give them space to create their own personal brands. This often includes information about individual users, such as profile photos, bio, websites, recent post feeds, recommendations, recent activities, and more. Friends, followers, groups, hashtags, and so on: Individuals use their accounts to connect with other users. They can also use it to subscribe to certain forms of information. Newsfeed: When users connect with other users on social media, they basically say, I want to get information from these people. The information was updated for them in real-time through their newsfeed. Personalization: Social media sites usually give users flexibility configure their user settings, customize their profiles to look a certain way, organize their friends or followers, manage the information they see in their newsfeeds and even provide feedback on what they do or don't want to see. Notifications: Any site or app that notified users of certain information must be playing a social media game. Social. have complete control over these notifications and can choose to receive the type of notifications they want.Information updates, saves, or posts: If a site or app allows you to post anything, with or without a user account, then it's social! It can be simple text-based messages, photo uploads, YouTube videos, links to articles or whatever. Like buttons and comments sections: Two of the most common ways we interact on social media are through buttons that represent the comments section plus 'likes' where we can share our thoughts. Review, rate, or voting system: In addition to liking and commenting, many social media sites and apps rely on the collective efforts of the community to review, assess, and select information they know or have used. Think of your favorite shopping sites or movie review sites that use these social media features. Lifewire/ Daniel Nations As mentioned earlier, many people use the terms social media and social networks alternately as if they meant the exact same thing. Although the differences are subtle, they are not the same. Social networks are really subcategory social media. The easiest way to understand the difference between social media and social networks is to think of the terms media and networking separately. The media refers to the information you actually share — whether it's links to articles, videos, animated GIFs, PDF documents, simple status updates, or whatever. Networking, on the other hand, has to do with who your audience is and the relationships you have with them. Your network can include the like of friends, relatives, colleagues, anyone from your past, current customers, mentors, and even complete strangers. They definitely overlap, which is why it becomes confusing. For example, you can share media with your social network to collect likes and comments - a form of social network. But you can also simply increase links on Reddit, which is a social media platform, to help the community and give your word on the issue with no intention of building relationships with other users. Still confused? Try to think of social media like fruit. Apples, bananas, oranges, grapes, berries, melons and pineapples are all part of the broader fruit category in the same way that social networks, social news, social bookmarking, wikis, blogs, and personal web messages are part of the broader social media category. Traditional media mentioned earlier in this article only to show examples of wider media, but do not be fooled into thinking that TV, radio, and newspapers are part of social media. At least not completely. The lines drawn between the two slowly thin out as each continues to develop. Social media not only gives you information but with you while giving you that information. This interaction can be as simple as asking for your comment or letting you choose an article, or it can be as close as Flixster Flixster movies to you based on the ratings of others with similar interests. Think of regular media as a one-way street where you can read newspapers or listen to reports on television, but you have a very limited ability to give your thoughts on the issue. On the other hand, social media is a two-way street that gives you the ability to communicate as well. Copyblogger published an interesting article a few years ago, making the argument that blogs are indeed social media, despite the fact that people tend to put them in categories all by themselves today. In fact, blogs were one of the oldest forms of social media that dominated the web long before we made friends and followed everyone on social networks. The main features that make blogs part of social media are their user accounts, comments section, and blog network. Tumblr, Medium, WordPress, and Blogger are just a few examples of large blog platforms that have a very active community blog network. Social media isn't all just fun and games with your friends, the celebrities you admire, and the brands you follow. There are many common problems that most major social media platforms have not really solved, despite their efforts to do so. Spam: Social media makes it easy for spammers—both real people and bots—to bombard others with content. If you have a Twitter account, you may have experienced some followers or spambot interactions. Likewise, if you run a WordPress blog, you may have gotten a spam comment or two caught by your spam filter. Cyberbullying/Cyberstalking: Children and adolescents are particularly vulnerable to cyberbullying because they take more risks when it comes to posting on social media. And now that we all interact on social media through our mobile devices, most of the major platforms allow to share our locations, opening the door for cyber stalkers to target us. Self-image manipulation: What users post about themselves on social media represents only a fraction of their lives. While followers may see someone who is happy and live it through their posts on social media in such a way that it makes them feel boring or inadequate by comparison, the truth is that users have the power to fully control what part of what they do and do not want to broadcast on social media to manipulate their own self-image.Information overload: It is not unusual to have more than 200 Facebook friends or follow more than 1,000 Twitter accounts. With so many accounts to follow and so many people posting new content, it's almost impossible to keep up. Fake news: Fake news websites promote links to their own news that are completely fake in to drive traffic to them. Many users don't know that they were fakes in the first place. Privacy/Security: Many social media platforms are still hacked over time despite having good security measures. Some also don't offer all the privacy options that users need to keep their information as personal as they want. Difficult Difficult predict anything exactly, but if one thing can be said about the future of social media, it may be more personalized and less noisy. Excessive sharing will be less of a problem and filtering out irrelevant information will be a stronger trend. Snapchat is a social media platform that really is at the forefront of the evolution of social media. Rather than blowing up updates for all our friends and followers to see, we use Snapchat more often when we communicate in real life — with specific people only at specific times. Other major social networks such as Instagram and Facebook have also taken inspiration from Snapchat for its story features, integrating almost identical features into their own platforms so users have the opportunity to share quick photos or short videos that are only available for viewing for 24 hours. If anything, social media will probably move more towards temporary sharing for faster and more intimate sharing without the stress of having to blow something up to the hundreds or thousands of followers who remain there unless it is manually deleted. The pressure of garnering lots of likes and comments on regular social media posts also plays a big factor, suggesting that a more relaxed form of social sharing, such as through stories, could be the way social media is in the future. Future.

