This book is a tutorial manual for setting up and operating various social media websites like Facebook, Twitter and LinkedIn etc. It is a part of our project for The Franklin McKinley Children’s Initiative for our CS-100W class at San Jose State University.

This manual was created with an assumption that the reader and user is not tech savvy, and will find the directions easy to understand and follow.

We have tried to make the tutorial as intuitive and easy as possible, and have included all the essential information to help the user develop a social media platform by creating new social media accounts, edit and update their accounts, upload and share new information, and make connections etc.
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Facebook Tutorial

What is Facebook?

Facebook is the most popular social network in the U.S. and internationally. This tool can aid in building relationships with members as well as other organizations. It can help reach out to the public with news, information and events raising awareness about your organization. Here are some simple steps to manage your organization’s page.
1) **Getting Started**

Go to [www.Facebook.com](http://www.Facebook.com) and create an account. Enter your name, email address and password. When creating a business account, use the appropriate user name and birthdate. Then, click on the **Sign Up** button.

2) **Account Settings**

The **Settings** button will take you to the General Account Settings menu.
Here is what the General Account Settings panel looks like. On the left side is a list of the different categories the Account Settings panel offers.

In the ‘General Account Settings’, you can edit your email, password, and language settings.

a) **General**: Here you can edit the email, password and preferred language of your account by clicking on the appropriate “Edit” link next to each field.
b) **Security**: Here you can edit the many security features of your account by clicking on the appropriate “Edit” link next to each field.

c) **Mobile**: Here you can add or remove a mobile phone to the account. Once verified, this will allow account recovery in case of a lost or forgotten password.

If you add a mobile number to your Facebook account, you'll have an alternate way to verify your account should you need to pass any checkpoints.
d) Followers: Here you can manage your follower comments and notifications as well as link your Facebook account to Twitter. This panel also provides an HTML button you can copy and paste into the HTML code of your webpage.
e) **Apps**: Here you can edit the Application features associated with your Facebook page by clicking on the ‘**Edit**’ button next to each application.

There are also the ‘**Ads**’, ‘**Payments**’ and ‘**Support Dashboard**’ tabs. You might want to set up an ad in order to grow your audience. We will talk more about this later, but for now let’s go back to your page by clicking on the “**Facebook**” link in the blue bar at the upper right.
3) **Admin Panel**

On this page, you can add/edit your name, page address, address, description and overviews etc. This page is highly important when creating a business or company account.

Back on your Admin Panel, click on the ‘Edit’ button, and select ‘Update Page Info’.

Once you are on the ‘Update Page Info’ page, you will see your name on the top left corner of the page along with a couple of other buttons. Click on the ‘Page Info’ button to add/edit your general information.

On this page, you can add/edit your name, page address, address, description and overviews etc.
On the ‘Admin Roles’ page, you can add/edit/update admin info. When making a corporate account, it is advisable and beneficial to use multiple admins to operate the account.

Next, click on the ‘Settings’ button to edit page visibility and other privacy settings.

Click on ‘Admin Roles’ to edit admin settings.
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On the Admin Panel page, click on the ‘Build Audience’ button. Then, select the ‘Invite Email Contacts’ option. This feature allows users to populate their page by sending out email invites.

4) Notifications

On your Admin Panel page, you get all your notifications. These include ‘Likes’, ‘Messages’, ‘Invites’ etc.
5) Uploading Photos and Creating Albums

To upload a photo or video, or to create a Photo Album, Click on “Photo/Video” and then select “Upload Photo/Video” or “Create Photo Album”.

P.S. You can always hide the Admin Panel page by clicking on the ‘Hide’ button.
6) **Updating your Status**

Status updates are your primary means of communication. Click on “**Status**”, type something you want to post, and click on “**Post**”.

7) **Creating an Event**

To make an Event, click on “**Offer, Event...**” and select “**Event**”.

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**Franklin McKinley Children’s Initiative**

Non-Profit Organization

The Franklin McKinley Children’s Initiative is to become an inclusive, safe, healthy, and caring community where families and service providers recognize their interdependence as they work collaboratively toward sustaining an environment.

**About**

**Photos**

**Likes**

**Events**

**Recent Posts by Others**

Debra Caires

@Debra posted a photo.

October 10 at 2:12pm

Debra Caires

@Debra posted a photo.

October 10 at 2:12pm

Debra Caires

@Debra posted a photo.

October 10 at 2:12pm

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To make an Event, click on “**Offer, Event...**” and select “**Event**”.
The ‘Events’ feature is an excellent tool for corporate accounts to promote and publicize their upcoming events and happenings.

In the pop-up window, add all the appropriate Event info, and click “Create”.

This concludes our basic Facebook tutorial.

More information can be found at https://www.facebook.com/help/?ref=contextual
LinkedIn Tutorial

What is LinkedIn?
LinkedIn is a business oriented social networking website that allows you to create a business or personal profile where you can promote your skills, knowledge and experience while allowing you to connect with professionals in your field, network, and do business.
1) GETTING STARTED

When creating a LinkedIn profile, make sure to use your professional email address. By doing so, you get most of your professional contacts. If creating a profile for a company, make sure to use the email address with the company’s domain name in it.

2) SETTING UP YOUR PROFILE

Enter your professional information and click on ‘Create my profile’ button.

HINT: If making an account for a business, enter the appropriate ZIP code. It’s helpful during the search process!
Also, when filling out Step 2, take care of the “I am currently” option; especially when creating a company profile.

3) **CONFIRMING YOUR ACCOUNT**

Confirming your email address makes sure that your profile is legit and ready to be populated. This page might look different according to your email account, just be sure to click on the ‘Confirm your email address’ button.

4) **BEGINNING TO ADD CONTACTS**

Once you are re-directed to your LinkedIn account, enter your email address to find the people from your email contacts on LinkedIn.
Even though it is important to add contacts and connections to your account, it is advisable to skip this step and start adding connections once your profile is considerably populated. See Step 8 and 9.

5) **ADDING BASIC INFORMATION ON YOUR PROFILE**

![Adding Basic Information](image)

**Step 5**

On your profile page, click the ‘**Edit profile**’ button to start editing your LinkedIn profile.

**HINT:** Fill up the intricate details of your profile by answering (and saving) these questions. Don’t skip them unless you really have to!

Make sure you add the proper names, designations and contact information on your profile. Pay extra attention if the profile is for a company and not a certain individual.

6) **EDITING YOUR EXTENDED PROFILE**

![Editing Your Extended Profile](image)

**Step 6**

Start editing your profile!!

Add your name, company’s name, position etc.
On the right side of the screen, there are many more sections that you can add/edit. Utilize all these features and expand your profile.

Also, if you have multiple social media accounts, (bonus points if they have the same domain name), edit your LinkedIn domain name with the same address.

7) **ADDING A SUMMARY AND OTHER SKILLS TO YOUR PROFILE**

A summary is where readers will get the most information about you, your talents or your company and the products it offers. Make sure to utilize all of the 2000 characters you are allotted. Be precise, but not uber professional. Make the summary chatty, and conversational. Sell yourself, but don’t force your talents on the reader. Then, Scroll down and add your skills, awards etc.

**Step 7**

Scroll down and edit your Summary.

**HINT:** Utilize the 2000 character limit to its fullest. Sell yourself and your talent!

**Hint #2:** At the end of your summary, mention your strongest skills.
8) **NETWORKING**

**Step 8**
Once you’ve considerably populated your profile, click on the ‘Network’ button under the search tab, and start finding more connections!

Once you’re done populating your profile, it’s time to get recognized and add some connections!

9) **ADDING CONTACTS VIA EMAIL**

**Step 9**
Search for contacts in all your email addresses, and see if you can find any connections on LinkedIn.

Now’s the time make connections with the people you know. Email your professional (and personal) acquaintances. It is advisable to connect with people who are trustworthy and recommendable; i.e an ex-supervisor rates higher than your high school class monitor.
10) **ADDING CONTACTS VIA ADVANCED SEARCH**

**Step 10**
Then, click on the ‘**Advanced**’ button next to the search tab and search for connections with the help of the various options in the ‘**Advanced People Search**’.

This feature lets you search for contacts at an ‘advanced’ level. Now’s the time to connect with your current (and ex) professional peers and supervisors, business associates, and clients etc.

11) **ADDING A TWITTER ACCOUNT TO YOUR LINKEDIN PROFILE**

**Step 11**
On the upper right corner of your profile page, click on the ‘**Account & Settings**’ button, and click on ‘**Privacy & Settings**’ option from the drop down menu.

This will direct you to your Privacy Controls and Settings menu. (See Step 12.)
The next step is to work on the privacy and sharing features on your ‘considerably populated’ LinkedIn profile. Again, this is not something to be done immediately.

Step 11 (Continued)
Click on the ‘Manage your Twitter settings’ button to link your LinkedIn profile with your Twitter.

Once you click on the ‘Manage your Twitter settings’ Button, a new window pops up. See Step 13.
When linking your LinkedIn to any social media account, be mindful of the account you’re creating. If it’s a business account, connect the linked in with the Business social media accounts.

Don’t have a Twitter account? We have a tutorial for that too! See page 27 of this tutorial.
ADDITIONAL FEATURES –  

12) UPGRADING YOUR LINKEDIN ACCOUNT  

Every new account is registered as a ‘Basic’ account. Thus, the Upgrade feature gives you multiple additional options and features (at an additional cost). 

Choose the option that suits best according to your or your company/business needs.

Step 12  
To upgrade your LinkedIn account and get added features, click on the ‘Account & Settings’ button on the upper right corner of your profile, (Just like Step11), and click on ‘Account’ option from the drop down menu.
15) IMPORTING/DOWNLOADING YOUR LINKEDIN RESUME

Step 15
To download/Print a PDF version of your resume, go to your profile and click the drop-down arrow right next to the ‘Edit Profile’ button, and select the ‘Export to PDF’ button to download your resume.

This concludes our basic LinkedIn Tutorial.

For more info, go to http://help.linkedin.com/app/home
Twitter Tutorial

What is Twitter?

Twitter is an excellent tool for letting people what you are up to. It allows you to post status updates of up to one hundred and forty (140) characters that will be instantly broadcasted to people who have decided to follow you. This is called a tweet and it is the core foundation on which Twitter was founded.
1) Getting Started

Go to www.Twitter.com, and signup for a new account. Enter your Full name, email address, and create a password.

When creating a business account, use the appropriate names.

2) Creating an Account

On the new window that opens up, enter your Full Name, Email address, and password again. Then, choose a **Username**.

P.S-When creating a business profile, create a username appropriate and in sync with the name of your company or business.
3) Setting Up an Account

Once you are on your Profile page, click on the “Next” button and follow the instructions.

4) Searching for People and Organizations

Search for people based on username or just their name, and click the “Follow” button to follow them.
As you start following people, their tweets (posts) will start appearing in your timeline.

Now, search for contacts from the options available.
5) Uploading a Profile Photo

Add character to your profile. Upload a **profile picture** and add a **bio**.

Once you’re on your homepage, you will see a notification on the top of the page. Go to the email account that you used to create this profile, and confirm it in the email from Twitter.

6) Confirming your account
7) **Account Settings**

On the top right corner, click on the “Settings” button and select “Settings.”
8) Editing Your Profile

In the Settings menu, click on the "Edit your profile" option. Here, you can edit your profile picture, header, name, bio, and add/edit other info.

Click on this button to connect your twitter with your Facebook account and follow the instructions.
7) Making a Tweek

You can use hashtags to enhance your tweet. A hashtag is a pound sign (#) followed by a single word or a set of words without at space. For example, at the time of writing one of the most popular hashtags on Twitter is #PeoplesChoice. Having a hashtag throws your tweet into a category that users can search for.

This concludes our basic Twitter Tutorial.

For more info, go to https://support.twitter.com/
What is Instagram?

Instagram is a photo and video sharing service that allows you to share photos and videos that you have taken. It also allows you to edit those photos and videos.
1) Getting Started

Login

Press the “Sign In” button to sign in. Then simply enter username and password. And then press “Sign In” button.

After logged in, the default setting is automatically login. And then you do not have to repeatedly enter your account password.
**Posting**

To post a picture, press the middle button that looks like a camera. There will be three options for you to choose. (The default setting is taking a picture.)

- The left most button is to upload pictures.
- The middle button is to take a picture.
- The right most button is to take a video.
Upload Pictures

Choose an existing pictures from your gallery. Since Instagram only accept square shape pictures, using those four dots to adjust the size of square. Also, press and hold the square to move it. When you finish adjusting, press the top right corner button for next step. If you change your mind, press the top left corner button to cancel.

Take Picture

Press the middle bottom button (blue) to take a picture. There four functionalities buttons on the top bar - cancel, change camera, turn on/off flash light, and turn on/off grid. You can switch to upload pictures and take video by pressing the buttons at the bottom.

Take Video

Press and hold the middle bottom button (red) to record a video. There three functionalities buttons on the top bar – cancel, change camera, and go to next step. You can switch to take picture and upload pictures by pressing the buttons at the bottom.
**Editing Pictures**

You can make use of several functionalities to edit your pictures. You can apply different filters, add a border, add focus blur, add lux, and rotate the image. After editing, press the top right corner button for next step.

**Editing Videos**

You can record a video with different segments. To do this, simply release the red button. Record again when you are ready for next scene. You can also delete the segments. After you finished recording, you can apply a filter on the video. As well, you can go back to previous step to delete or record video.
**Ready to Share**
After you finished editing picture/video, you are ready to share it to everyone. Before you share, you can add a caption, tag people, add to photo map, or share it on Facebook, Twitter, Tumblr, Foursquare, or Flickr. Press the green tick button on the top to share.
Editing Profile/Preference

You can edit your profile and set up preferences. You can log out by going to preference and scrolling down.
BROWSER TUTORIAL

Blogger is a free tool to create blogs and create online journals. It is a service provided by Google and can be used to create time stamped public, private or multi-user posts. One can add various gadgets to their blog page such as a calendar, Twitter and Facebook feeds, pictures, videos etc.
Step 1: Logging into your Blogger Profile

To access your blogger account, you need to possess a Gmail account or a Google+ account. If not, make a Google account by going here.

Once you have a Google username and password, Go to www.Blogger.com and sign in to your blogger account. Then, make a personal URL and Title for your blog.

Step 2: Getting Started

i) Dashboard

Once you log in to your Blogger account, you see your dashboard. This is where you see your posts, notifications and other menus.

To go to your ‘Post List’, Click on the button right next to the yellow pencil, and select options from the drop down menu.
Overview: By clicking on ‘Overview’, you can see your Blog’s activities, tips, news and notifications etc.

Posts: By clicking on ‘Posts’, you can see a timeline of all your blog posts, the number of views on every blog, comments, drafts, and other notifications.
**Template:** By clicking on “Template”, you can customize a blog to a design that suits your taste/needs, and if you have some serious programming background, even add/edit the HTML code for the blog.

**Layout:** By clicking the ‘Layout’ button, you can add/edit the general layout of your blog page.

Once you are done customizing, click the ‘Customize’ button to save the settings.
ii) Adding Gadgets to your blog

On the Gadgets tab, click on the ‘Add a Gadget’ button and a new window will pop-up. There are about 28 different gadgets to choose from.

Once you are done adding Gadgets, click on the ‘Save Arrangement’ button.

From this menu, you can select and add gadgets such as a Calendar, Translate, Search Box, RSS Feed etc.
iii) **Security and Privacy**

From the same drop down list, click on ‘Settings’ and the Basic settings page will pop-up.

A blogger page is automatically set to ‘**Public**’ and can be edited by clicking **Edit**.

On this page, you can edit the Title and description of your blog, add/edit Blog Authors; especially when it is a corporate account being run by multiple users, and change permission settings. For every change made on this page, Blogger will ask you to prove your identity, so keep your password handy!
Step3: Writing a Blog Post

To write a post, click on the ‘Yellow Pencil’ on your Dashboard.

On this page, you can:

Make a Post, Add a Title, Text with different Fonts, Add Links, Images, & Videos

Once you are done making a post, Click on ‘Preview’ to see what your blog post will look like, and if required, make corrections.

Then, press ‘Publish’ to publish your post.

This concludes our Basic Blogger tutorial.

For more Info, go to https://support.google.com/blogger/?hl=en#topic=3339243
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