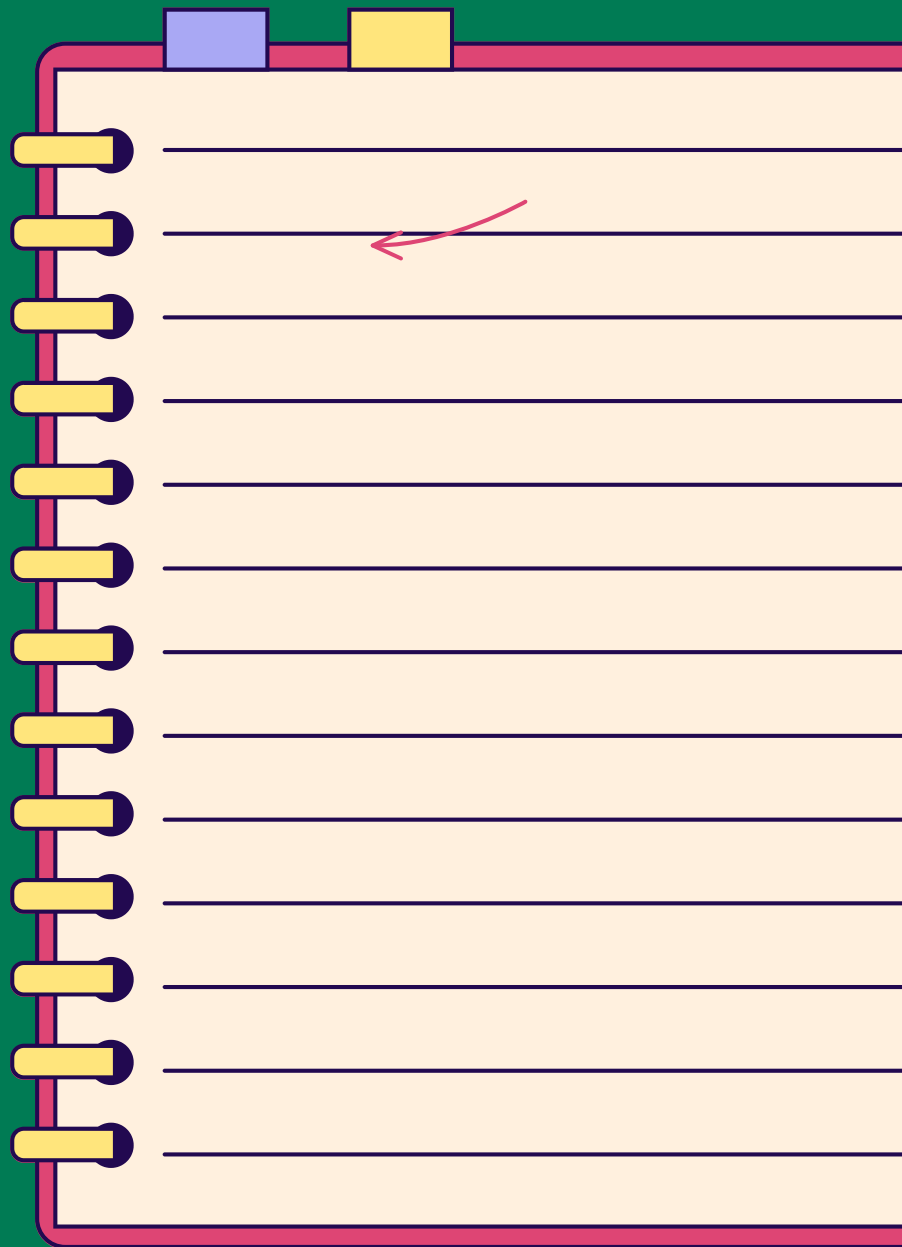


MODULE 7 - SHARING CONTENT

CHAPTER 2

THE DIFFERENT SOCIAL MEDIA



INTRODUCTION

A social media is a platform where visitors have the ability to upload files, whether they are videos, songs, books, articles or even photos.

These contents will generate reactions - likes, re-shares, retweets, comments, discussions which will increase the visibility/popularity/influence of these documents, among friends or professional circles for example, or allow you to maintain contact with your loved ones by sharing photos, videos or publications.

Discover some of these social media in more detail by following this chapter.

1

SOCIAL MEDIA

FACEBOOK



Originally designed for students, Facebook, the social network then called “TheFacebook.com” at the time, was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University.



In 2006, anyone over the age of 13 with a valid email address could join Facebook.



Today, Facebook is the largest social network in the world, with more than 2.7 billion users worldwide.



Access to Facebook is free

FACEBOOK OFFERS SEVERAL GREAT WAYS TO CONNECT WITH YOUR FRIENDS:

YOU CAN BROWSE AND JOIN NETWORKS, WHICH ARE ORGANIZED INTO FOUR CATEGORIES:

- Regions (networks linked to specific cities or countries)
- Colleagues
- Workplaces
- High schools

Once you join a network, you can browse the member list and search for people you know. You can sort people by age, gender, relationship status, political views, and other criteria.

1

SOCIAL MEDIA

FACEBOOK

YOU CAN LET FACEBOOK PULL CONTACTS FROM A WEBMAIL ACCOUNT

To do this, you need to give Facebook your email address and password. Facebook uses a program that searches through your email contacts and compares the list to its membership database. Each time Facebook discovers a match, it gives you the option to add that person as a friend.

YOU CAN USE FACEBOOK'S SEARCH ENGINE TO SEARCH FOR A SPECIFIC PERSON.

Type the person's name in the search box and Facebook will display all profiles matching that name.



2

SOCIAL MEDIA

INSTAGRAM

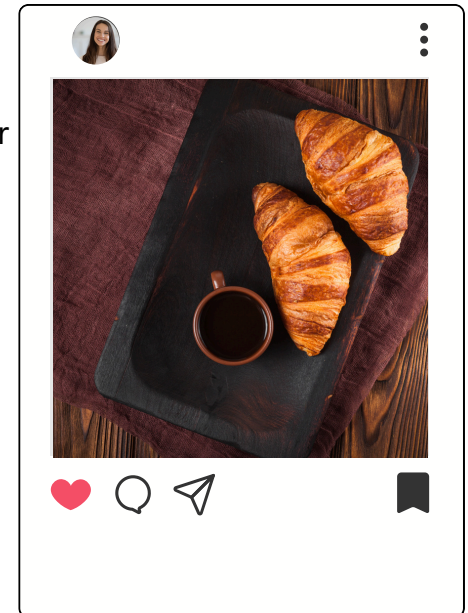
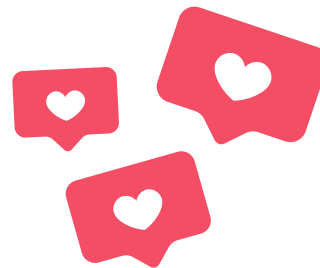
WHAT IS INSTAGRAM?



- a free social network for sharing photos or videos
- a booming social network with 1,386 billion monthly active users worldwide, including 24 millions in France
- a social network resolutely aimed at young people who are deserting Facebook: 71% of Instagrammers are under 35

Just like a Facebook account, you can follow Instagram accounts whose content you like, so that their next posts appear in your news feed.

- It is possible to view Instagram account publications without having created your own account, however it is necessary to have your own account to publish, follow other accounts, etc.



2 SOCIAL MEDIA

INSTAGRAM

Instagram offers several post formats, each with their own characteristics.

- “classic” photo and video **posts**,
- a short and impactful video format: **Reels**
- ephemeral publications of photos or videos with additional features: quizzes, polls, animated effects, links to external sites: **Stories**
- the possibility of doing **live streaming**...

Since Instagram was originally a mobile app, most of the features (posting photos, etc.) are only accessible by using the app. Installing it on your phone or tablet is therefore essential to animate your Instagram account. The app allows you to manage several different accounts from the same phone, switching from one account to another quickly.



3 SOCIAL MEDIA

YOUTUBE



YouTube is a platform through which you can watch videos, upload content to your own channel and interact with other users through likes, comments or “shares”.

Using Youtube to watch and/or post videos

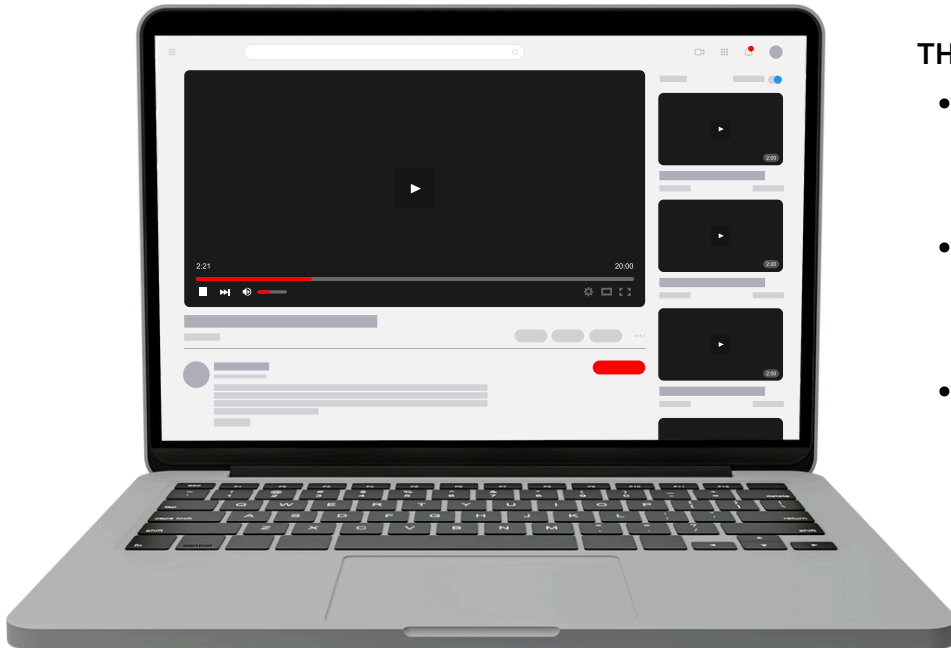
- Access YouTube: Open your browser and go to www.youtube.com.
- Log in: Click on “Log in” at the top right of the page.
- Create a Google Account: If you don't have a Google Account yet, click "Create Account". Follow the instructions, providing your first and last name, email address, and password.
- Setting up your account: Once your account is created, you can personalize your profile by adding a photo, choosing a username, and configuring privacy settings.
- You don't need an account to watch videos



3

SOCIAL MEDIA

YOUTUBE



THE INTERFACE

- Search bar: Located at the top of the page, it allows you to search for videos by typing keywords, titles or channel names.
- Side Menu: On the left, you will find options like “Home”, “Trending”, “Subscriptions”, “History”, etc., to easily navigate the platform.
- Recommended Videos: On the homepage, YouTube suggests videos based on your previous searches and interests.

To better understand how Youtube works, click below for a short video on the subject!

