



The Basics of Helping Library Patrons with Social Media

Melody Karle
Sept 2023





What We Will Cover Today

- Some social media basics
- Tips for libraries helping “Hands On” vs. “Hands Off”
- The big players: Facebook, Tiktok, Reddit & Instagram
 - Why it’s worth your time
 - Platform basics
 - Privacy & safety
 - Extra tips
- What happened to Twitter (the short version)
- Other social media apps of note


THE DAILY LIST


Find the Social Network for You



 **Amino: Communities and Fandom** [GET](#)
Community, Chatrooms... In-App Purchases

 **Behance – Creative Portfolios** [GET](#)
Photography & Design C...


 **Litsy** [GET](#)
Books

 **Product Hunt** [GET](#)
Find the best products in tech

 **TV Time: Track Shows & Movies** [GET](#)
Find where to watch

 **Meetup: Social Events & Groups** 
Meet New People & Mak...

 **Nextdoor: Neighborhood Netwo...** 
Local News, Events, Yar...

 **Quora** [GET](#)
Questions, Answers, and More

 **CircleMe: Social News** [GET](#)

First, some terminology...

What is a **hashtag**?

What is a **handle**?

How do you **tag** someone/what is **tagging**?

What is a **DM**?



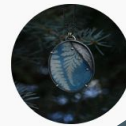
4 likes

cutbankfarmersmarket As part of the Makers' Market, we'd like to welcome @thenailandneedle to Wednesday's market. Stock up on summer mementos and sturdy staples or start your holiday shopping early down at the market! What better way to support your community than spending your dollars right where your dollars make a difference! Pick up those @madeinmontanausa items!

#highway2 #goldentriangler #madeinmontana #smallbusiness #glacienationalpark

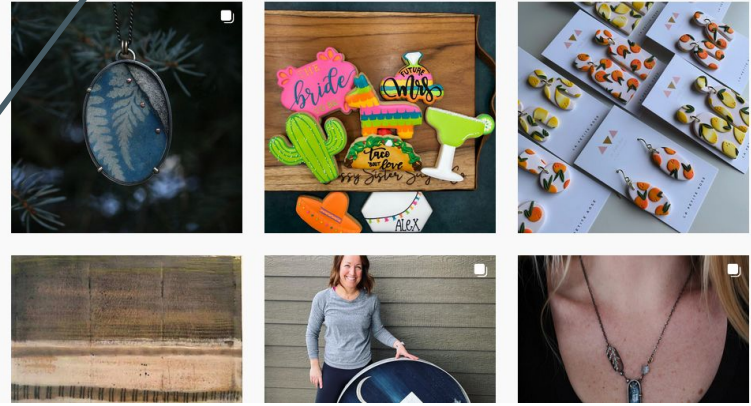
Instagram

Search



#madeinmontana
211,773 posts
Follow

Top posts



Linked hashtags work on Facebook, Instagram & Tiktok.
But not on Reddit (not the same way, anyway).



sleepy_mayor

u/sleepy_mayor · 4m

Create Your Own Avatar >

Karma

5,391

Cake day

March 22, 2022

User handles are basically usernames for the platform. They normally can't have spaces in them.

Facebook is an exception! Their rules require real names, but tagging still works!

To tag:

Reddit uses u/

Instagram, Tiktok & Facebook use @username



therock

The Rock

Follow

0 Following 56M Followers 346.7M Likes

CEO of #RockTok

linktr.ee/therock

For the record, I DO wash the backs of my knees and I have all 10 toes accounted for 🍌🤪 @imkevinhart and I had too much fun making #DCSuperPets and and you guys around the world are gonna love it! In theaters July 29th 🎬🍿



folklore_cutbank

28 posts 142 followers 55 following

Folklore Coffee Roasters Cut Bank
Artisan Coffee Roasters | Fresh Pastries | Real Food
Mon-Fri 7:30-3 | Saturday 9-3
Inside @rosepetalmt
11 S. Central Ave
Cut Bank, Montana



Micah Drew

@micahddrew

||Jorts 10K world record holder
||Journalist with @flatheadbeacon micah@flatheadbeacon.com
||MSc. Biomechanics researcher
||@umjschool alum
||Opinions my own

Mountain tops and trailheads 📅 Joined August 2015

899 Following 674 Followers

DM = Direct Message

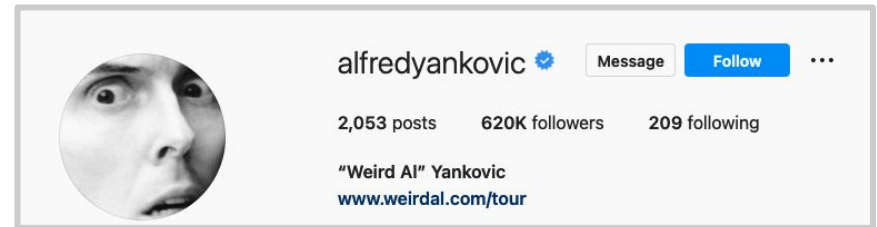
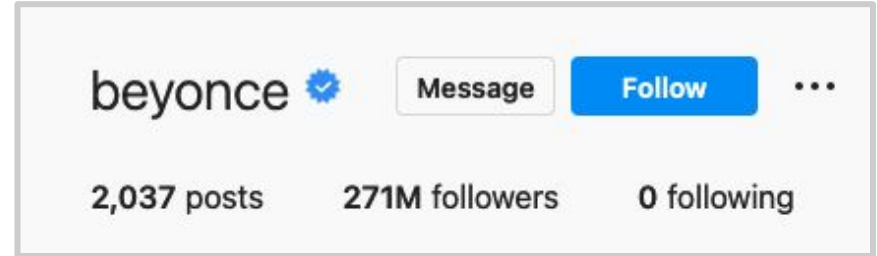
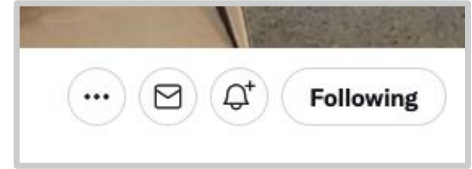
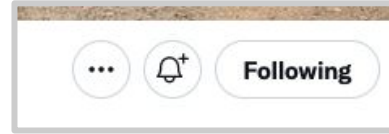
Most platforms have a DM option.

Most platforms let you turn it off.

Some have layered options (like only allowing DMs from friends).

Most require you to be logged in to use DM.

Facebook has its own separate app for DM: Facebook Messenger.



Some (annoying) things to remember:

Social media changes CONSTANTLY.

Some features exist for mobile that don't exist using a computer/browser.

Some features exist in computer/browser that don't exist in mobile.

Each platform is annoyingly similar but different, sorry.

People's handles are not always the same platform to platform.

Check privacy features often. THEY CHANGE.

Other important things to note:

Social media may seem frivolous but for many it is a lifeline.

Our shared social culture is being captured in social media.

Don't use the same password on multiple social media sites.

Check your profile from a library computer (without logging in)
to see what shows to the public.

Every platform has a help center with search feature.

Observing is ok.

Good news:

**Managing privacy is
easier than it once was!**

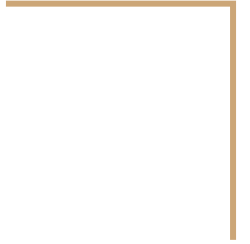
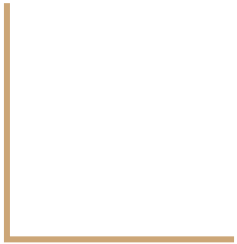
(for the most part)



Now for some library-specific stuff!

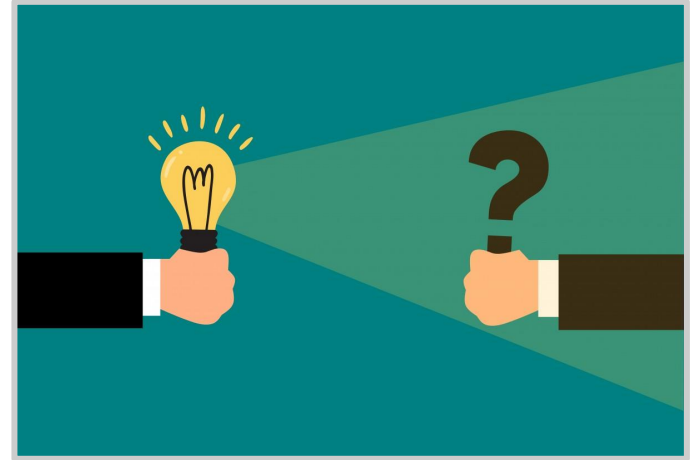


Hands on?



How To Help “Hands on”

- Decide if you want to offer hands-on help
 - Do you have time?
 - Do you have knowledge?
- Identify which people on your team know how to use different social media
- Bookmark the help pages & guide users to them
- Host a program or set hours



Hands off?

How To Help “Hands Off”

- Create or seek out handouts on the most common topics
 - How to delete your account
 - How to save/archive your account
 - Basic use/how to change your password
- Look for last 6-12 months (& update often)
- Create desktop icons to Helps
- Invite an expert to do a program
- Set hours for hands-on help





Now for the platforms...



Please note:

**Different devices,
updates & account
settings may make it
look different for you :(**

Meta is being sued for giving US hospitals a data-tracking tool that allegedly ended up disclosing patient information to Facebook

Yahoo Finance · 4 hours ago

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook continues to allow hate speech in ads, latest test reveals

Trial conducted in Kenya showed gruesome Swahili language posts easily bypass detection; similarly hateful English ads approved as long as swear words taken out

By **BARBARA ORTUTAY**

28 July 2022, 6:26 pm | 



 The Atlantic

What Did Facebook Do Now?

Last week, Mark Zuckerberg and Instagram head Adam Mosseri both yielded to a new reality: TikTok is the social center of the int...

1 day ago

The Meta logo, featuring a blue infinity symbol followed by the word "Meta" in a grey sans-serif font.

Oh, Facebook. Why should I care about you?

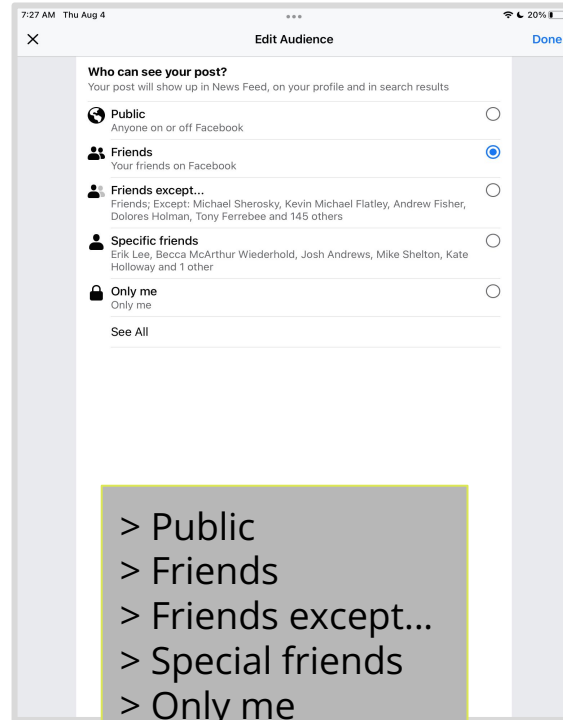
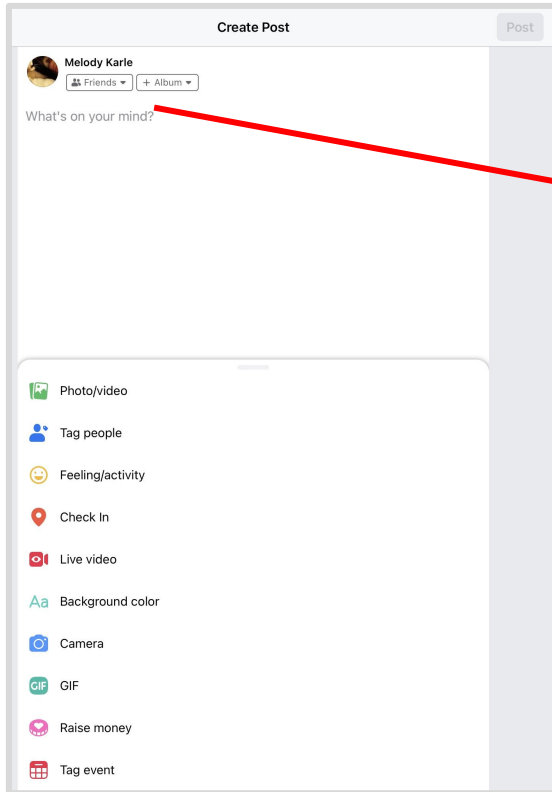
Facebook is the #3 visited website IN THE WORLD (after Google and Youtube). It is viewed more than Wikipedia.

Of note:

- Online support groups
- Ease of use for non-profits
- Easy for small businesses & community (especially in rural areas)

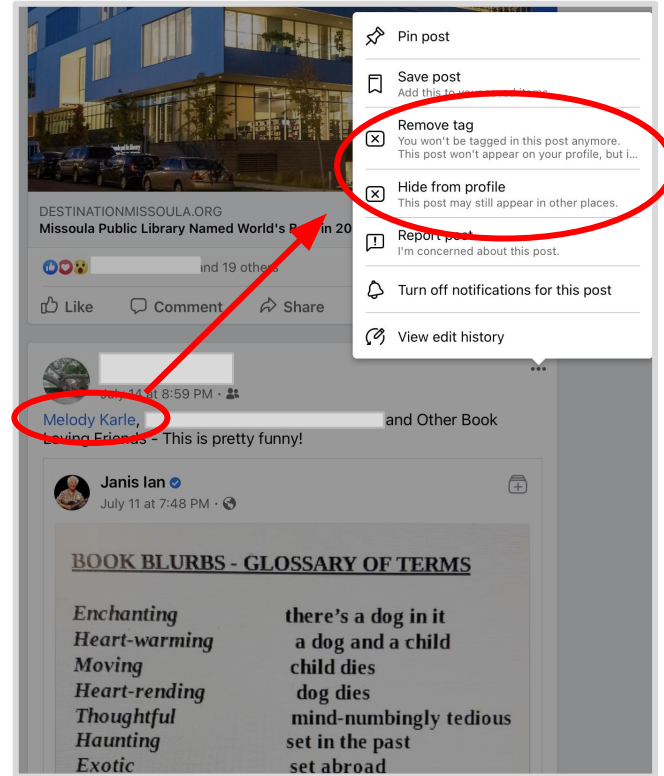
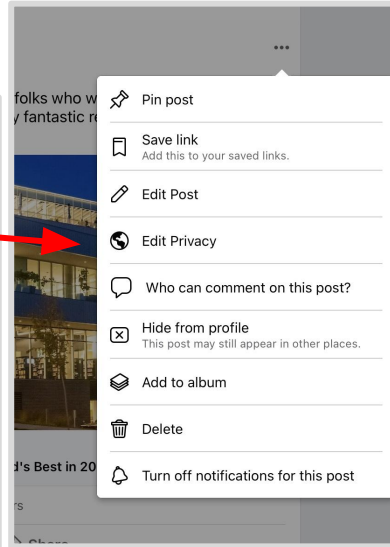


Facebook Basics



- > Public
- > Friends
- > Friends except...
- > Special friends
- > Only me

Facebook Basics



Facebook Basics: Navigation

Settings may be in:

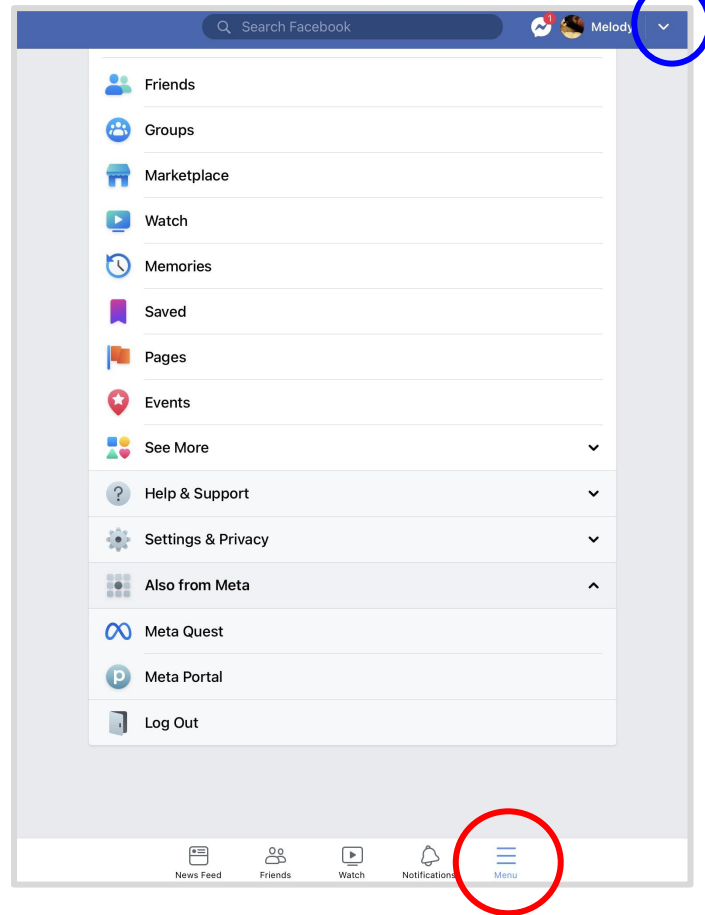
Menu (shown at right, red circle)

Down Arrow (blue circle, covered later)

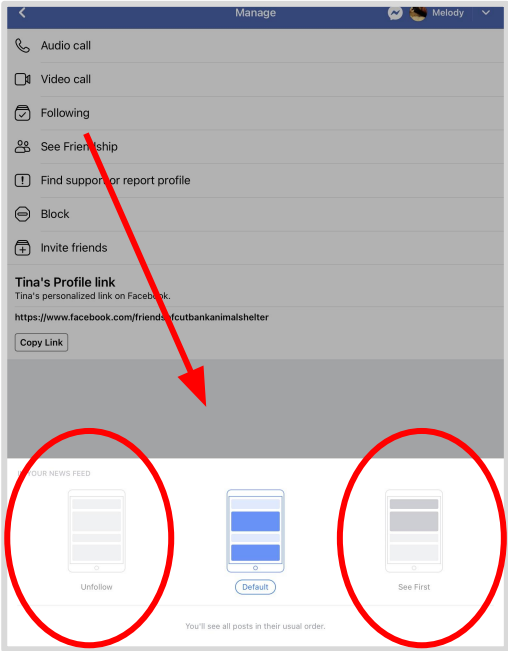
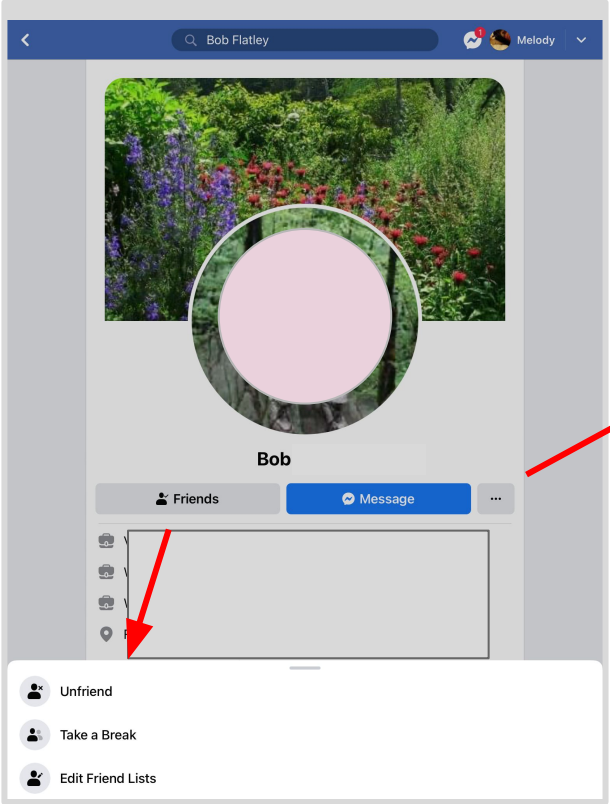
On individual posts (already shown)

On others' pages

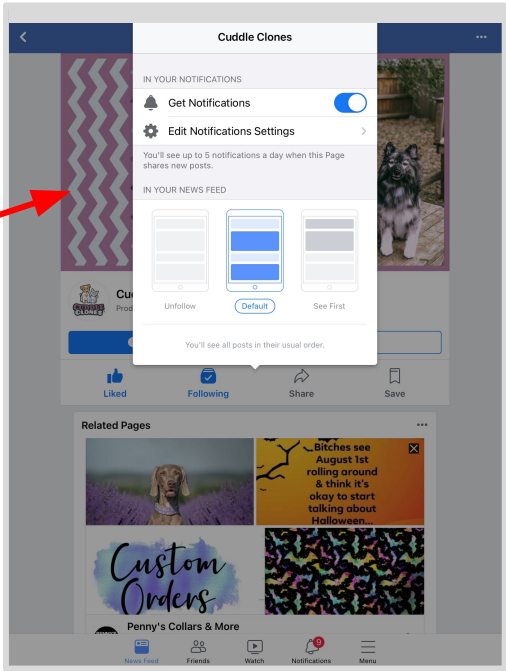
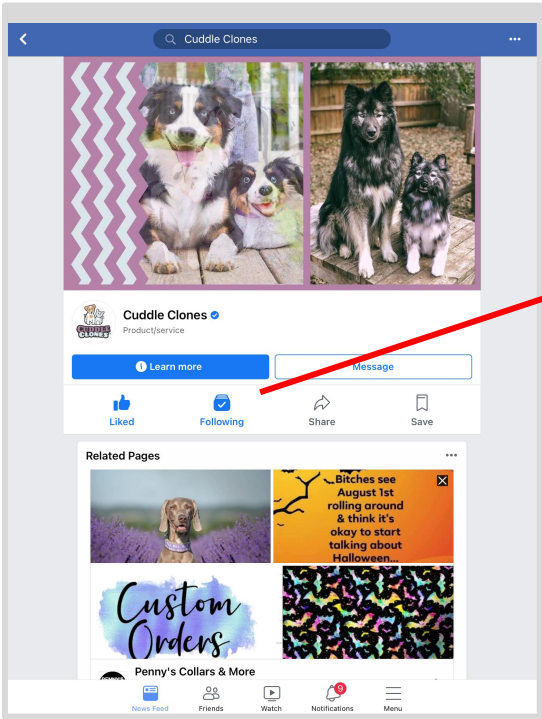
IMPORTANT: the same settings may be in more than one place!



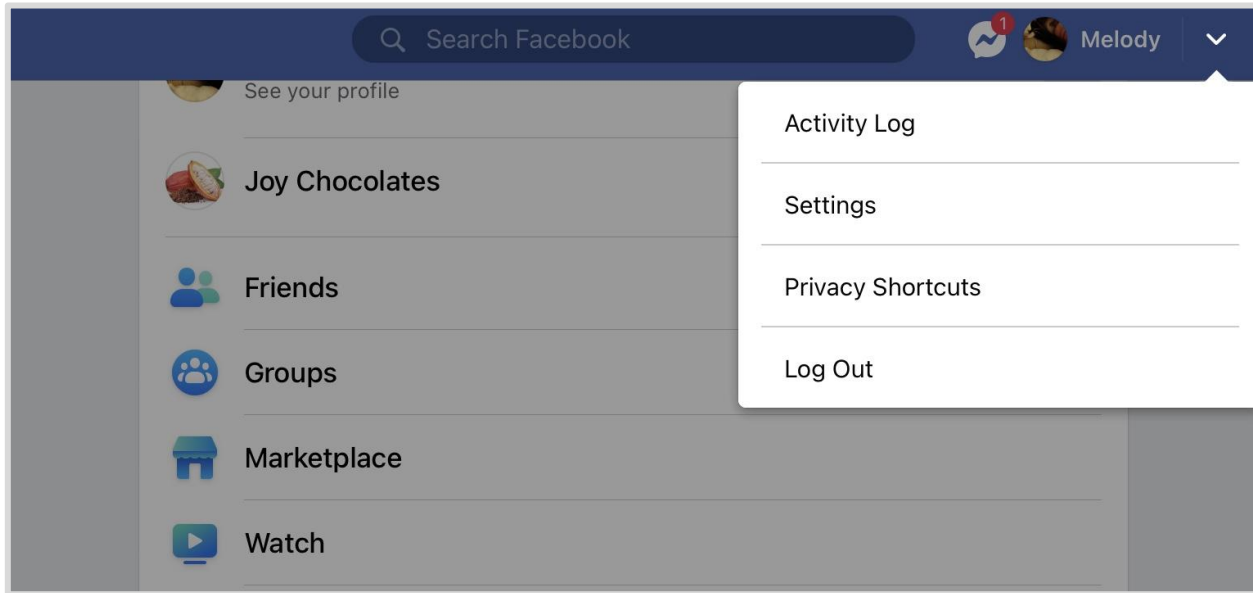
Facebook Basics: Bob is a Person



Facebook Basics: Cuddle Clones is Not a Person



Facebook Privacy



Facebook Privacy

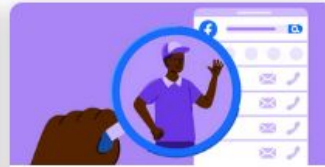
“Privacy Checkup” ~ Go to your icon image, choose Privacy Shortcuts



Who can see what you share



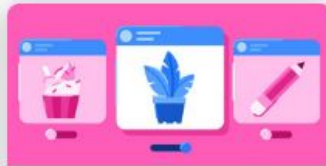
How to keep your account secure



How people can find you on Facebook



Your data settings on Facebook



Your ad preferences on Facebook

Facebook: Settings & Privacy

Preferences

Reaction preferences

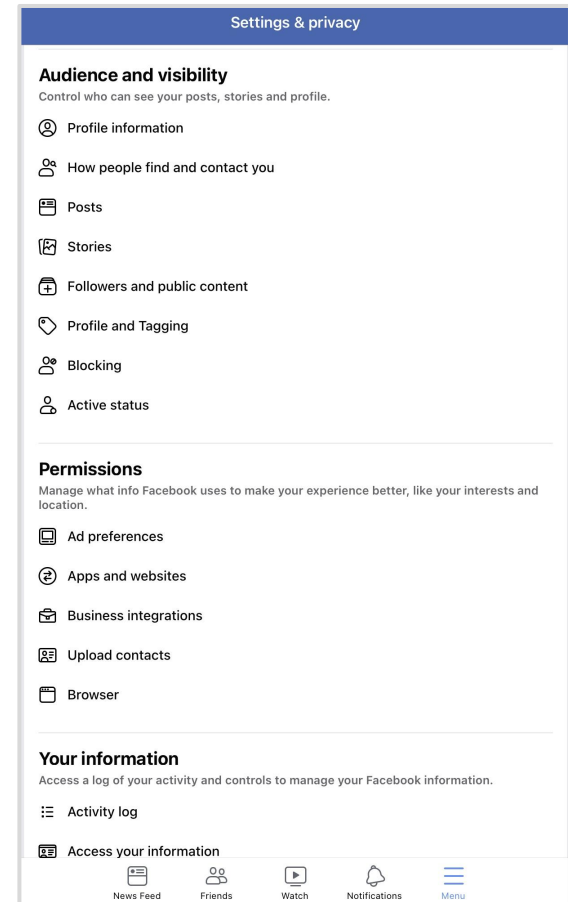
Notifications

Audience and visibility

Permissions

Ad preferences

Browsing (data saved from other websites)



Facebook Privacy

Reaction preferences

Hide number of reactions

On posts from others

You won't see the total number of reactions for posts others share to News Feed, Pages, and groups. You will still see reaction counts for posts in other places, like Marketplace, and for other content, like reels. Your reaction to a post will still be visible to you and everyone else. [Learn More](#)



On your posts

Other people won't see the total number of reactions under posts you share to your profile. Reaction counts will still appear on your posts in other places, like groups, or on other content, like reels. [Learn More](#)



Facebook Privacy



Settings & privacy

Viewing and Sharing

Who can post on your profile? >
Friends

Who can see what others post on your profile? >
Friends except acquaintances

Tagging

Who can see posts you're tagged in on your profile? >
Friends except acquaintances

When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it? >
Friends except acquaintances

Reviewing

Review tags people add to your posts before the tags appear on Facebook? >
Off

Review posts you're tagged in before the post appears on your profile? >
On



Privacy

When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?

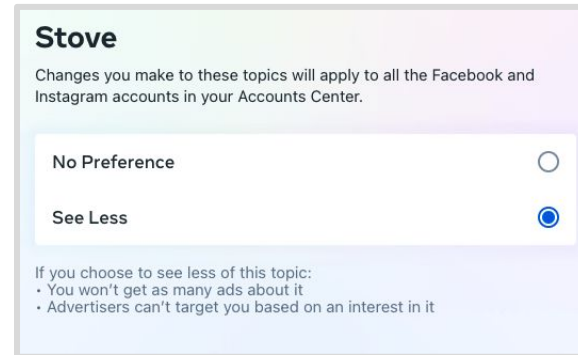
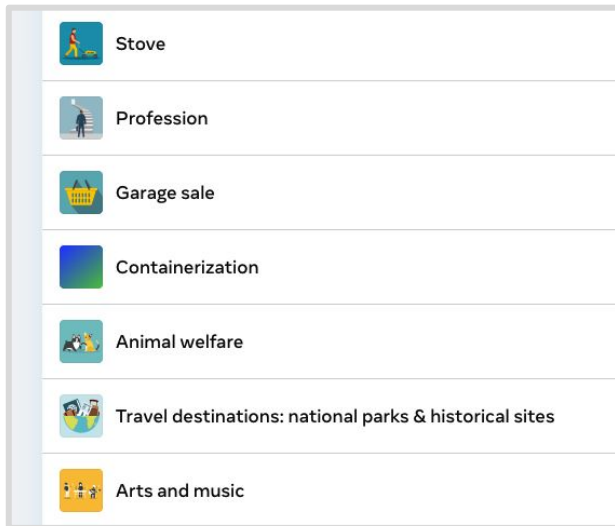
Friends
Your friends on Facebook

Only me
Only me

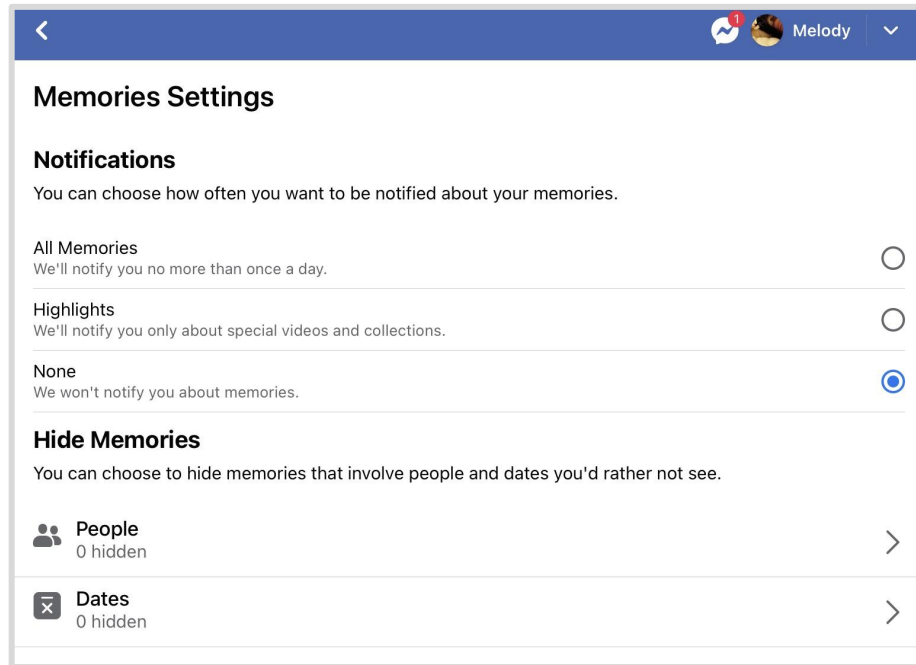
Friends except acquaintances
Friends; Except: Acquaintances

Facebook Privacy: Ads

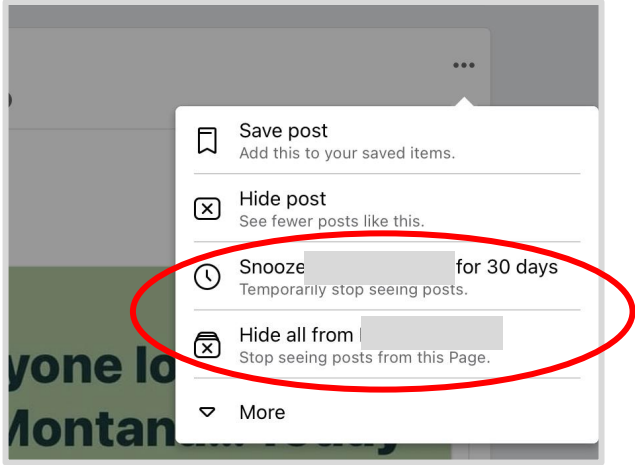
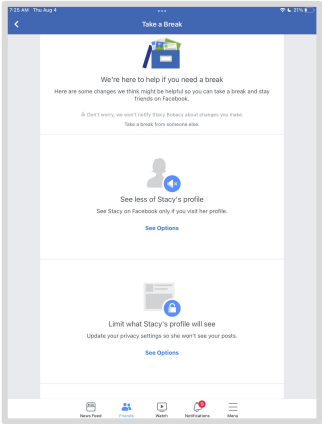
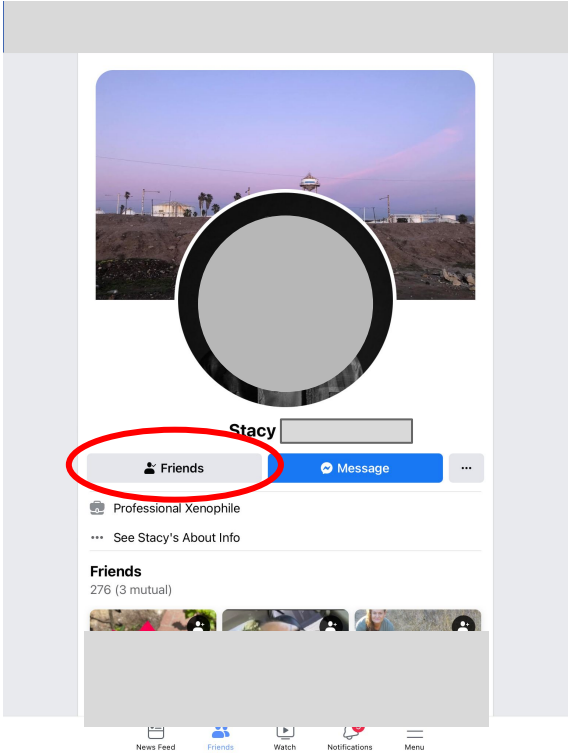
Settings > Settings & Privacy > Ads > Ad Topics



Facebook Tips: Erase Your Memory



Facebook Tips: Taking a Break from Stacy



Facebook Tips for Long-Timers


Consider some page cleanup:

- Settings > Your Information > Download Your Information > Create File
- You can choose a date range and what to include
- Exports as an html (viewable in browser) or JSON file

Then:

- Click on your icon and review all the things
- “Hide from profile” archives them
- Or DELETE them



 Infosecurity Magazine

TikTok Engaging in Excessive Data Collection

The whitepaper goes on to note that TikTok IOS 25.1.1 has a server connection to mainland China, which Internet 2.0 believe is run by Chinese cyber security and...

 CBC

Why a Minions TikTok trend has some movie theatres banning teens in suits

A TikTok trend that has stylish, banana-toting teens showing up in droves to see Minions: The Rise of Gru has become something of a double-edged sword for...



TikTok to overtake Facebook in influencer marketing spend this year, YouTube by 2024

Sarah Perez @sarahintampa / 11:16 AM MDT • August 2, 2022

 Comment



POLITICS

Montana becomes the first state to ban TikTok

May 18, 2023 · 3:29 AM ET

By Ayana Archie



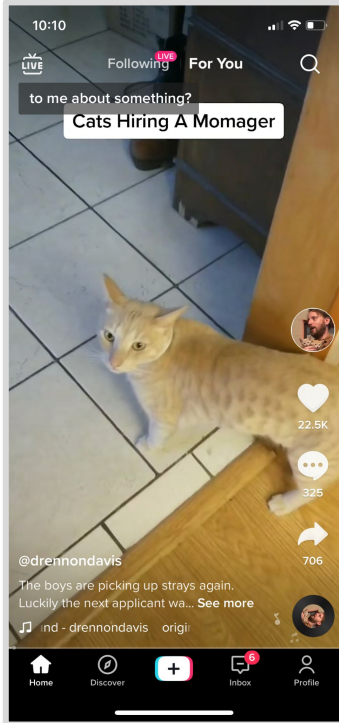
TikTok's just dancing and cat videos, right?

Trends, teens, and insecurity, oh my!

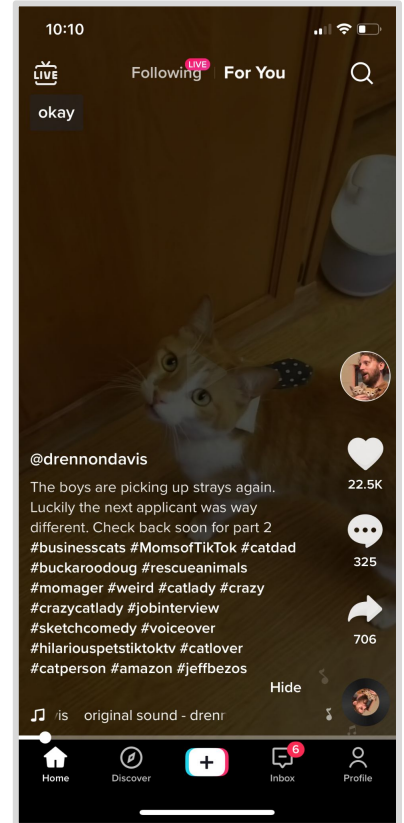
Of note:

- Only about half of users upload videos
- Popular, but a lot of it is educational
- Representation & support

The Basics of Tiktok



Expanded caption with hashtags & info



Home/feed

Discover/search

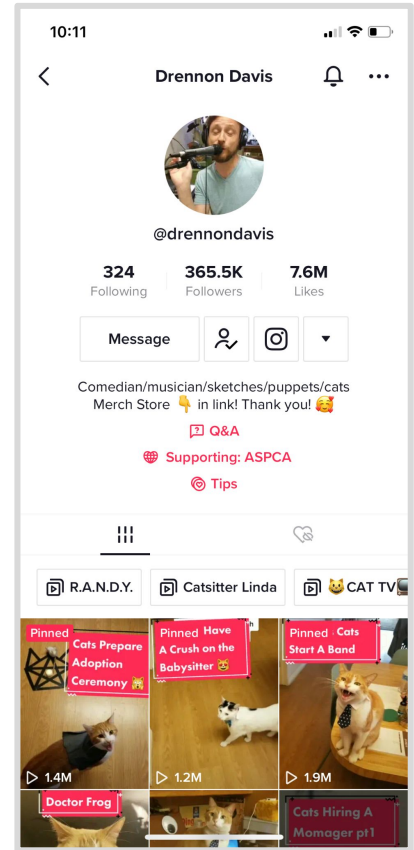
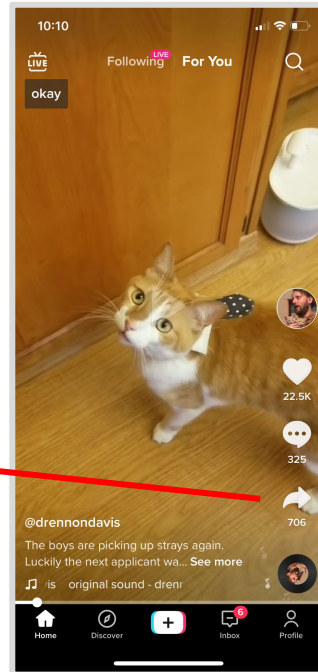
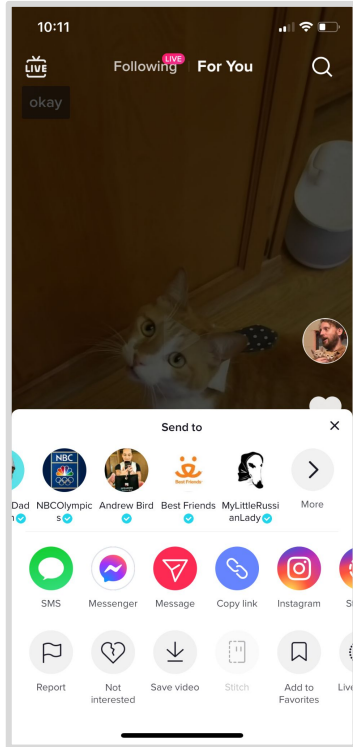
Post

Inbox/Notifications

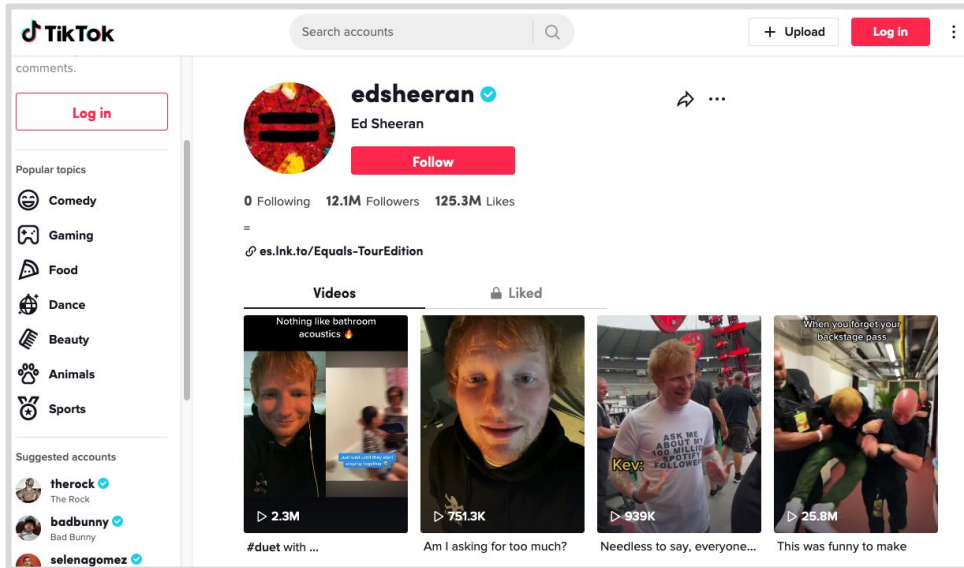
Your Profile



The Basics of Tiktok



TikTok Tips & Privacy



Did you know? You can see TikTok from a desktop web browser (without logging in or downloading anything)



Tiktok Privacy

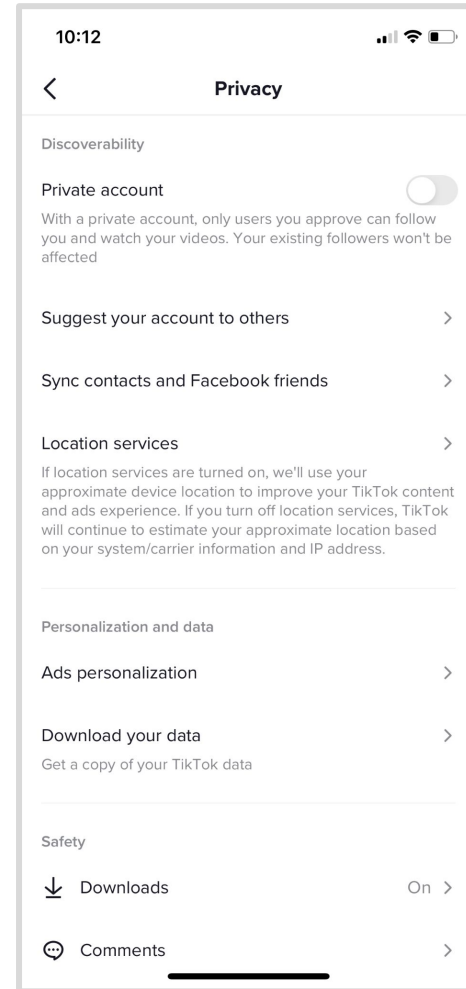
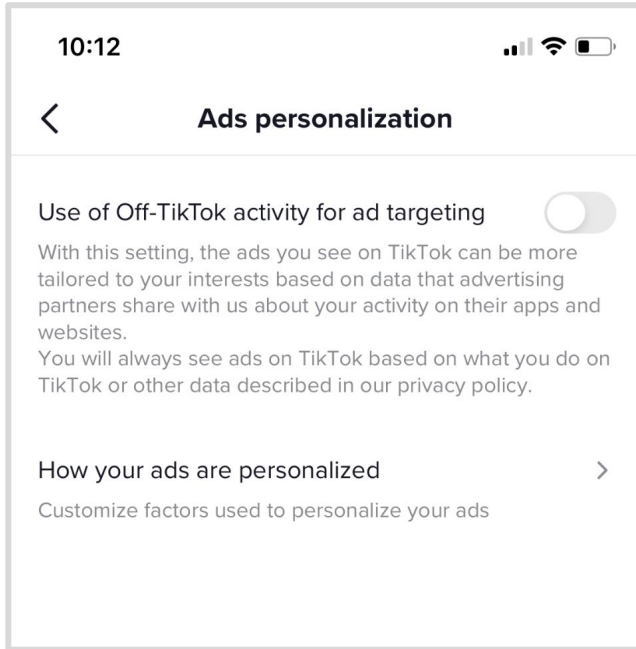
Videos are more personal & potentially offer private information without meaning to.

Some tips if you post videos:

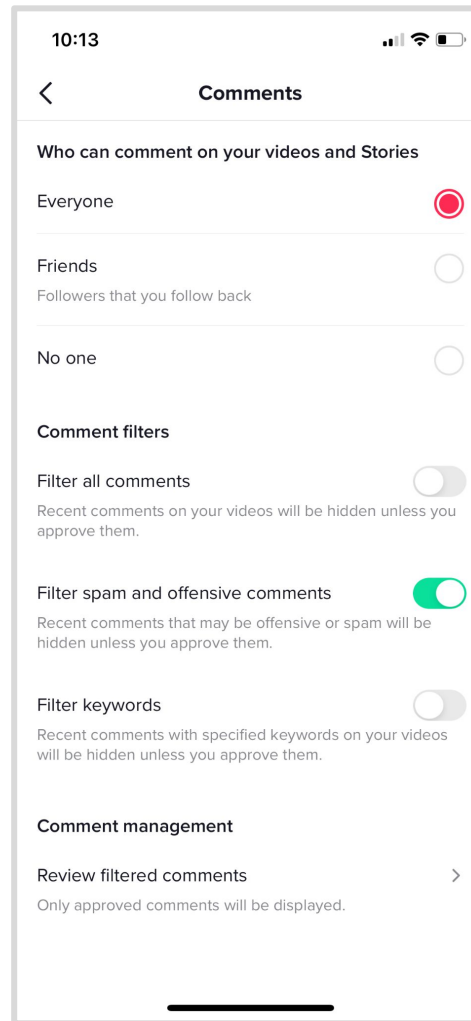
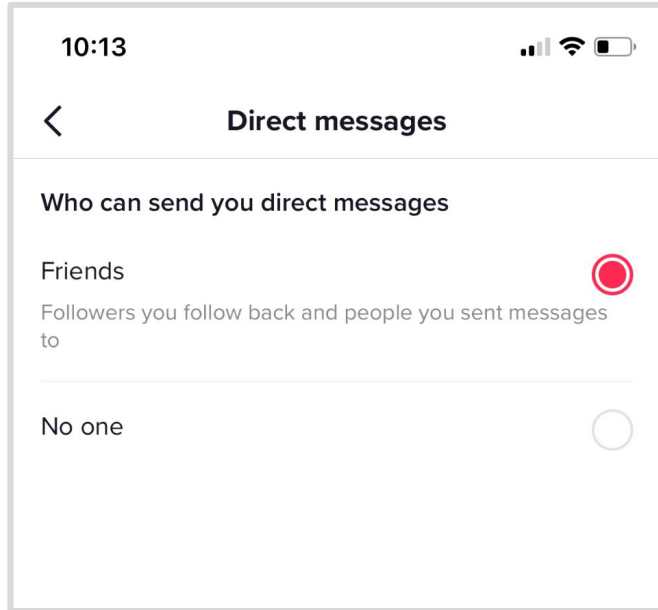
- Never post in front of your house where your address number is visible
- Watch videos a few times to look for bulletin boards, fridge lists & other personal info that you don't want to share
- Consider waiting until you get home to post vacation videos so people don't know your home is vacant



TikTok Privacy



TikTok Privacy





Reddit, do I know you?

#18 most-visited website in the world. More than weather.com

Things to note:

- The birthplace of memes and world news
- Step 2 in the Internet underworld
- It is fun, anonymous, weird, and has everything.

If friends, family & famous people are not what you want, try Reddit.



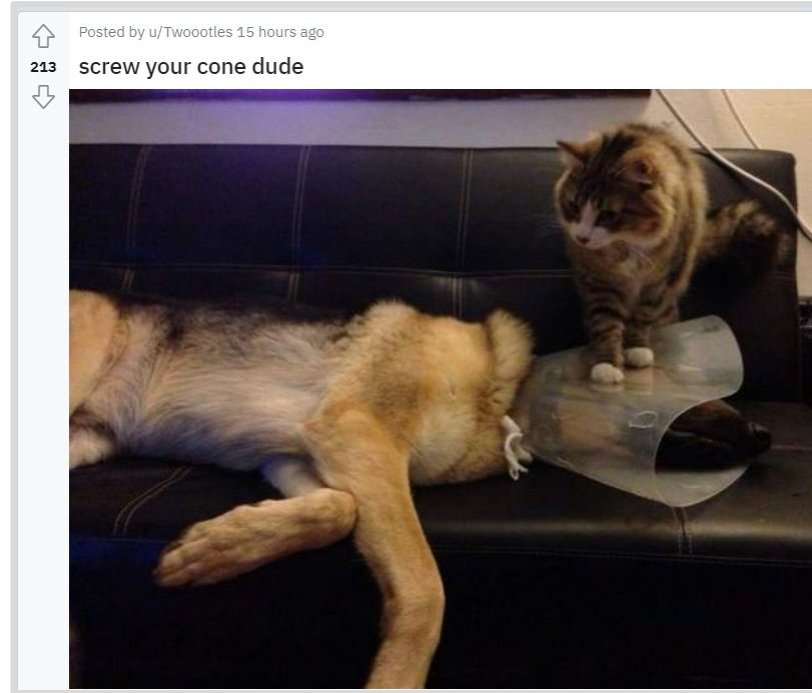
Did you know?

You don't need an account to use Reddit.

In fact, even if you want an account you don't even need an email address.

You can go visit right now:

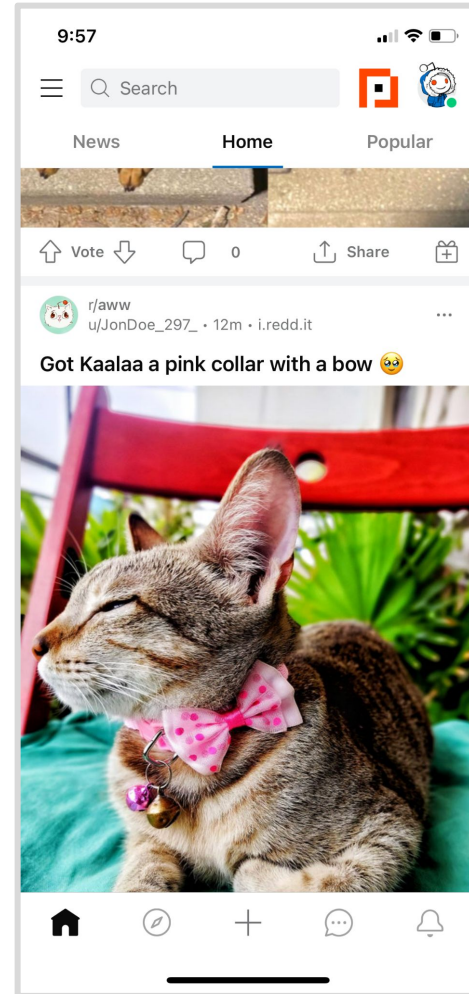
<https://www.reddit.com/r/AnimalsBeingJerks/>



Reddit - The Basics

- ★ A topic is called a subreddit designated by /r
- ★ Most colleges and larger towns have a subreddit
- ★ The little guys are called Snoots

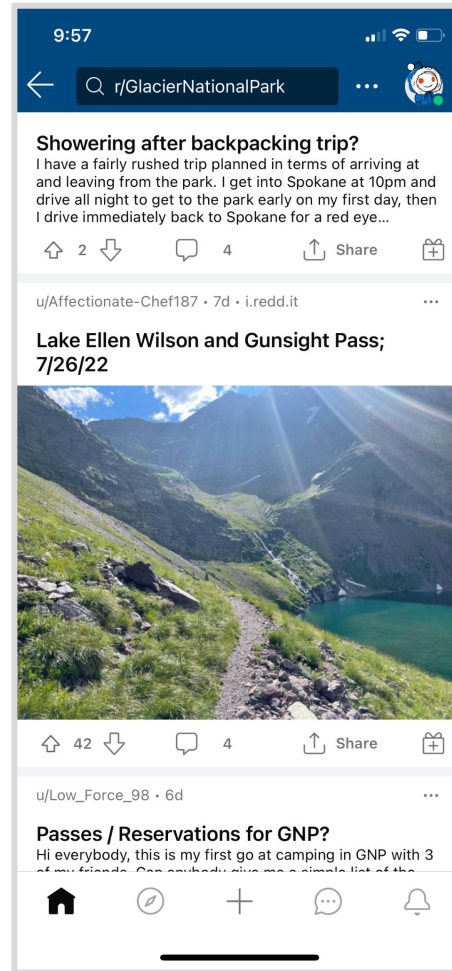
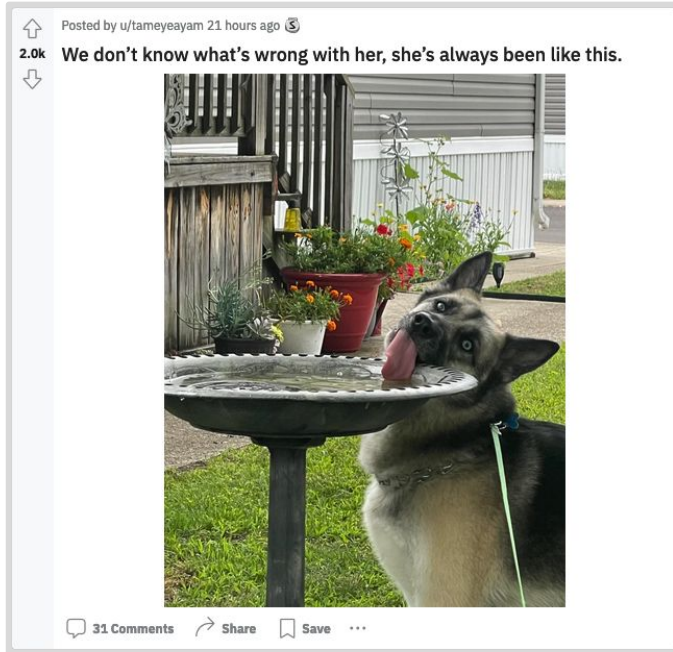
Home, Discover, Post, Chat/Direct Message, Notifications



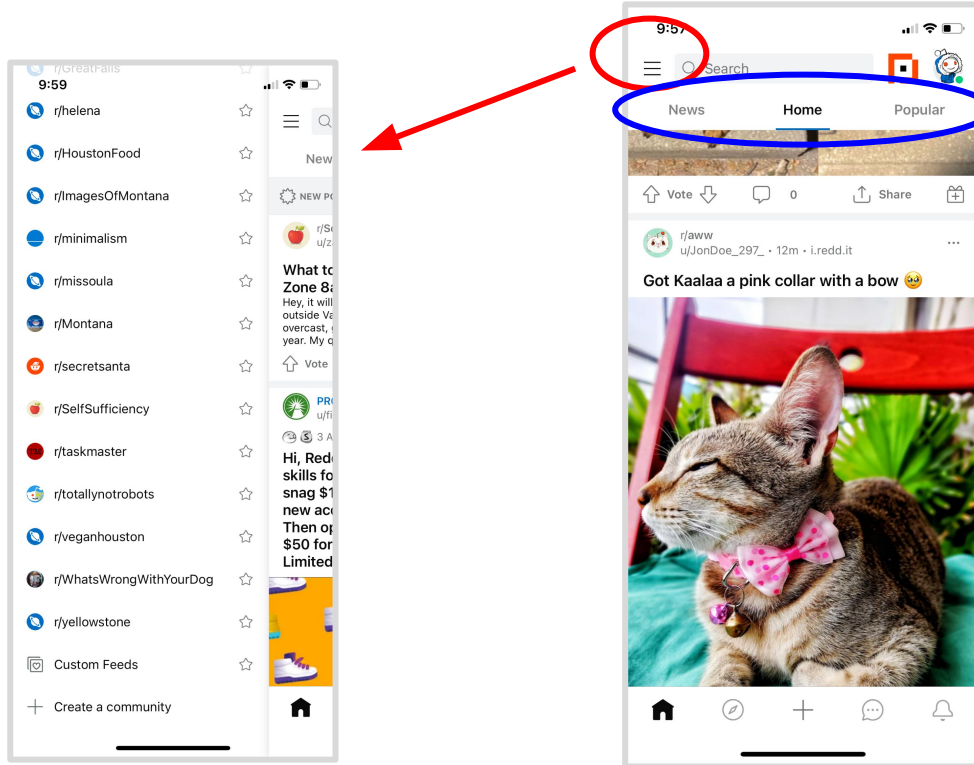
Profile Snoo
(if logged in)



Reddit Basics



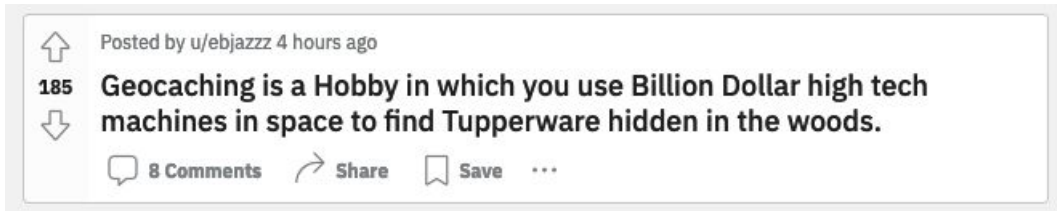
Reddit - The Basics



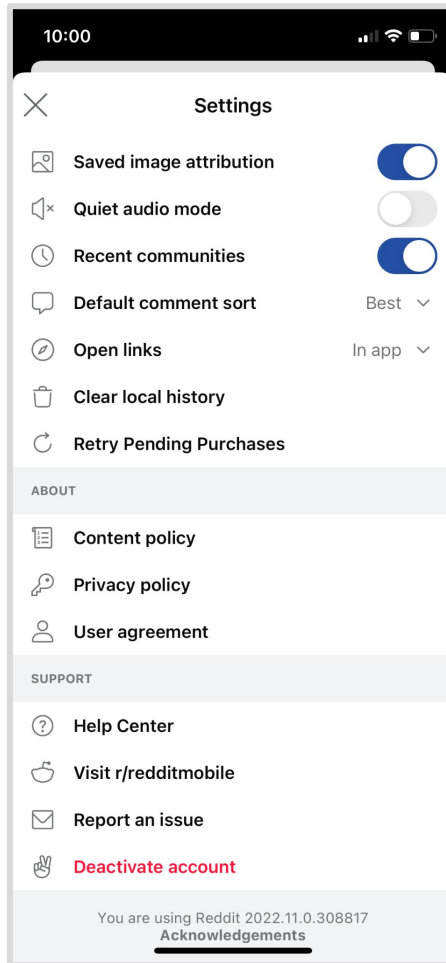
Reddit Privacy

The most private of the top 5, Reddit accounts do not require an email address. But just because it is anonymous doesn't mean they can't track you:

- Illegal activity will out your ip address
- If you post a lot under the same handle people can piece things together & ID you
- But if you need to rant anonymously this is the best place to do it

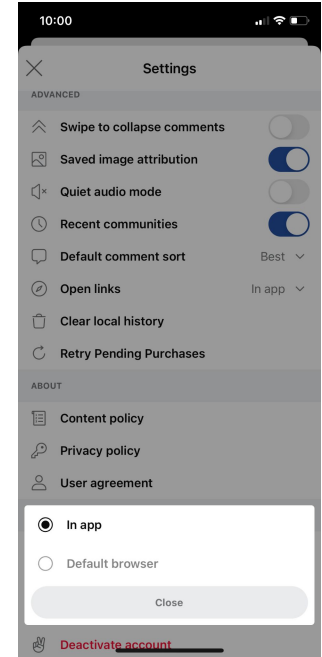
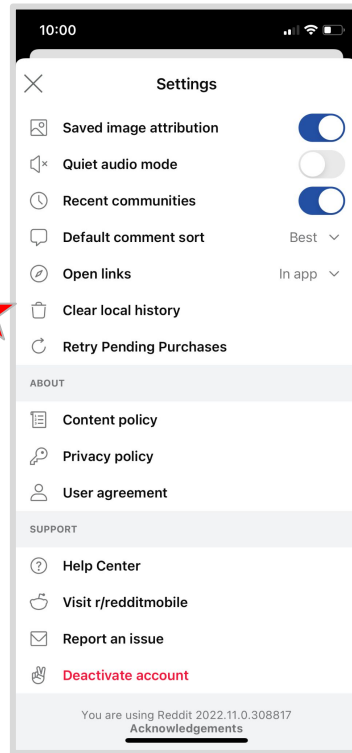


Reddit Privacy



Reddit Tips

Deactivating does not remove your posts, but your handle name will disappear. You CAN delete individual posts manually.



Reddit Tips

You can ask Internet Archive to archive a subreddit.

It is public so you can share any post to sms, email, or other social media.

Share option allows you to save a permalink.



If you think Instagram is bad now, you won't like Zuckerberg's plans

Amanda Silberling @asilbwrites / 4:48 PM MDT • July 27, 2022

 Comment



Instagram



Instagram... Why do I care what influencers are posting?

#9 most visited website in the world

Popular with all age groups but especially young adults.

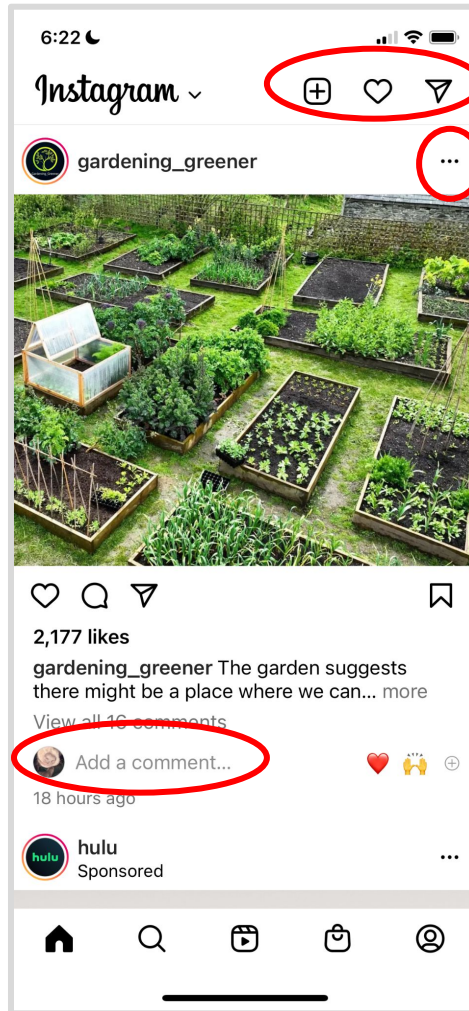
Best known platform for “influencers” and they are called that for a reason.



Insta Basics

Hashtags are king on this platform

You don't have to follow people who follow you



Post, Activity,
Following



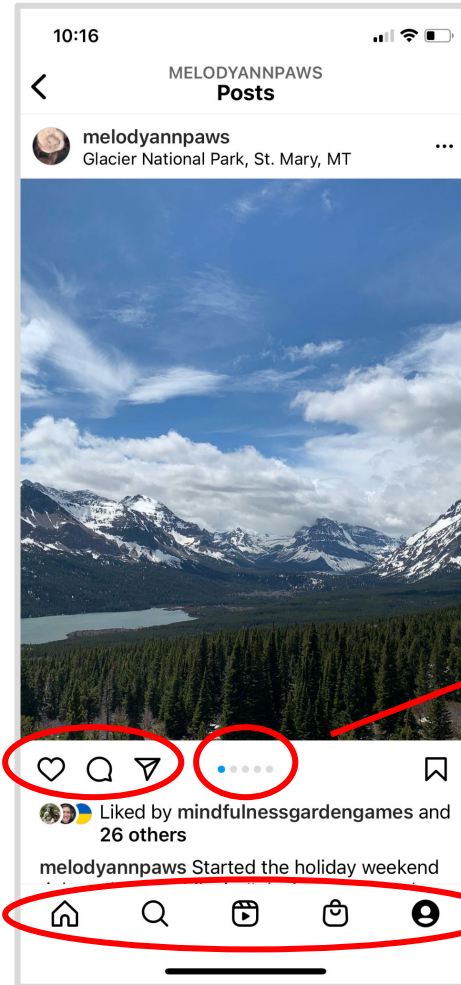
Share profile
Link to Profile
Add to Favorites
Hide
Unfollow



Insta Basics

Heart/Like
Comment/Read Comments
Share

Home feed
Search/Discover
Reels (Videos)
Shop
Your Profile



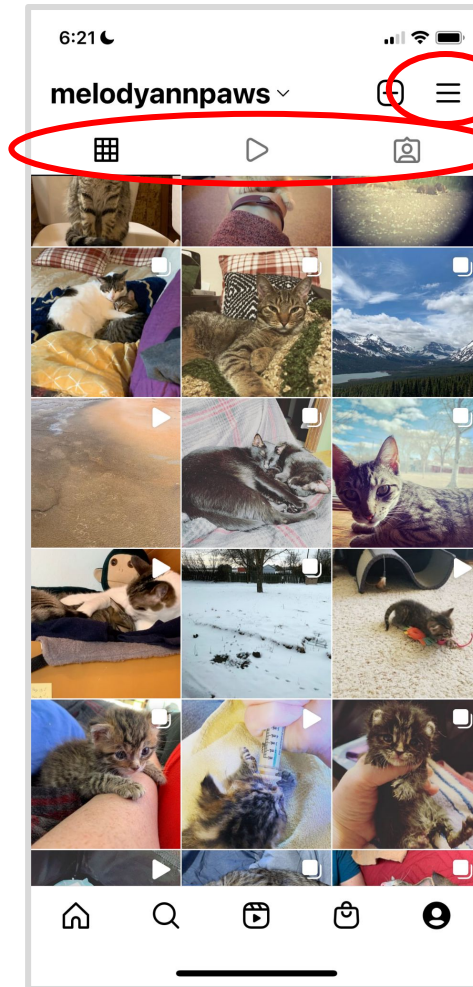
This means there are multiple photos and you can swipe left or right to see them



Insta Basics

Your Profile:

- See what you have posted
- Edit your profile info
- See followers & following



Settings etc.

Your posts

Your videos

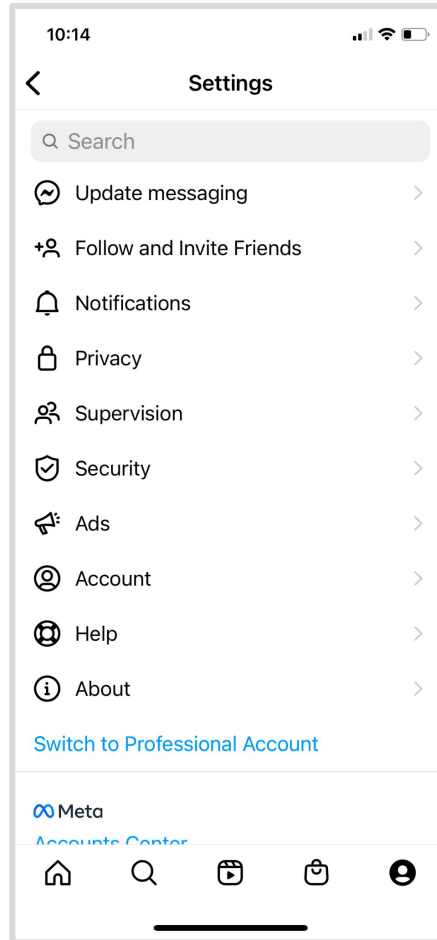
Posts that tagged you



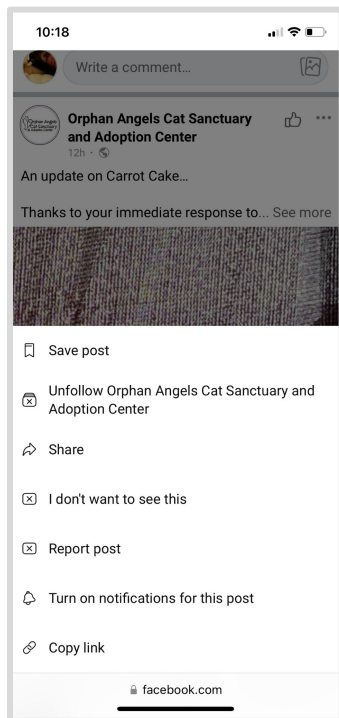
Insta Basics

Similar to Facebook but not as busy!

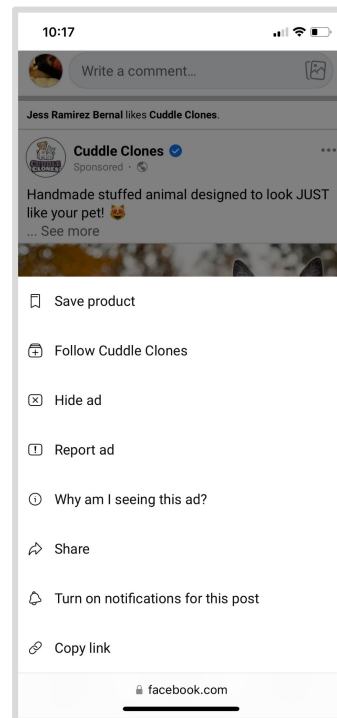
Review each section occasionally since they change.



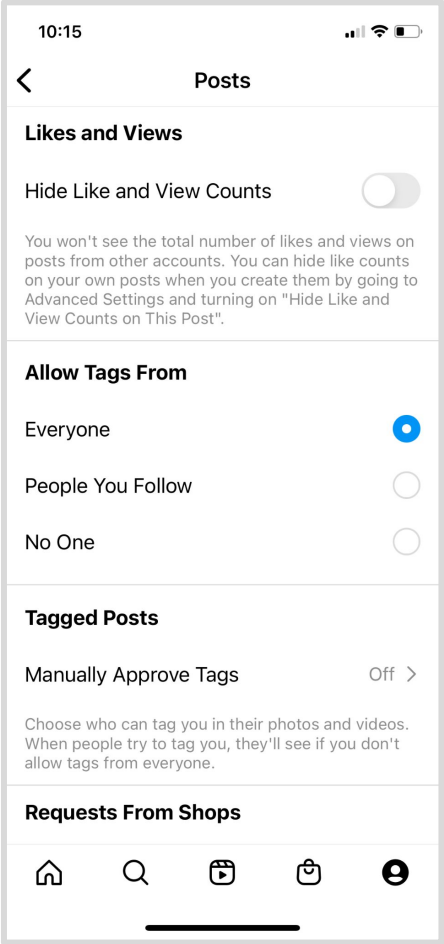
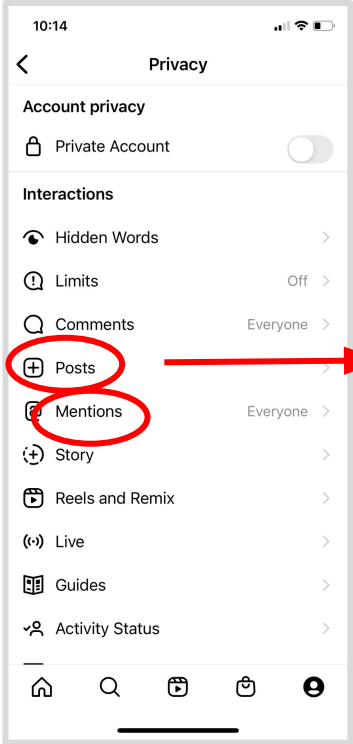
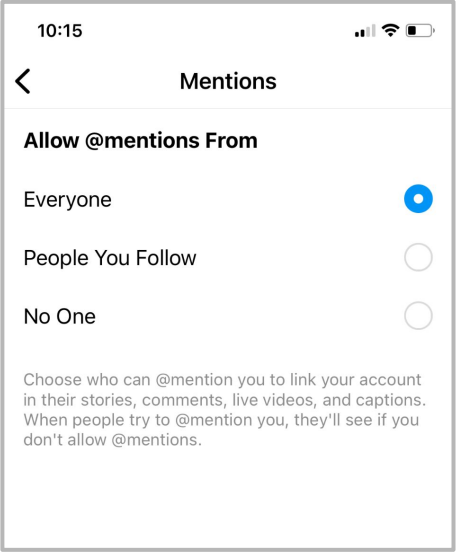
Instagram Privacy: Ads versus Following



Another example of getting different options from different posts, depending on your choices.



Instagram Privacy

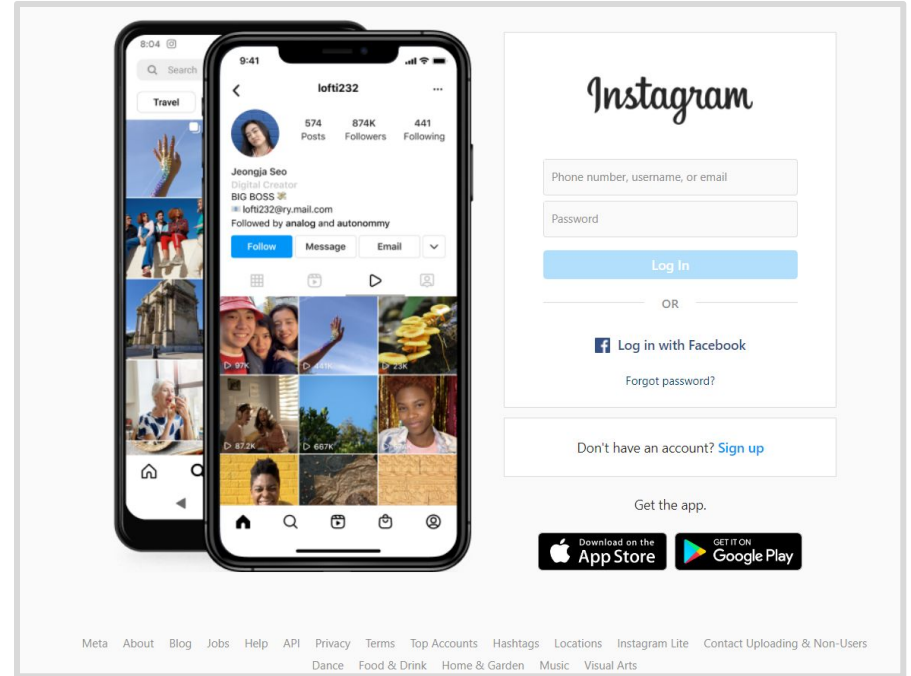


Instagram

Instagram Tips

If you post to get notice you have to learn to hashtag.

YES, you can view it from a desktop but not all functions work (you must login).



DID YOU KNOW: the first photo posted to Instagram was a dog near a taco stand? (it isn't a great photo)





Home > Tech > Apps and Software

Twitter's bird logo is dead, replaced by X

Can't wait to read what everyone is x-ing about the logo change.

By [Stan Schroeder](#) on July 24, 2023



Twitter's rebrand to X has its website looking like a mess

Mashable / July 24, 2023 at 04:22PM

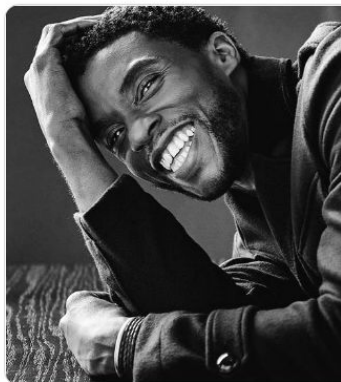


After decades of looking for something to do with his X.com domain name, Elon Musk has finally found it. **Twitter** 🐦, a globally recognized brand that brought the word "tweet" into the mainstream lexicon around the world, is apparently no more.

Twitter is now X.



Chadwick Boseman ✓
@chadwickboseman · Follow



passing of Chadwick Boseman.

Chadwick was diagnosed with stage III colon cancer in 2016, and battled with it these last 4 years as it progressed to stage IV.

A true fighter, Chadwick persevered through it all, and brought you many of the films you have come to love so much. From Marshall to Da 5 Bloods, August Wilson's Ma Rainey's Black Bottom and several more, all were filmed during and between countless surgeries and chemotherapy.

It was the honor of his career to bring King T'Challa to life in Black Panther.

He died in his home, with his wife and family by his side.

The family thanks you for your love and prayers, and asks that you continue to respect their privacy during this difficult time.

8:11 PM · Aug 28, 2020



♥ 7.1M 💬 Reply ↗ Share

THE TWO-WAY

Library Of Congress Will No Longer Archive Every Tweet

December 26, 2017 · 5:56 PM ET



Laurel Wamsley

CULTURE TECHNOLOGY SOCIAL MEDIA

The weird sorrow of losing Twitter

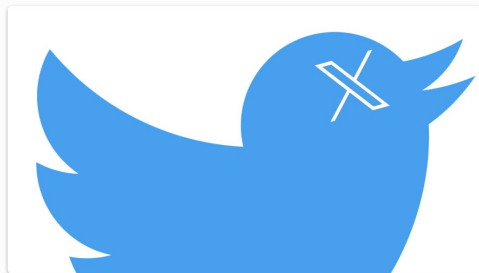
Grieving a loss, when the loss is the hell-bird site you weren't supposed to love.

By Aja Romano | @ajaromano | Updated Jul 24, 2023, 3:26pm EDT

f 🐦 ↗ SHARE

'My Twitter' trends as users mourn loss of the iconic blue bird

Mashable / July 31, 2023 at 10:20AM



This weekend, the blue **Twitter** 🐦 bird app icon was replaced by a black and white "X." Over the past few months,

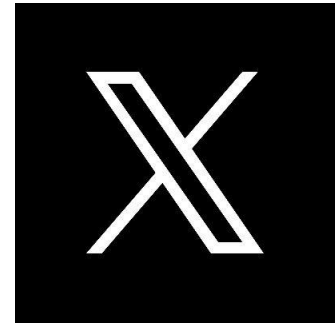
twitter 

What should I do about Twitter?

- Know enough to explain the change to confused patrons (& coworkers)
- If your library had a Twitter account, reassess
- Does your library blog, catalog, or other media link to Twitter or use the bird logo? They need to change.



Is now



But it's complicated.

And the rest...

What About Snapchat? LinkedIn?

Tiktik is #15
(#4 social media
platform if you
remove DM
platforms like
whatsapp)

Reddit is #18

August web traffic
stats provided by
<https://www.similarweb.com/top-websites/>

Rank	Website	Category	Rank Change	Avg. Visit Duration	Pages / Visit	Bounce Rate
1	google.com	Computers Electronics and Technology > Search Engines	=	00:10:38	8.66	28.66%
2	youtube.com	Arts & Entertainment > Streaming & Online TV	=	00:20:19	11.56	21.47%
3	facebook.com	Computers Electronics and Technology > Media Networks > Social	=	00:10:31	8.61	31.37%
4	instagram.com	Computers Electronics and Technology > Media Networks > Social	=	00:08:15	11.14	35.04%
5	twitter.com	Computers Electronics and Technology > Media Networks > Social	=	00:10:35	9.81	32.15%
6	baidu.com	Computers Electronics and Technology > Search Engines	=	00:05:06	8.26	22.18%
7	wikipedia.org	Reference Materials > Dictionaries and Encyclopedias	=	00:03:55	3.14	59.58%
8	yahoo.com	News & Media Publishers	=	00:10:01	5.24	34.75%
9	yandex.ru	Computers Electronics and Technology > Search Engines	=	00:08:47	8.98	24.96%
10	whatsapp.com	Computers Electronics and Technology > Media Networks > Social	=	00:19:49	1.72	41.61%

Are WeChat & WhatsApp Social Media?

It's complicated.

Why?

- WeChat, WhatsApp and many other platforms are called social media in many cases, but they are more like stand-alone direct messaging apps.
- They are social, but focused.
- They are important and popular but they don't have a group feel like most other social media

The New Twitters?

Threads, Mastodon & Bluesky

Like BeReal, these may just be a flash in the pan.

Too early to tell which will become the most popular—and whether any of them will reach Twitter status.

Threads Gets a Couple More Twitter-Like Features

Gizmodo / by Nikki Main / August 18, 2023 at 08:00AM



Some Platforms I have Not Mentioned Yet...

4Chan - “the gutter of the Internet” - you should know it is there

Ancestry - a social network & research tool for genealogists

Discord - group & direct messaging but taking more of a social role

Goodreads - a book-tracking social network (owned by Amazon)

Nextdoor - your neighbors complaining (but also maybe sharing information)

Pinterest - it’s still a thing! Collect images that you like onto virtual “boards”

Ravelry - a network for knitters & other fiber artists

Twitch - interactive live-streaming service popular with gamers (I just watched the 2023 Scrabble Players Championship on Twitch)



Some final take-aways

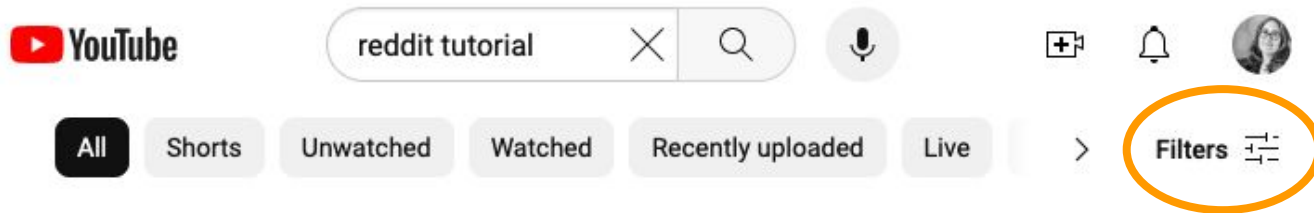


Where to get more info on social media:

Mashable (Digital Culture feed) - <https://mashable.com/category/digital-culture>

TechCrunch (Social feed) - <https://techcrunch.com/category/social/>

YouTube - search for tutorial & the platform you want, then filter to uploaded in the past year



Sources

Facebook Help Center. <https://www.facebook.com/help/>

Iskiev, Maxwell. The Fastest Growing Social Media Platforms of 2023.
<https://blog.hubspot.com/marketing/fastest-growing-social-media-platforms>

Instagram Help. <https://www.instagram.com/settings/help/>

Internet Archive. Wayback Machine. <https://web.archive.org/>

Reddit Help Center. <https://www.reddithelp.com/hc/en-us>

Tiktok Help. <https://support.tiktok.com/en>

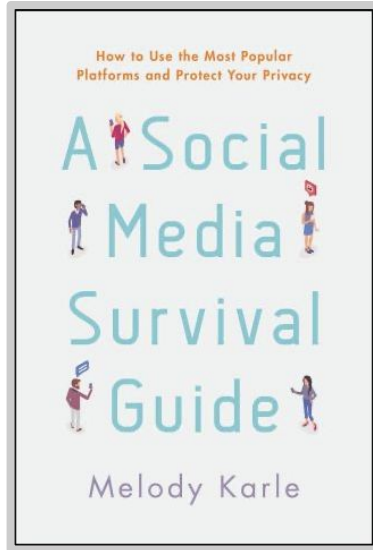
Top Ranking Websites [August 2023]: <https://www.similarweb.com/top-websites/>

More About Me

www.personalarchiving.digital

www.linkedin.com/in/makarle

Instagram @melodyannpaws (mostly cats)



Coming
someday:

**Encyclopedia
of
Social Media
Platforms**

