TWEET?
A tweet is a 280-character message that is posted on the social networking site, Twitter.

HANDLE
Your handle, also known as username, is how you are identified on Twitter.

FOLLOWERS
A follower is someone that follows your page. They see everything that is posted. You can also follow other people.

REPLY AND RETWEET
Replying and retweeting a tweet is the best way to interact with other followers and members of your social media community.
HASHTAG

A hashtag (#) is an internal link that takes you to other related posts when you click on it. Make sure there's no space in between the word when making a hashtag. Ex: #teacherappreciationday

MENTION

To mention someone, you use the @ sign to add them to your tweet and let them know you are posting about them.

LIKE

If you find a tweet interesting, you can click on the heart icon on the tweet to show the person who is posting it that you like it.

TIPS

• Tweet while you are in the moment, not after the fact.
• Tweet from the view of the person seeing the post. What would you be interested in reading?
• Make sure you use as many hashtags and mentions as possible! This helps raise awareness around your tweet and gets more people to see them. In the end this will get you more followers.
• Retweeting is just as beneficial as creating your own post.
BASICS OF FACEBOOK

IT’S EASIER THAN YOU THINK!

STATUS UPDATE
It is a comment, picture or other media that is posted on the user’s Facebook page or “wall.”

WHAT’S A WALL?
Facebook wall is the area on a profile or page where friends and “fans” can post their thoughts, views, or criticisms for everyone to see.

TIMELINE
On your Timeline you can add a cover photo, profile photo edit your personal information, view your Facebook activity log, highlight posts or images, update your Facebook status, share Facebook app activity and add new life events to your profile.

FACEBOOK FRIENDS
A Facebook friend is someone that you have either a professional or personal relationship with. Their status updates show up on your wall.
FACEBOOK FOLLOWERS

A Facebook follower is someone that chooses to "like" your professional page and is able to view all of your posts without having to be a friend.

STATUS REACTION

If you want to react to a status, hold down the Like button on mobile or hover over the Like button on desktop to see the Reaction image options, then tap either Like, Love, Haha, Wow, Sad or Angry.

SHARING

You can create and share upcoming events as well as pictures that you want your friends and followers to participate in and view.

TIPS

- Keep your posts fun, but also informative.
- Everything should have a reason behind posting it.
- Your posts should either be sharing others ideas or Facebook posts.
- Facebook is great tool to utilize if you want to promote an upcoming event to a mass audience.
PROFILE
Your profile tells people your name, a short bio, how many followers you have, and how many people you are following.

CREATING A POST
Click the "Add" button to upload pictures and videos. Use the swipe feature to post more than one picture. You can tag people and add a location to your post.

ACTIVITY
Click on the heart icon on the bottom of the page to see who is liking and commenting on your posts and if you have any new followers. You can also see the activity of profiles you are following by clicking "Following".

DISCOVER
On the Discover page, you can search for accounts, locations, or hashtags and see posts catered to your interests.
LIKE
Click the heart icon to show the person who posted a picture that you like it

COMMENT
Click the speech bubble icon to leave a comment on someone's picture or video

DIRECT MESSAGE
Click the paper airplane icon on the bottom left of a post or the top right of the screen to send someone a message directly, aka DM them

INSTAGRAM STORIES
An Instagram story is a picture or video that is visible for only 24 hours, unless you "highlight" it on your profile. You can also create and watch live videos!

TIPS
- Instagram is a very visual app, so try to post things you find visually appealing
- There is no character limit on Instagram captions, so use your caption to get your point across and spread information in as many words as you need
- Using hashtags and locations will get more people to see your posts
- Becoming a business profile is free and allows you have a contact button on your profile, view insights on who is seeing your posts, and promote posts (for a fee)