

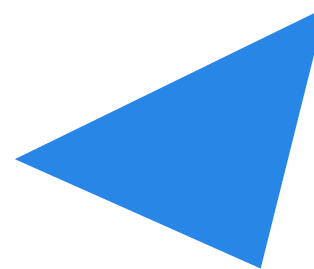
Social media: what's happening, what we can use: practical proposals

Since 2011, the % of adults 65+ who don't use the Internet declined to 29%.

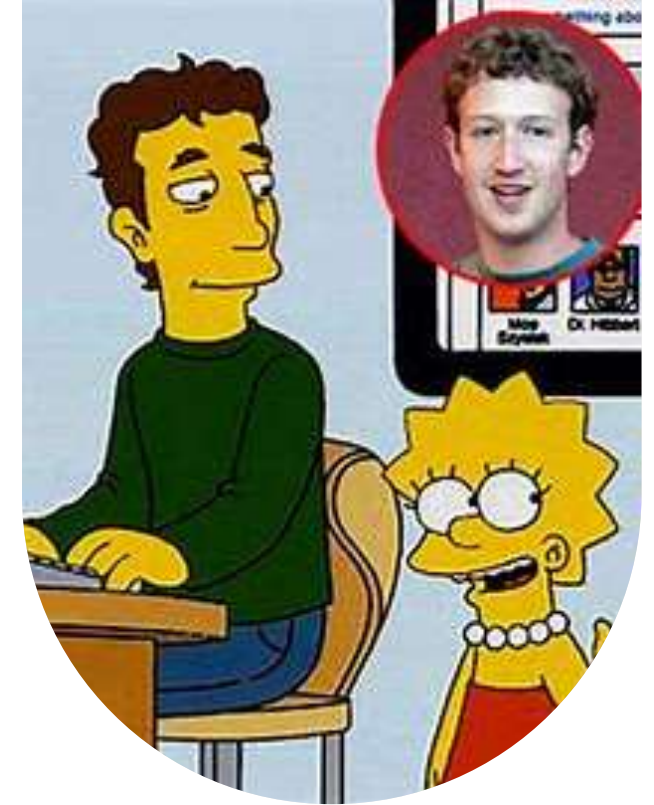
Internet use by retired adults increased to 67% in 2019*



ALL IMAGES RIGHTS-FREE



*The most recent figures: Source: Office for National Statistics - Labour Force Survey



**HOW TO GUIDE: Social media
choosing and using**

February 2021

Version 2.0

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What social media most suits our audience?*

BABY BOOMERS, born 1946 - 1964, aged 56-74, 21% of UK : 14.3 million of them.



Facebook,
2.6 B users



YouTube
2B users



WhatsApp,
2B users

N.B. Facebook owns WhatsApp



Pinterest – *mainly female, aged 25-44 14% of those aged 65+ use it but it's growing and is useful as a resource for u3a groups*

More people LOOK at social media than POST on it.
Consider how many visitors you get? No. of Followers?
e.g. my experience = 2/3 posts a week = 500 views a week



*Twitter: 330M globally;
15% users 55+; too few 65+ to count*



*Instagram: 80% follow a brand
75% 18–24yrs; 8% of 65+.*

Why focus on Facebook? **44.84 million UK people use it ***

- 66% of UK (67,886,011) has a Facebook account
- **UK users aged 65+ grew from 4% in 2019 to 9%**
- 52% of users are women, 48% are men
- 44% of users visit it every day

June 27, 2017: MENLO PARK, Calif.

Facebook now has more users than the population of the US, China and Brazil -- combined. CEO Mark Zuckerberg said that the social network just eclipsed 2 billion active users.

"We still have a long way to go to connect everyone," he added, "... we must bring people closer together."

PROs

The most popular social platform

Massive “reach” in right demographic

FREE, versatile – e.g. Facebook Rooms

Improved security – 2 factor security

Integrates with many other media

Works on all devices

Lots of online help & support groups

Constantly adding functions, e.g.

*Facebook Rooms for free time-unlimited
Videoconferencing*



and CONs

REPUTATION:

Fears about misuse of personal data

Belief that it’s all very trivial, mainly for people who want to share personal details of their lives and meals!

Belief that it’s difficult to use or set up

Lack of knowledge about it

- Group or Page?
- Facebook Ads?
- Facebook Rooms?
- Facebook 360 photos?
- How to secure an account?



1. Set up a Facebook profile, a page or a group?

A Facebook Profile: is for individuals, who may invite up to 5000 friends.

If you worry about your data, provide the minimum and even falsify your DOB if you can remember the fake one; if you get locked out of your account, they may ask you for it.

But add a photo or avatar : it makes it much easier for prospective Friends to identify you.

WHY? – you can join groups of likeminded people, find info, join events, use Facebook resources

A Facebook Page: is about a cause, a person (Fan Page), a product that may be of interest.

The people who visit have a common interest – say, in u3a day! A page is always public; anyone who LIKES a page is subscribed to it. You can link pages to groups or profiles. An Admin can delete a Page easily.

A Facebook Group is a set of people with a common interest that form a community, e.g. u3a.

To join a group, people need to be either invited or approved. If they want to join, you can ask them questions. There are 2 privacy options: **public or private**. You can HIDE a private group.

Facebook groups

Public: anyone can see who's in the group and what they post.

Private: only members can see who's in the group and what they post.

Only **private** groups can be **hidden** – i.e. they can't be found by anyone but members. Invisible.

To change to Hidden:

go to **News feed**, click **Groups**, select your group, click **Settings** then **Hide Group**, select **Hidden** then Save.

Why not go public?

Less work for your Admins, no need for Moderators, people can be Blocked/prevented from posting by Admins, and you can change the nature of the group if being public doesn't work..

How do we decide what to communicate?

How do we **decide**
what content to
create and update?

How do we find out **our**
audiences' needs?

How do we
prioritise
content?

How do we know
we've got it right?

Aims for your Facebook Group/Page – and how to meet them

What you might want to do

1. Recruit new members for groups
2. Give learning opportunities online
3. Engage members so they want to contribute
4. Encourage people to share laughs
5. Respond to members' views
6. Share & publicise information
7. Run events ideally live

How you might do it via Facebook : *what you do sets the tone , so Learn Laugh Live? Post a video of interest each week...?*

Use Facebook Ads – very cost-effective advertising – to attract Appropriate people* to your (open) page or group

Advertise open events/competitions/silly videos on your group or page: subscribe to relevant “feeds” from Pinterest, other Groups, Other organizations & news stories – put relevant news here.

Pose a question relevant to a post and ask for views, e.g. an article about Ageing may recommend a vegan diet....? SurveyMonkey can be auto-linked to Facebook.

Plan regular events, ideally weekly e.g. broadcast your monthly meeting, ask Grp Leaders each to do an update at least once a year..

Post your newsletter automatically (via Mailchimp) to your social media and website.

Use Fbk Rooms to host a FACEBOOK LIVE event for max 50 people
Can advertise on Eventbrite.*

* On both Facebook Ads and Eventbrite you can restrict your audience: Fbk not only by geography but also by age, and interests.

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Learn Laugh Live

Almost half of all original YouTube videos are of people's pets, and **around 26 billion views are just for cats**, making them the single most popular category. Some cats have even become famous, and earn millions of pounds after their owners posted their pictures online.*



✔ Free to use (CC0)

 <p>2:40</p>	 <p>9:17</p>	 <p>58:58</p>
<p>TOP 10 BEST CAT VIDEOS OF ALL TIME!</p> <p>16M views · Sep 6, 2012 YouTube › WatchTheDaily</p>	<p>Hilarious Cat Viral Videos Ultimate Cat Compilation 2019</p> <p>21M views · May 7, 2019 YouTube › Newsflare</p>	<p>THE BEST CUTE AND FUNNY CAT VIDEOS OF 2019! 🐱</p> <p>6.1M views · Dec 30, 2019 YouTube › Rufus</p>

* [Why cat clips rule the internet - CBBC Newsround](http://www.bbc.co.uk/newsround/33848745)
www.bbc.co.uk/newsround/33848745



How to set up a Facebook page

1. **Appoint 2 Facebook Admins** who have personal Facebook accounts.
2. **Go to [Facebook's Create a Page](#) section.** Choose “Company, Organisation or Institution”, NOT “Community or Cause.”
3. **Upload a logo or image – a small and a large.**
4. **Fill out details** – short description of your group, link to website.
5. **Add some interesting & if possible, USEFUL content.** Introduce yourself – invite others to tell a story or post a picture. Use photos of [people](#)
6. **Invite people to join in:** you [can](#) import a group with a CSV file (with permission)
7. **Seek out other relevant pages** –outside Facebook, sign up for relevant news that will bring content to you that you might share on Facebook.
8. **Update the page often – at least weekly, ideally daily**

Recommended general photo upload size is 1,200 x 630 pixels, max 8MB
Facebook will automatically resize & format your photos once you upload them.

Official Page

Communicate with your customers and fans by creating and maintaining an official Facebook Page.

Create a Page for a:

Local business

Brand, product, or organization:

Non-Profit

Artist, band, or public figure

Page name:

(examples: Summer Sky Cafe, Springfield Jazz Trio)

I'm the official representative of this person, business, band or product and have permission to create this Page.
[Review the Facebook Terms](#)

Create Official Page

Find Images:

Small square
web logo



Page-top image

1640 x 856 pixels, rectangular

Upload limit is 8MB

Manage Page

Lichfield Society of Artists

If you'd like, you can switch to the classic Facebook.com for 48 hours to manage your Page. [Switch now](#)

- Home
- News Feed (8 new)
- Inbox (21 new comments)
- Resources & Tools
- Manage jobs
- Notifications (7 new)
- Insights
- Publishing Tools

2021 OPEN ART COMPETITION

Organised by *The Artist and Leisure Painter* in partnership with Patchings Art Centre

PRIZES TO BE WON WORTH OVER £13,500

Deadline for entries **April 15, 2021**

Logos: CARANPACHE, DERWENT, DALER ROWNEY, BATSFORD, 50 SEARCH PRESS, WINSTON OH, Clairefontaine



Lichfield Society of Artists

@lichfieldsocietyofartists · Community organisation

[Edit Send Email](#)

Home About Photos More

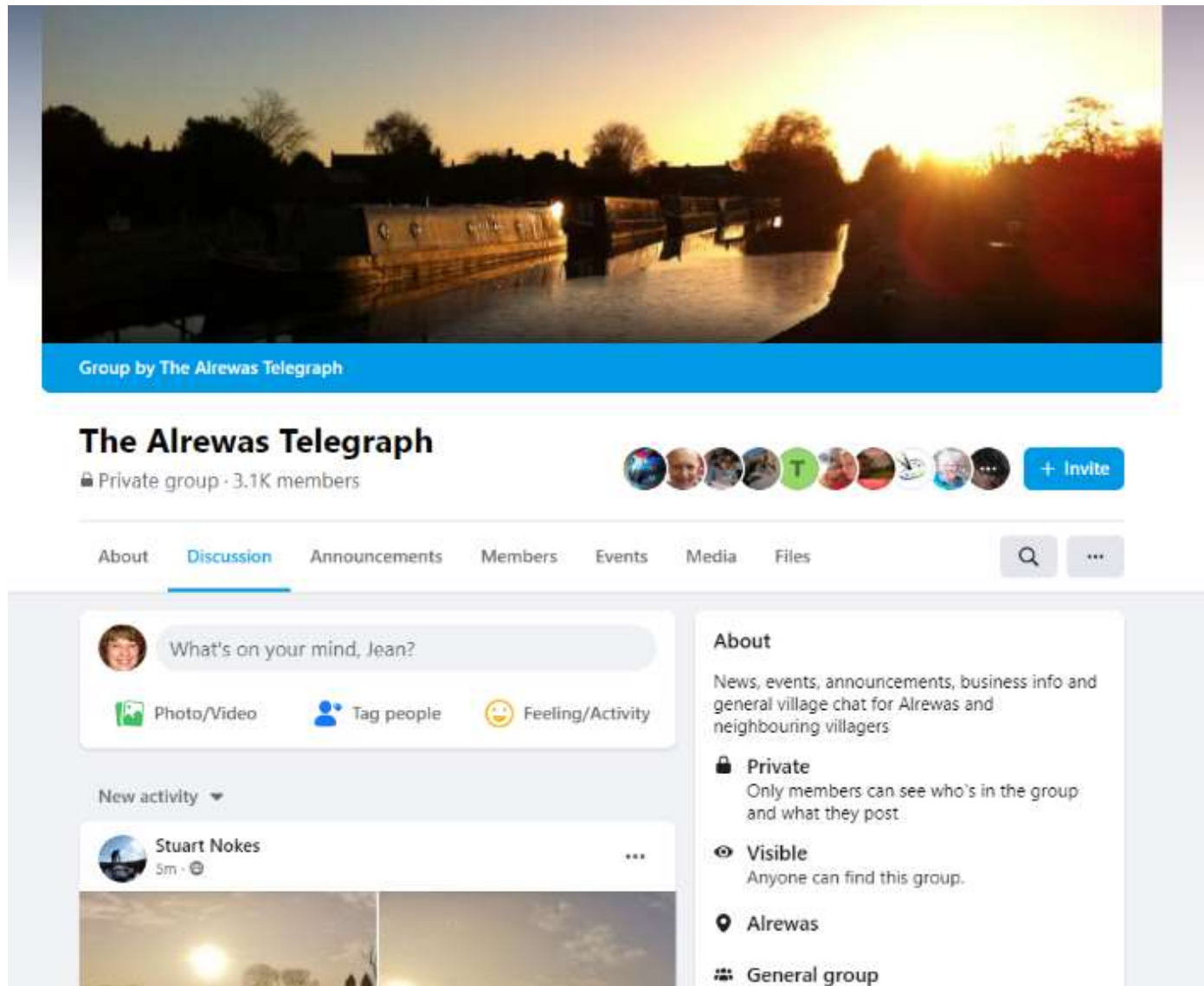
[Promote](#) [View as visitor](#) [Search](#) [More](#)

How to create effective posts ✕
Short, visual posts created for the right audience are more successful.
[Learn How](#)

[Create Post](#)

[Photo/Video](#) [Get Messages](#) [Feeling/Activity](#)

Example of a Group: “The Alrewas Telegraph” posts news about the village of Alrewas



The screenshot displays the Facebook group page for 'The Alrewas Telegraph'. At the top, there is a cover photo of a canal at sunset. Below the cover, the group name 'The Alrewas Telegraph' is shown, along with its status as a 'Private group' and a membership count of '3.1K members'. A row of member profile pictures and an '+ Invite' button are visible. The navigation menu includes 'About', 'Discussion', 'Announcements', 'Members', 'Events', 'Media', and 'Files'. The main content area shows a post by 'Stuart Nokes' with a sunset photo. On the right, the 'About' section provides details: 'News, events, announcements, business info and general village chat for Alrewas and neighbouring villagers', 'Private' (only members can see who's in the group), 'Visible' (anyone can find this group), 'Alrewas' (location), and 'General group' (type).

To set up a **group** you need to –

- Be clear about its purpose
- Decide if it's public, private or hidden
- Have at least 2 Admins
- Have appropriate content & images ready
- Have supporters – who'll post
- Have Moderators?
- Think about how you'll keep it going: plan regular events, e.g. monthly mtg, ask GLs each to do an update..

SUMMARY

What are Facebook Groups?

- Any Facebook user can create a Group - [public, private, secret](#)
- You need 2 admins, and people keen to join: you can import a list of email addresses using a **CSV** file
- 2 images: small web logo (constant), & header image (change): 1640 x 856 pixels, rectangular. Upload limit is 8MB
- Create events, upload pictures/video & share files in a Group
- To delete a group, either remove all members, or “delete group”

About this group

News, events, announcements, business info and general village chat for Alrewas and neighbouring villagers

 **Private**


Only members can see who's in the group and what they post

 **Visible**

Anyone can find this group.

 **Alrewas**

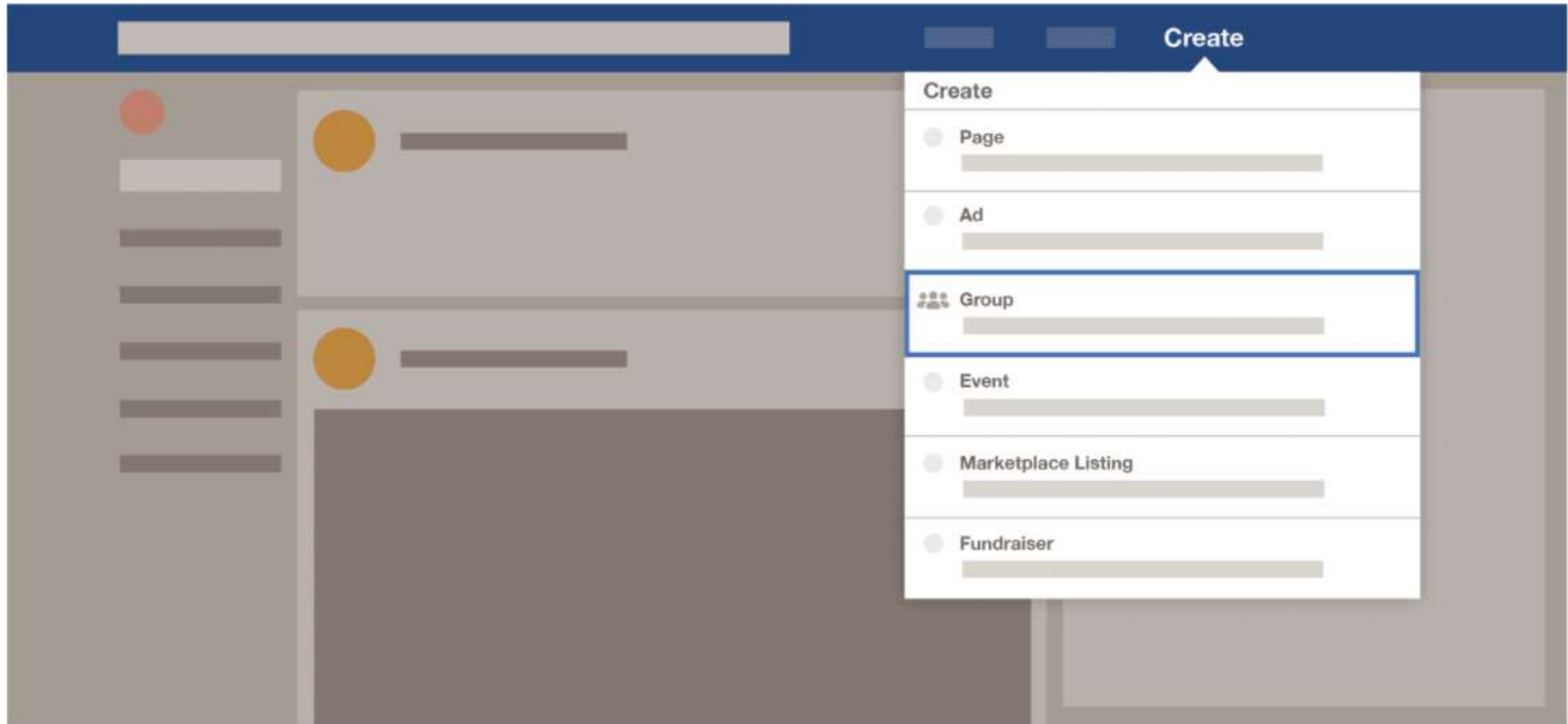
 **General group**

 **History**

Group created on 10 November 2013 [See More](#)

How to create a Facebook Group

From your Facebook homepage, click **Create** in the upper right and select **Group**.



Facebook has masses of easy to read, easy to find online help

The screenshot shows the Facebook Help Centre interface. At the top, there is a search bar with the text "Search" and a "Return to Facebook" link. Below the search bar is a navigation menu with the following items: Home, Using Facebook, Managing Your Account (highlighted), Privacy and Safety, Policies and Reporting, and Support Inbox (with a notification badge). A dropdown menu is open under "Managing Your Account", listing: Login and Password, Your Profile and Settings, Names on Facebook, Notifications, Ad Preferences, Accessing & Downloading Your Information, and Deactivating or Deleting Your Account. On the left side, there is a sidebar menu with categories: Creating an Account, Friending, Your Home Page, Messaging, Stories, Your Photos and Videos, Videos on Watch, Pages, Groups, and Resources for Page and Group Admins (highlighted). The main content area displays the heading "Page and Group Admins" and a list of help topics, each with a dropdown arrow: "How do I link a Facebook group to the Page it's linked to?", "How do I link my Page to my linked group on Facebook?", "How do I post as myself or as my Page in my Facebook group?", "If my Facebook Page is deleted, what happens to the groups that are linked to it?", "How do I link or unlink a group from my Facebook Page?", "How do I create a Facebook group where my Page is the admin?", "What role does a Page have in a linked group?", and "How do I link multiple Facebook Pages to a group?".

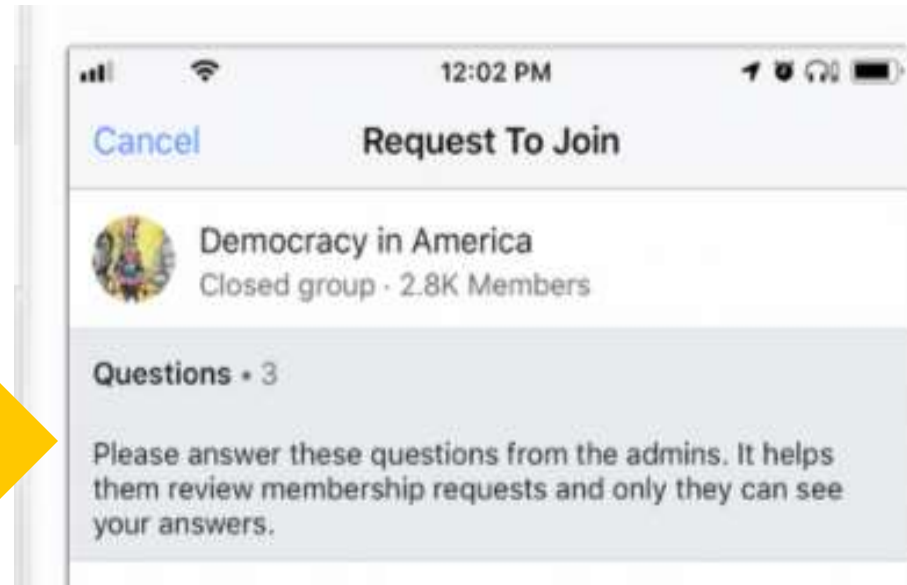


Grow and Engage your Group

- Ask members to follow the group and share posts on their personal pages, or share posts with other groups
- Use EMOTICONS/emojis – boost Likes 57%! 😊 😄 😁 😂
- Visual posts will get more attention: beware upload limit of 8MB
- USE VISUALS : animated GIFs, great images, video:

VIDEO is forecast be 82% of all online content, by 2022

N.B. You can ask people questions when they ask to join



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Content best practice: 70% home-grown, 20% shared (from others), 10% promotional

- Gather opinion on a topic, create polls, e.g. to create news stories
- Get to know your members – it's about **people**: ask Group Leaders to "guest" on your page, post about their group.
- Run an event*: from news feed, click **Events**
- Run regular features – joke of the week? Photo of the week?
- Run quizzes and events on your page: look at **Facebook Rooms**
- **Recruit members – if it's open to non-members!**

* To run a recurring event, you need a Page.

CREATE A POLL:

Log into your account

Go to your news feed.

Click "**Groups**" on the left .

Choose your group

Or make a new one!

Go to "**Write something...**"

Click, then click "**Poll**"



Engage your group with video

- You can Publish your video on Facebook*
- Use **great visuals & create captions** **
- Your video's name = **descriptive, interesting**
- Keep video short. i.e. **3 minutes or less**
- Create video in a **square format**
- Try live videos. They get more views.
- There are many free video editing programs

* You might "lose" them if you link to YouTube. ** 85% of viewers don't turn on sound. Google to find out what to do.

There's a lot of advice...



video and photo facebook

All Images News Videos Maps More

About 6,830,000,000 results (0.69 seconds)

Videos



How to add video and images in the same post on Facebook ...

YouTube · Saenz Digital
16 Dec 2019



How to upload photos & videos in the same post on your ...

YouTube · Ray Mancini
22 Oct 2018



How To Post Video and Photos Together In Facebook Page

YouTube · Homix Record
24 Jun 2017

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Facebook 360 Photos

Share an immersive view of your world



Creating a Facebook Messenger Room* (rival to Zoom?)

“Messenger Rooms” is a feature inside Facebook Messenger which **lets any Facebook user host audio and video calls with up to 50 others simultaneously.** For as long as you like. FREE.

Join meetings using a link from Messenger - AND you don't have to have a Facebook account.

To create a room from your phone, download the latest Facebook & Messenger mobile apps.

1. Open the Messenger app.
2. Tap the **People** tab at the bottom right of the screen.
3. Tap **Create a Room**, and select the people who you want to join.

Just share the link and anyone can join, even without a Fbook account.

You can join a room from your phone or computer -- no need to download anything.



* Rooms launched in April 2020: Facebook will increase the number of users supported. Currently 50.

Manage your Group

Group rules

Admins can establish up to 10 specific group rules to foster a civil and respectful environment where productive conversations can happen. You can post rules in the Group to give everyone clear expectations for acceptable behavior.

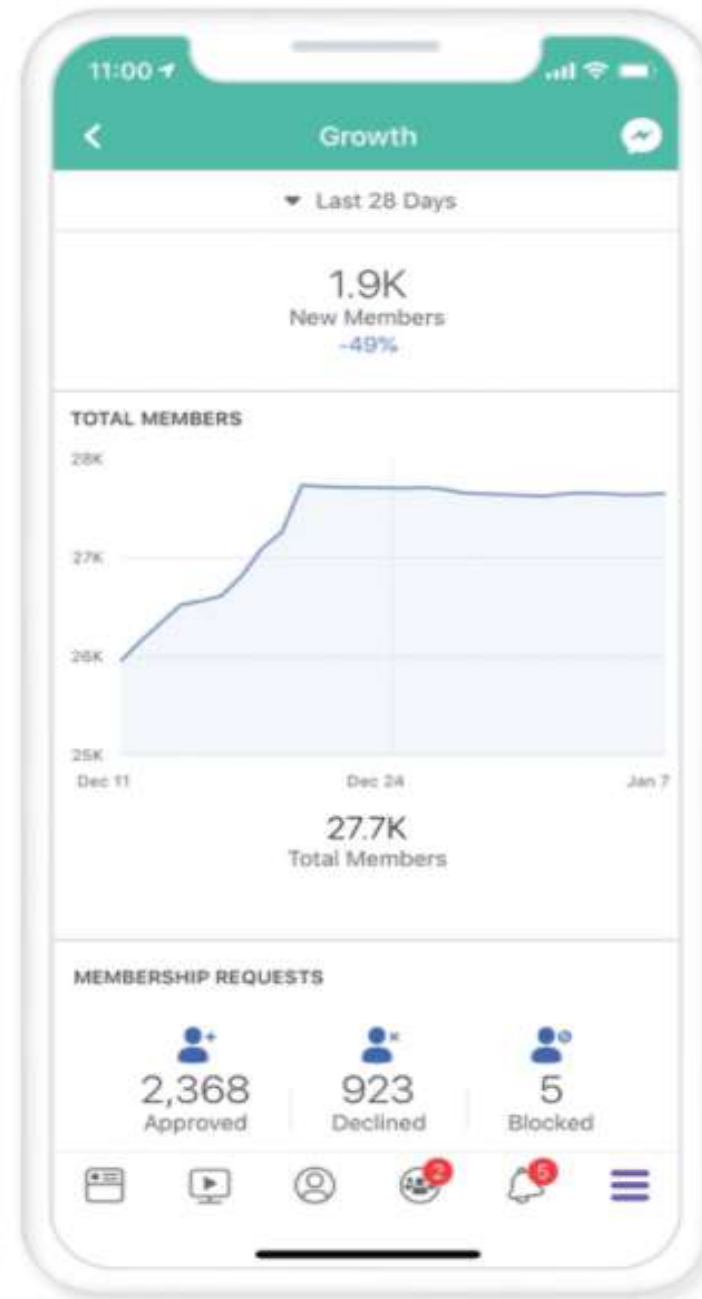
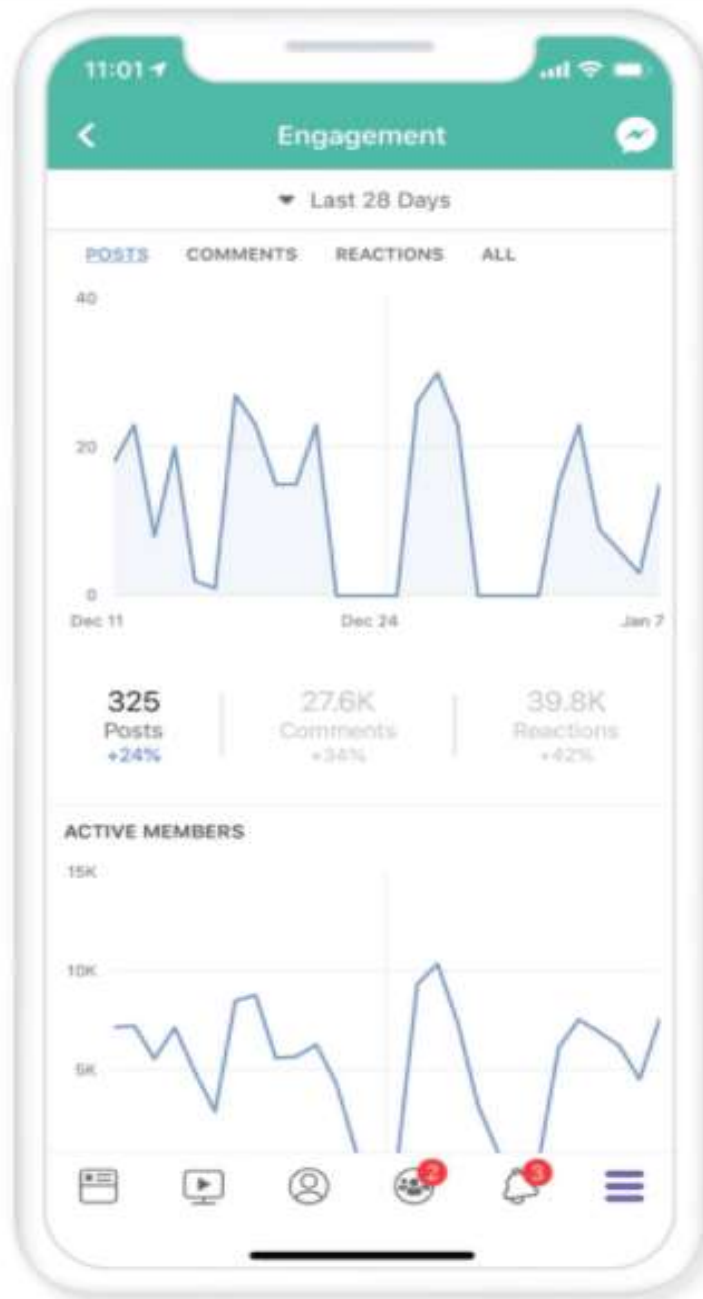
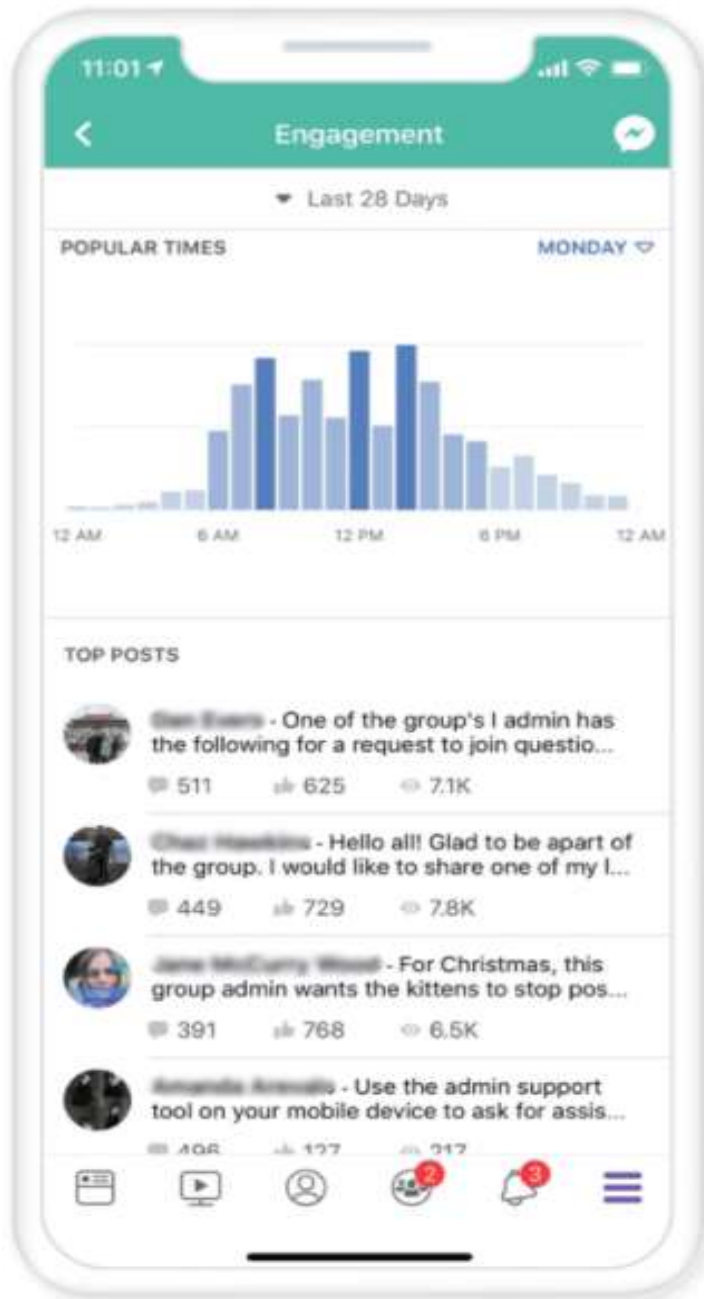
Click **INSIGHTS**

at the top of your page to find out how it's doing – what time of day people tend to post, how many page views there've been, etc.

Admins can remove a group member's ability to comment, if they need to – do you need moderators?



Rules are also displayed when a member requests to join the group, for those groups that use membership questions to help vet and approve new members. Group admins can either use the example rules or create their own.



HELP!!

Before you go to the extreme of asking your children..



All images rights-free; this from Pexels

**Anything you want to do on Facebook - ask Facebook.
There are even Facebook Help groups: you can post queries.
If you have a problem, check your original account settings.
If Facebook doesn't help, Google will – it's social media.**

N.B. Beware, much help is American, e.g.

[The Ridiculously Awesome Guide to Facebook Live | WordStream](#)

jacksonjean@live.co.uk; u3a Lichfield, January 2021