

# Social Media for Seniors

Dan Pettus

Jean Raftery Sackin

# Agenda

- ▶ What is Social Media?
- ▶ Why are Seniors using it more and more
- ▶ Do the Russians have my personal information!
- ▶ Break
- ▶ Let's pick a few and how to use them:
  - ▶ Nextdoor (setup recommendations)
  - ▶ Facebook (setup recommendations)
- ▶ Pinterest, Twitter, Instagram, Snapchat, and the rest of them!
- ▶ Panel discussion with Dan, and Jean

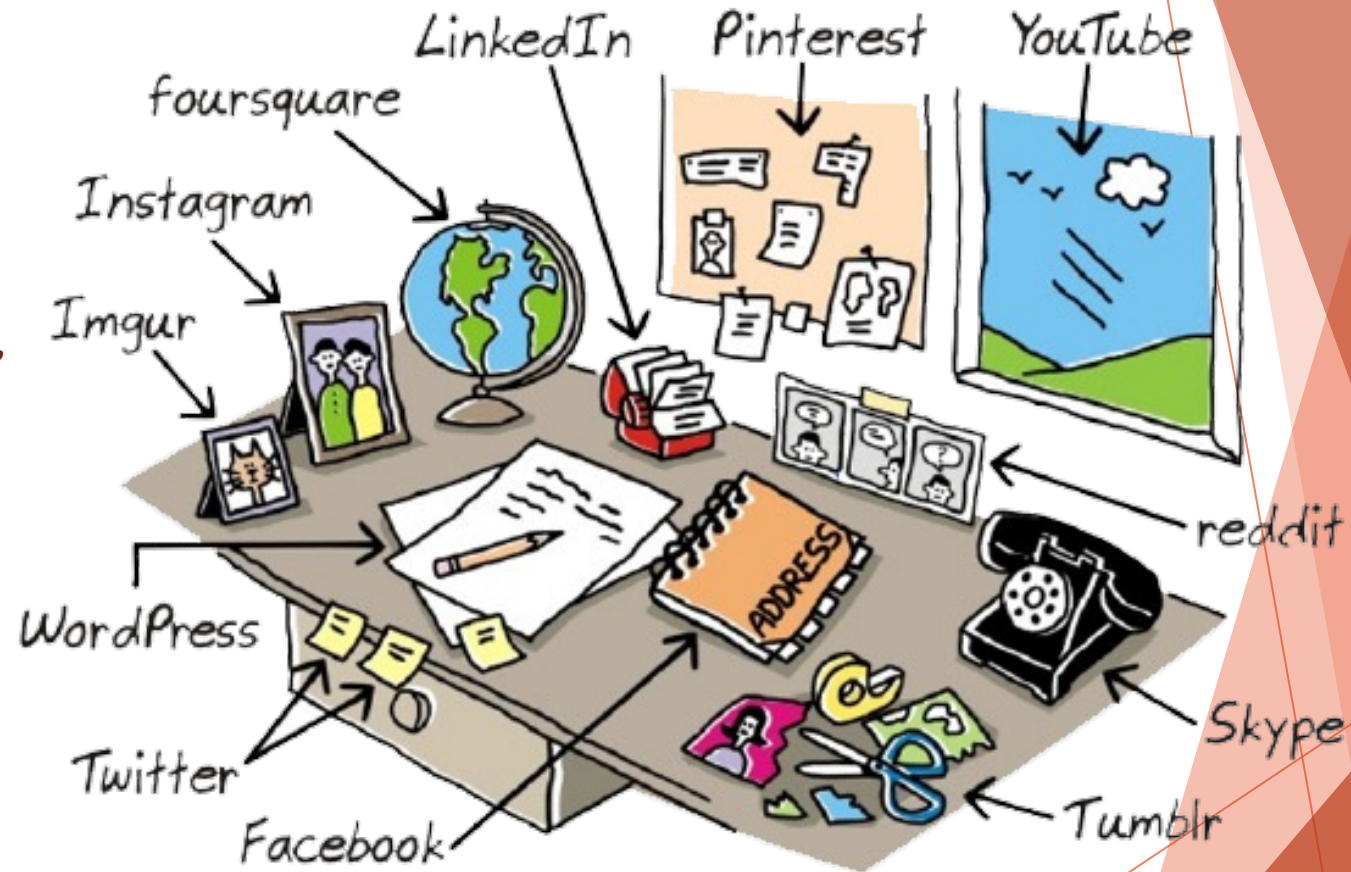
# What is Social Media?

- ▶ Place Holder for VIDEO

# So many ways to use Social Media

Wiki says....

- *Social Media is computer technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.*



# A cup of coffee?



# Why seniors endorse Social Media

1. Keep in touch
2. Research
3. Ask questions
4. Entertainment
5. Learn
6. Meet others
7. Sales and other opportunities

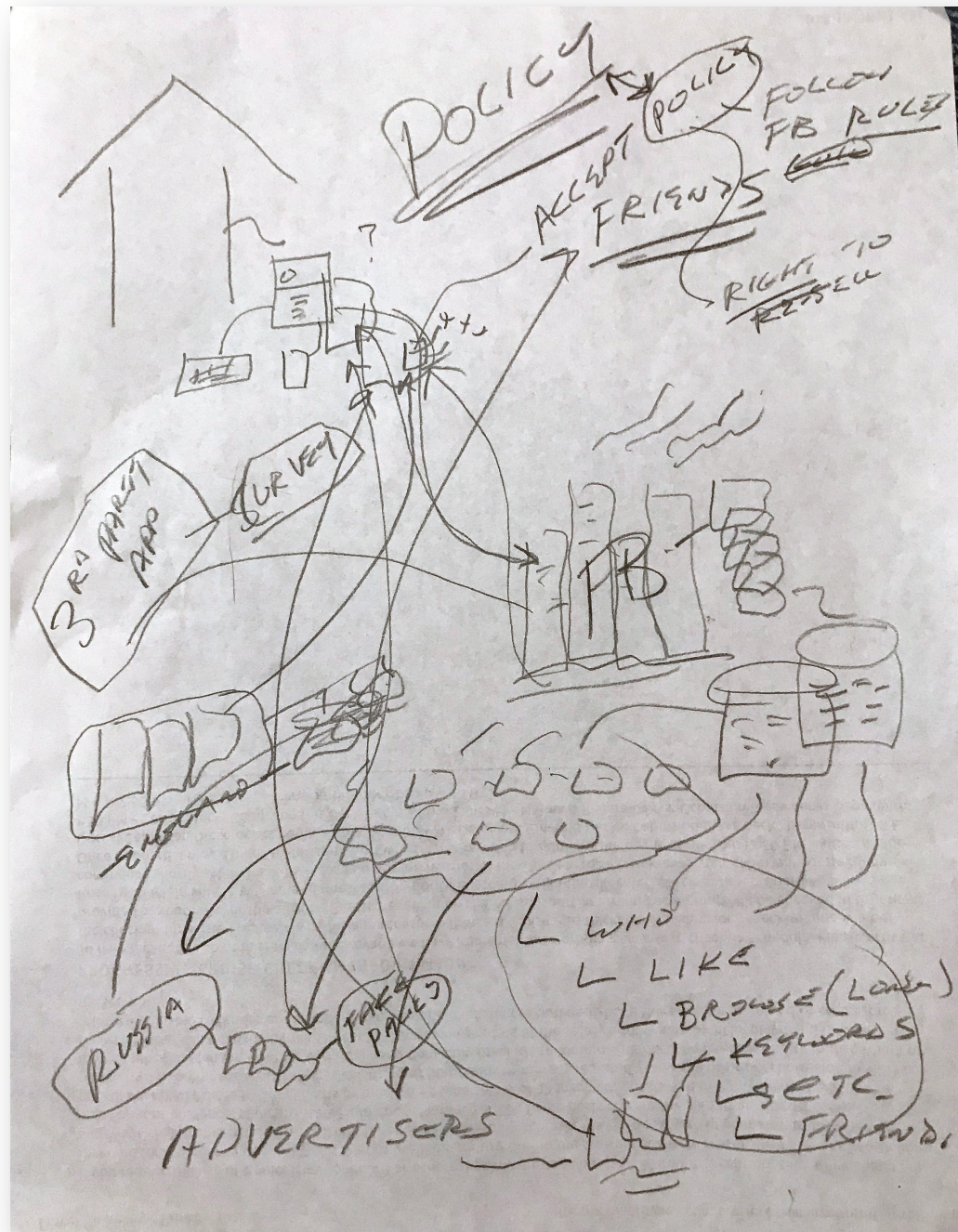
Do the Russians have my  
information?

If you ever used an “app”, like a survey, in Facebook .... most likely they do!



# Whiteboard

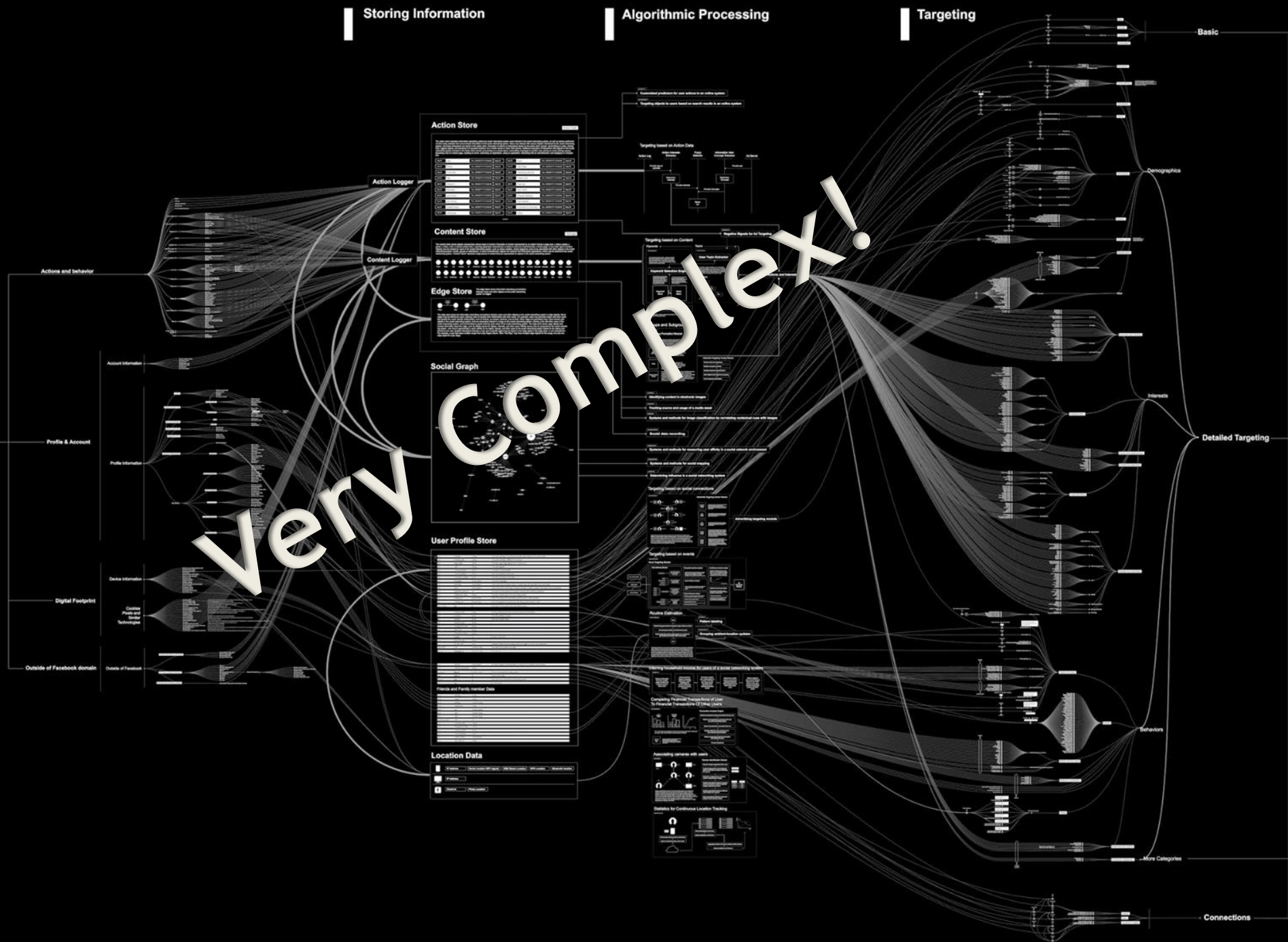
How does Facebook, or most any social media website work?



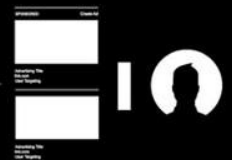
Dan's Whiteboard notes

How complex is it?

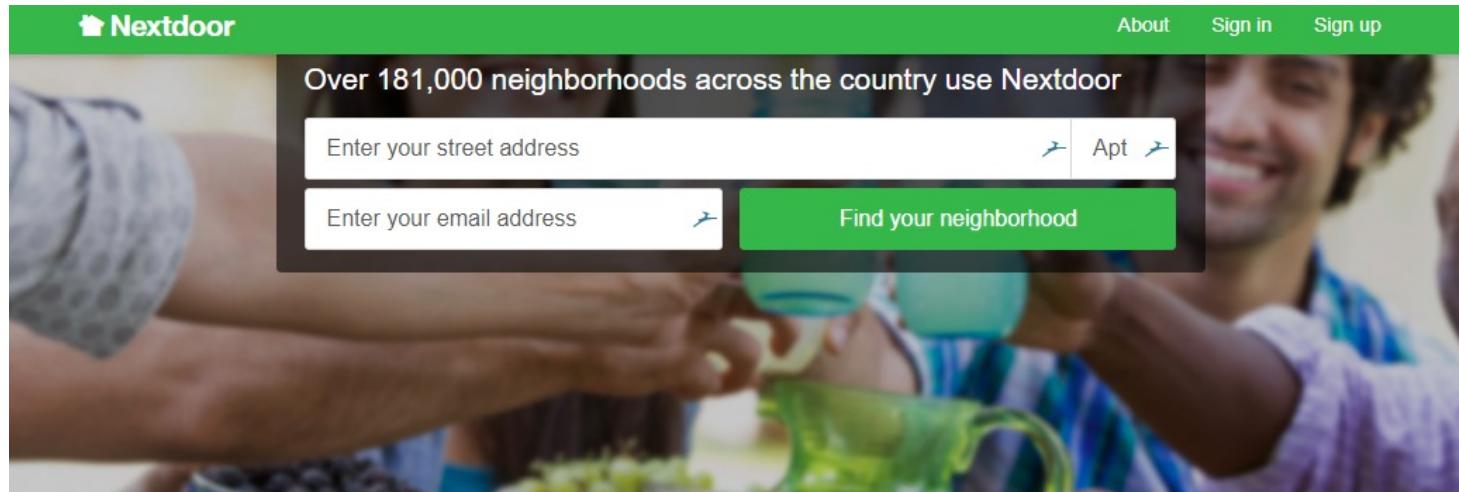
# Data Collection



Very complex!

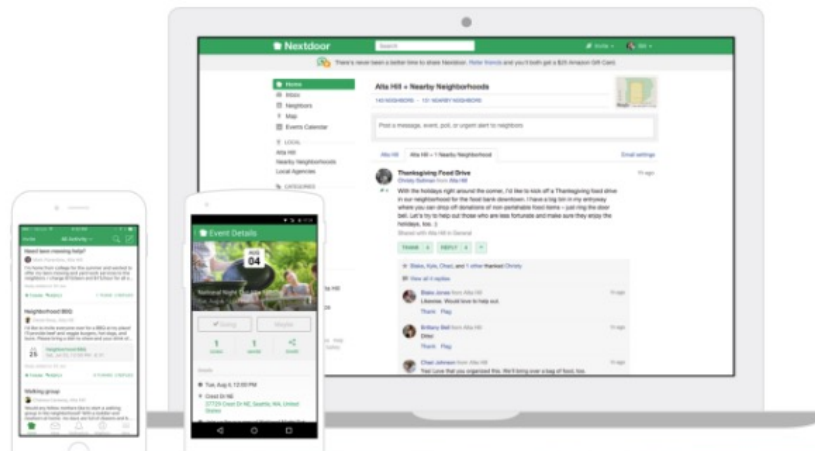






Nextdoor is the private social network for your neighborhood.

Nextdoor is the best way to stay in the know about what's going on in your neighborhood—whether it's finding a last-minute babysitter, learning about an upcoming block party, or hearing about a rash of car break-ins. There are so many ways our neighbors can help us. We just need an easier way to connect with them.



# We are for neighbors.

## About Nextdoor

Nextdoor is the private social network for you, your neighbors and your community. It's the easiest way for you and your neighbors to talk online and make all of your lives better in the real world. And it's free.

Thousands of neighborhoods are already using Nextdoor to build happier, safer places to call home.

People are using Nextdoor to:

- Quickly get the word out about a break-in
- Organize a Neighborhood Watch Group
- Track down a trustworthy babysitter
- Find out who does the best paint job in town
- Ask for help keeping an eye out for a lost dog
- Find a new home for an outgrown bike
- Finally call that nice man down the street by his first name









Nextdoor's mission is to provide a trusted platform where neighbors work together to build stronger, safer, happier communities, all over the world.

# Neighborhood(s) are hyperlocal



# Options








## Neighborhood

-  Recommendations
-  For Sale & Free
-  Events
-  Real Estate
-  Crime & Safety
-  Lost & Found
-  Documents
-  General



# Interests

## Interests

-  All Interests
-  Books
-  Dancing
-  Making & Playing Music
-  Performing Arts
-  Photography
-  Seeing Live Music

# Posting

Message

Poll

Event

Urgent alert

New You can post to an Interest from its page. [Go to Interests](#)

Choose category

☐ Recommendations

☐ For Sale & Free

☐ Documents

☐ Crime & Safety

☐ Lost & Found

☐ General

Choose neighbors


☐ Four Seasons Murrieta (511 neighbors)

☐ Four Seasons Murrieta + Nearby (6419 neighbors) [Customize](#)

Subject

Message

# Recommendations



Home

Four Seasons Murrieta

Map

Neighborhood

Recommendations

For Sale & Free

Events

Real Estate

Crime & Safety

Lost & Found

Documents

General

Interests

All Interests

Books

Dancing

Making & Playing Music


Performing Arts

Recommendations

Add new

Announcing the 2017  
Neighborhood Favorites! >

Recommended local businesses



Find the best roofers, dentists & more

Dentists

Auto mechanics

Restaurants

Hair salons

Real estate agents

Veterinarians

Pest control services

Plumbers

>


Your recommendations

Tag replies 10+


Claim your business


# “Recommended” examples

Recommendations / Automotive


 **Auto mechanics**


Businesses recommended by neighbors




Superior Auto Repair  8


28733 Via Montezuma J, Temecula




Bird Family Tire & Auto  4


27886 Del Rio Rd, Temecula




Precision Auto Electric & Air Conditioning  5


26500 Jefferson Ave ste b, Murrieta



A 1 Auto  4

28696 Via Montezuma 101, Temecula



Keith, Old Town Tire & Service  4

28700 Old Town Front St, Temecula

[See 5 more recommended businesses](#)

Newest neighbor conversations



Price

Min to Max

☐ Only show free listings

Location

Murrieta, CA

Shop by Category

All Marketplace

Home & Garden

Housing

Entertainment

Clothing & Accessories

Family

Electronics

Hobbies

Vehicles

Classifieds

Search "mirror"



\$260,000 HIGHWAY 18 | RUNNING SPRINGS CA

TWO PROPERTIES FOR THE...  
19 hours ago · Running Springs, CA



\$369,900

BUY THIS HOME WITH 0% D...  
about an hour ago · Redlands, CA



\$319,900

5 Bedroom Home with a Pool!  
16 hours ago · Hemet, CA

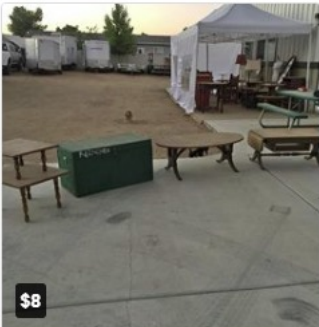


See more Property For Sale nearby.

Explore

Antiques & Collectibles

See All



\$8

Project pieces  
3 hours ago · Menifee, CA



FREE

Moving boxes & a solid wood b...  
17 hours ago · Chino Hills, CA



\$40

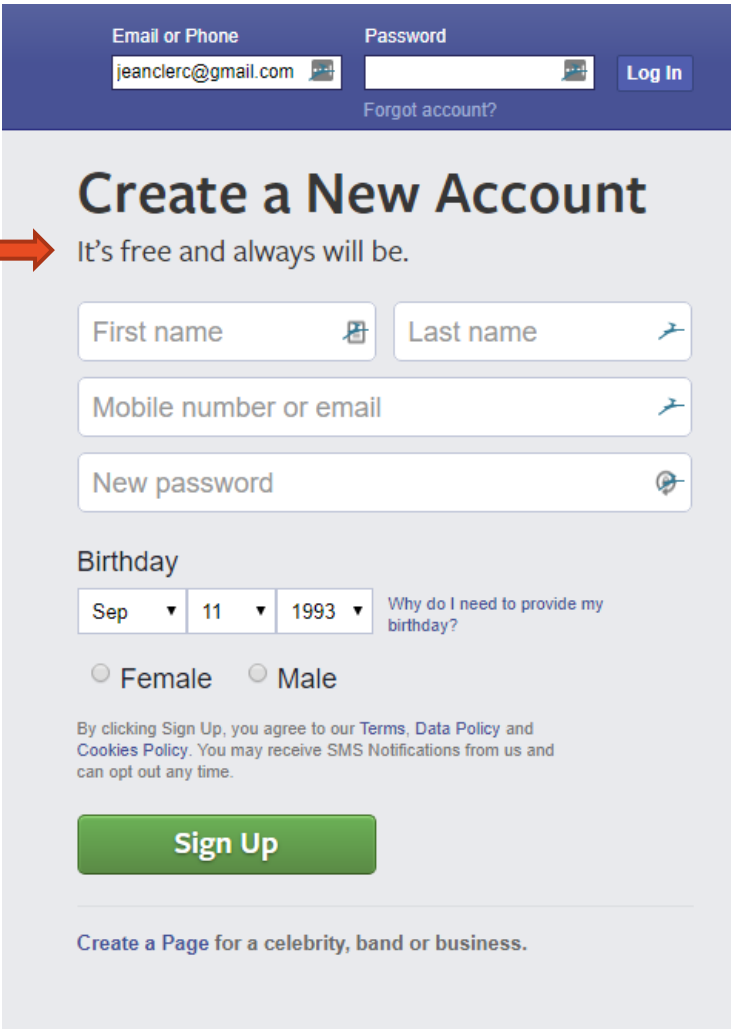
Low rider old magazine  
17 hours ago · San Jacinto, CA



\$50

Antique sunbeam mixer  
15 hours ago · Irvine, CA

# Creating a new Facebook account



The image shows the Facebook account creation interface. At the top, there is a dark blue header with fields for 'Email or Phone' (containing 'jeanclerc@gmail.com') and 'Password', a 'Log In' button, and a 'Forgot account?' link. Below this is the 'Create a New Account' section, which is highlighted by a red arrow. The section includes the text 'It's free and always will be.' and four input fields: 'First name', 'Last name', 'Mobile number or email', and 'New password'. Below these is the 'Birthday' section with dropdown menus for month ('Sep'), day ('11'), and year ('1993'), and radio buttons for 'Female' and 'Male'. A link 'Why do I need to provide my birthday?' is next to the year dropdown. Below the birthday section is a paragraph of terms and conditions, followed by a green 'Sign Up' button. At the bottom, there is a link 'Create a Page for a celebrity, band or business.'

Email or Phone Password

jeanclerc@gmail.com Log In

Forgot account?

## Create a New Account

It's free and always will be.

First name Last name

Mobile number or email

New password

Birthday

Sep 11 1993 Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#), [Data Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

Sign Up


Create a Page for a celebrity, band or business.


# Why does Facebook need my birthday?


“It’s free and always will be.”  
Customer or product?





# Settings


 General


 Security and Login


 Your Facebook Information


 Privacy


 Timeline and Tagging


 Location


 Blocking

 Language


 Face Recognition

 Notifications

 Mobile

 Public Posts

## General Account Settings

 To download your information

Name	Jean
Username	http
Contact	Pri
Ad account contact	jea
Temperature	Fal
Manage Account	Mo
Identity Confirmation	Co



# Managing your account

 [Help Center](#)

[Creating an Account](#)

[Friending](#)

[Your Home Page](#)

[Messaging](#)

[Photos](#)

[Videos](#)

[Pages](#)

[Groups](#)

[Events](#)

[Payments](#)

[Marketplace](#)

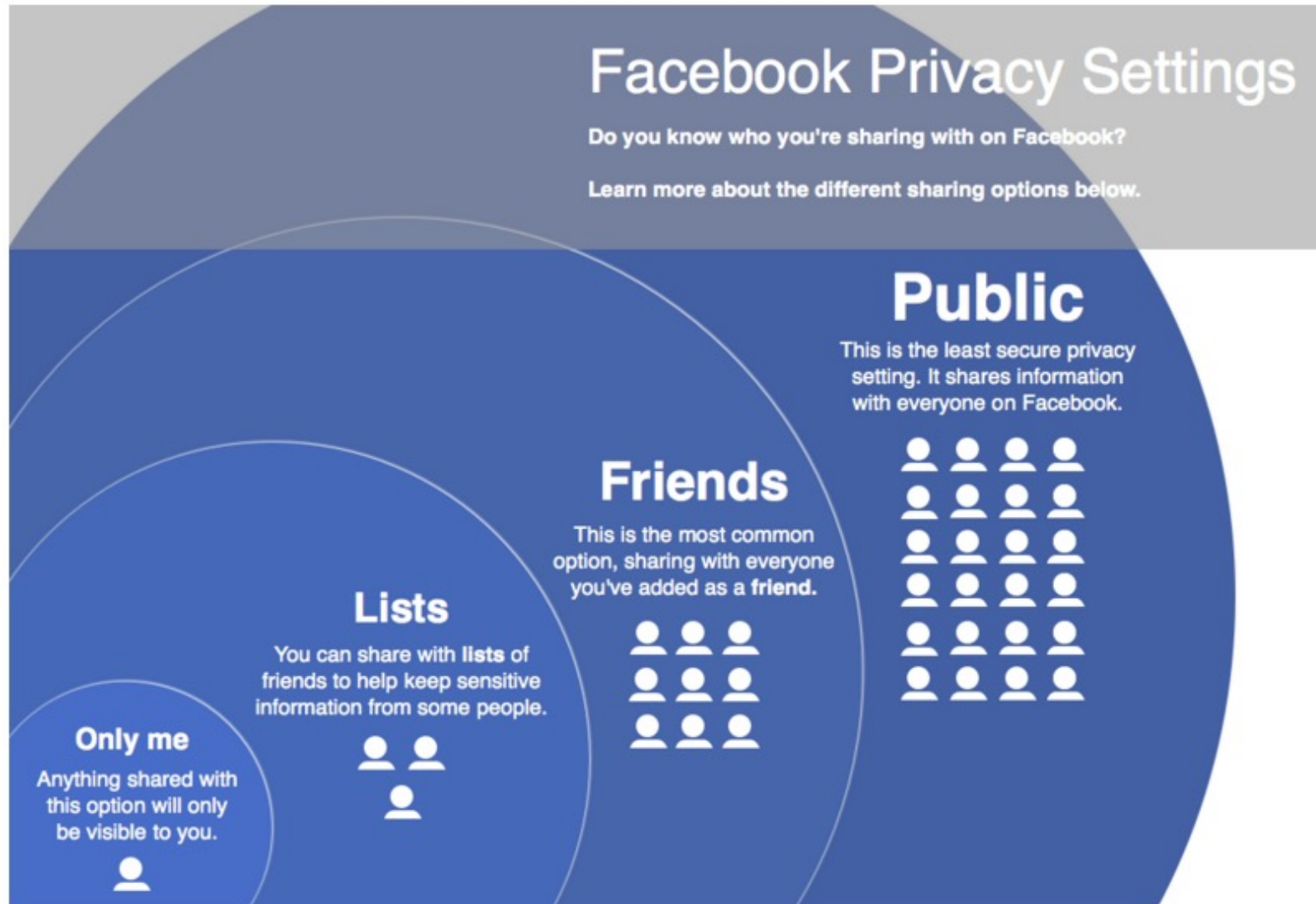
[Apps](#)

[Facebook Mobile and Desktop](#)

[Apps](#)

[Accessibility](#)

... you can limit your information on FB pages .... but ....



# Privacy Settings and Tools



## Your Activity

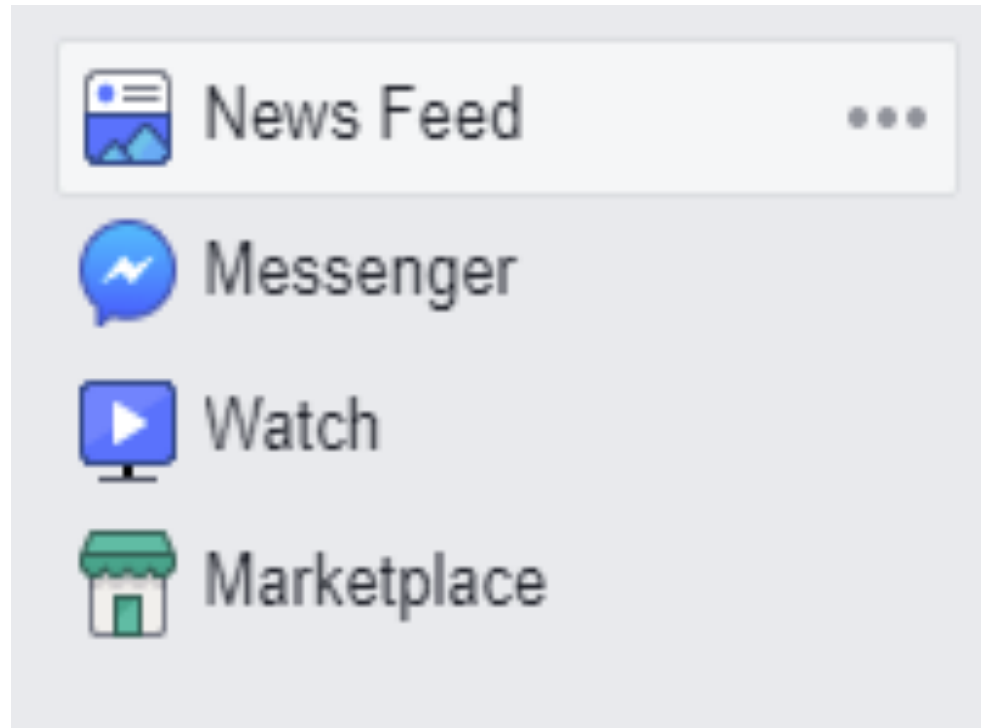
Who can see your future posts?	Friends	Edit
Review all your posts and things you're tagged in		Use Activity Log
Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts



## How People Find and Contact You

Who can send you friend requests?	Friends of friends	Edit
Who can see your friends list?	Friends	Edit
Who can look you up using the email address you provided?	Friends	Edit
Who can look you up using the phone number you provided?	Friends	Edit
Do you want search engines outside of Facebook to link to your profile?	No	Edit


# Default settings








# News Feed Preferences

## Preferences

Take control and customize your News Feed.



-  Prioritize who to see first
-  Unfollow people and groups to hide their posts
-  Reconnect with people and groups you unfollowed
-  Discover Pages that match your interests
-  See more options





# facebook Messenger

New Message

To: Name

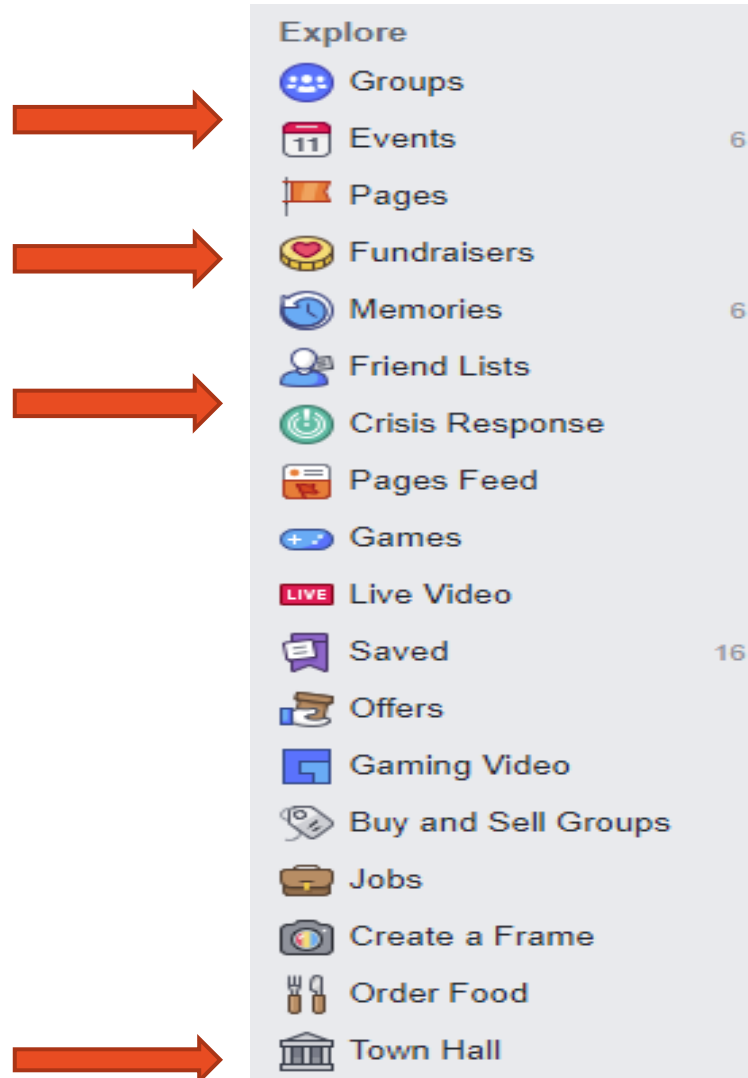
Write a message...

 Add Files


 Add Photos


Send


# Options



# Groups

- 

**You know you're from El Cajon when...**  
10+ unread posts
- 

**RosarySD68**
- 

**Growing Up In San Diego**  
10+ unread posts



# Events

11 Events

Events

Calendar 6

Birthdays

Discover

Hosting 5

+ Create Event

Upcoming Events

SEP 12 WED

Ca42 Light Brigade-Kava Nope

6:30 PM · Los Alamos and 215 Fwy, Murrieta, Ca.

You can't go.

Can't Go Share

SEP 15 SAT

Meet Your Fellow Members

3:30 PM · The Bridge on Third - A Modern English Pub

Cindy and 5 friends going

Maybe Share

SEP 16 SUN

Postcard writing party!

1 PM

Crystal MacHott invited you

Interested Going Ignore Share

See All Upcoming Events

Events You May Like

9.29.18

atidrusbA

TEDx Temecula

SEP 29

TEDxTemecula 2018: Absurdity

Sat Sep 29 · Old Town Temecula Com...

106 people interested

SEP 28

Get Shamrocked Fest 2

Fri Sep 28 · Get Shamrocked

220 people interested

Find Events

Today

Tomorrow

This Week

Choose Date

Causes

Music

Comedy

Literature

Art

Home

More


Upcoming Birthdays

Sue Ritz

Oct 12

Your Post

# Fundraisers


 Fundraisers


About


Explore


Manage


Shortcuts

 Dawn's Birthday Fundra...

 Karenk's Birthday Fund...

 Whitney's Birthday Fun...

 Steve's Birthday Fundra...

 I'm Donating My Birthda...

+ Raise Money



Create a fundraiser for yourself or someone else, or another cause that's important to you.

 Medical expenses

 Education

 Nonprofits and more

Raise Money



Cindy Bustos, Coletta Boone and 43 other friends have donated to a fundraiser.



**More Money to the Causes You Care About**  
We don't charge fees on fundraisers for nonprofits and have removed our platform fee for personal fundraisers.

Fundraiser Categories

 Animals

 Arts and Culture

 Community and Social Action

 Crisis Relief

 Education

 Environment

 Funeral and Loss

 Health and Medical

 International

 Personal Emergency


 Faith


 Sports


# Friend Lists


**Friends**


[+ Create List](#)[See All Friends](#)


 Murrieta, California Area


 Mt. San Jacinto College


 Acquaintances

 Rosary High School

 McEneaney Associates, Inc.

 Family

 Close Friends

 Restricted

# Crisis response

The Holy Fire in Trabuco Canyon, California, USA

Crisis Response


**Support**

About

Friends in Area

Share This Page

**Safety Check has ended for this incident. You can still use Crisis Response to request or offer help, see if friends are marked safe, get updates and more.**



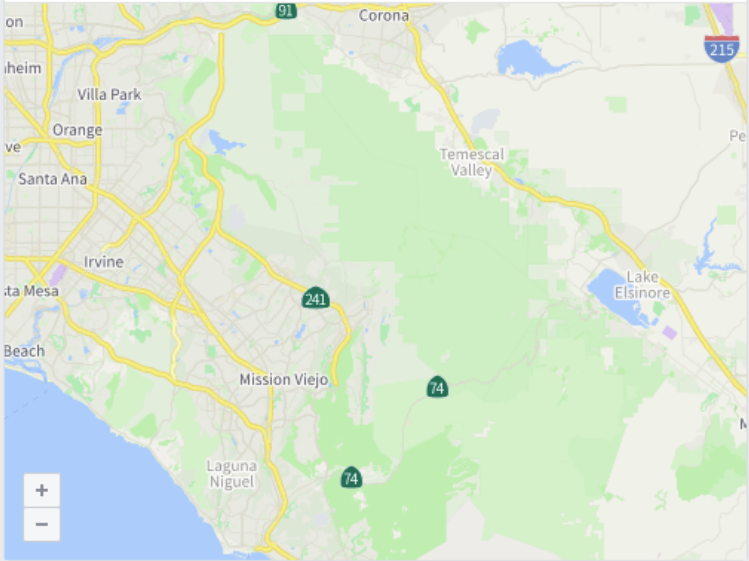
**You marked yourself safe**  
about a month ago

We are roughly 20 miles southwest of this fire, so are not affected directly. Your thoughts and prayers are appreciated,...


See Your Post

**Give or Find Help**  
See what people in the area are sharing and asking for


1 offer of help [Find Help](#) [Give Help](#)




**Friends in Area** · 3



**Dan Stafford**  
Marked himself safe  
about a month ago



**Joe Pederson**  
Marked himself safe  
about a month ago



**Chris McCuiston Check**  
Not marked safe yet

[Search for a friend](#)


**About**

Firefighters have majorly contained the Holy Fire, which began near Holy Jim Canyon and Trabuco Creek Rd. The fire was held at 22,986 acres, and was 95 percent contained. At least 12 structures were destroyed. Calaveras County declared a state of...


# Town Hall

LOCAL


STATE

**Marie Waldron**  
California State Assemblymember for District 75


☒ Following  
Contact

**Jerry Brown**  
Governor of California

☒ Following  
Contact


**Gavin Newsom** ✓  
Lieutenant Governor of California

☒ Following  
Contact


**Jeff Stone**  
California State Senator for District 28

☒ Following  
Contact


FEDERAL

**Ken Calvert** ✓  
US Representative for California District 42


☒ Following  
Contact

**Dianne Feinstein** ✓  
US Senator for California


☒ Following  
Contact

**Kamala Harris** ✓  
US Senator for California


☒ Following  
Contact

 Your Address

Remove Address


30374 Mayacamas Dr, Murrieta, CA 92... 

Look up the representatives for your district using your address. Your address won't be displayed to others on Facebook, and you can always change or remove this information later. [Learn more.](#)

 Constituent Badge


Off ▼

Turn on to show your badge near your name when you interact with your representatives on Facebook. [Learn more.](#)

 Voting Reminders


On ▼

You're receiving reminders about upcoming elections in your area.

 Town Hall Updates


On ▼

You're set to receive Town Hall updates in News Feed, including weekly top posts from your government representatives and more.

English (US) · Español · Português (Brasil) · Français (France) · Deutsch 

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 Your Post

# Panel Discussion

- ▶ Questions?
- ▶ Comments?