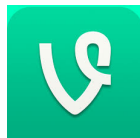
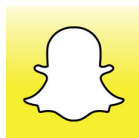

Parent's Guide to Social Media



Guide Outline

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Introduction

Social Media has become a ubiquitous form of interaction for a majority of age groups and cultures throughout the world. Interacting with some form of social media is not a question of “IF” but rather “WHEN”? This guide will seek to provide parents with helpful information to effectively evaluate six of the most popular/emerging social media services. This guide will also provide basic information on how to get started, practical considerations and side-by-side comparisons.

The comparison chart below will provide cursory information regarding the basic features of each social media service.

SOCIAL MEDIA COMPARISON CHART

| Social Media Service | Cost | Sign-up Criteria | Age Policy | Privacy Default | Friending/ Following | Photo | Video | Platform Type |
|----------------------|------|--------------------------------------------|-----------------------------|-----------------|----------------------|-------|-------|---------------------------------------|
| Facebook | Free | Name E-Mail Password Birthday | 13 | Private | Y | Y | Y | Computer Browser & Mobility App |
| Twitter | Free | Name E-Mail Password | 13 | Public | Y | Y | N | Computer Browser & Mobility App |
| SnapChat | Free | Download app Name E-mail Password | 13 | Private | N | Y | N | Mobility App |
| Vine | Free | Name E-mail Password | 17 | Public | Y | N | Y | Computer Browser & Mobility App |
| YouTube | Free | Name E-mail Password | 13, 18, adult content | Public | Y | N | Y | Computer Browser & Mobility App |
| Instagram | Free | Download app Name E-mail Password | 13 | Public | Y | Y | Y | Mobility App |

***Age 13 is a common requirement for most email providers as well.**



What is Facebook?

Facebook is a comprehensive social media experience that allows you to connect with people from every facet of your life. Many people use Facebook to connect with friends, family and co-workers from all over the world to share information, photos and experiences. Facebook users are able to instantly chat, send private messages and play games from their account profile. The Facebook service is available from computer web browsers, mobile phones and tablet devices. Facebook has also made it possible to link with other popular services like Twitter and Instagram so that you can easily share content with each service.

Creating A New Account

- 1: Go to www.facebook.com.
- 2: If you see the sign-up form, fill out your name, birthday, gender and email address.
If you don't see the form, click Sign Up, then fill out the form.
- 3: Pick a password.
- 4: Click Sign Up.

Account Settings

At the top right of any Facebook page.



A drop-down menu

will expand with the following options:

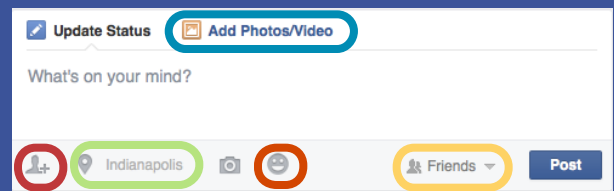
- Settings: Edit your basic preferences (ex: privacy, login email, password, notifications, mobile and payments)
- Log Out: Choose this option to log out safely
- Help: Find answers to common questions

Finding Friends & People You May Know

People You May Know are people on Facebook that you might know. We show you people based on mutual friends, work and education information, networks you're part of, contacts you've imported and many other factors.

Keep in mind that you should only send friend requests to people you have a real-life connection to, like your friends, family, coworkers or classmates.

Posting Items: News Feed



From this box, a Facebook user is able to create a "status," which will be posted to the account. Information that can be provided include:

- Photos** + an image stored on device or actively captured
- Videos** + a video stored on device or actively captured
- Location** + uses GPS from device to determine location
- Mood** + drop-down menu of how you feel.
- Tags** + friends you are with or would like to reference
- Audience** + who you want to be able to see your post.

Privacy

Keep in mind that all content that is shared with the "public" audience can be seen by all Facebook users and searched by non-users. Basic info like name, profile picture, cover photo, gender and networks are also searchable without logging into Facebook.

But there are options for adding security to your profile that make it possible for information to only be seen by accepted "friends".

Activity Monitoring

Facebook does not provide any specific tools for monitoring usage and postings for children. There are, however, a couple options to consider:

- Require your child to add family members as "friends".
- Set the password for the account and check activity often.
- Only allow child to access Facebook from home computer.
- Do not allow children to use mobile device for accessing account.

Facebook Facts

- There are over 10 million Facebook "apps".
- People are spending 1 out of every 7 minutes on Facebook when online. (excluding mobile devices)
- Facebook has over 1.15 Billion users.
- 250 Billion photos are uploaded every day
- Facebook Users: 60% Female/ 40% Male
- The fastest growing demographic: 45-54 age bracket



What is Twitter?

Twitter is a service for family, friends, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. Users write short updates, often called “Tweets” of 140 characters or fewer. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search. You can use twitter from a web browser or a mobile device like a phone or tablet. The term Twitter uses to connect with other people is “following”. Following someone means you’ve chosen to subscribe to their Twitter updates.

Creating A New Account

1. Go to <https://twitter.com/signup>.
2. Enter your full name, email address, and a password.
3. Click Sign up for Twitter.
4. On the next page, you can select a username (usernames are unique identifiers on Twitter) — type your own or choose one we've suggested. We'll tell you if the username you want is available.
5. Double-check your name, email address, password, and username.
6. Click Create my account.

Account Settings

1. On your Profile settings page, you’ll see options to edit your name, location, website, and bio.
2. Make the desired changes to your information.
3. Click Save changes. You're all set!

How Do I Find People to Follow?

1. Click on a username or navigate to a user's profile.
2. Click the Follow button when you see it next to a user's profile photo or on a user's profile page.
3. You can also click the Follow button next to any of your “Who to follow” suggestions, next to user search results, or anywhere else you see the Follow button on the web.

Activity Monitoring

Twitter, like Facebook, does not provide any specific tools for monitoring usage and postings for children. Keep these tips in mind:

- Be selective of who your child follows and the type of content that is shared.
- Set the password for the account and check activity often.
- Become a “follower” of your child to see what is posted.
- Setup the account with protected Tweets enabled.

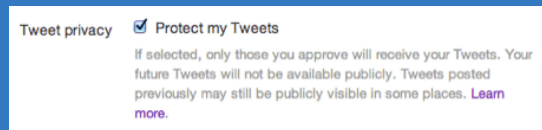
Posting a Tweet

1. Sign in to your Twitter account.
2. Type your Tweet into the box on the left side of your screen, or click the compose new Tweet button in the top navigation bar. It looks like this: 
3. Make sure your update is fewer than 140 characters. We'll count the characters for you! Remaining characters show up as a number below the box.
Click the Tweet button to post the Tweet to your profile.

Privacy: How to Protect/Unprotect Tweets

Protecting Tweets:

1. Go to your Security and privacy settings.
2. Scroll down to the Tweet privacy section and check the box next to Protect my Tweets.
3. Click the blue Save button at the bottom of the page.
You will be prompted to enter your password to confirm the change.



Unprotecting Tweets:

1. You can always make your Tweets public by unchecking the Tweet privacy option (shown above) in your Security and privacy settings and then saving your changes.
2. Please know that unprotecting your Tweets will cause any previously protected Tweets to be made public.

Twitter Facts

- Users send out 58 million tweets per day, with 9,100 happening every second. However, there are 222 million Twitters who just watch other people’s tweets.
- 500+ Million Total Users.
- Approximately 20 million user accounts are fake.
- Twitter Users: 60% Female/ 40% Male.
- 208 is the average number of tweets per account.



What is Snapchat?

Snapchat is a photo messaging application (“app”). Using the application, users can take photos, record videos, add text and drawings, and send them to a controlled list of recipients that will self destruct after a few seconds. When a user sends a message they get to decide whether it will live for between 1 and 10 seconds. After that, it’s history, *probably*. Snapchat claims that images cannot be retrieved once they are sent and once the time expires. But, it is possible for a recipient to take a screen shot of the image or for another person to capture the image with a different device.

Creating A New Account

1. A user must download the app from either the Google Play (Android) or AppStore (Apple) Marketplace.
2. Users must provide an email address and select a password to create an account.

Note: If Snapchat is installed on a device with phone service, the phone number will also be provided.

Account Settings

Prior to transmitting a message, the sender is able to save a copy of the image they have composed. After sending a message, the sender can no longer view it through the Snapchat application.

Finding Friends & People You May Know

Snapchat’s “Find My Friends” feature allows users to look up their friends’ usernames by uploading the phone numbers in their device’s address book and searching for accounts that match those numbers.

Best friends are updated on a weekly basis and represent the friends you chat with most frequently. They are selected automatically by a magical Snapchat friendship algorithm.

You can see who your best friends are when you send a Snap. Best friends are listed in their own section at the top of your friends list when you are choosing who to send your Snap to.

Posting Snaps & Stories

Snaps

1. To take a Snap, tap the center button once.
2. To record a video, press and hold the center button for as long as you want the video to be.
3. To cancel, tap the X button in the top left corner.
4. To add a drawing, tap the pen icon in the top right corner.
5. To add a caption, tap the middle of the screen and enter text. Tap anywhere (or press “Done”) to exit out of the caption interface.

Stories

1. Take a Snap on the main camera page.
2. Press the Stories icon on the bottom of the screen.
(confirm that you want to post the Story if it is your first time).
3. The snap will be added to your Story.

Privacy

In order to message someone on Snapchat, you need to know their username and add them to your “My Friends” list.

Snapchat has two privacy settings, one for who can send you Snaps and another for who can see your Stories. Both have two options “Everyone” and “My Friends.”

By default, only users you add to your friends list can send you Snaps.

Activity Monitoring

Snapchat works different than most social media services. It only works on mobile devices. Also the information that is transmitted between devices is not stored on the device unless a screen shot is taken. The app does keep track of how many snaps are sent and received.

Snapchat Facts

- 26 Million Users (US)
- Snapchat Users: 70% Women/ 30% Men
- 400 million Snapchat snaps per day
- Percentage of US teens (13-17) that use snapchat: 32%



What is Vine?

Vine is a mobile service that allows you to create and share short looping videos. Videos you post to Vine will appear on your Vine profile and the timelines of your Vine followers. Posts can also be shared to Twitter or Facebook. Vine is only available as a mobile app from the Apple App Store or Google Play Store. Keep in mind, however, that there are computer programmers that have found ways to generate “Live Vine feeds” to their websites from various sources. Digital content is very difficult to protect, once it is in cyber-space.

Creating A New Account

1. Download Vine for iOS in the Apple App Store or Vine for Android in the Google Play Store.
2. After installing Vine on your device, you can sign up using an email address or sign in with your Twitter account.
3. Once you've logged in, you can find people to follow, post your own videos, and more.

Finding Posts or People to Follow

The Explore section is a great way to find videos from the Vine community.

1. Just tap the menu icon in the top left corner.
2. Select "Explore" to see posts that are "Popular Now" or "On The Rise", Vine Channels, and Trending Tags.
3. From here, you can also search for specific people or hashtags.

Privacy

Profiles and posts on Vine are public by default, which means that anyone on the service can view and share them. You can protect your posts, making them visible in Vine only to the people you approve to follow you.

If you protect your posts, you will be the only one who can choose to share your protected posts outside of Vine (to Twitter or Facebook). When a post is shared outside of Vine and the post URL is revealed, anyone with the URL can view the post.

To protect your posts, navigate to your Profile and then select “Settings” and “Your Content.” On the “Your Content” page, check “Posts are protected.” This setting applies to all of your posts.

Activity Monitoring

Vine does not provide any specific tools for monitoring usage and postings for children. There are however a couple options to consider:

- Require your child to connect with friends and family.
- Set the password for the account and check activity often.
- Try to establish limitations for how often your child uses the service and who is allowed to be followed.

Posting Videos

1. When you have finished shooting your video, Vine will show you a preview of your post.
2. If you like the way it looks, tap the checkmark to post.
3. If not, you can tap "Edit" at the top right of the screen.
4. From the edit screen, you have the options to rearrange or cut certain clips.

Deleting Videos

1. You can delete any video you've uploaded by navigating to the post on Vine and tapping on the icon with three dots just below the video.
2. Select “Delete this post” and the video will be deleted and removed from your account.
3. Please note that it may take a few minutes for the post to be removed from your followers' timelines.

Deleting Comments

1. You can delete a comment by tapping on the comment icon (speech bubble) to get to the comments screen;
2. Swipe the comment and tap the red “X”.
3. You can delete your own comments, and you can also delete comments on your posts from other users.

Vine Facts

- 5 tweets per second contain a Vine link.
- 3 of the 5 most retweeted Vines ever made were created by musicians.
- On the day of the Boston Marathon bombing 19,667 Vines were made.
- 10am-11am is the hour of the day the most vines are sent.



What is YouTube?

Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube users are able to subscribe to “channels” that are created by an eclectic spectrum of individuals/groups. YouTube has 2 levels of content age requirements. The minimum age requirement is 13 years old. The secondary level is slated for content which is classified as mature, which requires users to be 18 years old.

Creating A New Account

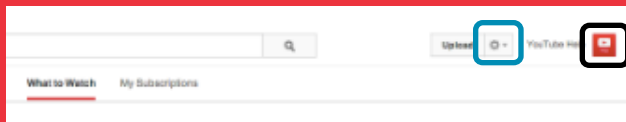
You need a Google Account to sign into YouTube. A Google Account gives you access to all Google products (e.g. Gmail, Google Groups, Picasa, Web History, YouTube, and more).

If you've signed into any of these products before, you already have a Google Account.

To sign in, enter the email address you entered on those products (if you use Gmail, it's your Gmail username). If you don't have a Google Account, you can create one when you sign up for YouTube.

Navigating YouTube

If you're new to YouTube or haven't signed in, the homepage will display the most popular videos and highlights from categories like Music, Sports, and Entertainment.



Once you've signed in, the navigation bar at the top of every YouTube page allows you to easily find the stuff you care about.

To sign out or change account settings, click on your **channel icon** in the top right corner of YouTube.

To access creator tools or account settings, select the **gear icon** at the top of the page. Here you'll find links to your Dashboard, Video Manager, Analytics, YouTube settings, and Help.

Uploading Videos

To get started uploading videos on YouTube, follow the steps below:

1. Sign into YouTube.
2. Click the Upload button at the top of the page.
3. Select the video you'd like to upload from your computer. Before you start uploading the video you can chose the video privacy settings.
4. Make any changes you want to the video settings and information, then click **Publish** to finish uploading it on YouTube.

Privacy

When you upload a video, by default it's set as a “Public” video, which means that anybody can view it. You can easily change the privacy settings while you're uploading the video in the “Privacy Settings” section.

Or, if you've already uploaded the video, you can change the privacy settings by following the steps below:

1. Visit your Video Manager.
2. Find the video you'd like to change, then click the **Edit** button.
3. In the “Privacy Settings” drop-down menu, select **Public**, **Unlisted**, or **Private**.
4. Click **Save changes**.

Activity Monitoring

YouTube can be a great resource for finding helpful videos that provide tutorials from “how to change a tire” to “how to cook”. But it is also a place where inappropriate videos can be found quite easily, even on the home page.

Helpful Tips

- Set the password for the account and check activity often.
- Only allow child to access YouTube from home computer.
- Encourage searching that is as specific as possible.
- Configure account settings to prevent mature content.

YouTube Facts

- YouTube has over 1 Billion Unique visitor per month.
- Reaches the coveted 18-34 year old demographic better than any cable network.
- Over 6 Billion hours of video are watched each month.
- 100 hours of video are uploaded every minute.
- **80% of YouTube traffic comes from outside the US.**
- Mobile makes up almost 40% of YouTube's global watch time.






What is Instagram?

Instagram is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username.

Creating A New Account

1. Download the Instagram app for your iPhone/iPad from the App Store, your Android from Google Play Store or your Windows Phone from the Windows Phone Store.
2. Once the app is installed, tap icon to open it.
3. Tap Register with Email to sign up with your email address or Register with Facebook to sign up with your Facebook account.
4. If you register with email, create a username and password, fill out your profile info and then tap Done.
5. If you register with Facebook, you'll be prompted to sign into your Facebook account if you're currently logged out.

Account Settings

You can get to your account settings by going to your profile and tapping  on Android or  on iPhone in the top-right corner. For Windows Phone, you can tap  at the bottom of the screen and then tap **Settings**.

From your settings, you can:

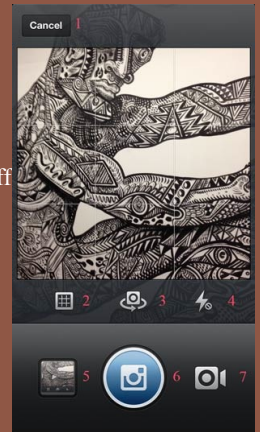
- Find and invite friends
- View photos you've liked
- Log out of your account
- Adjust your push notifications

Posting Pictures

Tap  at the bottom of the app to start taking and sharing your photos.



Use Diagram to the right to explore options:

1. Cancel will close the camera and bring you back to where you were in the app.
2. Tap to switch the photo grid on/off
3. Tap to switch between the front-facing and back-facing camera
4. Tap to choose between always using your phone's flash, auto detecting flash or never using flash
5. Tap here to select a photo from your library
6. Tap the shutter button to capture your photo
7. Tap the video icon to record video



Privacy

By default, anyone can view your profile and posts on Instagram. To make your posts private so only approved followers can see them:

1. Go to your profile by tapping  on iPhone and Windows Phone or  on Android
2. Tap **Edit Your Profile** next to your profile picture
3. Turn on the **Posts Are Private** setting and then tap **Done**

Once you make your posts private, people will have to send you a follow request if they want to see your posts, your followers list or your following list. You'll see requests in your News, which you can then approve or ignore.

Activity Monitoring

Instagram does not provide any tools for allowing active account monitoring based on US privacy laws.

Helpful Tips:

- Set the password for the account and check activity often.
- Have your child add you as a follower.
- Keep in mind that direct messages can only be seen by the sender and recipient.

Instagram Facts

- 130 Million+ total users.
- More than 5 Million photos are uploaded every day.
- Over 5 Million videos were shared within 24hrs of launch.
- More than 16 Billion photos have been uploaded.
- "MTV" is the most followed brand on Instagram with over 1.2 million followers.



Links To Additional Information

The links provided offer more in-depth information for each online service

1. Facebook- <https://www.facebook.com/help/?ref=pf>
2. Twitter- <https://support.twitter.com>
3. Snapchat- http://www.snapchat.com/static_files/parents.pdf

Paid Monitoring Services

The services below offer parents the ability to monitor internet and phone usage.

- | Computer Browser Activity | Phone Activity |
|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|
| 1. Net Nanny- netnanny.com | 1. Stealth Genie- stealthgenie.com |
| 2. Pure Sight PC- puresight.com | 2. Teen Safe- teensafe.com |
| 3. Avira- avira.com/en/avira-social-network-protection | |

Collaborative Resources

The following websites provide numerous resources for parents to help educate their families on how to maintain privacy online.

1. StaySafeOnline.org
2. commonsensemedia.org
3. focusonthefamily.com/parenting/protecting_your_family/tech_support_for_parents