What is SOCIAL MEDIA?

Social media is a modern day two-way street that gives you the ability to communicate - it is the voice of Internet. Here is a roundup of the trendiest social networks people are using right now.

SOCIAL NETWORKING

Social Networking is a form of interaction by adding friends, commenting on profiles, joining groups and having discussions.

Anyone who needs to make professional connections should be on LinkedIn. Known as the social network for your career, individuals can promote themselves, outline their education and work experience, make connections with professionals and apply for jobs.

Most of us already know that Facebook is the top social network on the web. It is a thriving site of a social networking site on the web over a billions users.

Twitter has become a top source for real-time news sharing. For a site with a 140-character text limit, Twitter sure has made its mark online.
### Social Media Sites Usage in 2014

Percentage of Online Adults Who Use the Following Social Media Websites.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>71%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>28%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>26%</td>
</tr>
<tr>
<td>Instagram</td>
<td>23%</td>
</tr>
<tr>
<td>Twitter</td>
<td>23%</td>
</tr>
</tbody>
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"Use the internet to help your daily life, not to replace it."

David Chiles - Netiquette.com

Reference: [http://webtrends.about.com/](http://webtrends.about.com/)
So how do I get set up?

What technology do I use?

- Smart phone
- Laptop or computer
- Tablet/iPad

How active do I want to be?

Gauge how much you want to be involved

- Occasionally (20%)
- Some of the time (25%)
- Lots of the time (50%)
- As often as possible (5%)
Basic steps

Register on the site using an App or a website

Most want an email and password

Just register your email address and create a password

Create a name they start with an

Remember: Try to have different passwords on social media than you would have for secure things like online banking and email
What do they mean?

Don’t be put off by the language

You can share things with friends photos, comments, favourite causes. You can LIKE what one of your friends has put on their page, COMMENT on it or SHARE it with other friends.

A professional or career networking tool where you can SHARE articles, CONNECT with people in your field of work and search for companies or jobs.

A site where you FOLLOW people or organisations to hear their news and people can follow you to see what issues and comments you make.

You can share a TWEET (message) in 140 characters.

You can use a # to mark a stream of discussion or event e.g. #PPI

You can RE-TWEET information you want to share with the people that FOLLOW you.

You can also FAVOURITE someone’s TWEET to show you agree with it without sharing it with your followers.

All people or organisations on twitter start with an @ e.g. @Wessex_Clahrc
Above all enjoy social media, play with it and discover it for yourself. It's there to make keeping in contact and learning easy. People who use these sites are more than happy to help if you have any questions.

www.linkedin.com/company/nihr-clahrc-wessex

NIHR Clahrc Wessex

@wessex_clahrc

https://nihrclahrcwessex.wordpress.com/

search for NIHR Clahrc Wessex or use https://vimeo.com/user26254308

Our website - http://www.clahrc-wessex.nihr.ac.uk/ or email me at Jamie.stevenson@soton.ac.uk