



Social Media Do's & Don'ts

Creating a safe & secure online experience

Why is it important ?

The internet is a technological wonder, pushing the boundaries of the way we live. We communicate through email and facetime, share our thoughts and opinions on twitter, buy stuff on Amazon, conduct business transactions online, watch movies on Netflix and even medical diagnosis is done via the internet. It is impossible to imagine life as we know today without the power of internet.

While the internet brings with it countless benefits, it is crucial for us to be aware of growing safety, security and privacy risks in the cyber world. Information in the wrong hands could have catastrophic effects on personal and professional lives.



Why use social media ?



Hear and be heard

- It is the easiest way to broadcast your ideas and get feedback from your community



A free & open platform (almost)

- In principle, social platforms do not discriminate and everyone's welcome
- Beware of selective censoring of content based
- Understand that social platforms make money through advertising served to users



It is direct and instant

- Instantly get feedback on your content
- Your content directly reaches your followers

But first, some hygiene checks



Social media accounts

- Keep track of your active and inactive accounts
- Fewer the better
- Scan for bogus/fraudulent accounts regularly and report them



Passwords

- Never ever share passwords
- Change passwords regularly
- Don't write down passwords



Privacy

- Go through privacy settings for your account
- Make sure you understand who sees what before sharing anything on social media

Check, re-check the source



It's on google and
hence it is true

NOT ALWAYS !



How reputed is the
information source?

Ask yourself: Do you
trust the
person/organization?



Does it look like fake
news?

Watch out for
manipulated
headlines / hooks /
images / videos

Be aware of the content you share



**Be sensitive to
gender / racial / age /
class stereotyping**



**Post only appropriate
content – no explicit
material**



**Get your facts right !
– always publish
referenceable
sources**

Remember...

**Once on the
internet,
always on the
internet !!**

Understanding accounts and logins

- Most websites/apps offering any service requires you to create an account. The account has a username and a password which you will use to login to the account
- For additional security, some services provide a **2 factor authentication**. Along with a password, a 2nd level of authentication may be applied. This 2nd level of authentication is typically done via your mobile phone (SMS based one time passwords, approval via specialized apps on your phone etc)

Security Tip

In many cases, such as Facebook and Twitter, your email id is used as username.

However, remember to create a different password for each website/service you sign up for and never use your email password.

First, some basics



facebook

The world's largest social media platform. Users across all ages



twitter

A very popular platform for tweeting short messages. Celebrities and heads of states use this extensively



WhatsApp

Owned by Facebook, a 1 to 1 and group communication app



Instagram

A photos driven platform, alternative to Facebook. Also owned by Facebook. Popular with youngsters



YouTube

The largest video sharing website



TikTok

Extremely popular with millennials. A short video sharing platform



SnapChat

Another photos/stories driven social media platform popular with youngsters



LinkedIn

A professionals only social networking platform

To get started, you'll need

Laptop



OR

Mobile



OR

Tablet



1

AND



Mobile Number
(for verification and authentication)

2

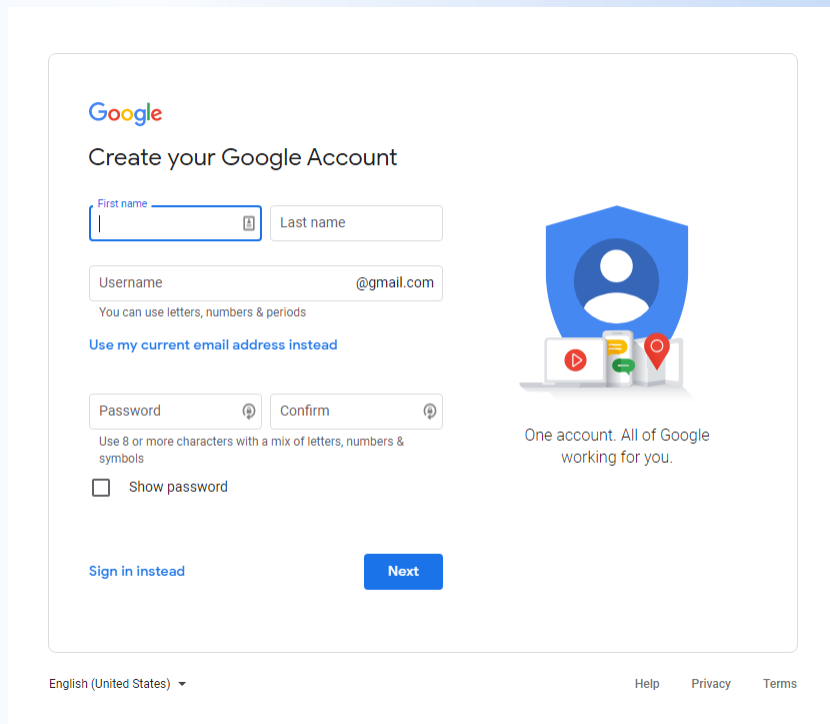
Creating an email account

There are many email service providers such as **GMAIL, YAHOO, HOTMAIL**

In this example, we will look at GMAIL.

Setting up a free Gmail account is a quick, easy process that takes little time to complete. Below are the step-by-step instructions you'll need to create an account and start using Gmail in no time.

1. Visit [Create your Google Account for Gmail](https://accounts.google.com/SignUp) or type <https://accounts.google.com/SignUp> in your web browser

A screenshot of the Google Account creation page. The page has a white background with a light blue border. At the top left is the Google logo. Below it is the heading "Create your Google Account". The form consists of several input fields: "First name" (with a blue border and a small icon), "Last name", "Username" (with "@gmail.com" as a placeholder), "Password", and "Confirm". Below the "Username" field is a note: "You can use letters, numbers & periods". Below the "Password" field is a note: "Use 8 or more characters with a mix of letters, numbers & symbols". There is a checkbox labeled "Show password" and a link "Use my current email address instead". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a white person icon, and below it, a laptop with a play button, a speech bubble, and a location pin. Below the graphic is the text "One account. All of Google working for you." At the very bottom of the page, there is a language selector "English (United States)" and links for "Help", "Privacy", and "Terms".

Google

Create your Google Account

First name | Last name

Username @gmail.com

You can use letters, numbers & periods

[Use my current email address instead](#)

Password Confirm

Use 8 or more characters with a mix of letters, numbers & symbols

☐ Show password

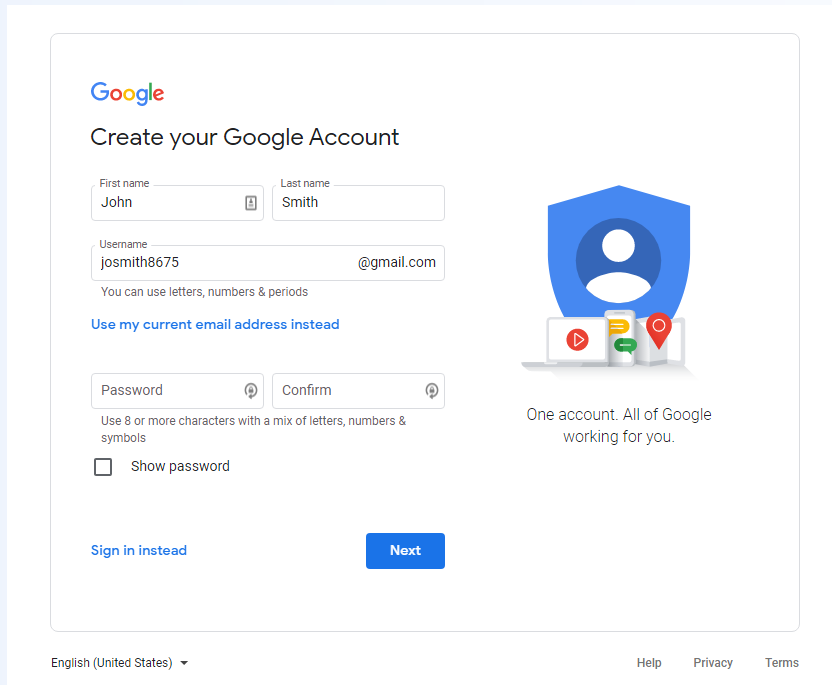
[Sign in instead](#) [Next](#)

One account. All of Google working for you.

English (United States) Help Privacy Terms

Creating an email account

2. Enter your first and last name.

A screenshot of the Google Account creation page. The page has a white background with a light blue border. At the top left is the Google logo. Below it is the heading "Create your Google Account". There are four input fields: "First name" with "John", "Last name" with "Smith", "Username" with "josmith8675", and a domain dropdown set to "@gmail.com". Below the username field is a note: "You can use letters, numbers & periods". There is a link "Use my current email address instead" in blue. Below that are "Password" and "Confirm" fields, both with a strength indicator icon. A note below says "Use 8 or more characters with a mix of letters, numbers & symbols". There is a checkbox "Show password" which is currently unchecked. At the bottom left is a link "Sign in instead" in blue. At the bottom right is a blue "Next" button. To the right of the form is a graphic of a blue shield with a white person icon, and below it, a laptop, a smartphone, and a tablet, each with a different Google service icon (YouTube, Gmail, Maps). Below the graphic is the text "One account. All of Google working for you." At the very bottom of the page, there is a language selector "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

Tip

Your Gmail email address will be your username followed by "@gmail.com." If your Gmail username is "example," for instance, your Gmail address is example@gmail.com.

Google needs some fairly basic stuff to open your Gmail account: your first name, last name, the username you want, and a password typed twice.


While there's no rule that you have to use your real name like with Facebook, bear in mind that this is how your emails' recipients will see you.

Creating an email account


3. Enter your mobile phone number and/or an alternate email address for account verification and authorization. Google uses this information to allow you to recover a lost password.


Enter your birth date and gender (all fields are required).


Select Next.



John, welcome to Google

 josmith8675@gmail.com




Phone number (optional)
1234512345 

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)


We'll use it to keep your account secure

Month
January 

Day
1


Year
1980

Your birthday


Gender
Rather not say 

[Why we ask for this information](#)

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Your personal info is private & safe


English (United States) 

[Help](#) [Privacy](#) [Terms](#)

Creating an email account


4. You will be asked to verify your phone number or alternate email. It is a useful feature that can help with authentication and recovering your password in case you forget it.

Click Next

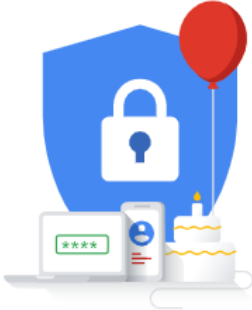


Verify your phone number

For your security, Google wants to make sure it's really you. Google will send a text message with a 6-digit verification code. *Standard rates apply*

 Phone number

[Back](#) [Next](#)



Your personal info is private & safe

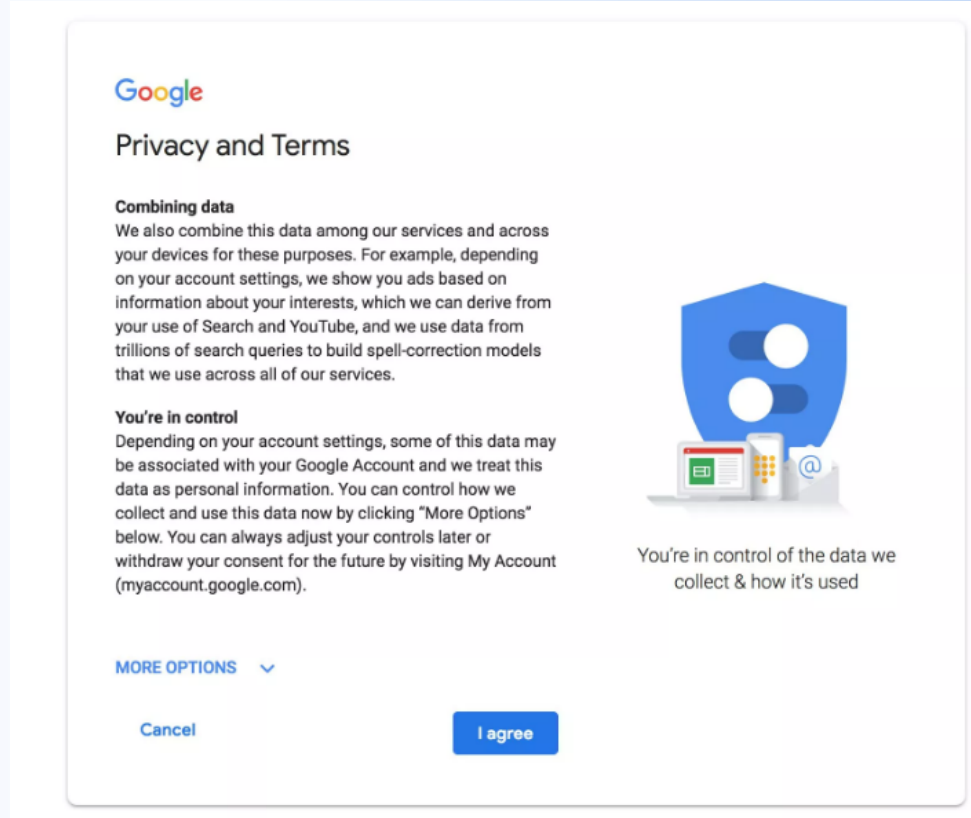
English (United States) ▾

[Help](#) [Privacy](#) [Terms](#)

Creating an email account

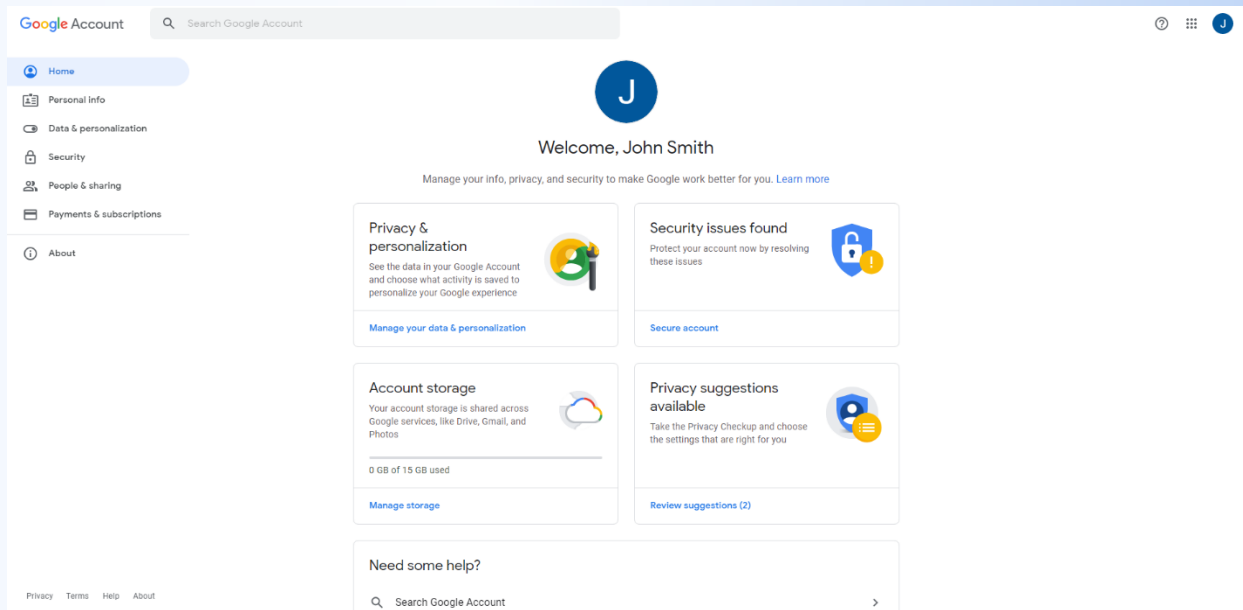
5. Read and the Privacy and Terms and then select I Agree to continue. If you click Cancel, you will not be able to create a gmail account.

6. You'll be directed to the My Account page for the email address you just created. From there, you can sign into your account, manage your personal information, and set your account preferences.



Creating an email account

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Accessing Gmail

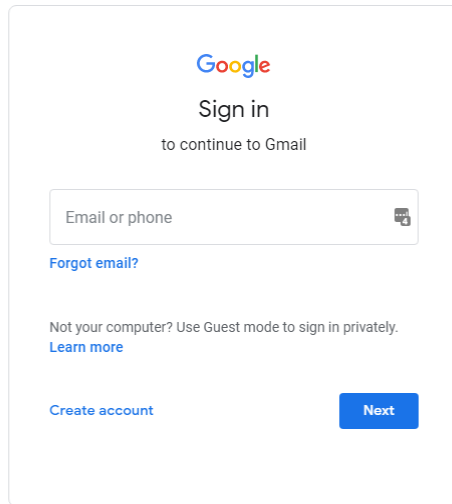
Type in www.gmail.com on your web browser

Or

For android devices, open gmail app

Or

For Apple devices, download gmail app from app store



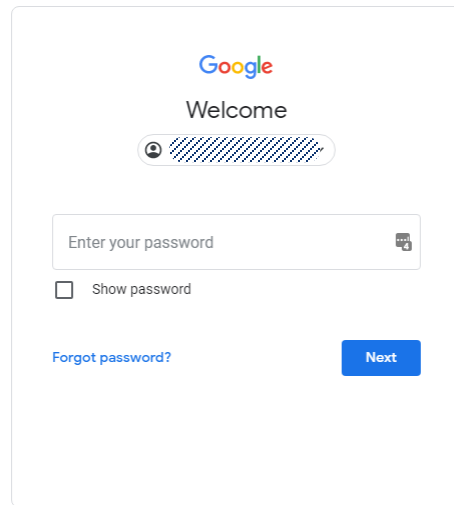
The image shows the Google Sign in screen. At the top is the Google logo. Below it, the text "Sign in to continue to Gmail" is centered. There is a text input field labeled "Email or phone" with a small icon of a person and a phone. Below the input field is a link "Forgot email?". Further down, there is a line of text: "Not your computer? Use Guest mode to sign in privately." followed by a link "Learn more". At the bottom left is a link "Create account" and at the bottom right is a blue button labeled "Next".

English (United States) ▼

[Help](#)

[Privacy](#)

[Terms](#)



The image shows the Google Welcome screen. At the top is the Google logo. Below it, the text "Welcome" is centered. There is a circular profile picture placeholder with a diagonal line pattern. Below it is a text input field labeled "Enter your password" with a small icon of a person and a password field. Below the input field is a checkbox labeled "Show password". Further down, there is a link "Forgot password?". At the bottom right is a blue button labeled "Next".

English (United States) ▼

[Help](#)

[Privacy](#)

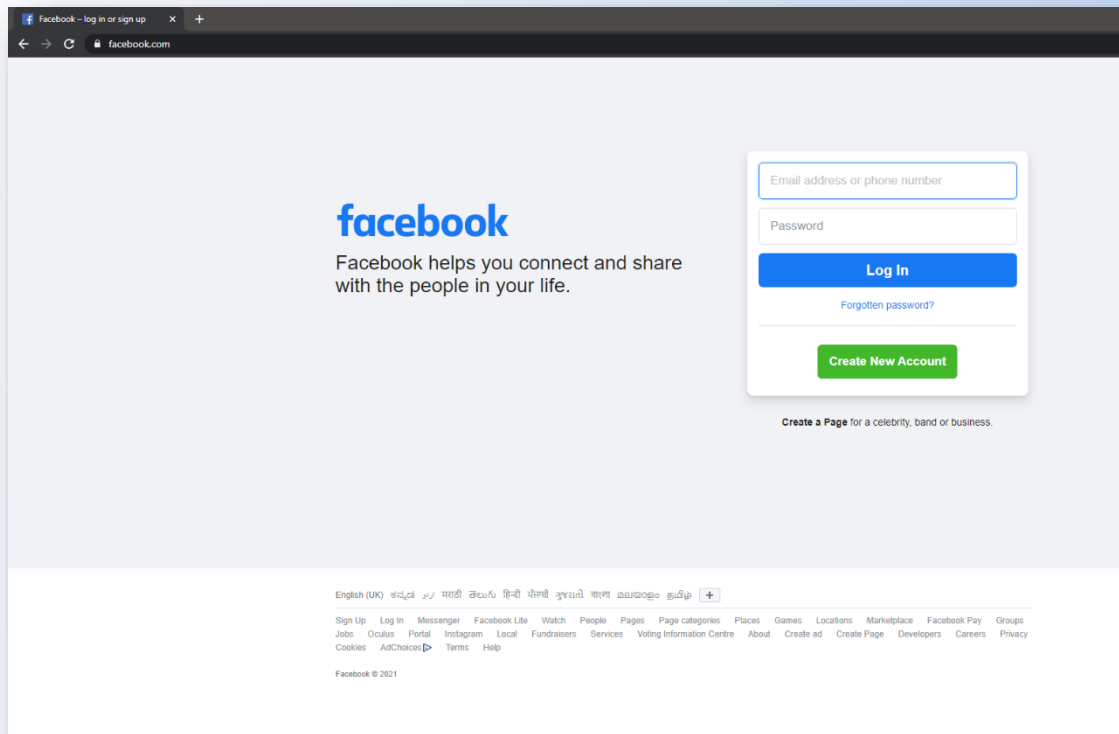
[Terms](#)

Enter your email address (which you just created) and enter your password in the next screen to login

Setting up a Facebook account

Go to facebook.com on
your web browser

Click on
Create New Account



The screenshot shows the Facebook homepage in a web browser. The browser's address bar displays 'facebook.com'. The main content area features the Facebook logo, the tagline 'Facebook helps you connect and share with the people in your life.', and a login/sign-up form. The form includes input fields for 'Email address or phone number' and 'Password', a blue 'Log In' button, a link for 'Forgotten password?', and a green 'Create New Account' button. Below the form is a link to 'Create a Page for a celebrity, band or business.'. The footer contains a language selector set to 'English (UK)', a list of links for various services (Sign Up, Log In, Messenger, Facebook Lite, Watch, People, Pages, Page categories, Places, Games, Locations, Marketplace, Facebook Pay, Groups, Jobs, Oculus, Portal, Instagram, Local, Fundraisers, Services, Voting Information Centre, About, Create ad, Create Page, Developers, Careers, Privacy, Cookies, AdChoices, Terms, Help), and the copyright notice 'Facebook © 2021'.

Facebook – log in or sign up

facebook.com

facebook

Facebook helps you connect and share with the people in your life.

Email address or phone number

Password

Log In

[Forgotten password?](#)

Create New Account

[Create a Page](#) for a celebrity, band or business.

English (UK) [தமிழ்](#) [සමහර](#) [हिन्दी](#) [ગુજરાતી](#) [বাংলা](#) [മലയാളം](#) [தமிழ்](#) [+](#)

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Facebook © 2021

Setting up a Facebook account

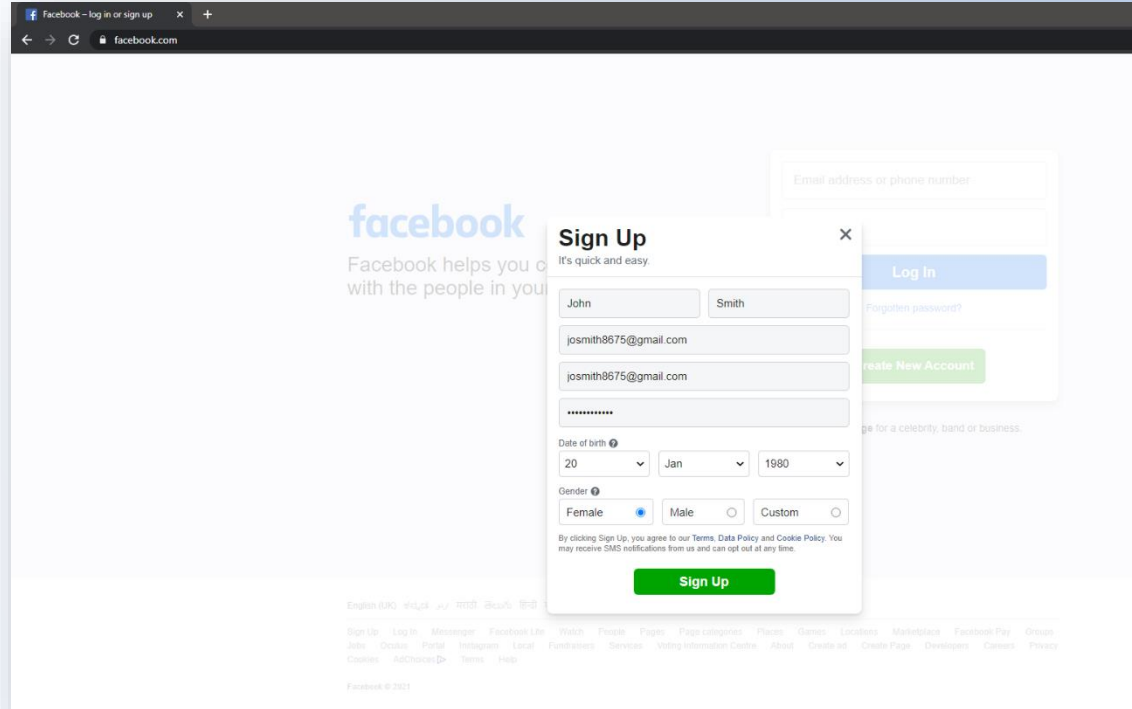
Fill in your name and your email address

Fill in a password for your Facebook account.

Remember that this is NOT the same password as your gmail account.

A good security practice is to have unique passwords for each service you sign up.

Click on Sign Up

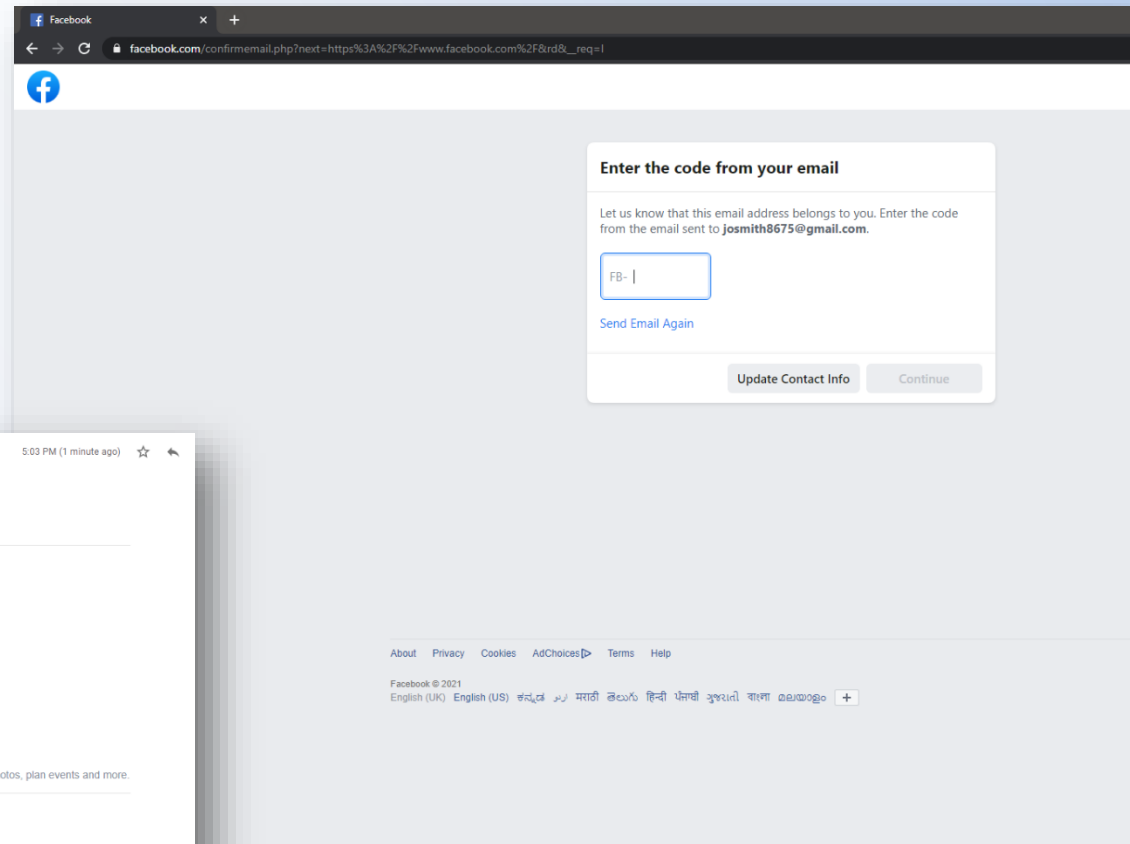
A screenshot of the Facebook website's sign-up process. The browser window shows 'facebook.com' in the address bar. The main content area features the Facebook logo and the text 'Facebook helps you connect with the people in your life'. A 'Sign Up' modal window is open in the foreground. It contains the following fields: a name field with 'John' and 'Smith', an email field with 'joshsmith8675@gmail.com', a password field with 'joshsmith8675@gmail.com', and a date of birth field set to '20 Jan 1980'. There are also radio buttons for 'Gender' (Female is selected) and 'Custom' options. A green 'Sign Up' button is at the bottom of the modal. In the background, a 'Log In' button and a 'Create New Account' button are visible. The footer of the page lists various links like 'Sign Up', 'Log In', 'Messenger', 'Facebook Live', etc.

Setting up a Facebook account

Facebook would have sent you a code to the email address you entered in the previous step. Enter the code and click on Continue.

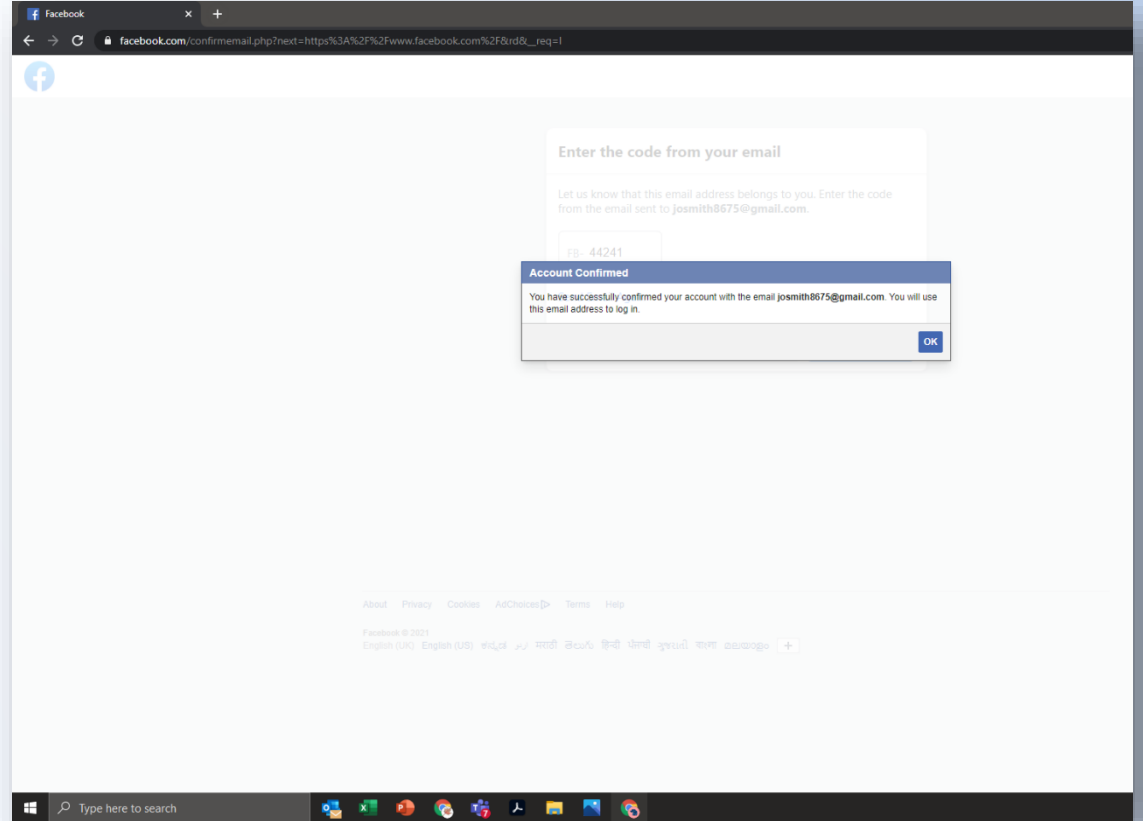
This is to ensure you are the right owner of the email address and verify.

The email from Facebook will look something like the image below



Setting up a Facebook account

Once you click Continue, you will get a confirmation message

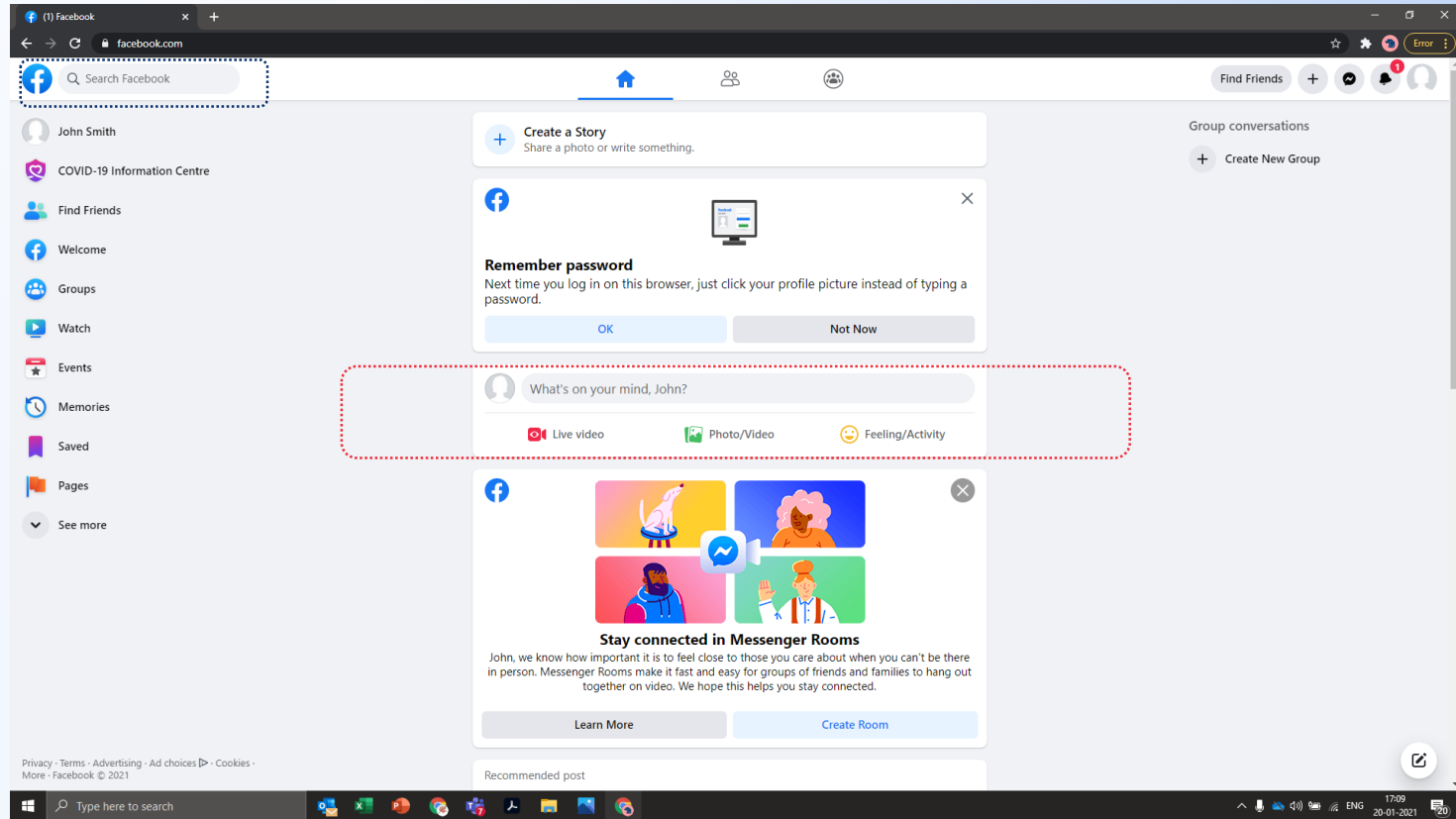


Setting up a Facebook account

You will now be taken to your account home page

The red highlighted box can be used to share photos/videos and text updates

The blue highlighted box can be used for searching interesting content, groups and for searching people who you may know





Thank You