

# Digital Communication Guidance

# 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



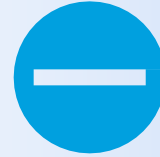
It's on google and hence it is true

**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 2<sup>nd</sup> level of authentication may be applied. This 2<sup>nd</sup> 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

 **Instagram**

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

 **SnapChat**

Another photos/stories driven social media platform popular with youngsters



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

 **YouTube**

The largest video sharing website

**Linked in**<sup>®</sup>

A professionals only social networking platform

 **WhatsApp**

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

  
**TikTok**

Extremely popular with millennials. A short video sharing platform

# To get started, you'll need

Laptop



OR

Mobile



OR

Tablet



1

AND



Mobile Number  
(for verification and authentication)

2

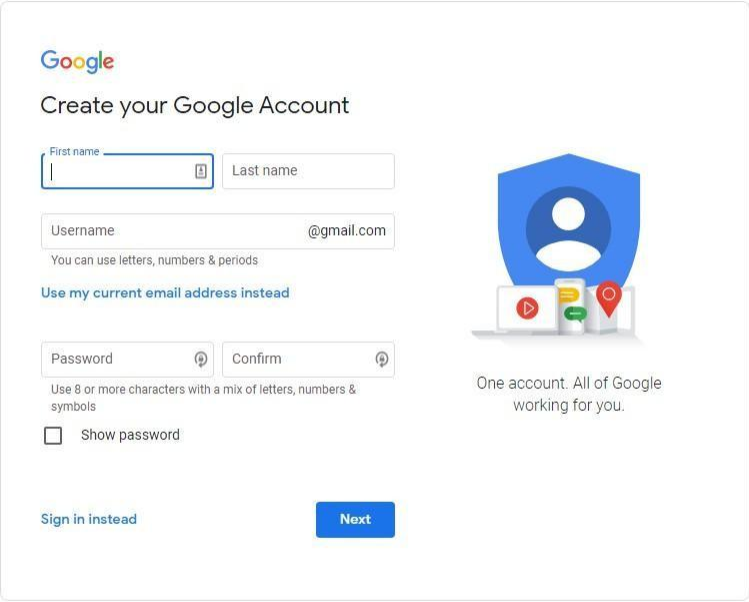
# Creating an email account

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.

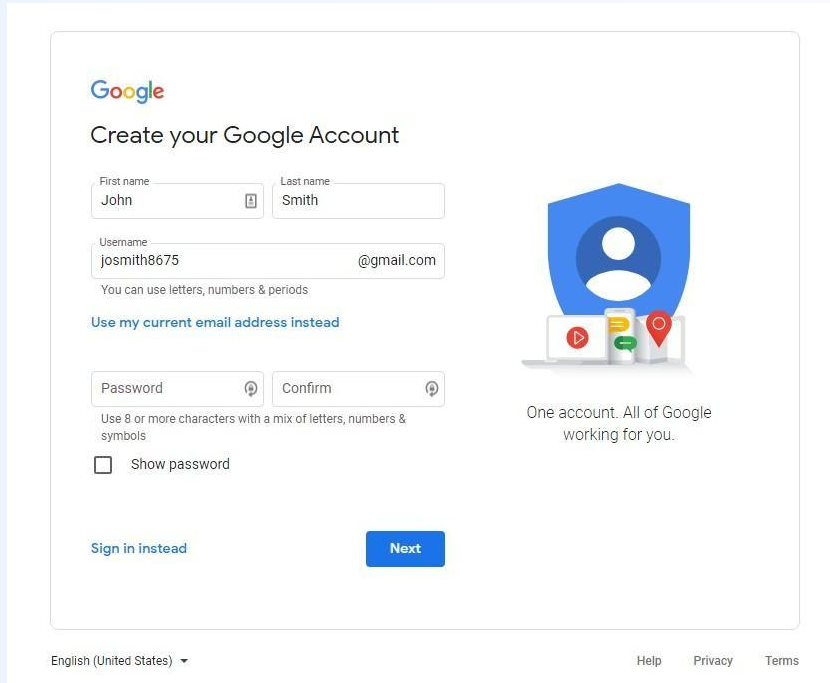
1. Visit [Create your Google Account for Gmail](https://accounts.google.com/SignUp) or type <https://accounts.google.com/SignUp> in your web browser



The screenshot shows the Google Account creation interface. At the top left is the Google logo, followed by the heading "Create your Google Account". Below this are input fields for "First name" (containing the letter 'l') and "Last name". A "Username" field is followed by "@gmail.com", with a note: "You can use letters, numbers & periods". A link "Use my current email address instead" is provided. Below are "Password" and "Confirm" fields, with a note: "Use 8 or more characters with a mix of letters, numbers & symbols". A checkbox "Show password" is present. At the bottom left is a "Sign in instead" link, and at the bottom right is a blue "Next" button. To the right of the form is a blue shield icon with a white person silhouette, and below it are icons for YouTube, Gmail, and Maps. Text below the icons reads: "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".

# Creating an email account

## 2. Enter your first and last name.



The screenshot shows the Google Account creation interface. At the top left is the Google logo, followed by the heading "Create your Google Account". Below this are several input fields: "First name" with the value "John", "Last name" with the value "Smith", "Username" with the value "josmith8675" and "@gmail.com" to its right, and "Password" and "Confirm" fields. A note below the username field says "You can use letters, numbers & periods". Below the password fields is a note: "Use 8 or more characters with a mix of letters, numbers & symbols". There is a checkbox labeled "Show password" which is currently unchecked. To the right of the form is a blue shield icon with a white person silhouette, and below it, a laptop displaying various Google services icons (YouTube, Gmail, Maps) and a red location pin. Below the laptop is the text "One account. All of Google working for you.". At the bottom left of the form area is a link "Sign in instead" and at the bottom right is a blue "Next" button. At the very bottom of the page, there is a language selector "English (United States)" 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.

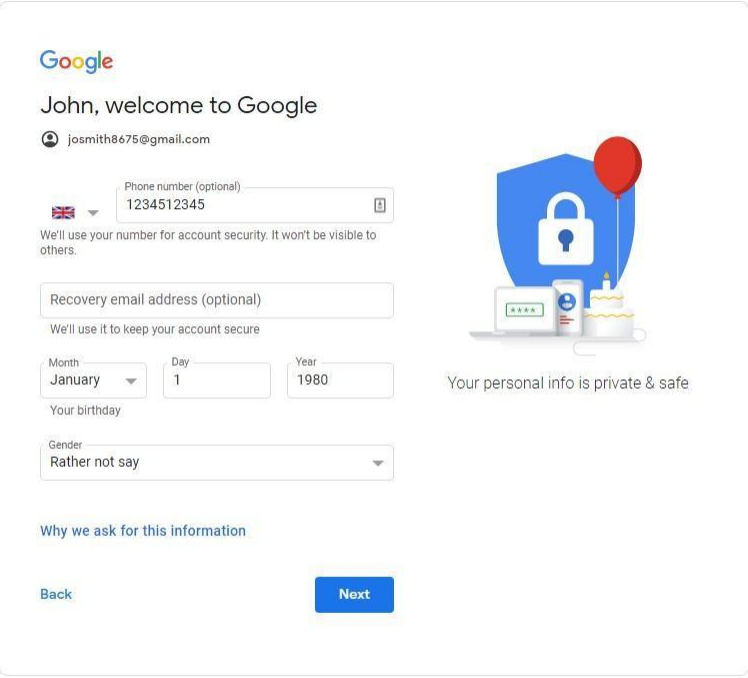
While there's no rule that you have to use your real name like with Facebook, bear in mind that this is how your emails' recipients will see you.

# 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.



The screenshot shows the Google account creation verification page. At the top left is the Google logo. Below it, the text reads "John, welcome to Google" followed by the email address "josmith8675@gmail.com". There are two main input sections: "Phone number (optional)" with a dropdown for the country (UK) and a text field containing "1234512345"; and "Recovery email address (optional)". Below these are fields for "Month" (January), "Day" (1), and "Year" (1980), with the label "Your birthday" underneath. A "Gender" dropdown menu is set to "Rather not say". To the right of the form is an illustration of a blue shield with a white padlock, a red balloon, a laptop, a smartphone, and a birthday cake. Below the illustration is the text "Your personal info is private & safe". At the bottom of the form area are "Back" and "Next" buttons. At the very bottom of the page are links for "English (United States)", "Help", "Privacy", and "Terms".

Google

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


Back Next

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](#)



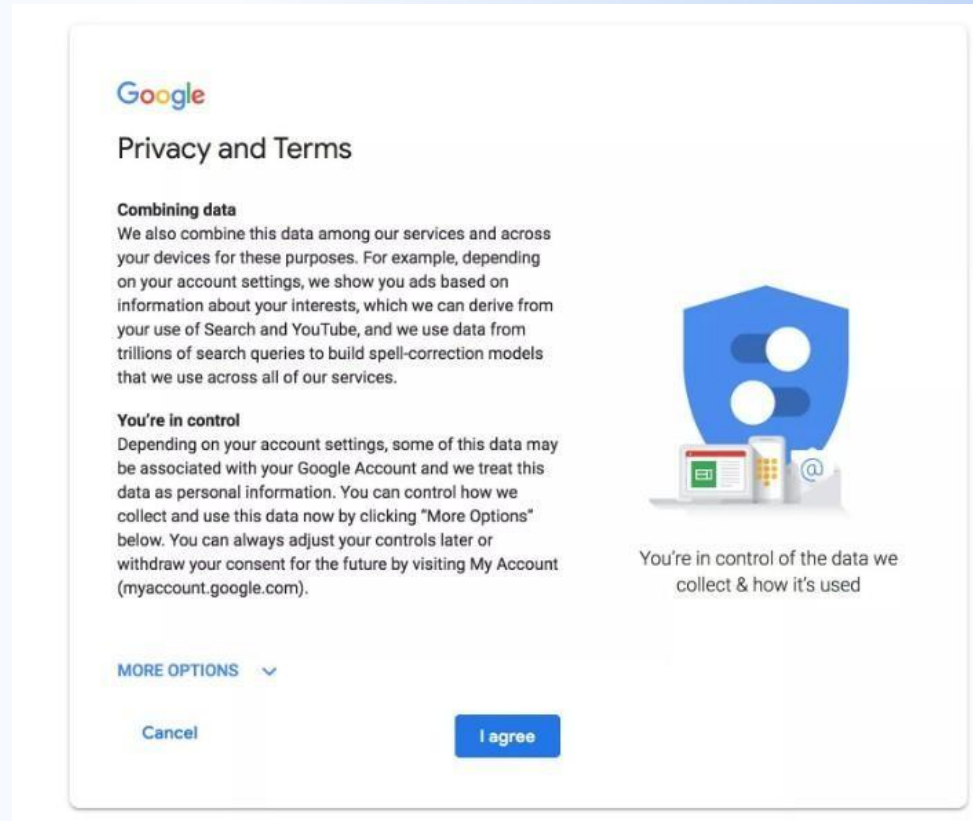
Your personal info is private & safe

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.



The screenshot shows the Google Privacy and Terms page. At the top left is the Google logo. Below it is the title "Privacy and Terms". There are two main sections of text: "Combining data" and "You're in control". To the right of the text is an illustration of a blue shield with two white circles, representing data protection, with icons of a laptop, a smartphone, and a mail icon below it. At the bottom left is a "MORE OPTIONS" link with a dropdown arrow. At the bottom are two buttons: "Cancel" and "I agree".

**Google**

## Privacy and Terms

**Combining data**  
We also combine this data among our services and across your devices for these purposes. For example, depending on your account settings, we show you ads based on information about your interests, which we can derive from your use of Search and YouTube, and we use data from trillions of search queries to build spell-correction models that we use across all of our services.

**You're in control**  
Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account ([myaccount.google.com](https://myaccount.google.com)).

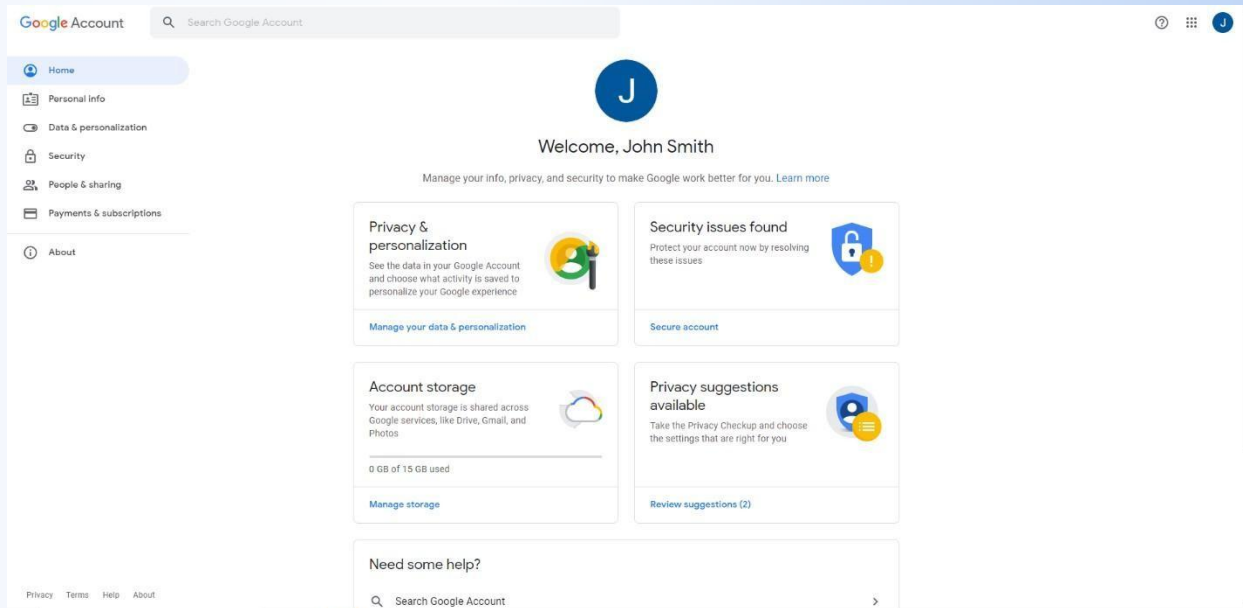
**MORE OPTIONS** ▾

Cancel I agree

You're in control of the data we collect & how it's used

# Creating an email 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.



# Accessing Gmail

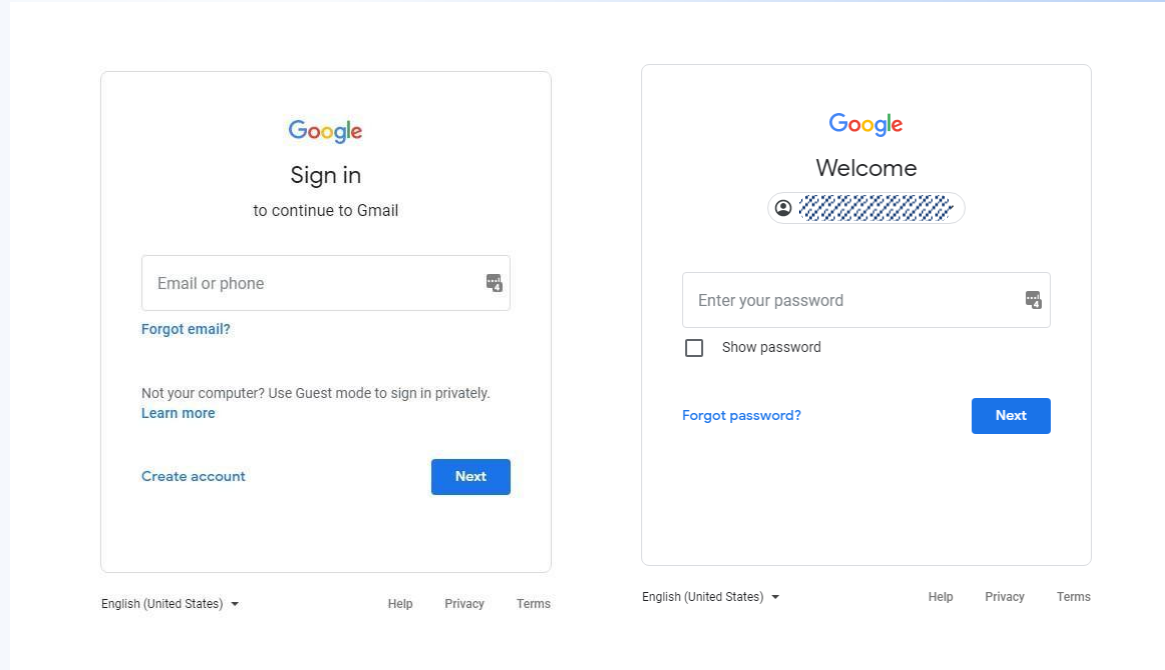
Type in [www.gmail.com](http://www.gmail.com) on your web browser

Or

For android devices, open gmail app

Or

For Apple devices, download gmail app from app store

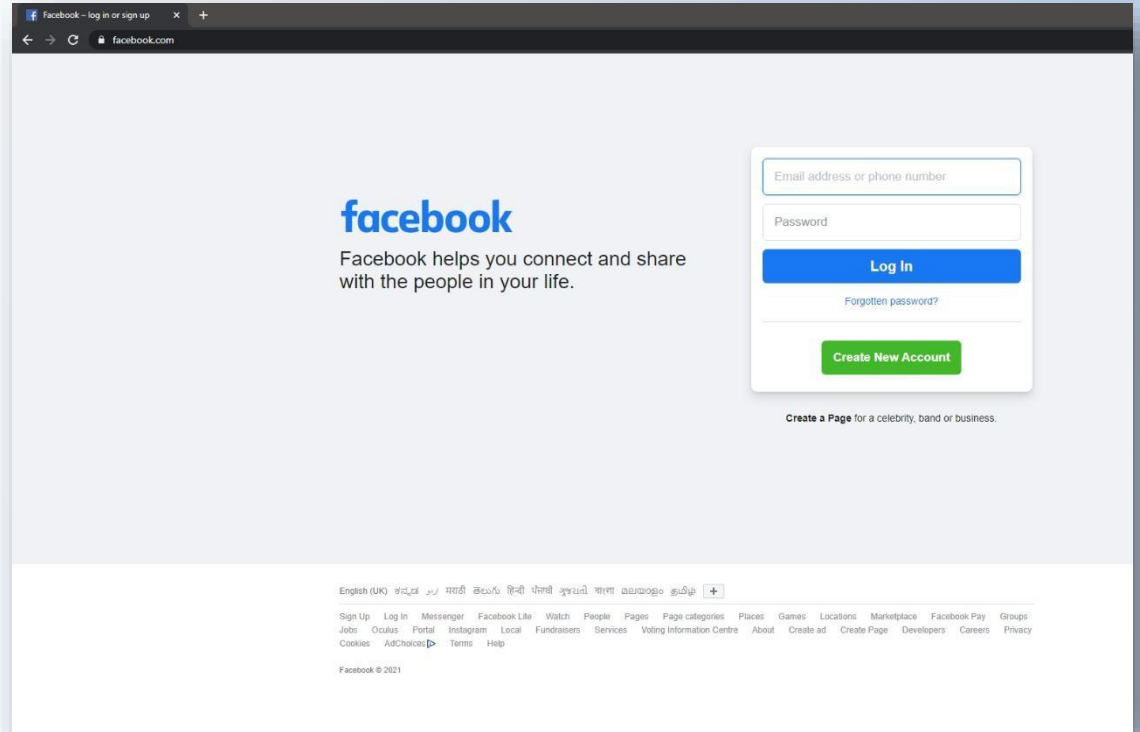


Enter your email address (which you just created) and enter your password in the next screen to login

# Setting up a Facebook account

Go to facebook.com on  
your web browser

Click on  
Create New Account



# Setting up a Facebook account

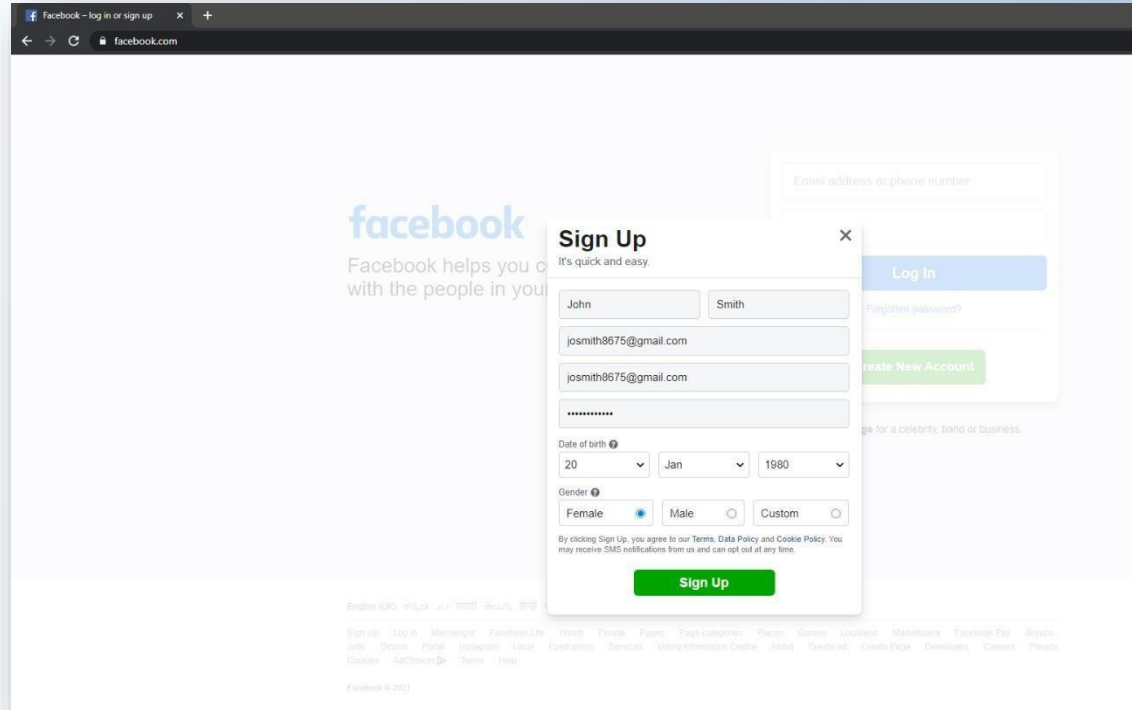
Fill in your name and your email address

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



The screenshot shows the Facebook sign-up process. A modal window titled "Sign Up" is open, displaying the following fields and options:

- Name: "John" and "Smith" (split into first and last name)
- Email: "josmith8675@gmail.com" (entered in two fields)
- Password: "....." (masked)
- Date of birth: 20, Jan, 1980 (selected via dropdowns)
- Gender: Female (selected via radio button)
- Buttons: "Log In" (blue), "Forgot your password?" (text), "Create New Account" (green), and "Sign Up" (green)

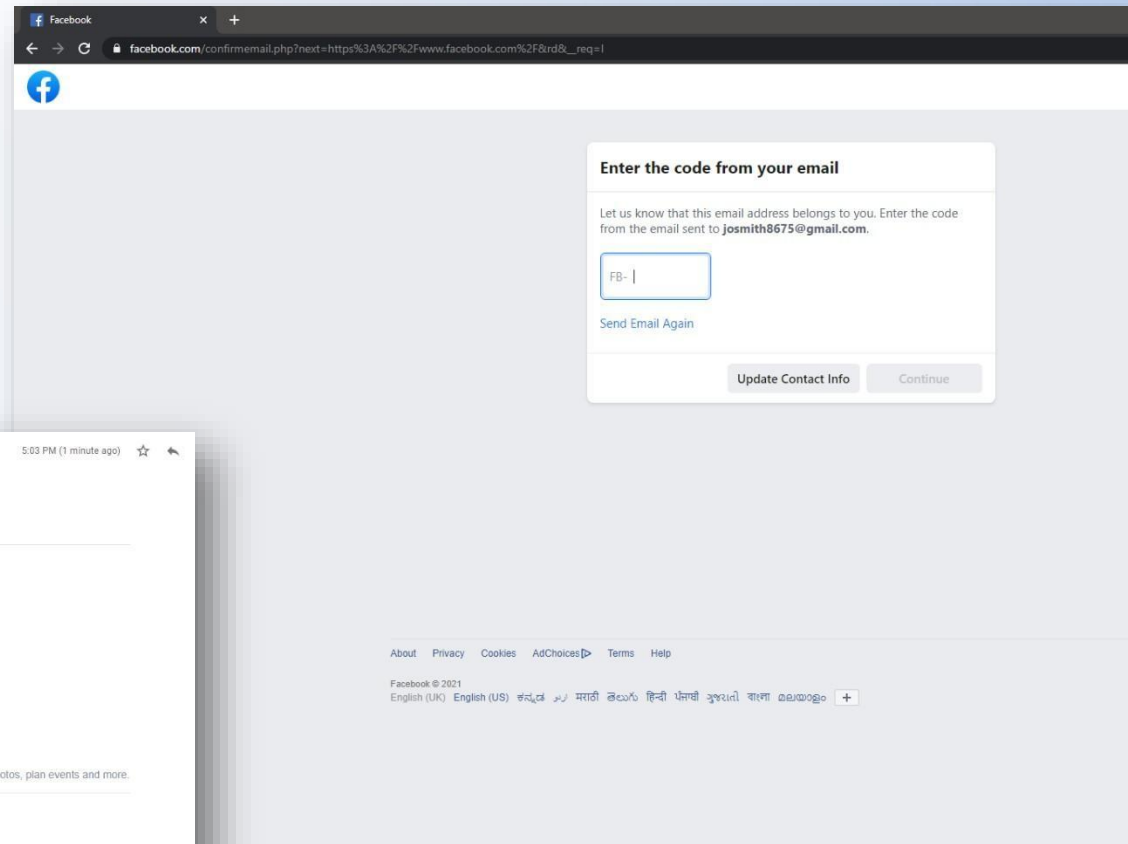
At the bottom of the page, there is a footer with links for "Sign Up", "Log In", "Messenger", "Facebook Lite", "Watch", "TV", "Pages", "Page categories", "Places", "Games", "Locations", "Marketplace", "Facebook Pay", "Groups", "Jobs", "Oculus", "Meta", "Instagram", "Local", "Facebook Services", "Meta Information Center", "About", "Support", "Create Page", "Developers", "Careers", "Privacy", and "Facebook © 2021".

# 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.

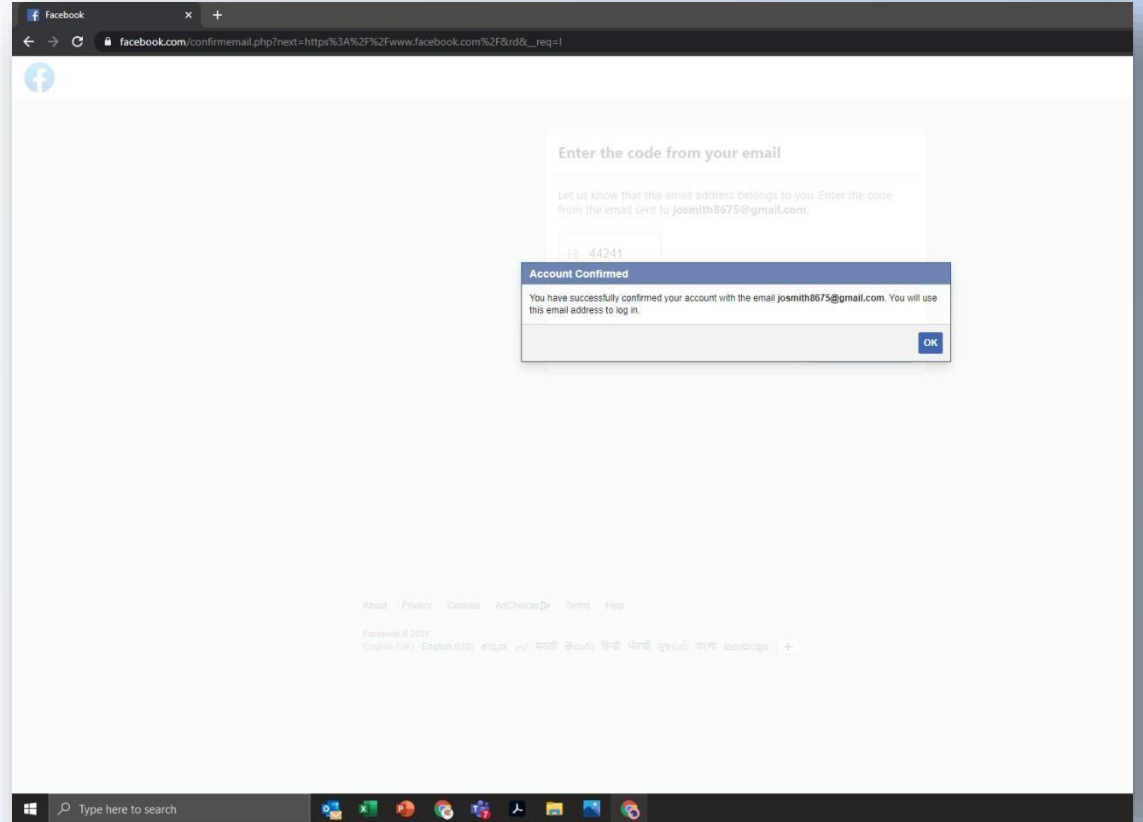
This is to ensure you are the right owner of the email address and verify.

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

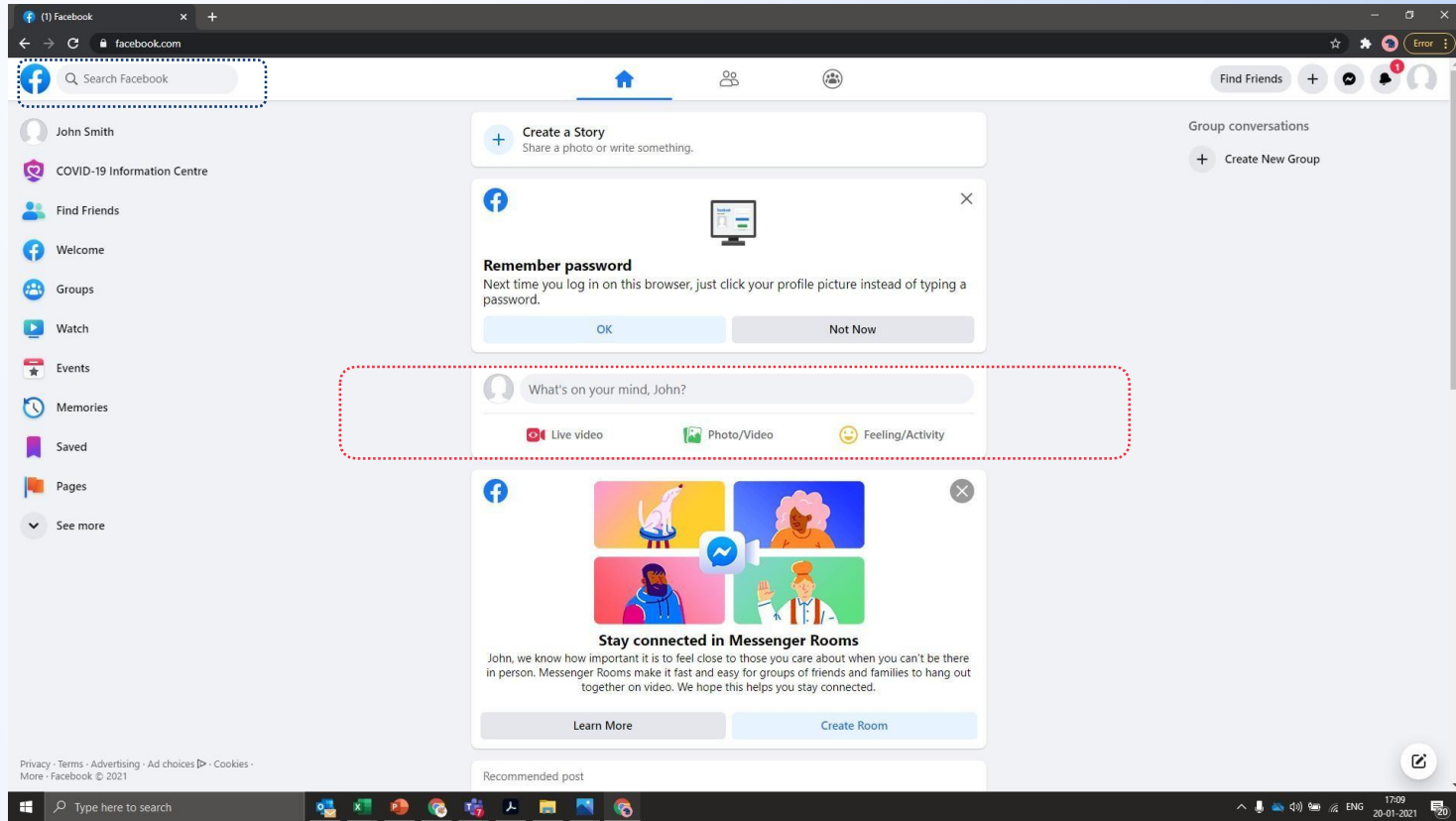


# Setting up a Facebook account

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