

# Successfully Using Social Media



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# Agenda

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2. Signing Up
3. Using your Account
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# Why Social Media over 60?

- Defined as an online application that enable users to create and share content.
- Provides the opportunity to engage
- Finds others that share our interests
- Eliminates physical, geographic and demographic barriers
- Over 60?
  - Connect with friends and family
  - Reduces loneliness
  - Gives advice, provides insight and guidance
  - Keeps us current and engaged

**It's easy to use**

# Why not!

- It's not for me, I'm too old, I'm retired now, No use for it,....
- Or is it fear of screwing it up and hurting the computer?
- Impossible to hurt the computer – unless you pour water on the keyboard, take a hammer the screen or throw it out the window!
- If you press the wrong key a hammer DOES NOT come out of the screen and hit you over the head – that's only in cartoons!

**Worst case** – I can't think of anything as you can always delete if you change your mind about something you say/post/upload...

**Best case** – You find others with same interests, engage in conversations, get good advice on any topics .....

# Signing Up

- Pick one - any one : recommend Facebook, most popular, or Twitter – both been around longer so working smoothly
- Go to Website and join or start..
- Keep it simple: use e-mail for username and pick a password that is easy to remember
- If you enter a name, use your own name or a name that is known to be you - this is how others will find and get to know you
- I use Happy Cat, my personal Brand and much easier to spell than my name
- Answer any set-up questions with Yes, like 'turn on notifications' so you know when people interact with your page with their likes, follows, and comments/messages - you can change this later
- It's free so have fun!

# Using your Account



- Go to the Social Media Website you joined, and log on
- Your Home Screen is presented
- The scrollable feed in middle displays the posts from those you follow
- Status bar across the top provides options, try them out
- **Personalize** your page
  - Prepare your profile of a few sentences for a high level overview of key info about yourself, where you live, hobbies, interests, views.
  - Upload a picture of yourself or something central to your message. I use my Brand Logo, and a picture of my home in Thailand



# My Twitter Account

- Profile Info
- Photos
- Basic Stats
- Pinned Tweet

The screenshot shows the Twitter profile of 'The Happy Cat' (@TheHappyCatCA). The header includes navigation links for Home, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile banner features a colorful fence and a sign that reads 'HAPPY CAT Villa'. The profile picture shows a white cat. The bio states: 'This Canadian Happy #Cat is semi-#retired on Koh Lanta #Thailand. I'm consciously being positive, encouraging everyone to find happiness on journey through life'. Location is 'Koh Lanta, Krabi, Thailand', website is 'thehappycat.ca', joined 'June 2015', and born 'October 2, 1953'. There are 100 photos and videos. The stats show 302 tweets, 1,603 following, 1,022 followers, 701 likes, 1 list, and 3 moments. The pinned tweet from August 22 says: 'Check out my #HappyCat blog for good #articles that #inspire, celebrate #cats and help you get through a #bad day.' The right sidebar shows 'Your Tweet activity' with a bar chart indicating 2,495 impressions over the last week, and 'Who to follow' with a suggestion for Thylas Moss (@4orkergirl).

Home Notifications Messages

Search Twitter

Tweet

HAPPY CAT Villa

**The Happy Cat**  
@TheHappyCatCA

This Canadian Happy #Cat is semi-#retired on Koh Lanta #Thailand. I'm consciously being positive, encouraging everyone to find happiness on journey through life

Koh Lanta, Krabi, Thailand

thehappycat.ca

Joined June 2015

Born on October 2, 1953

100 Photos and videos

TWEETS 302 FOLLOWING 1,603 FOLLOWERS 1,022 LIKES 701 LISTS 1 MOMENTS 3

Edit profile

Tweets Tweets & replies Media

Pinned Tweet

**The Happy Cat** @TheHappyCatCA · Aug 22

Check out my #HappyCat blog for good #articles that #inspire, celebrate #cats and help you get through a #bad day.

HAPPY CAT

Your Tweet activity

Your Tweets earned 2,495 impressions over the last week

Dec 1 Dec 7

View your top Tweets

Who to follow · Refresh · View all

Thylas Moss @4orkergirl

Follow

This course was developed by The Happy Cat, <http://www.thehappycat.ca/> and is provided free of charge.

# My Facebook Account

- Profile Info
- Photos
- Status Bar choices

The screenshot shows a Facebook profile for 'Happy Cat'. The profile picture is a white cat sitting on a wooden chair. The cover photo is a white sign that says 'HAPPY CAT Villa' in colorful letters, with a Canadian flag and a wooden fence in the background. The profile has 156 friends and a bio that reads: 'This Canadian Happy Cat is semi-#retired and living on Koh Lanta #Thailand.' The 'Intro' section lists 'Studied at Sprott School of Business - Carleton University', 'Lives in Ban Koh Lanta, Krabi, Thailand', and 'From Ottawa, Ontario'. The 'Status' section shows a post from November 25 at 4:40pm: 'Just finished my first Happy Cat Chair! Got a wooden chair, painted it turquoise, and then painted Happy Cats on it. Looked at it for a day and just knew it needed some gold kisses on the seat.'

Happy Cat

Update Info View Activity Log ...

Timeline About Friends 156 Photos More

When did you attend Sprott School of Business - Carleton University?

Intro

This Canadian Happy Cat is semi-#retired and living on Koh Lanta #Thailand.

Studied at Sprott School of Business - Carleton University

Lives in Ban Koh Lanta, Krabi, Thailand

From Ottawa, Ontario

Add Featured Photos

Status Photo / Video Life Event

What's on your mind?

Public Post

This post is now hidden from your timeline. Undo

Happy Cat added 3 new photos.

November 25 at 4:40pm · 🌐

Just finished my first Happy Cat Chair!  
Got a wooden chair, painted it turquoise, and then painted Happy Cats on it.  
Looked at it for a day and just knew it needed some gold kisses on the seat.

Sponsored

NeoSpheres

People in the US are going Bananas over these magnets. Prepare to be amazed and mesmerized...

Agoda: Smarter Hotel Boo...  
www.agoda.com  
Get ready for the holiday season specials with Agoda!

This course was developed by The Happy Cat, <http://www.thehappycat.ca/> and is provided free of charge.



# Follow/Friend

- Need to follow/friend others for content in your feed
- Use the search field, near top of screen for names of friends, organizations, businesses, charities, and so on
- Also search for your interests, hobbies, famous people, brands, issues, places, and so on
- When you like the a page/account from someone else you should friend/follow, and you'll start to see the posts from this account in your feed

# Liking

- On your home page – go through your scrollable feed – click 'Like' for the posts you like
- Also click on any post links you find interesting – these take you to a web site with relevant info, maybe to a video
- When available, select the 'Like' icon that best suits your reaction, maybe a thumbs up, a heart, a crying face...
- Comment when you have something to add to a post to engage in conversation

# Sharing

- When you see a post you really like, share it with others, or onto your own timeline – they are many options to chose from
- Others will also share things they like
- Sharing with others prompts conversations

# Commenting

- Can be done to any post, even to your own posts
- Keep the conversation going by commenting on others comments
- It could take a few days for others to comment back, depending on how often they visit their account, but no need to check as you'll get a Notification when they respond

# Post with Purpose

- **Ensure every post has a purpose.**
- Your opinion, an observation, or something funny to brighten up someone's day.
- Think about how you want your reader to react.
  - Do you want them to agree,
  - To laugh, to share?
  - Do you want them provide their opinion?
  - Maybe to contact you?
- Your posts help people get to know you, and helps grow your followers/friends.



# Be Authentic and Consistent

- Kept your posts authentic and consistent with your profile and/or previous posts
- If you deviate from what you've previously said, you could turn off your followers
- Followers don't like it when you exaggerate or embellish
- Stick to the truth

**Being real and honest always wins!**

# Use Good Format Always

- Posts should be easy on the eye, allowing it to move around without any errors or too much text to slow it down
- The use of a title, short paragraphs helps the eye move around
- Use proper spelling, grammar and punctuation as best you can
- Use as few words as possible, add in a link if more information is available – people just don't want to read a lot in a post
- Good posts keep your audience engaged
- Engaged audiences click on links and like posts
- Keep your audience happy and your followers will grow

# Using Media

- Add photos, video, a gif and/or links to your posts
- Media helps your post get noticed and read
- Any media is good because it:
  - Makes the eye stop on your post
  - Engages the viewer
  - Peeks their interest
  - Encourages them to click your link

**It's all good!**

# How often?

- Once a day, every week, on the hour, get into a routine:
  - With breakfast, to start your day
  - With coffee for a morning break
  - With lunch, to catch up with friends and followers
  - With with sunset drinks so you can share your day
  - Anytime that suits you best
- It's up to you, but remember, you don't want to bore your reader by providing too much content
- Try many things to figure out what your audience likes

# How many?

- All Social Media sites have similar functionality
- Once you are comfortable with one, others are easy to figure out
- You'll know what to look for so you'll be up and running rather quickly.
- If you join more than one Social Media site:
  - don't post the same info if you have the same followers
  - add value on each site by posting different things
  - don't bore your audience or they will unfollow/unfriend
- Should you use more than 2 Social Media sites?
  - if they have different purposes, it may be good
  - It is very time-consuming, so you have a lot of time?
  - Requires effort to manage all the different content, is it worth it?



# Popular Social Media Sites

Check them out and find the one(s) that works for you

- **Facebook** – for connecting people – by far the most popular
- **Twitter** – short posts of no more than 140 characters
- **Instagram** – can only post from your cell phone, focus is on photos
- **Pinterest** – for identifying images you find interesting
- **LinkedIn** – for connecting professionals and businesses
- **SnapChat** – for living in the moment - sending messages and multi-media content that self destructs after a few seconds
- And so many more...

## Next Steps...

- Make it routine to check your Social Media accounts regularly
- Spend 10-20 minutes every few days, or spend more time if you find a lot of interesting posts and are sharing with friends and followers
- Get into a rhythm:
  - read, like, comment, share,
  - then post

## Wrap-Up

### **Social Media is a two-way street**

Keep your followers happy with interesting and engaging discussion, and they will reciprocate, keeping you happy and engaged.

## **I'll see you online!**

# Contact Us

## Please contact us with your comments:

- E-Mail: [happy@thehappycat.ca](mailto:happy@thehappycat.ca)
- Twitter: @TheHappyCatCA
- Facebook: /PerleyAnnFriedman
- Instagram: /thehappycatca