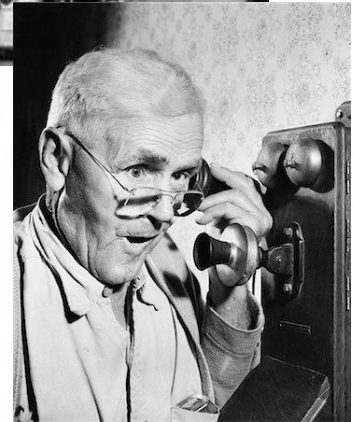


SOCIAL MEDIA

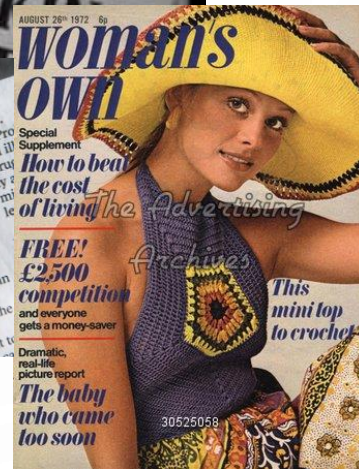
WHAT IS IT? SHOULD I USE IT?

Prepared by Gary Tomlin for
Chalfont's U3A Computer Group





Traditional Media





Points of



Email



1971: Ray Tomlinson, a computer engineer working for Bolt Beranek and Newman in Cambridge, Massachusetts, developed a system for sending messages between computers that used the @ symbol to identify addresses.

1976: Queen Elizabeth II sends an email message on Arpanet, becoming the first head of state to do so.

1997: About 10 million users world wide have free web mail accounts.

2001: Email celebrates its 30th anniversary with virtually every business in the developed world signed on.



Tim Berners-Lee, a British scientist, invented the **World Wide Web (WWW)** in 1989, while working at CERN

mobile computing & web 2.0

Mobile Computing is a technology that allows transmission of data, voice and video via a computer or any other wireless enabled device without having to be connected to a fixed physical link.



Web 2.0 - the second stage of development of the Internet, characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media.



SOCIAL MEDIA

WEBSITES AND APPLICATIONS THAT ENABLE USERS TO CREATE AND SHARE CONTENT OR TO PARTICIPATE IN SOCIAL NETWORKING



YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos.



Facebook is a social networking website where users can post comments, share photographs and post links to news or other interesting or other interesting content on the web, chat live, and watch short-form video.



Pinterest is social media network that allows users to share images associated with project, goods, and services, and to visually discover new interests by browsing images others have posted



Twitter is an online news and social networking site where people communicate in short messages called tweets



WhatsApp Messenger from Facebook is a freeware, cross-platform messaging and Voice over IP service owned by Facebook. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media.

mobile apps and websites



Internet initialism

LOL	Laughing out loud
OMG	Oh, My God
IRL	In Real Life
BTW	By the Way
ROTFL	Rolling on the Floor Laughing
IMHO	In My Humble Opinion
AFAIK	As far as I know
WTF	What the F**k

Internet initialism



:- (Emoji's / Emoticon's :-)

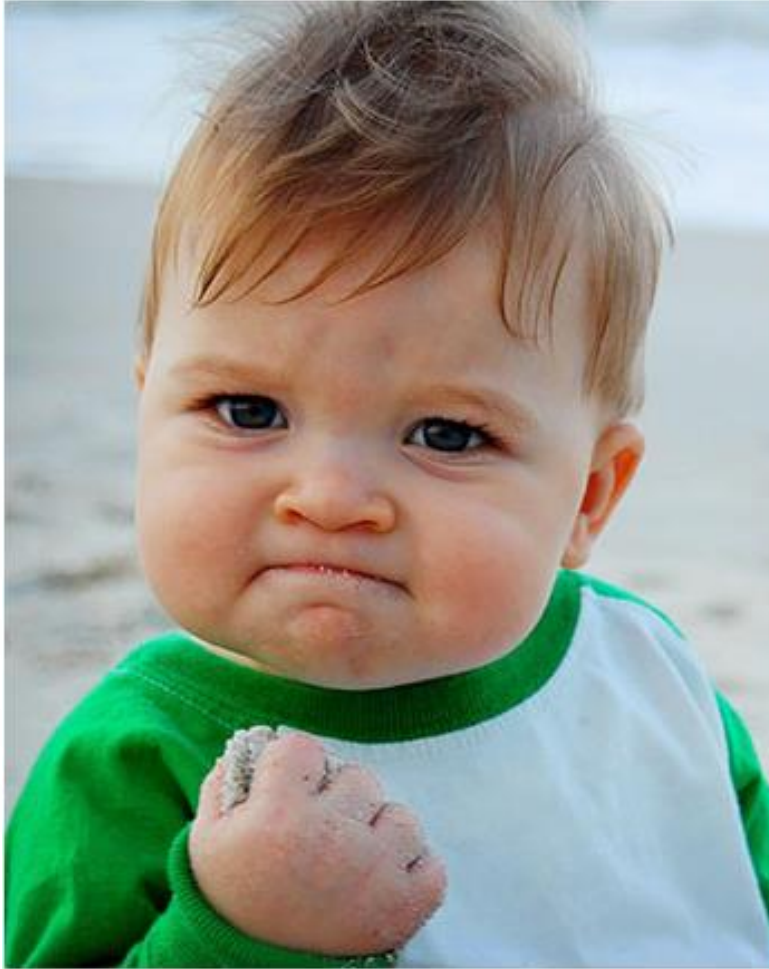


Internet Memes

An **Internet meme**, commonly known as just a **meme** (/mi:m/ MEEM), is an activity, concept, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person via the **Internet**. An **Internet meme** usually takes the form of an image (traditionally an image macro), GIF or video.



Internet Memes - Success kid



Internet Memes – Disaster Girl



Internet Memes – Grumpy Cat



Animated GIFs



#hashtag

A word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic.



The @ Symbol

The @ **symbol** should be used to tag specific friends or acquaintances into your posts and photos. Use the @ **symbol** to notify them about posts they will want to check out. To add people into Facebook posts, just type the person's name — that will be enough to tag them



facebook



Andy Cox ▸ **Chalfont St. Peter Connected** ⋮
13 hrs · 🌐

Has anyone, possibly a lady misplaced their glasses in the village?
Rather strong lenses.... Pm me if so.

3 comments

 **Like**  **Comment**  **Share**

 **Kev Robbo** Probably can't see the letters to PM you  2
Like · Reply · 13h

↳  Julie Tibbs Coysh replied · 1 reply

 **Timbo Slice** Kate Rose Hand  1
Like · Reply · 12h

 Write a comment...    

PM (Private Message) = DM (Direct Message)

Twitter



Orchard Barn @OBeeCIC · 2h

Interested in traditional #timberframes #suffolk style #heritage NEW
#vernacularbuilding #course 2.5.20 at #OrchardBarn Places available new
stove #fundraising campaign crowdfunder.co.uk/help-us-fire-u...
@crowdfunderuk @BuryStEdBeyond @U3A_UK @RIBA_Suffolk
@greensuffolk @PrincesFound





QUICK! TO THE COMPUTER!