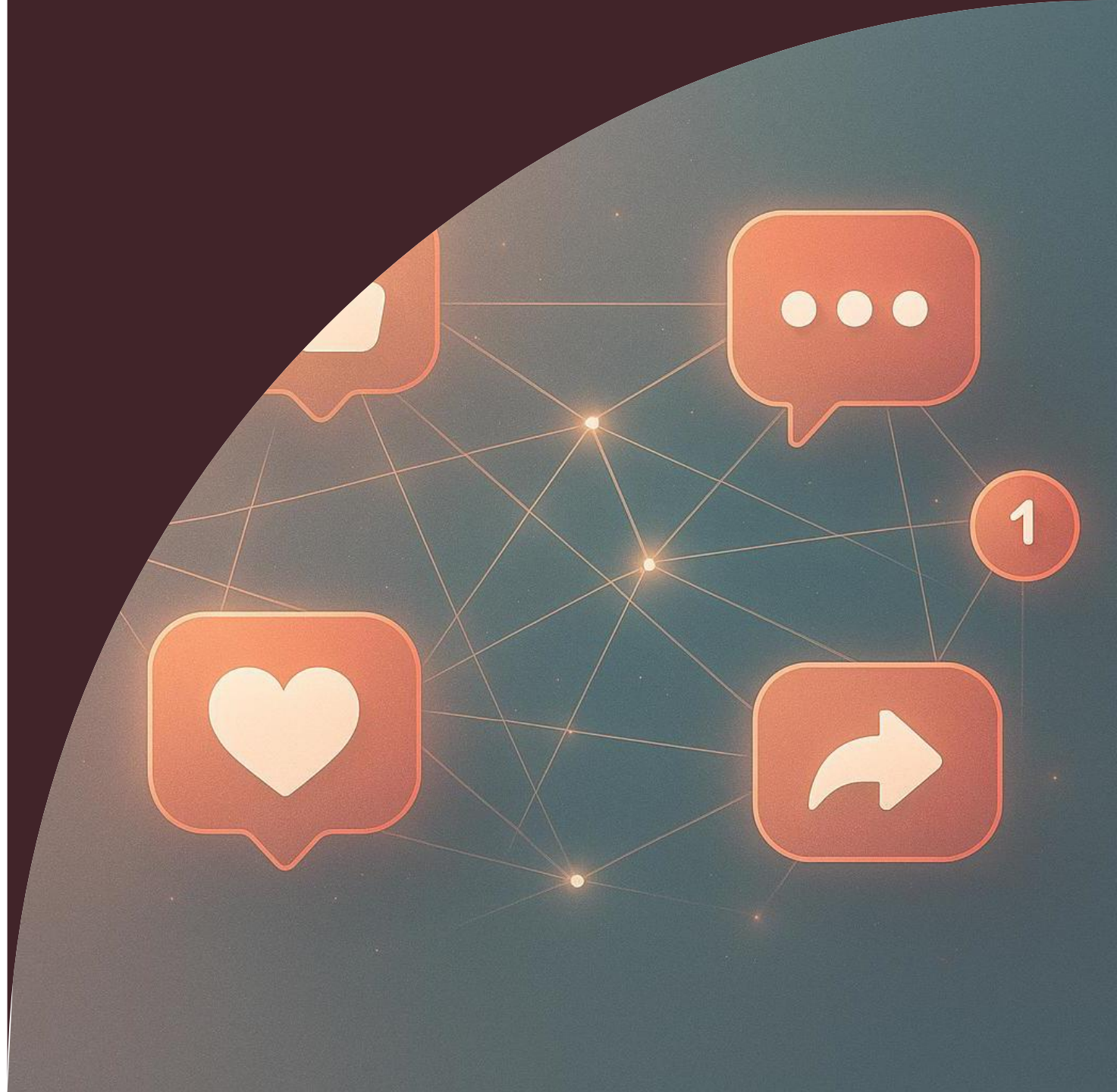


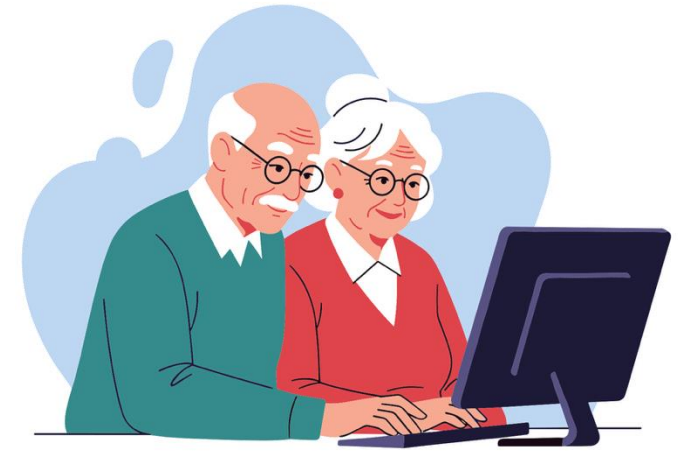
Social Media

For People Like US



Social Media for Beginners

- Social Media Basics
- Common Platforms
- Staying Safe
- Common Scams



What Is Social Media?

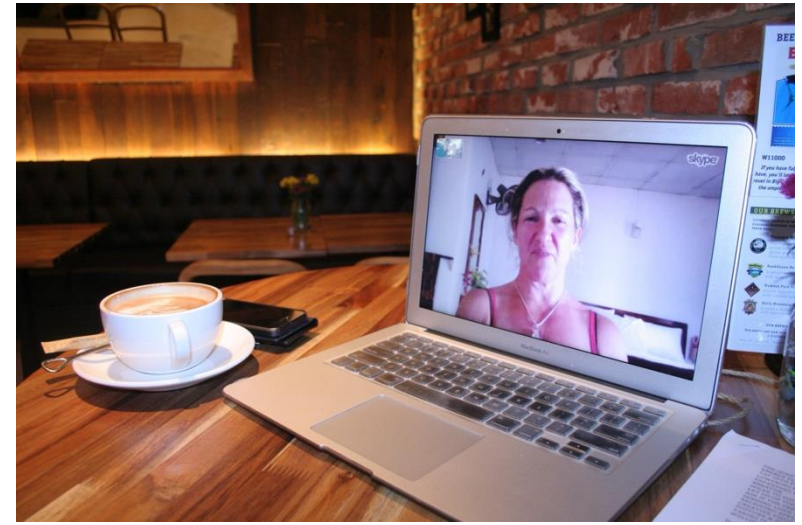


Social media are online platforms where people:

- Connect with people across the world
- Share content (photos, videos, messages, links)
- Follow others (friends, family, public figures, organisations)
- Communicate in real-time (chat, comments, live video)
- Receive personalised feeds driven by algorithms

Why People Use It

- Staying in touch with family
- Seeing photos of grandchildren
- Joining interest groups
- Learning new skills



Which Platforms Are Best for U3A Members

 Facebook – Best for Staying Connected

 WhatsApp – Best for Messaging & Calls

 YouTube – Best for Learning & Tutorials

 Instagram – Best for Photos & Inspiration

 TikTok – Best for Short, Fun Videos

 X (Twitter) – Best for News & Alerts

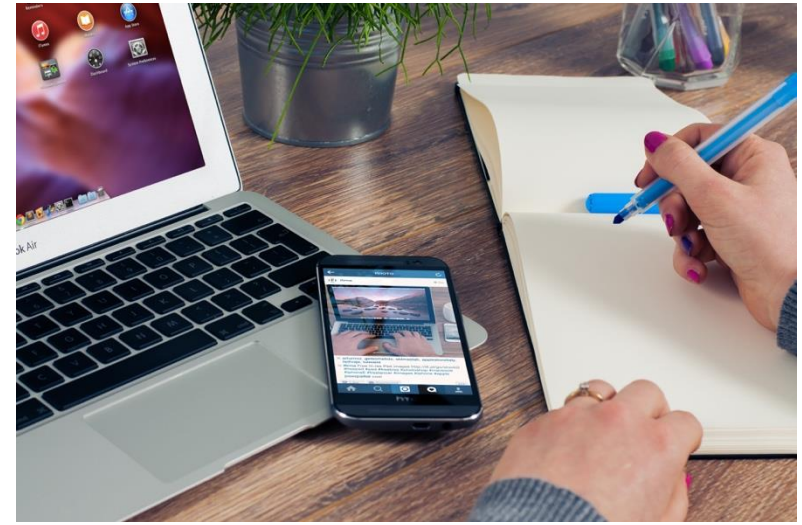
 Nextdoor – Best for Local Neighbourhood Info

Social Media Audience

Company	User Population	Audience
 Facebook	3.0 billion	Adults 25-65+
 WhatsApp	2.0 billion	All ages
 YouTube	2.5 billion	Everyone
 Instagram	2.0 billion	Under-40 but growing among 50+
 TikTok	1.5 billion	Teens and young adults
 X	550 million	News followers, journalists
 Nextdoor	80 million	Adults 30-70+

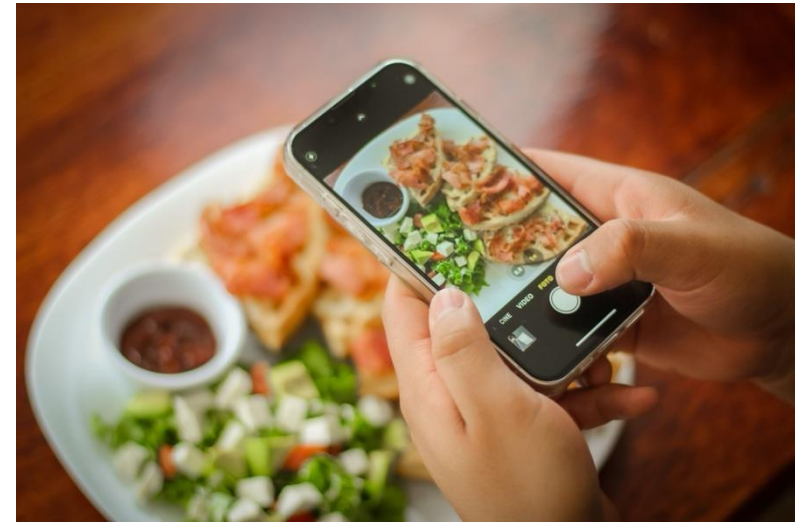
What You Need

- Email address
- Mobile phone for verification
- Strong password
- A little patience



Good Habits

- Strong passwords
- Two-factor authentication
- Review privacy settings
- Update apps
- Ask for help





Good Habits but what not to do

- Don't share bank details
- Don't click unknown links
- Don't post when angry
- Don't accept strangers as friends
- Post holiday dates

STOP – THINK – CHECK

The STOP Rule

- S – Stop
Don't respond immediately.
- T – Think
Why have I received this?
- O – Obtain independent confirmation
Contact the person/company using a number or website you already know is genuine.
- P – Protect
Don't send money, passwords, PINs or security codes.

There is no prize for responding fastest.



Risks and Challenges

- Scams and fraud.
- Cyberbullying.
- Privacy concerns.
- Misinformation and fake news.
- Digital Footprint



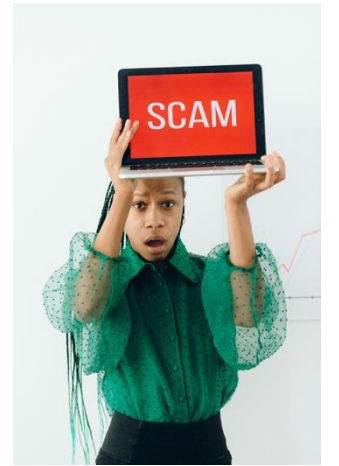
Fake News & Misinformation

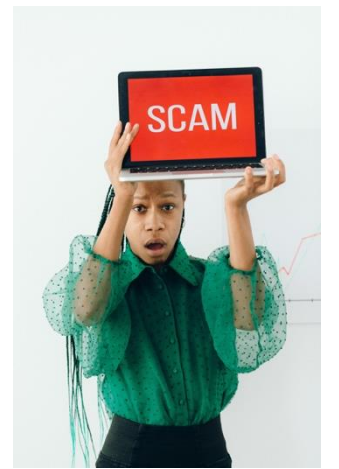
- Misleading health advice
- Edited videos
- Emotional posts designed to provoke
- Always check the source



Scams

- Fake messages pretending to be family
- “Urgent” requests for money
- Fake competitions
- Links asking you to “verify your account”





The “Grandparent WhatsApp Scam”

- Message pretending to be a grandchild
- Claims their phone is broken
- Asks for urgent money
- Uses pressure and emotional manipulation



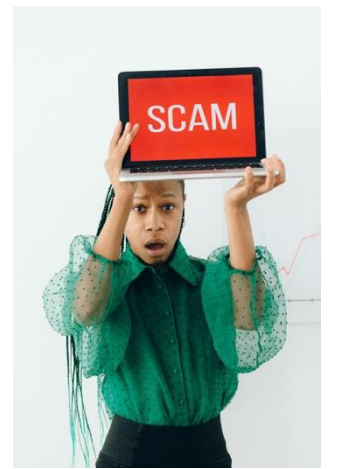
The “Fake Parcel Delivery” Scam

- Text message claiming a parcel can’t be delivered
- Includes a link to “re-schedule delivery”
- Link leads to a fake website
- Designed to steal bank details



The “Bank Security Alert” Scam

- Text or email claiming to be your bank
- Says your account is “locked” or “compromised”
- Includes a link to “secure your account”
- Designed to steal login details



The “Friend Request”

- Scammer copies someone’s profile
- Sends friend requests to their contacts
- Pretends to be the real person
- Later asks for money or information



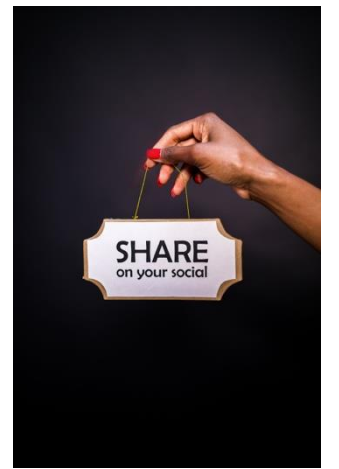
Microsoft Tech Support Scam (UK, 2023)

- Scammers phoned older adults, claiming their computer had a virus
- Asked victims to install remote access software
- Accessed online banking and stole money
- UK police traced calls and arrested five perpetrators
- Reminder: Microsoft never phones you out of the blue

The Future of Social Media

- Artificial Intelligence (AI)
- Virtual & Augmented Reality
- Better Privacy & Security
- Greater Regulation
- A More Connected World





Social Media: Making It Work for You

- Stay in touch with family and friends
- Explore hobbies and interests
- Learn something new every day
- Share experiences and memories
- Be informed, but think critically

Topics for future meetings

- Deeper dive on some of the mentioned Social Media tools?

From last time:

- AI update
- Managing Photos
- How to see what info Google, Meta etc has about you