Facebook, Instagram and staying “safe”

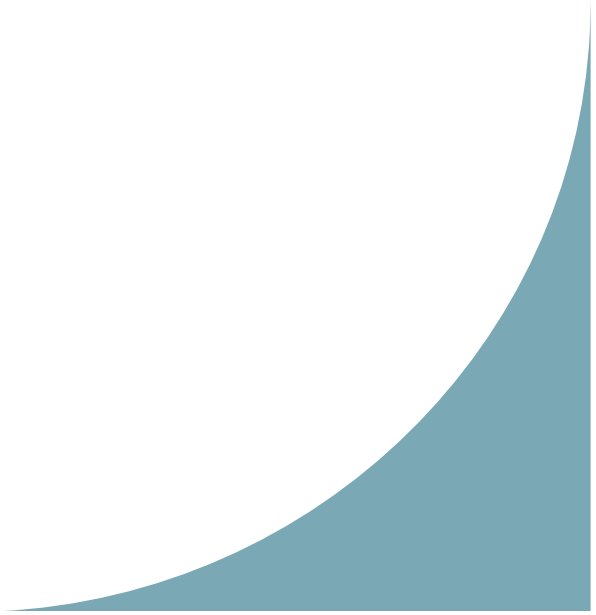


How to understand the notation used on the following slides

- When you see something like “Alt+F4“ that means that you press the Alt key and the F4 key at the same time (i.e. press Alt, keep it down and press F4).
- Similarly for 3 keys, e.g. Ctrl+Shift+Esc means press down and hold Ctrl, then press and hold Shift, then press Esc
- When you see something like “Settings/Accounts/”Other Users” that means you launch Settings (from Start menu or with Win+I) and then choose “Accounts” and then choose “Other Users”

Agenda

- Facebook v Instagram
- What you can do with Facebook
- What you can do with Instagram
- Staying safe with Facebook
- Staying safe with Instagram
- Linking/Sync’ing your Facebook & Instagram accounts
- Topics for future meetings



• Facebook v Instagram

- People often choose Instagram over Facebook because it feels more visual, mobile-native and entertainment-focused, while Facebook has become more associated with older demographics (e.g. us 🙂), family updates, groups, Marketplace, and text/link-heavy posts.
- Meta owns both, but ownership does not make the products interchangeable—they serve different habits and social contexts
- Note that Meta also owns WhatsApp…

Why Instagram feels better

- **Visual-first experience:** Instagram is built around photos, Stories, Reels, and short videos, so it is faster and more entertaining to scroll.
  Facebook supports those formats too, but its feed also mixes long posts, links, news, groups, and Marketplace.
- **Discovery over “real life” connections:** Instagram’s algorithm and Reels make it easy to find creators, trends, hobbies, and brands beyond one’s existing friend network.
  Facebook is more centred on existing relationships, communities, and local activity.
- **Younger audience:** Instagram skews younger, especially among people under 40, while Facebook has broader age reach and is often where people maintain family and long-standing social ties.

Why Instagram feels better

- **Less social baggage:** On Instagram, people can curate a public or semi-public identity, follow niche accounts, and interact with strangers through shared interests.
- Facebook often includes relatives, coworkers, and acquaintances, which can make posting feel more constrained.
- **Mobile-first design:** Instagram was designed for phone use from the start; Facebook remains useful across desktop and mobile but carries a more “everything platform” feel.

What you can do with both products

Activity	Facebook	Instagram	How it differs
Share photos/videos	Yes	Yes	Instagram is designed around visuals; Facebook treats them as one of many post types.
Stories	Yes	Yes	Nearly the same 24-hour disappearing format; Instagram is generally the more natural home for them.
Reels / short video	Yes	Yes	Both support short vertical video, but Instagram's Reels experience and Explore discovery are more central to the app.
Likes, comments, DMs	Yes	Yes	Facebook offers more reaction options; Instagram centres interaction around visual posts, Stories, and DMs.
Tagging and locations	Yes	Yes	Functionally similar, though Instagram leans more heavily on tags and location for discovery.
Shopping	Yes	Yes	Both support business storefronts; Facebook additionally has Marketplace for person-to-person buying and selling.
Advertising	Yes	Yes	Both can be managed through Meta Ads Manager, with campaigns able to run across either or both placements.
Cross-posting	Yes	Yes	If your accounts are in the same Accounts Center, you can share Instagram posts, Stories, and Reels to Facebook.

What you can do with both products (cont'd)

What is a Reel?

- A **Facebook Reel** is a video format on Facebook that lets users and creators share engaging video content complete with music, audio, and effects
- An **Instagram Reel** is a short-form, vertical video feature on Instagram designed for recording, editing, and sharing multi-clip videos with audio, effects, and text.

What you can do with both products (cont'd)

What is a Story?

- A **Facebook Story** is a short, full-screen vertical photo or video collection that you share with your friends or followers, which **automatically disappears after 24 hours**
- An **Instagram Story** is a temporary, full-screen vertical photo or video post that **automatically disappears 24 hours after you share it.**
- In both you can keep a history of your stories that **only you** can see (in your "Archive")

What is unique to Facebook

Conversation and Information

- Facebook supports text-only posts, clickable links with previews, long-form updates, Groups, Events, Marketplace, and more robust desktop use.
- That makes it stronger for announcements, discussions, local communities, event RSVPs, and sending people directly to a website or article.
- For example, a local business could use Facebook to post an event, collect RSVPs, answer questions in a Group, and link directly to its booking page.

What is unique to Instagram

Visuals and Discovery

- Instagram **requires** an image or video for a feed post, limits clickable links mainly to your bio and Stories, and is mobile-first.
- Its strengths are Reels, Explore, hashtags, visual storytelling, and quick engagement with photos, carousels, and short videos.
- For the same local business, Instagram would be the better place for polished product photos, behind-the-scenes Reels, Stories with polls or countdowns, and discovery by people browsing related visual content.

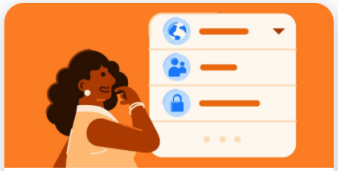
Staying Safe with Facebook

- See the Facebook Privacy settings help centre here
- You can go direct to the Privacy & Settings page from there or here
- In the sidebar on the left choose the “Privacy Checkup” and you will see the following screen…

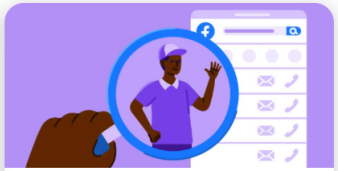
Staying Safe with Facebook (cont'd)

Privacy Checkup

We'll guide you through some settings so that you can make the right choices for your account.
What topic do you want to start with?



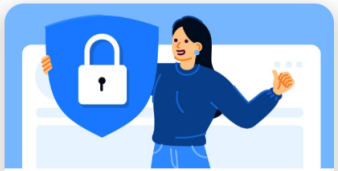
Who can see what you share



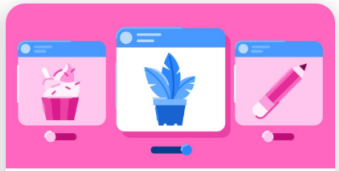
How people can find you on Facebook



Your data settings on Facebook



How to keep your account secure



Your ad preferences on Facebook

You can check more privacy settings on Facebook in **Settings**

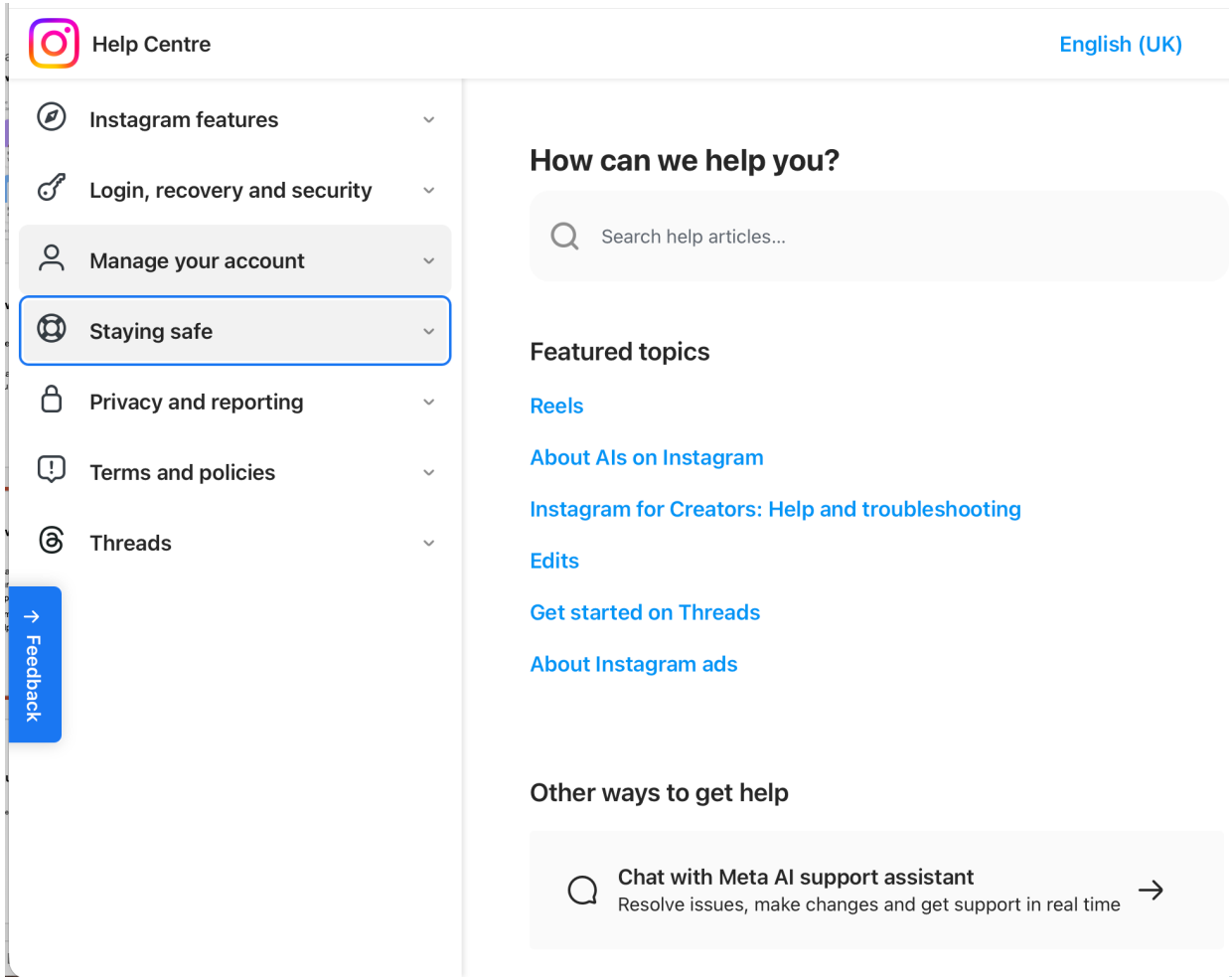
Staying Safe with Facebook (cont'd)

- You need to visit each one of those and make sure you are happy with the settings
- We will now look at all of those for my own account so you can see that it is not difficult…😉

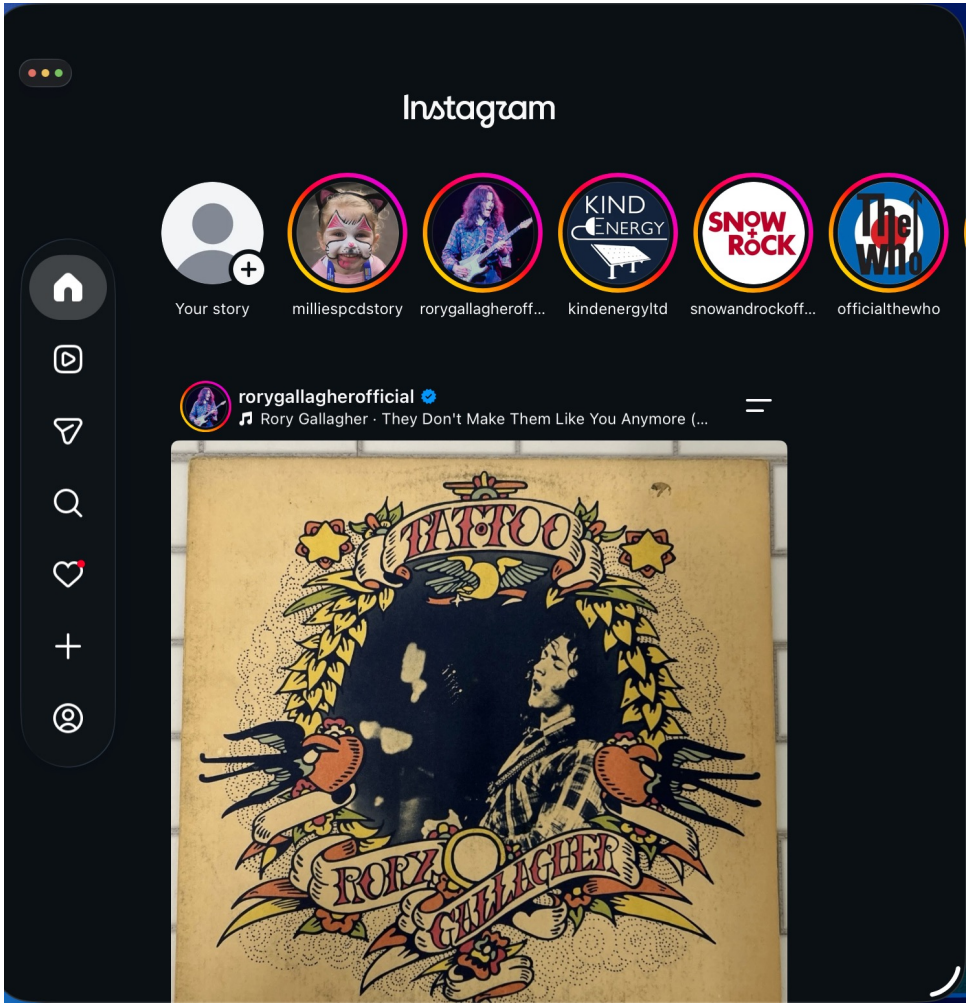
Staying Safe with Instagram

- It looks like you can only change your Privacy and Security settings for Instagram on your mobile device – not really surprising as Instagram is a mobile first app..,
- You can get information about what is possible to change by looking at the Instagram help centre here

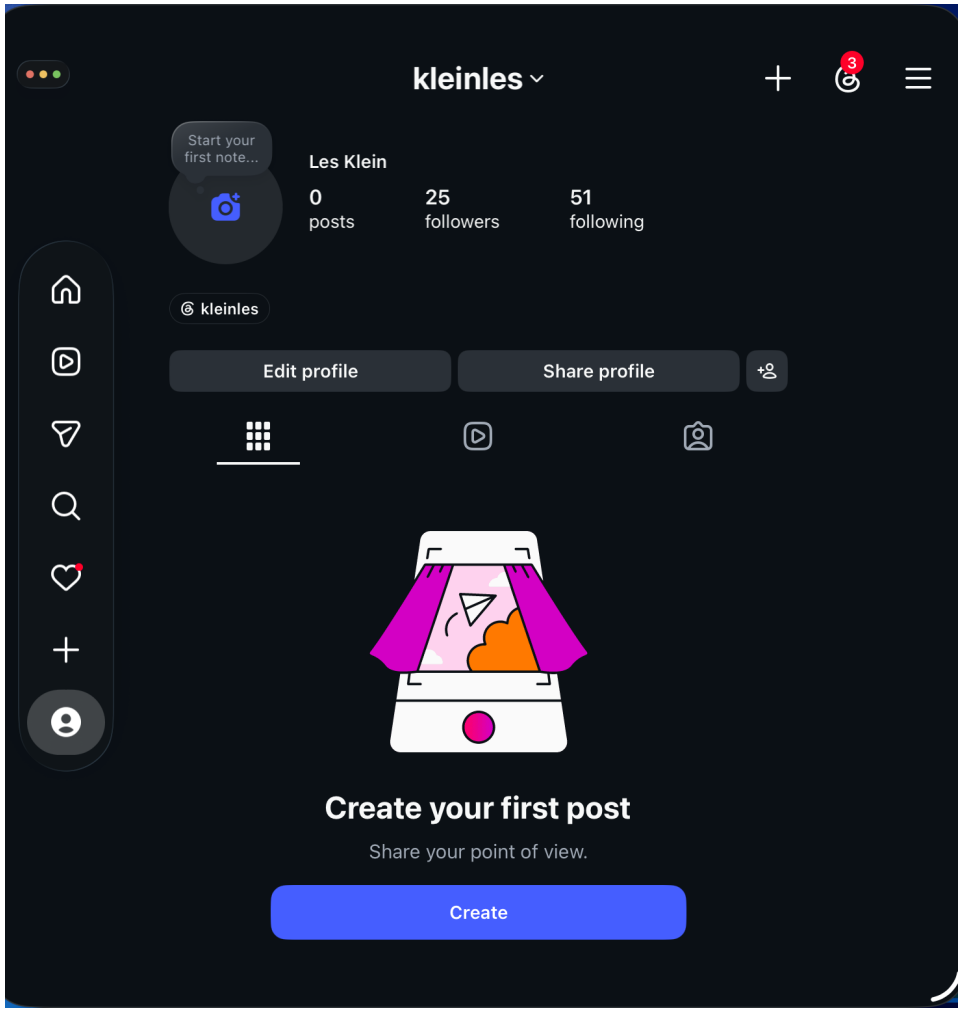
Staying Safe with Instagram (cont’d)



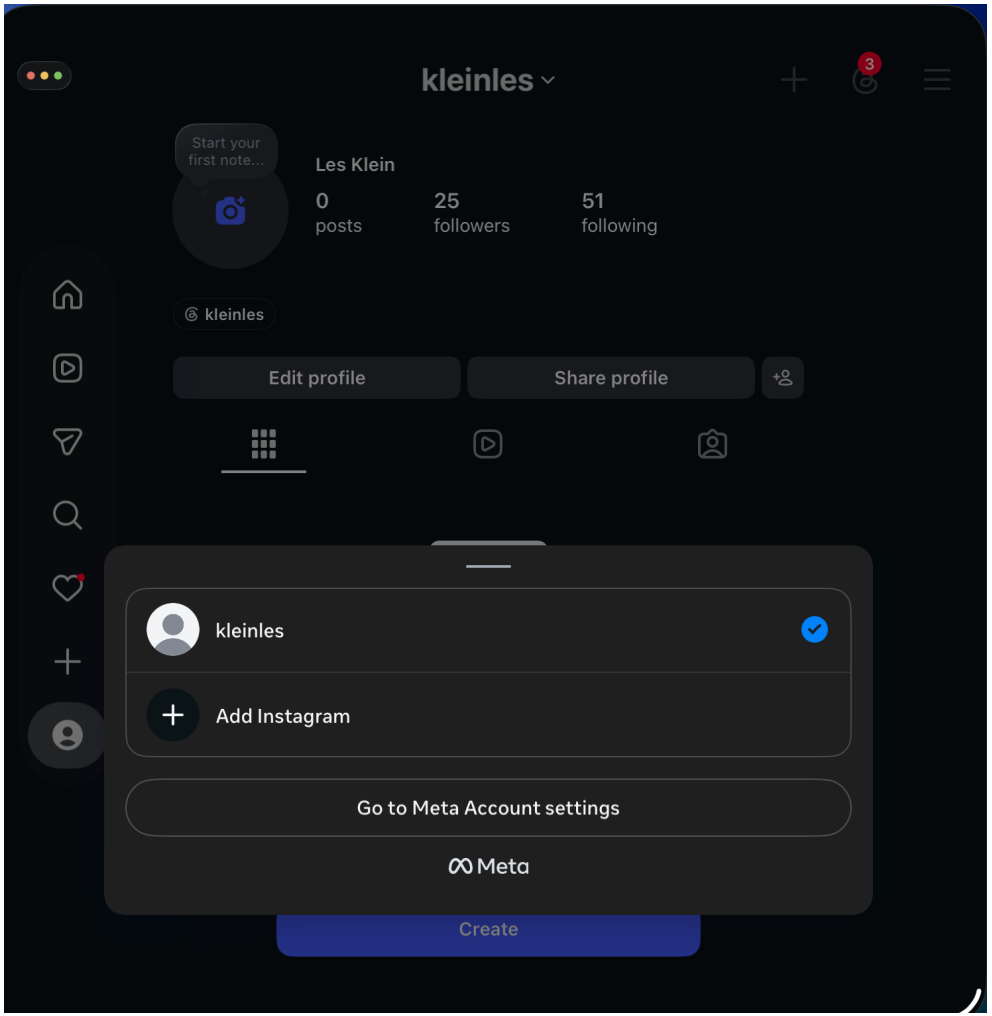
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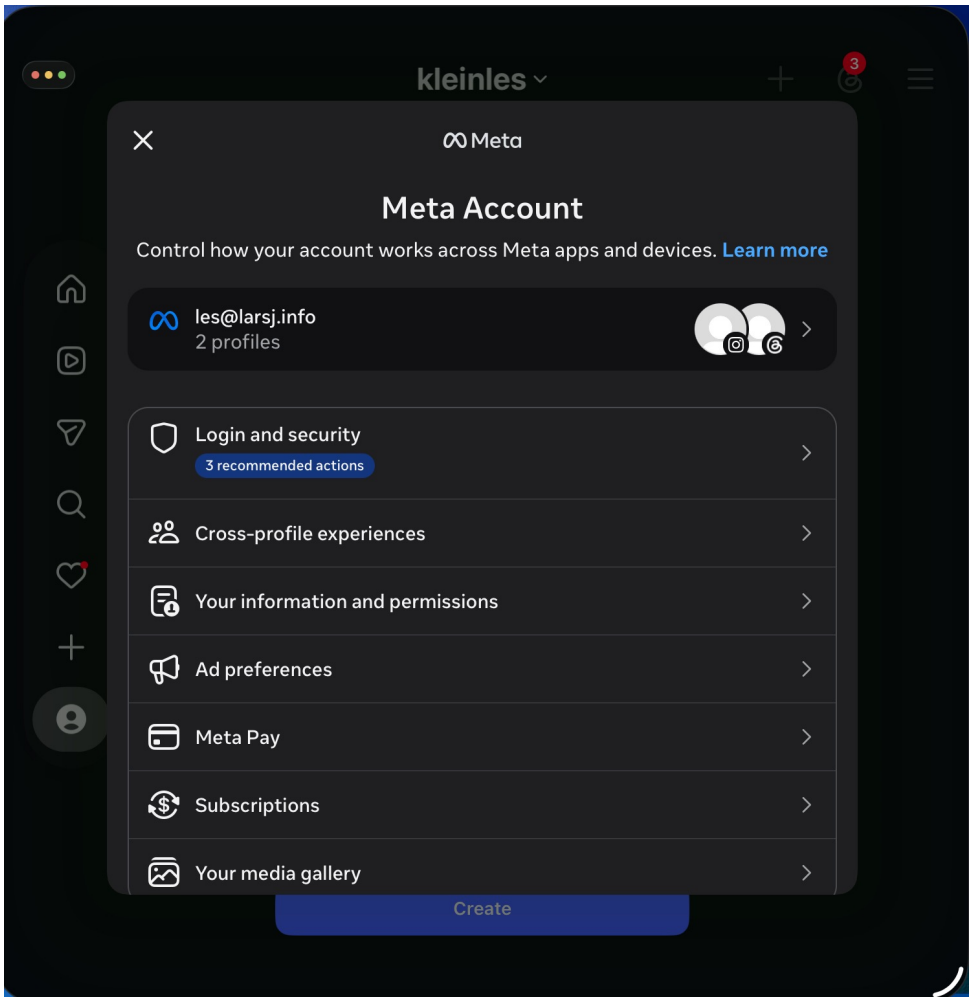
Staying Safe with Instagram (cont’d)



Staying Safe with Instagram (cont’d)



Staying Safe with Instagram (cont'd)



Linking/Sync'ing your Facebook & Instagram accounts

- You can link your two accounts and automatically sync some things between them so that you don't need to post them in each app
- See here for how to do that.
- **Profiles** linked via the Meta Accounts Centre, automatic syncing **works in both directions** for content and profile details
- You can toggle on automatic sharing independently for each direction under Connected experiences > Sharing across profiles:
- **Instagram to Facebook:** Your future Instagram Feed posts, Stories, and Reels can automatically publish to your personal Facebook timeline.
- **Facebook to Instagram:** Your future personal Facebook photo/video posts, Stories, and Reels can automatically publish to your Instagram profile.
- **Format Restrictions:** Text-only Facebook posts, posts with more than 10 photos, multiple videos, live streams, and reshares will not sync to Instagram.

Topics for future meetings

- Passwords & Passkeys update?

