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## DigiSkiPasS – Digital Skills Passport for Senior

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# SOCIAL NETWORKS







## Feature:

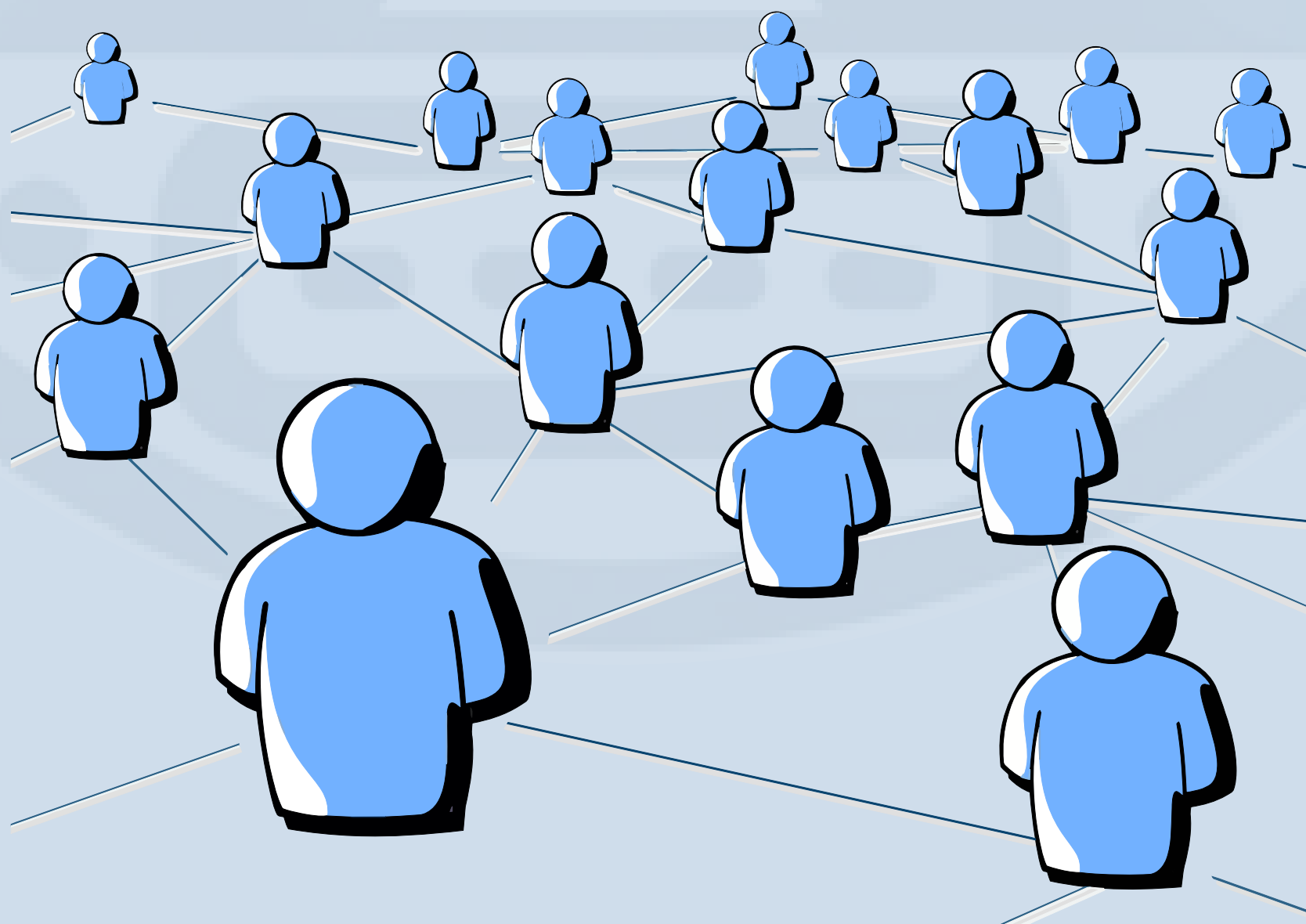


- Create a personal profile
- Connect with friends and family
- Share content (photos, videos, texts, links)
- Interact with other users (comments, likes, messages)
- Joining Groups and Communities
- Follow influencers and brands

## Types of social networks:



- Generic social networks: Facebook, Instagram, Twitter
- Professional social networks: LinkedIn
- Content sharing social networks: YouTube, Pinterest
- Messaging social networks: WhatsApp, Telegram







## Advantages:

- Stay in touch with friends and family
- Meet new people
- Sharing interests and passions
- Promote your business or profession
- Learn new information
- Be informed about events and news



## Detriments:

- Addiction and addiction
- Cyberbullying and online harassment
- Hate speech and fake news
- Privacy and security concerns
- Loss of time and productivity

The term "social network" was officially born in 2003, and its literal translation is "social network". In general, we can say that a social network is a network that allows individuals to connect with each other for various purposes.





A social network, in fact, aims to allow users to communicate with each other and provide the possibility of establishing long-distance relationships in a simple and immediate way. So create a network of people who are connected to each other through parental, friendship or work relationships, but also people who have no real connection but can still always be in touch at any time of the day or night.

## WHAT ARE SOCIAL NETWORKS USED FOR?

Today, social networks have been transformed from simple tools for connecting and sharing into real aggregators of users who often decide to subscribe to a platform driven by:

- Desire to socialize
- Need to find information
- Desire for entertainment
- Work Purposes



They allow us to expand our network of acquaintances, publish updates on topics we cover, share photos and videos, follow our favorite characters who often become so-called Influencers thanks to these social networks, comment on news and, last but not least, promote our business.



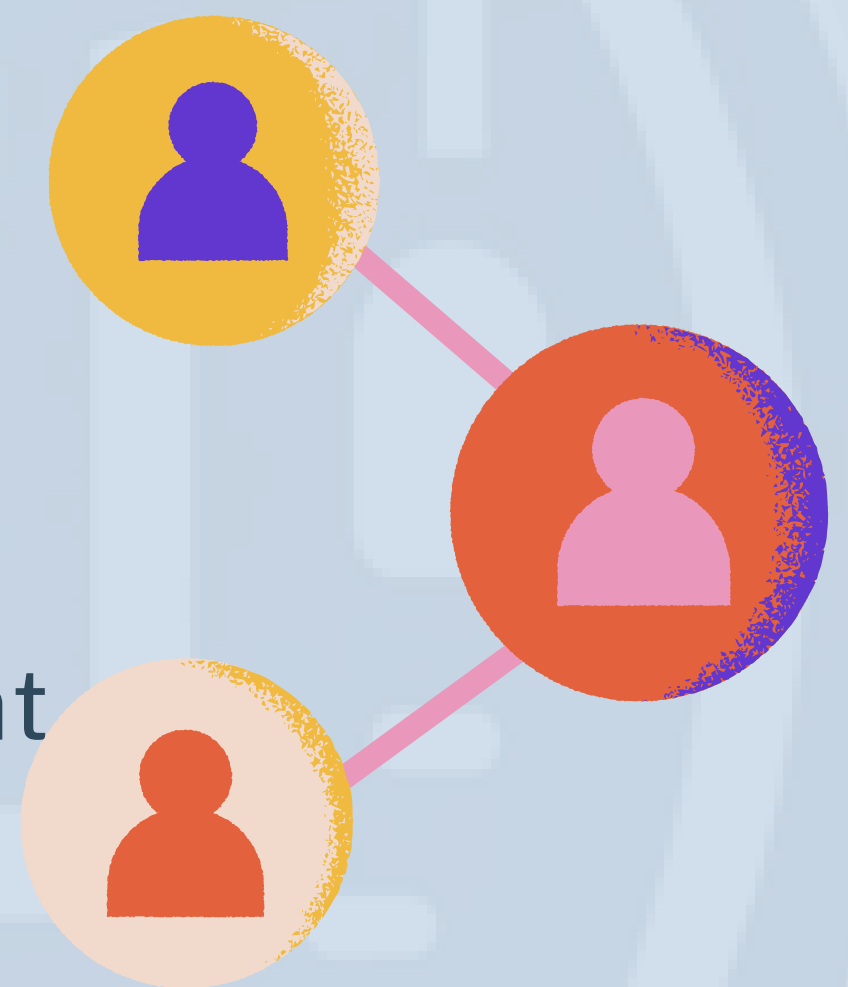


This is because over the years, companies have also become aware of the opportunities that these social networks represent and have therefore begun to use them as showcases (and not only) to promote their image, products and services.

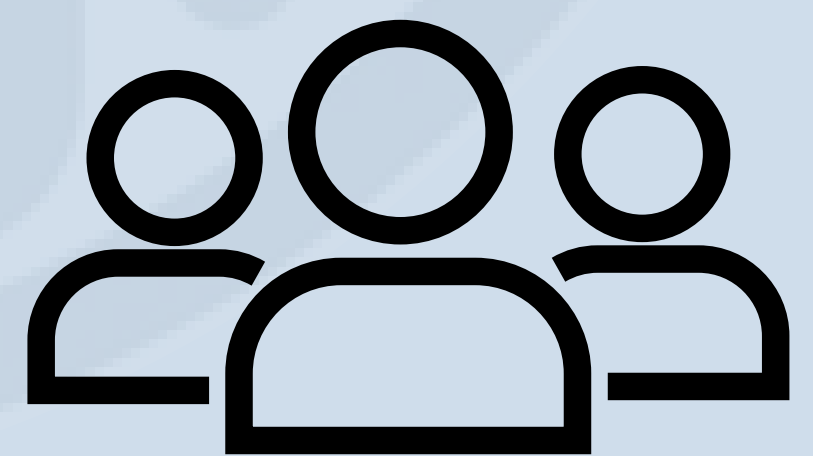
## HOW DO SOCIAL NETWORKS WORK?

Now that we've clarified what social networks are and what they're for, let's try to understand how they work.

This is a complex topic, since the functionality of each platform is linked to the specific features that underpin the platform itself, and here we will limit ourselves to a general explanation.



To join these social networks, the first thing you need to do is visit their website from your computer or download the application on your smartphone. Most platforms (if not all) offer the option to sign up for free and create a profile by entering your first name, last name, and personal email.







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We then enrich the profile we have created with all the information that is relevant to us: our interests, hobbies, studies, work history, etc. That is, all the data that we consider useful and that, in a certain sense, we want to make public.

Once you've created your user profile, all you have to do is connect with other users. We can start adding our friends, friends of friends, users suggested by the platform itself, based on the information we have provided during registration, etc., until we get in touch with a user who may come from another part of the world and who, probably, we will never meet in person.







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Now we just have to start using the platform, sharing textual content, images, videos, links to other sites, audio ... In short, any type of multimedia content supported by the social network we are using, always remembering to respect the rules that we have accepted by signing up and in general using these platforms in a civilized way.

Being online can sometimes give us a sense of impunity that makes us do things that we wouldn't do in a normal situation; Let's remember that we are responsible for what we post even in terms of the law and we can be reported for incorrect or worse illegal behavior.



### Conclusion:

Social networks can be a useful and fun tool for connecting with people and sharing information. However, it is important to be aware of the potential risks and use them responsibly.





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## HOW TO USE SOCIAL NETWORKS TO STAY IN TOUCH WITH FAMILY AND FRIENDS



**Share updates about my life:** I can post photos, videos, and texts to tell my family and friends what I'm doing, what I'm interested in, and what my experiences are.

**Commenting and interacting with their posts:** I can leave, like, and react to posts from my family and friends to show my support and interest in their lives.

**Send private messages:** I can use private messaging to chat with my family and friends in a more personal and direct way.

**Join family groups and chats:** I can join family groups and chats on social networks to stay in touch with all family members at once.

**Organize virtual events:** I can use social networks to organize virtual events such as group video calls, online games, or movie nights.





**Sharing interests and passions:** I can join online groups and communities that share my interests and hobbies to connect with people I can converse and interact with.

**Send special wishes and messages:** I can use social networks to send birthday, anniversary, or other special wishes to my family and friends.

**Offer help and support:** I can use social networks to offer help and support to my family and friends in times of need.

**Look for new ways to connect:** I can be creative and look for new ways to connect with my family and friends, such as using themed video calls or creating shared online photo albums.

**Social networks can be a valuable tool for staying in touch with loved ones, even if they live far away. By using them consciously and creatively, we can strengthen our relationships and create a deeper sense of connection with the people we love.**







## CONSCIOUS USE OF SOCIAL NETWORKS



Social networks can be a valuable resource for connecting with people, sharing information, and learning new things. However, it is important to use them consciously and responsibly to avoid potential risks.

**Here are some tips for a conscious use of social networks:**

### 1. Set your privacy:



- Make your personal information private.
- Limit who can see your posts and photos.
- Never share sensitive information such as passwords or banking details.

### 2. Be mindful of what you share:

- Think before you post anything.
- Never post offensive or illegal content.
- Avoid sharing other people's private information.







### 3. Beware of fake news:

- Always check the sources of the information you read online.
- Don't share news without verifying it.
- Follow only reliable news sources.

### 4. Manage your time:



- Set time limits for the use of social networks.
- Take regular breaks to avoid becoming addicted.
- Use time tracking apps to help you manage your time online.

### 5. Be cautious with people you know online:

- Never trust someone you don't know in person.
- Never share personal information with people you know online.
- Beware of scams and cyberbullying.

### 6. Report inappropriate content:



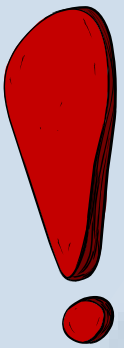
- If you see something offensive or illegal, report it to the social network.
- It helps to create a safe and positive online environment.





## 7. Take a break from social networks:

- If you're feeling stressed or anxious, take a break from social networks.
- Spend your time on other activities that you enjoy.
- Find your balance in offline life.



### Remember

- Social networks are a tool, not a necessity.
- Your offline life is more important than your online life.
- Use social networks consciously and responsibly to protect yourself from risks.

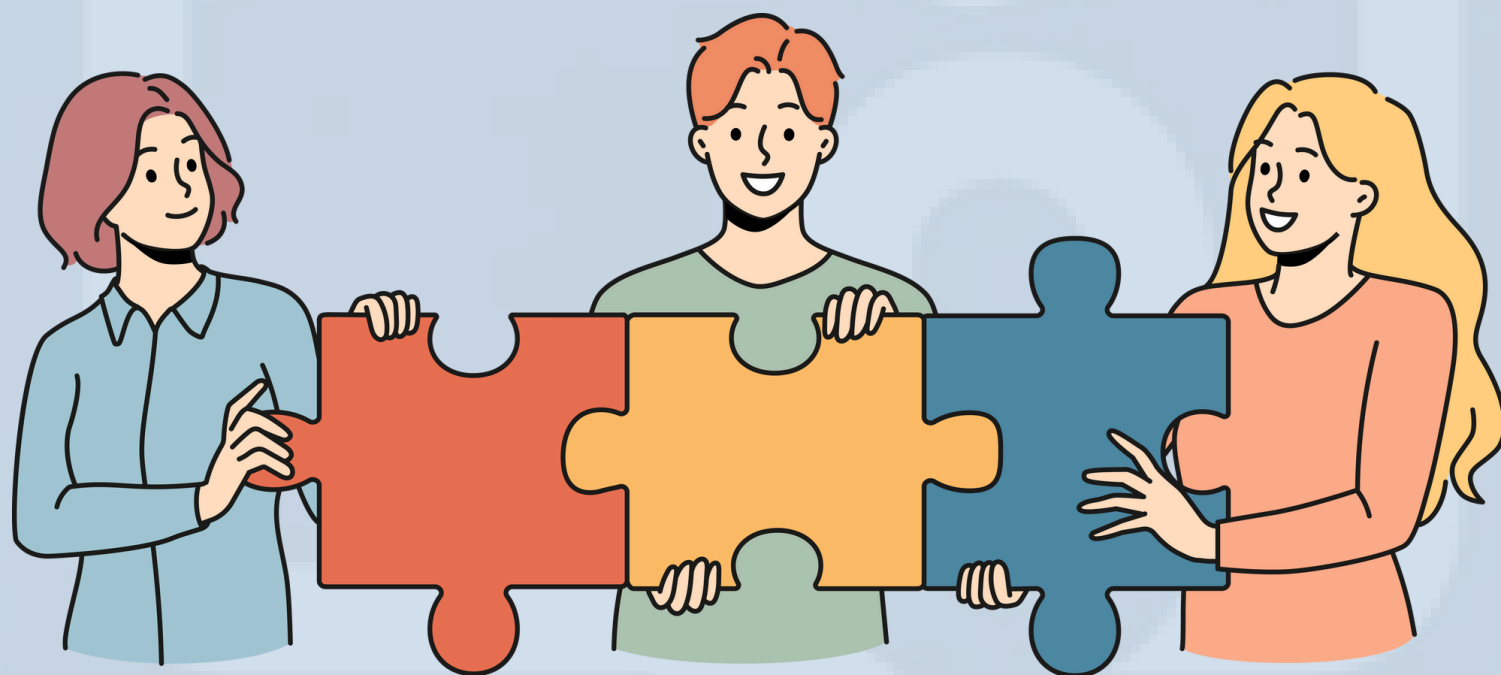
Social networks can be a great way to stay connected with friends and family, meet new people, share interests and passions, and feel like you're part of a community.



*Here are some tips for people who use social networks:*

- Choose a social network that suits your needs and interests.
- Start slowly and learn the basics of your chosen social network.
- Only share information that you feel comfortable sharing.
- Beware of scams and cyberbullying.
- Protect your privacy and security.

Social networks can be a great way for people to stay active, connected, and socialized.



## CREATE AND EDIT DOCUMENTS ON THE GO

### **Concerns about using social networks:**

**Misinformation and fake news:** The spread of false or misleading information can have a negative impact on society and people's lives.

### **Cyberbullying and online harassment:**

Abusive and intimidating behavior can cause psychological and social harm.





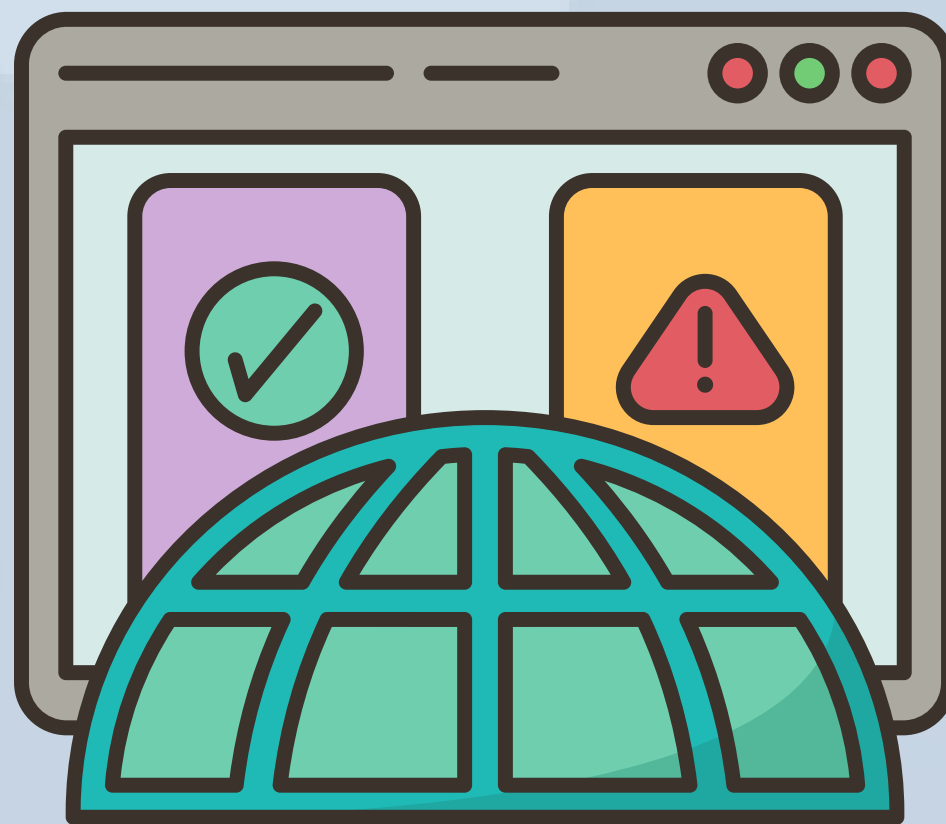


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**Addiction and overuse:** Excessive use of social networks can lead to mental and physical health problems, such as anxiety, depression, and sleep disorders.

**Privacy and security concerns:** Sharing personal information online can increase the risk of identity theft, scams, and cyberstalking.

**Polarization and disagreement:** Online echo chambers can amplify divisions and hatred between people with different opinions.





## HOW TO PROTECT YOURSELF FROM RISKS



**Be aware of the risks:** It's important to be aware of the potential dangers associated with using social networks.

**Protect privacy:** Limit the personal information you share online and use strict privacy settings.

**Be critical of information:** Verify sources of news and information before sharing them.

**Manage your time online:** Set time limits for using social networks and take regular breaks.

**Report inappropriate content:** Report cases of cyberbullying, misinformation, and other harmful content to the appropriate authorities.





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**Cultivate offline relationships:** Maintain an active, offline social life to counteract isolation and addiction to social networks.

**Promote positive use of social networks:** Share positive and constructive content, be respectful towards others, and use social networks to create positive connections.

**Conscious and responsible use of social networks is essential to protect yourself from risks and make the most of the opportunities they offer.**





## WHAT ARE THE MOST USED SOCIAL NETWORKS?

There are several social networks, each with a different purpose and with different functions. These peculiarities make them, therefore, suitable for everyone since we can find the ones that best suit our needs.

**Here is a list of the most used social networks in Italy and around the world.**



### INSTAGRAM

It was bought in 2012 by Mark Zuckerberg, the father of Facebook. A social network where you can share and search for images, get creative thanks to Reels, connect with your favorite influencers and creators, and discover new trending products, and more. If you are looking for new places to visit or eat, make sure to activate your profile on this platform. In addition, by now, about 40% of young people use Instagram (and Tik Tok) as a search engine.







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## TIK TOK

Chinese platform, popular especially among younger people, has about 1.2 billion monthly active users (data updated to 2022).

Tik Tok is a channel where you can express your creativity by creating short videos accompanied by trending music tracks. What makes it special is that it's an app that's focused on pure entertainment. But that's not all, another strong point is that it offers opportunities for active participation with real challenges between users and companies. This allows you to increase and retain your following by creating a real community of fans.



## LINKEDIN

A business-focused social networking platform. It is extremely useful for meeting customers, contacting salespeople, hiring new employees (e.g. to look for jobs) and proves to be an inexhaustible source of information and news about your specific industry. If you need a business-focused social network to expand your network and advance your career, LinkedIn has everything you need.







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## YOUTUBE

Defined as the "second largest search engine in the world", it has over 2.5 billion users worldwide (as of 2022) and billions of videos. On YouTube, you can find literally everything: product reviews, music clips, tutorials, and informative videos on any topic or field. Users browsing YouTube can not only find what they're looking for, but also share, comment, and express their appreciation for specific content.



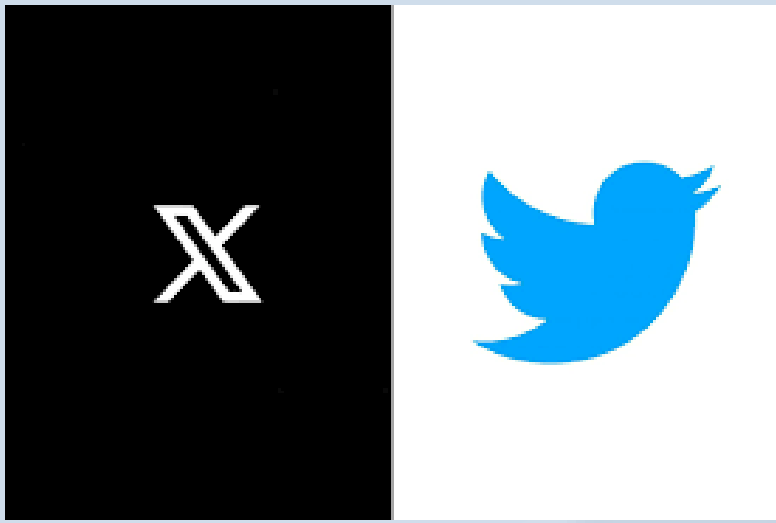
## WHATSAPP

WhatsApp is used by about 2 billion users and is the most popular messaging application in the world. From a simple platform for sending messages completely free of charge (it only requires an internet connection), it has evolved into a 360-degree communication channel. You can instantly exchange not only text messages but also videos, images, and audio files. Thanks to the business version, you can also make phone and video calls (individual or group), create broadcast lists and use it for commercial activities.





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## X (TWITTER)

It's unclear what direction the platform is taking after Elon Musk acquires it. For a long time, it was certain that Twitter was the simplest of all social networks. This channel focuses primarily on informative textual content (tweets), allowing for a quick exchange of ideas and opinions between users, celebrities, and businesses. For example, do you want to comment on your favorite shows or participate in discussions that are particularly interesting to you? Twitter is the place to be.



## PINTEREST

Although still little used as a real social network in Italy, Pinterest is a sort of virtual bulletin board where you can pin images, creative thoughts and pin images that others can see, save and share. This platform (very popular with women) is not only a source of inspiration, but also a channel to consider for those who love DIY and want to keep up with the latest trends.





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## SNAPTCHAT

This very attractive application (especially for young people) allows users to share videos, photos, games, and messages with each other. The most important feature of this social network is that content can be disseminated in a short period of time, such as 24 hours. It also provides the ability to create group chats to talk to friends and send private messages. If you're looking for a fun and "cool" way to stay connected with your friends, download SnapChat.



## TELEGRAM

The perfect alternative to WhatsApp. For those who don't know, Telegram allows you to send messages and voice notes just like any other app, but at a higher level because messages are not only encrypted but can self-destruct and security is guaranteed. Available for iOS,







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Android, Windows Phone, Windows NT, MacO, and Linux, Telegram has so many features that it's hard to list them all. In addition to messages, you can also send all kinds of files and use GIFs, stickers, and emojis. You can use bots, channels, and groups. You can also call your contacts or arrange a live broadcast. In short, Telegram is one of the most comprehensive and feature-rich messaging apps out there.



## QUORA

Based on a "question and answer" system, Quora is a platform where users can answer specific questions about their knowledge and passions. When you sign up, your profile will be created very carefully so that they can ask you questions that suit your interests.

The advantage of this social network is that by answering a question in detail, users who find the answer useful have the opportunity to vote, which increases the credibility of the author of the answer and allows the respondent to become an influencer or expert in your field.





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## MEETUPS

As the name suggests, Meetup is a great platform for organizing local groups based on specific interests.

There are groups for almost everything from music to hobbies, and meeting rooms are almost always open to beginners. This is great for learning more about a particular topic while making new friends.



## TUMBLR

A blogging and microblogging platform that allows you to create your own blog where you can write articles and post photos, videos, music, and links. Users can not only create their own spaces, but also view other members' spaces. Tumblr's fast-paced nature makes it an ideal social network for memes, animated GIFs, or viral content.

