



Social Media / Social Networking

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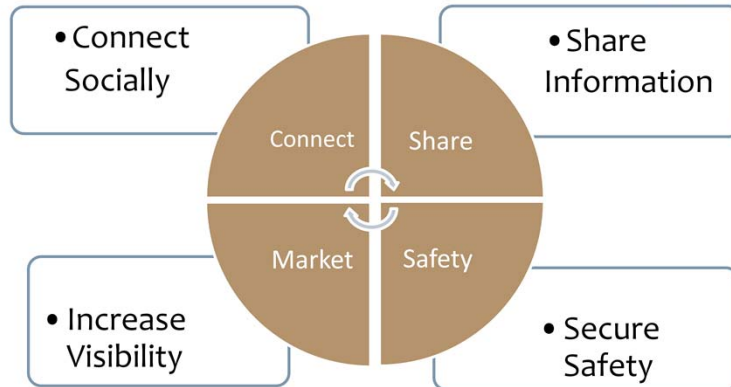
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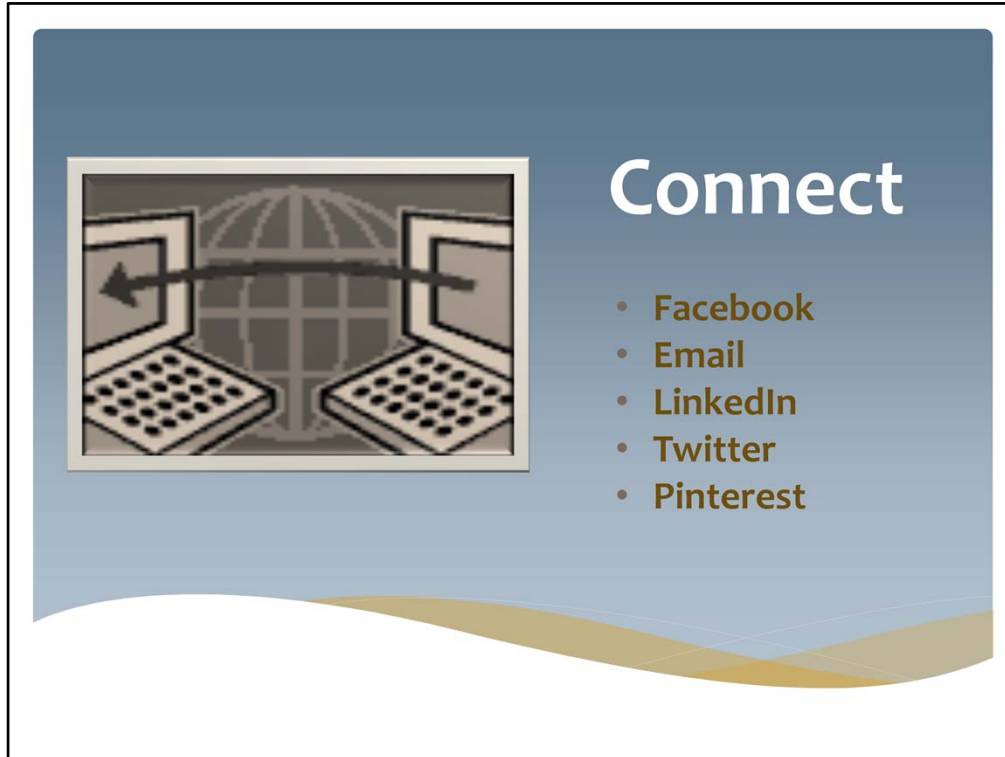
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Purpose

*To increase TEEA Visibility with powerful
Communication and Connectivity Tools while
being AWARE of Safety Issues*

Objectives





In recent years these are some of the ways that we have been able to connect and share with others through technology



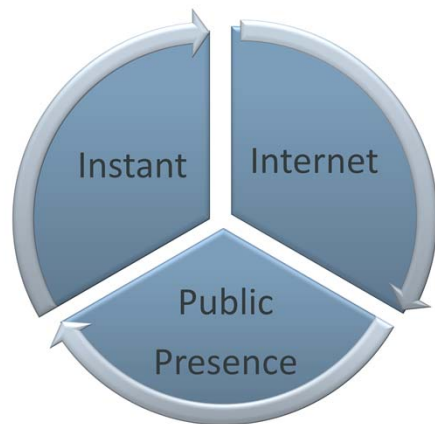
Go to www.facebook.com to sign up

- It's free and always will be
- Must enter your first and last name
- Email address and password (recommended that you not use your email password)
- Facebook will email you to complete the process – a “Click on this link” step to confirm your account.
- Your personal or professional profile can be as much or as little as you want to share.

Facebook is a social networking website which enables you to:

- Connect and share with friends, family, and business associates
- Find old friend
- Set up special interest groups, such as church, cooking, county Extension Education Association/clubs, etc.
 - Use attention getting updates such as trips, recipes, craft/gift ideas and use photos to stimulate the interest
 - Can “tag” photos of individuals at these events to bring in more “facebook” visitors/friends, i.e., friends/family of your “friends”.

Facebook Page



Facebook is available to everybody and anybody all around the world

- More than 800 million active users on Facebook
- 50% log on to Facebook in any given day

Social Tool that Connects People
Who Work, Study or Live
Around Them

Group Facebook

TEEA

County Associations

Local Clubs

Private

Sharing

- Average user is connected to 80 community pages, groups, and events
- Average user has 130 friends and creates 90 pieces of content each month
- Facebook enables groups, such as TEEA and county/local clubs to have a voice.
- Enables groups to communicate and come together in a coordinated way.
- Facebook enables our local associations and clubs a way to share our activities and network with our members plus a greater community.



**Share
Information**

You Tube
Blog
Email / E-Newsletters
Wikipedia for TEEA
**Pinterest (showcasing
events and projects)**



Social media allows individuals to interact freely by sharing and discussing information about their lives through a mix of personal words, pictures, videos and audio.

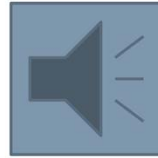
It equips individuals and groups with the necessary tools to create and exchange content which will facilitate person-to-person conversations.

It can appear in many forms including blogs and microblogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence.

To Share or Not to Share

Sharing Info

Knowing
When and What
To Share



- Downloading
- Uploading
- Attaching

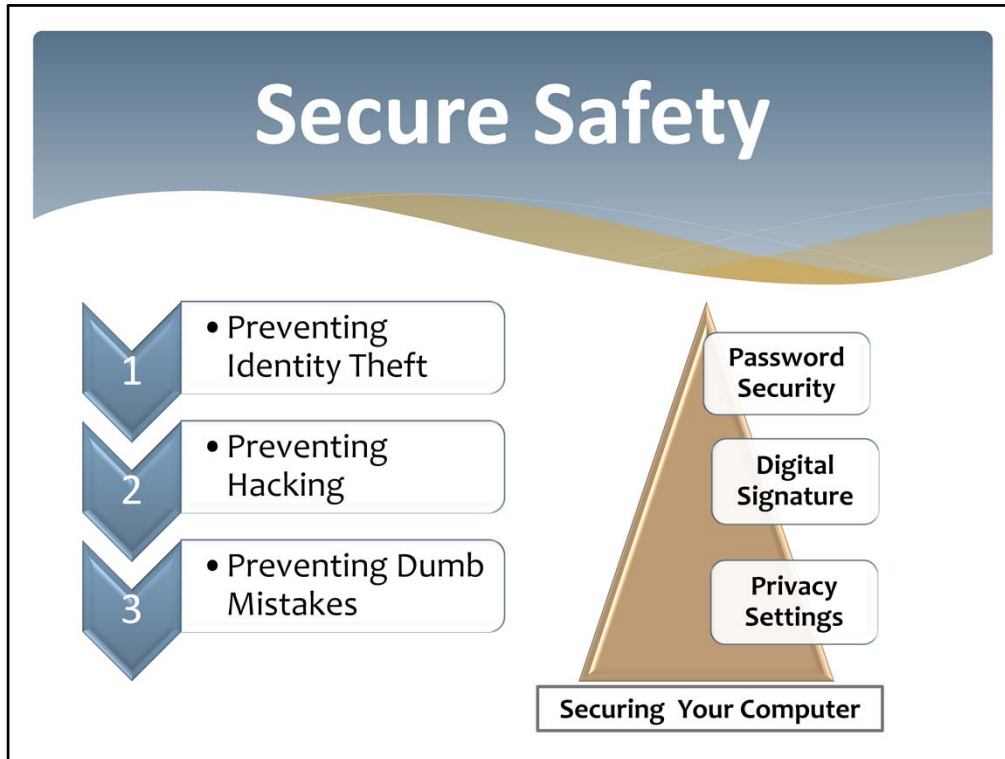
Most people associate social media with positive outcomes yet this is not always the case. Its important to know when and what to share.

While this could be restricted to simply playing a practical joke on a friend, it sometimes leads to more serious acts such as identity theft.

Unfortunately, "cat fishing" has become a common issue and uploading pictures and videos on these websites have led to the defamation of the character of many.

In addition to the chances of potential viruses and hacking, information placed on the web can leave a lasting impression.

As a user we must be aware because the efficient usage is completely dependent on how it is managed.



Personally identifiable data: Name – DOB - SS# - Mother’s maiden name - Biometric records

Second level: Records: Med. - Fin. - Edu. - Emp. -Dr. lic.- Veh. Reg. Plate #-Cr. Card # - Fingerprints, Social Security #- Who needs it?

Preventing Hacking: Firewall


Preventing Dumb Mistakes: Security Questions – https:// vs. http://

Password Security: Using Strong Passwords

Encrypting Sensitive Data

Privacy Settings: Handout in packet

Securing Your Computer: Securing Your Network Choosing WPA, WPA2 over WEP - Missing at public Wi-Fi services



Lessons in Computer Safety

- Avoiding mistakes
- Protecting your Security
- Saving you Cash

Work with Standard or Limited User Account - Administrator Account – more convenient and less safe.

Use Anti-Malware Software

Keep Operating System & Software Updated

Wipe & Overwrite Storage Devices Before Discarding

Social Media/Networking

Advantages

- Cost Efficient
- Attracts Broad Base
- Quick & Easy

Drawbacks

- Can be Addictive
- End Goal? The process
- Security Risk

Advantages: Brings People Together - Broadens Knowledge Base - Increases Tech Literacy
–Favors Business Opportunities – Attracts Attention

Disadvantages: Understanding How it Works - Setting Possibility of Prey - Viral Social
Disadvantage – Negativity on Worker Productivity – Distraction



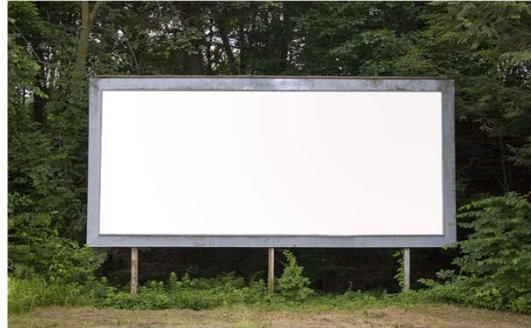
New generation does not know about TEEA. In order to grow the organization must make ourselves known. The organization can not be kept secret. People are interested in organizations that help families and communities.

Marketing TEEA

Cost Effective Billboard

Computer World is Your Market

Convenience of Home Advertising



Need to Grow Texas Extension Education

Whether you decide to use Facebook or other media – people need to know we exist.

- Washington County has a county TEEA page – www.facebook.com/TEEA.Washington.County
- Place an ad or an article in the local newspapers
- Advertise on local radio stations
- Send emails to people who might be interested in activities your club is doing
- Inform other organizations about what TEEA is about ex: Rotary Club, Lions Club, Church organizations, ect.