



Introduction to Social Media

Facebook

- In-depth profiles
- Share pictures
- Like, comment, tag, and share!



Instagram

- For images and videos
- Add filters
- Follow friends, family, public figures, and institutions



TikTok

- Short 15- to 60-second videos
- Easy to access video editing features directly in app
- Mobile version only (for the creator)



X (Formerly Twitter)

- Posts = 280 characters or less
- Publicity and networking
- Breaking news and real-time updates



LinkedIn

- Professional social networking
- Profiles are a professional history, like a resume but shorter
- Use professional picture and email



General Tips

- Check sources before you post or repost
- Create a strong and unique password for each platform
- Be aware of the content you're putting online