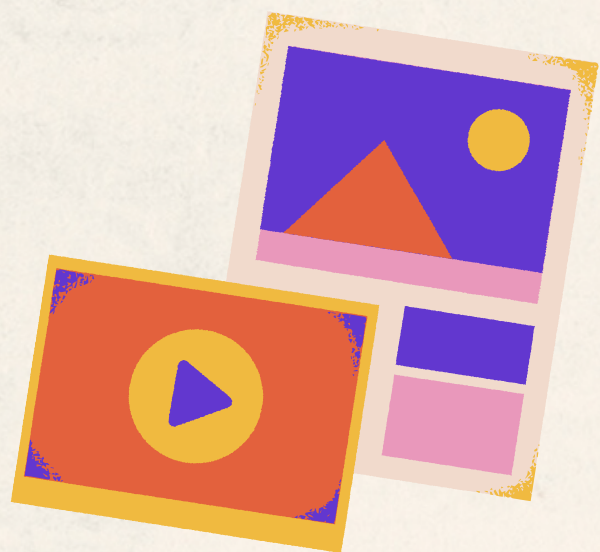
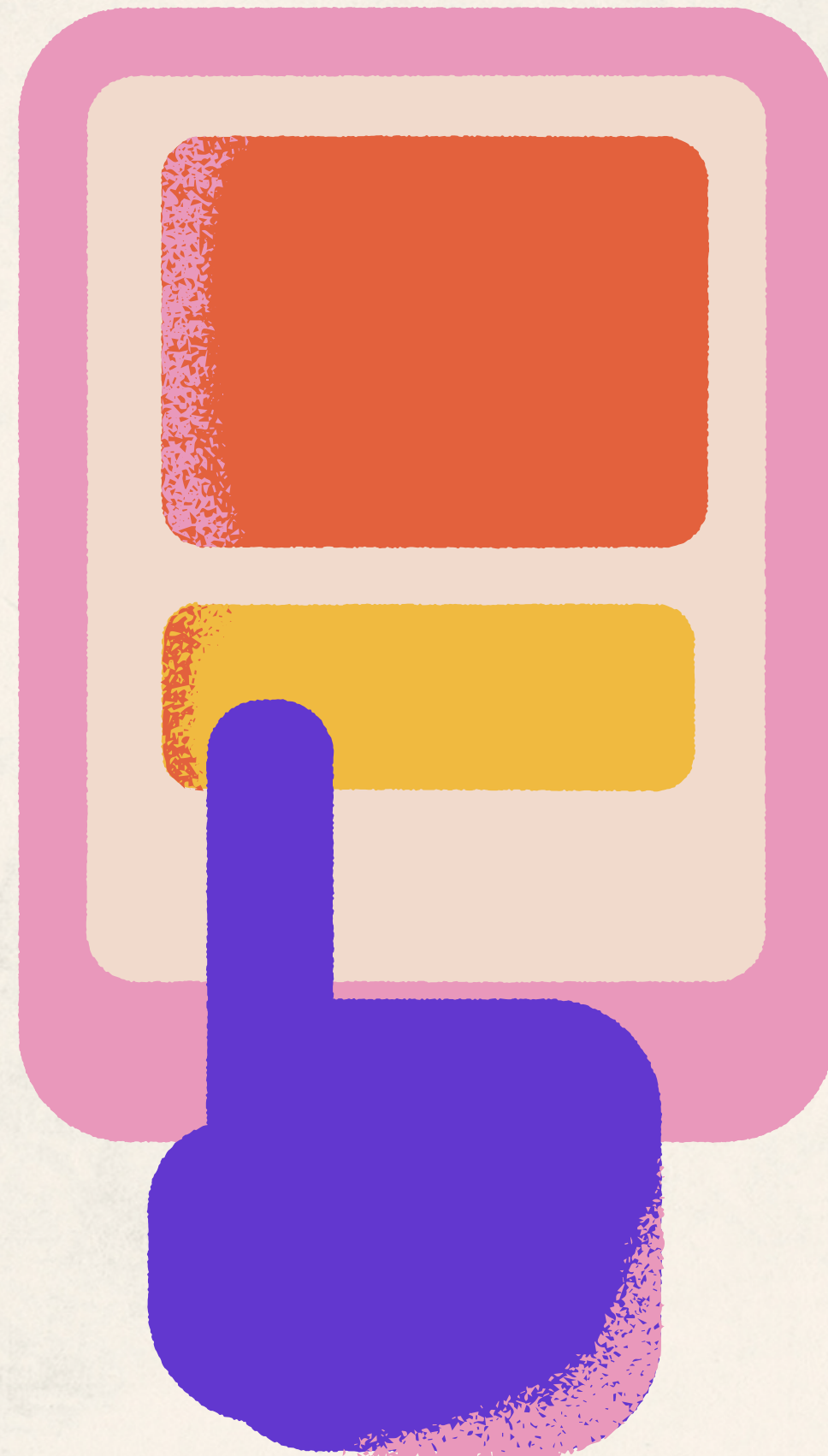


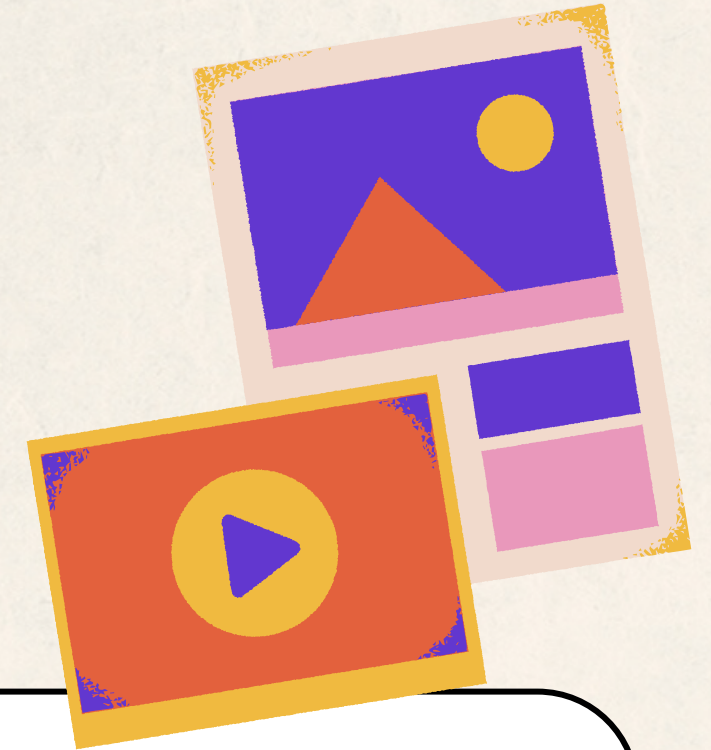
# Social Media







# Agenda



- ✓ Objective
- ✓ Why Social Media?
- ✓ The Platforms
- ✓ Instagram
- ✓ Facebook
- ✓ LinkedIn
- ✓ Your Strengths?
- ✓ Resources



# Objective

Learn about the basics of using social media to boost your career.



- Learn about the various social media platforms
- How to post and schedule posts
- Learn from metrics

- What content?
- Posting schedule
- Optimize hashtags
- Benefits of tagging



# Why Social Media?

- The USA has 302.35 million social media users as of 2023 = **90% of the total US population uses social media actively.**

Age Group	Share of Users
18-29	84%
30-49	81%
50-64	73%
Over 65	45%

Source: [Statista](#), [Pew Research](#), [Backlinko](#).



# The Platforms



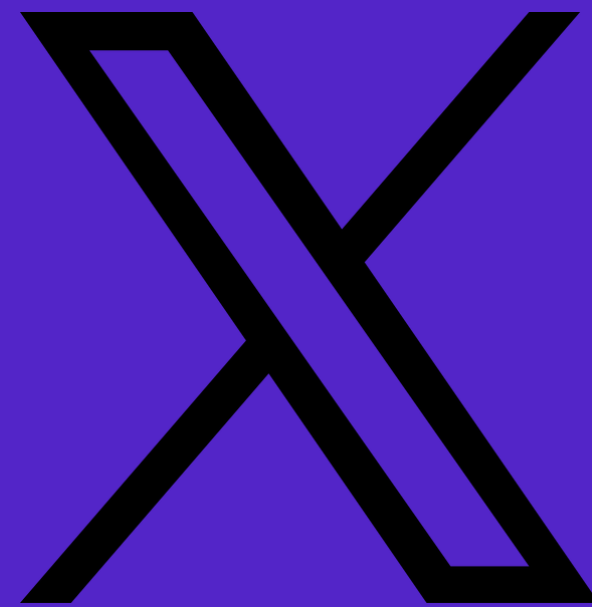
Instagram



Facebook



YouTube





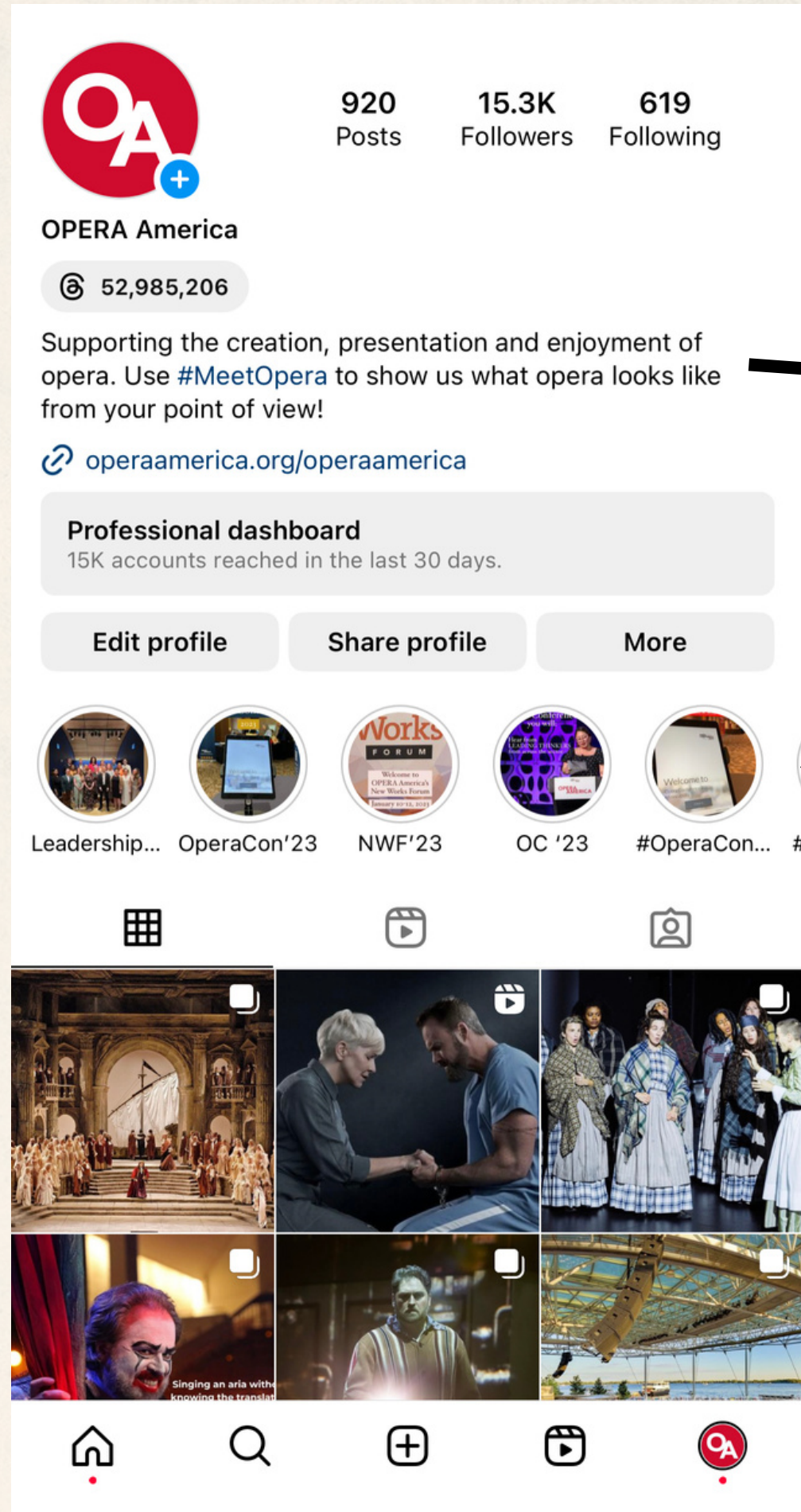
# Instagram



- Photo and video sharing
- Take, edit, publish visual content — livestream, story
- Followers and Non-Followers
- Engagement: Likes, Comments, Shares, and Saves
- Audience: 35 and younger
- “Personality app”



# Instagram



## Functions:

### BIO

A description of your account that can be up to 150 characters

### Dashboard

-Link

-Share Profile

-Edit bio

### Saved Highlights

### Grid


### Navigation



Cancel

Edit profile

Done



Change profile photo

Name

OPERA America

Username

operaamerica

Pronouns

Pronouns

Bio

Supporting the creation, presentation and enjoyment of opera. Use [#MeetOpera](#) to show us what opera looks like from your point of view!

Links

1 >

Gender

Gender >

Public business information

Page

OPERA America >

Category

Nonprofit organization >

Contact options

Email, Phone, Address >

Action buttons

None active >

Profile display

Category Hidden >

Personal information settings

# Edit Profile:

## Public Business Profile

Name vs.Username

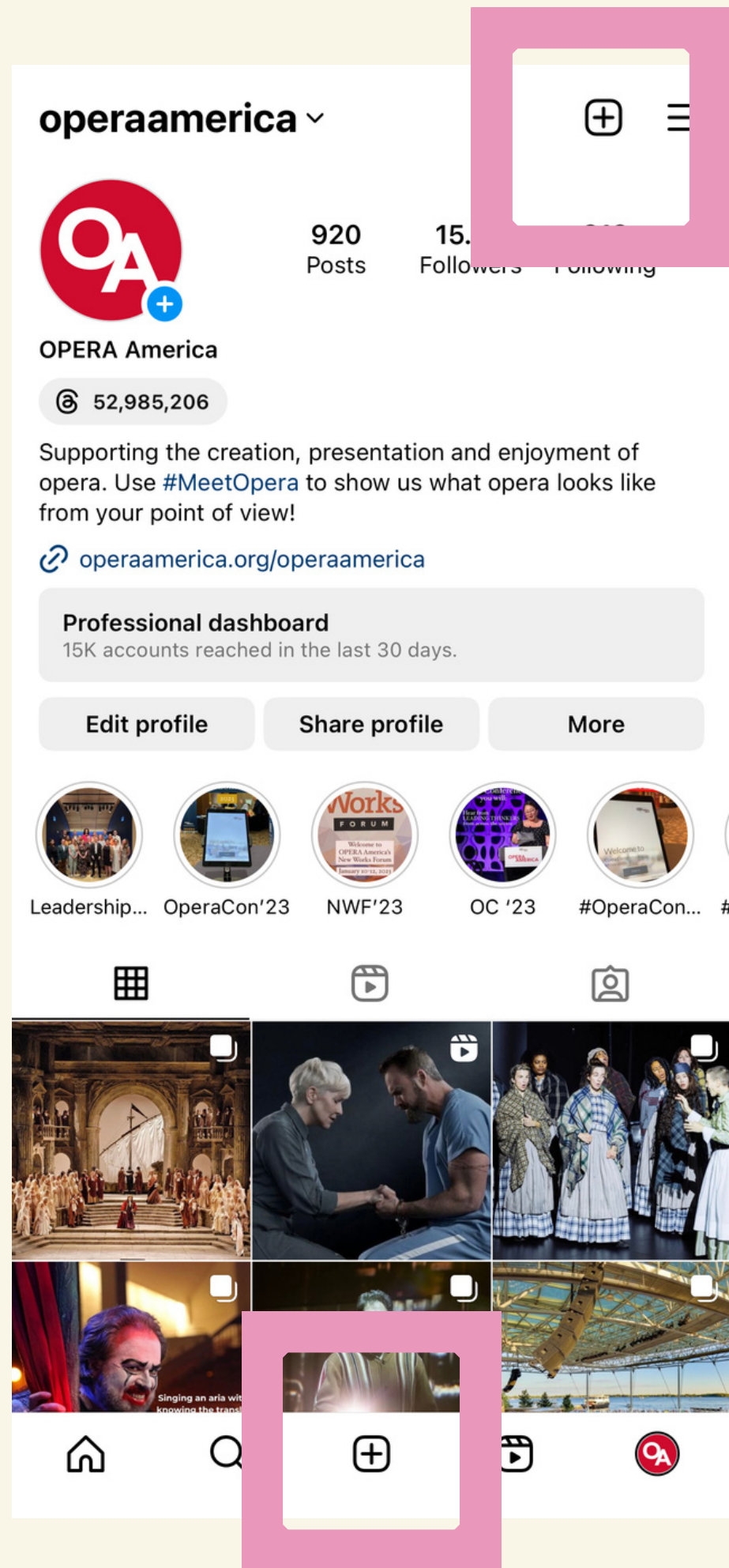
Bio

Links

Information

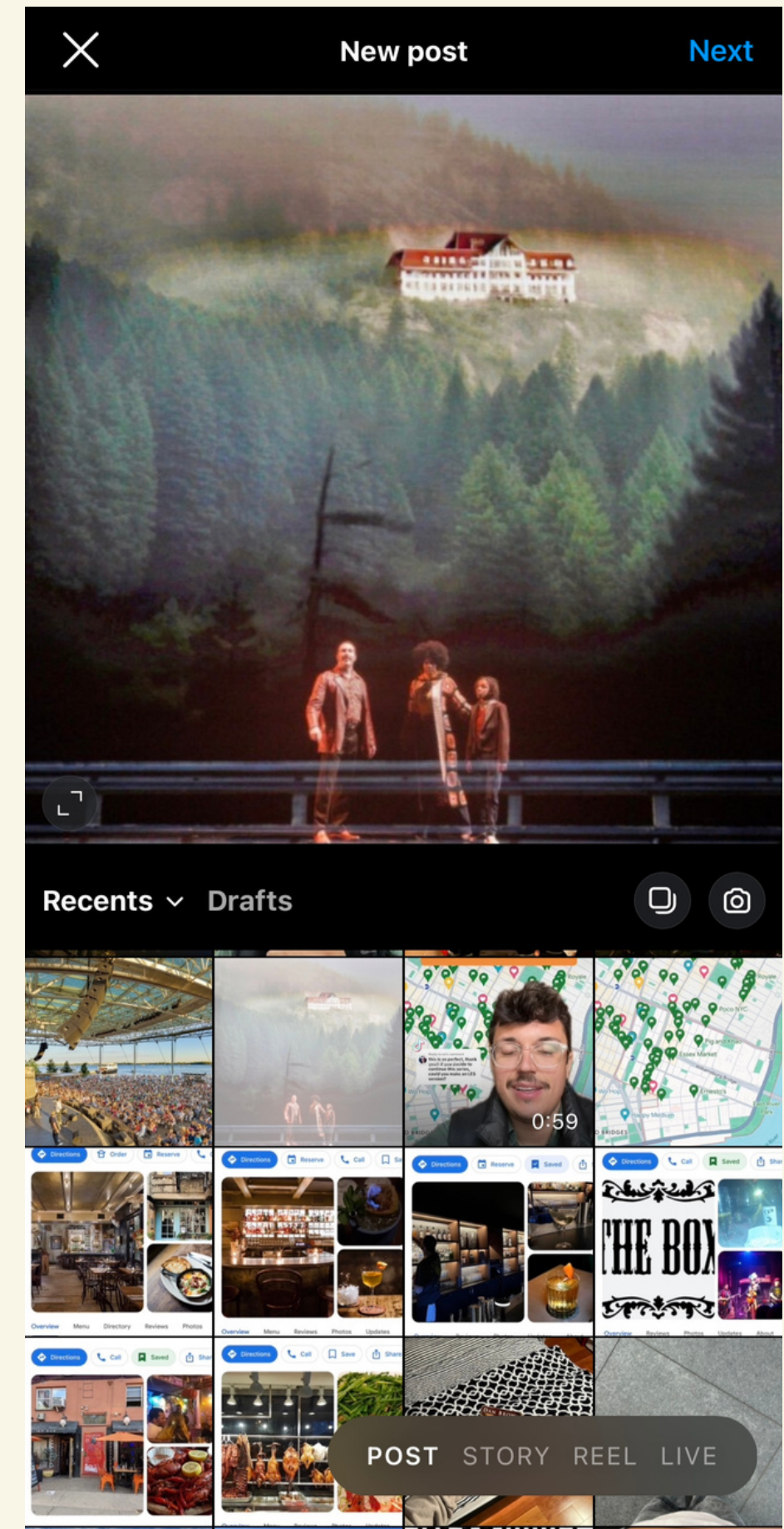
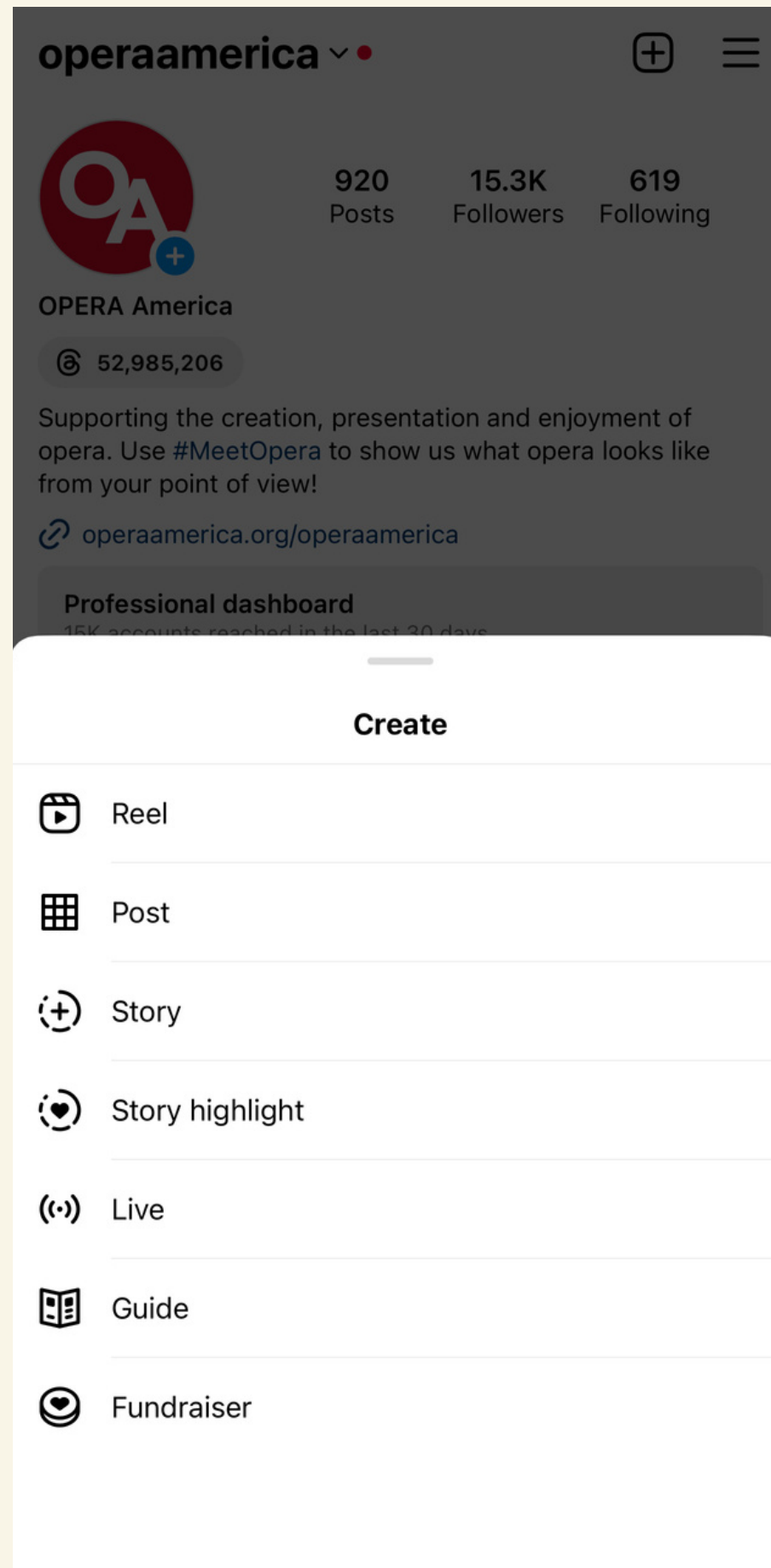


# Posting



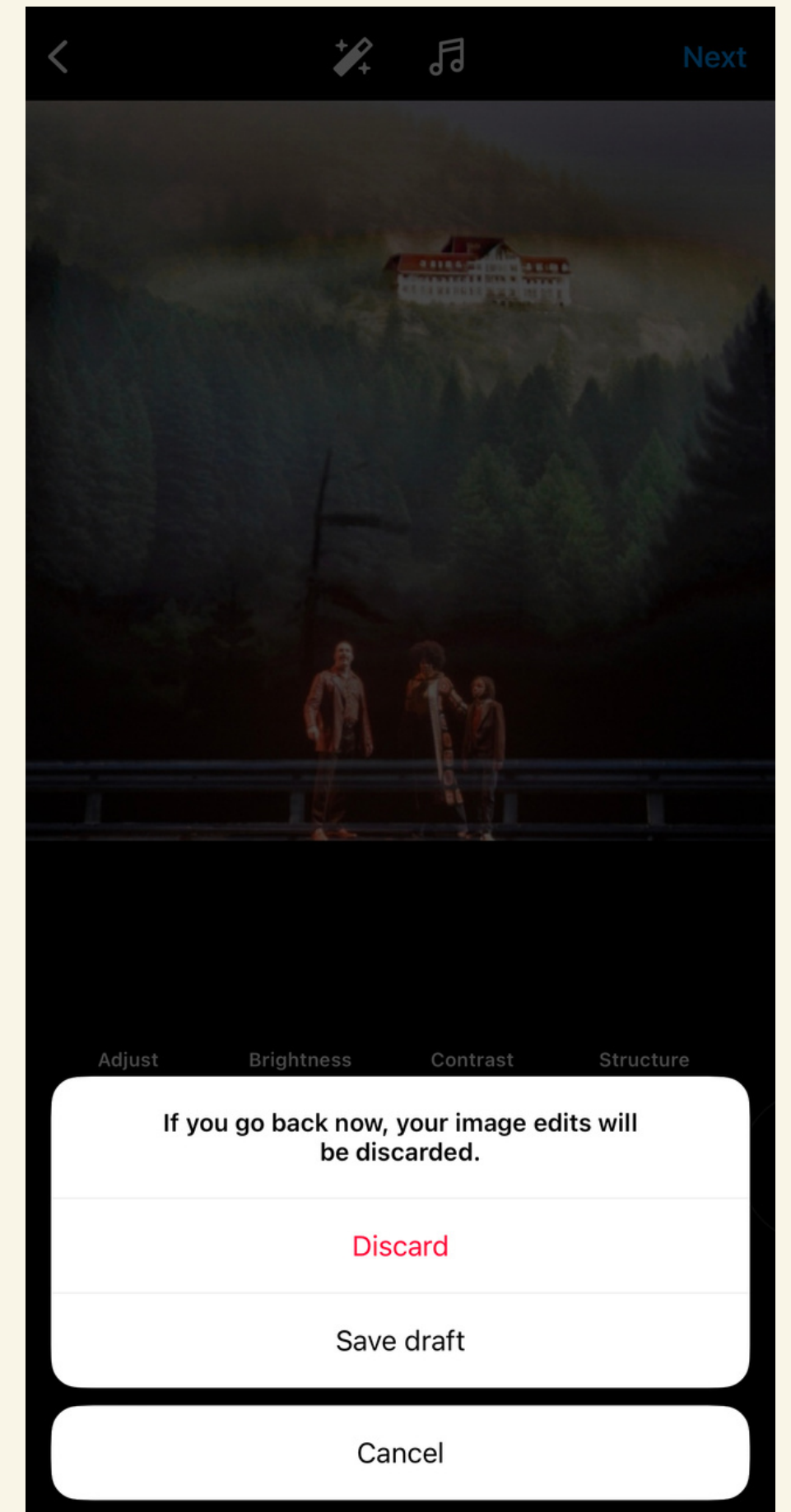
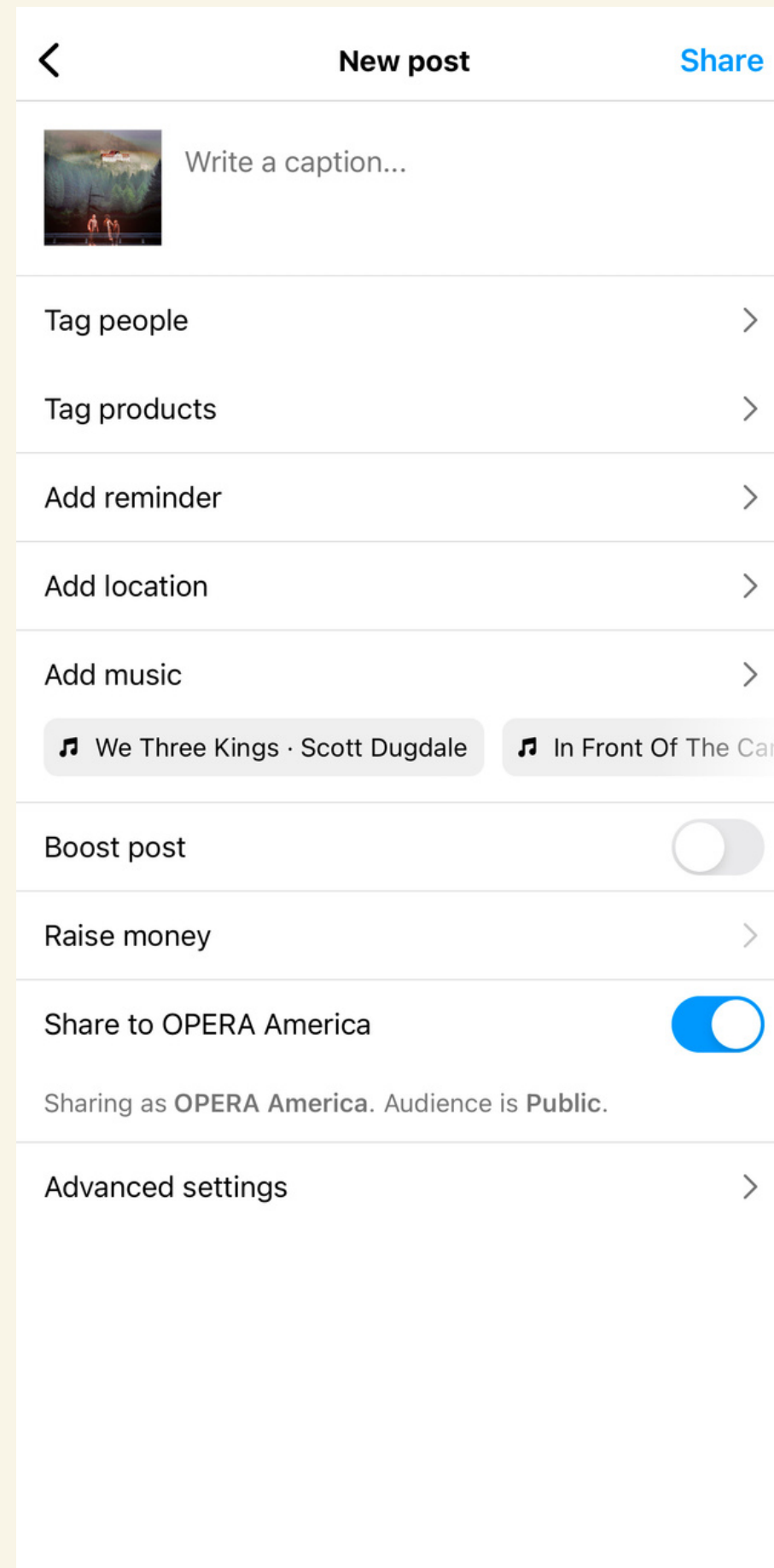
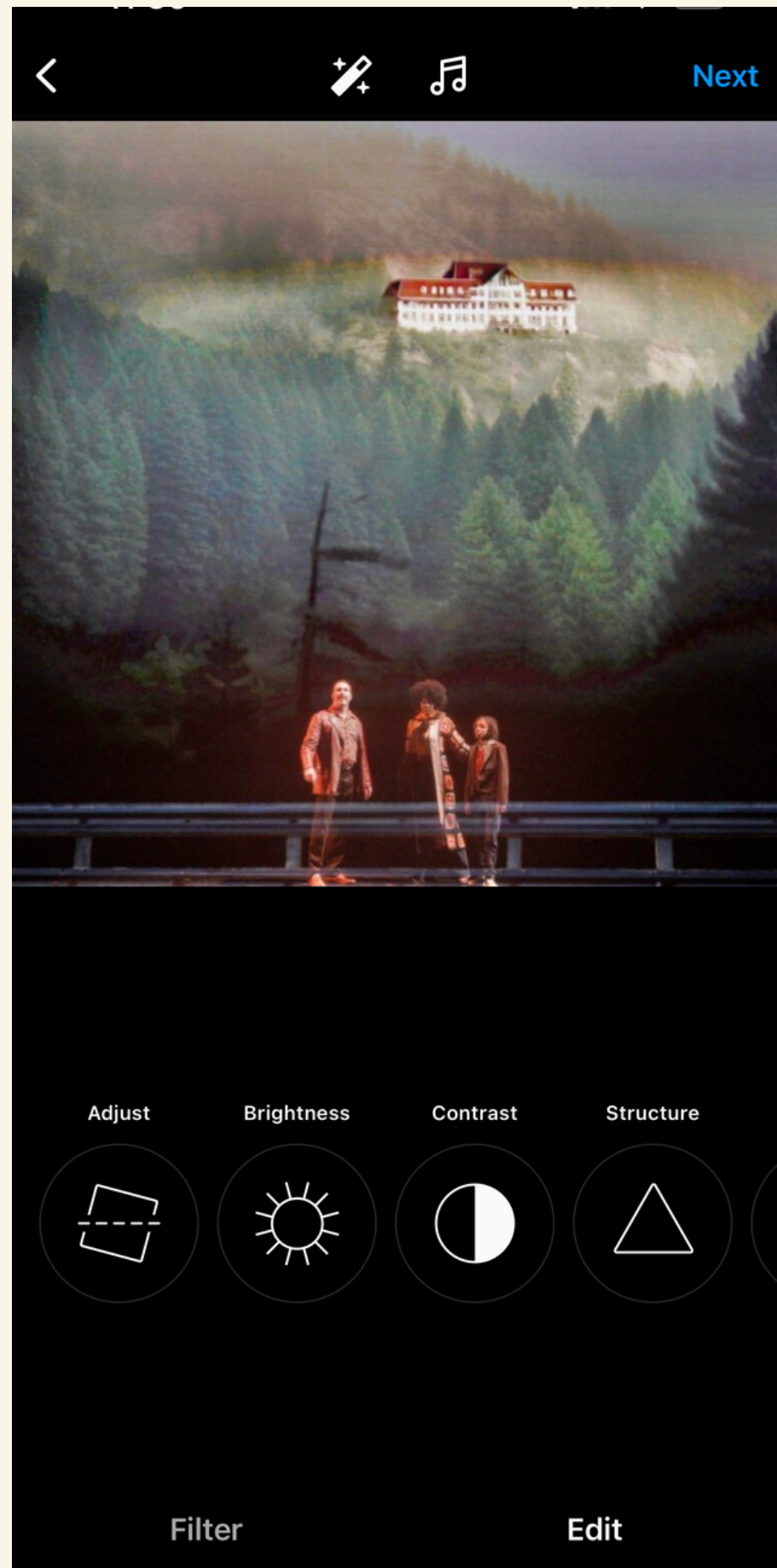


# Posting





# Posting





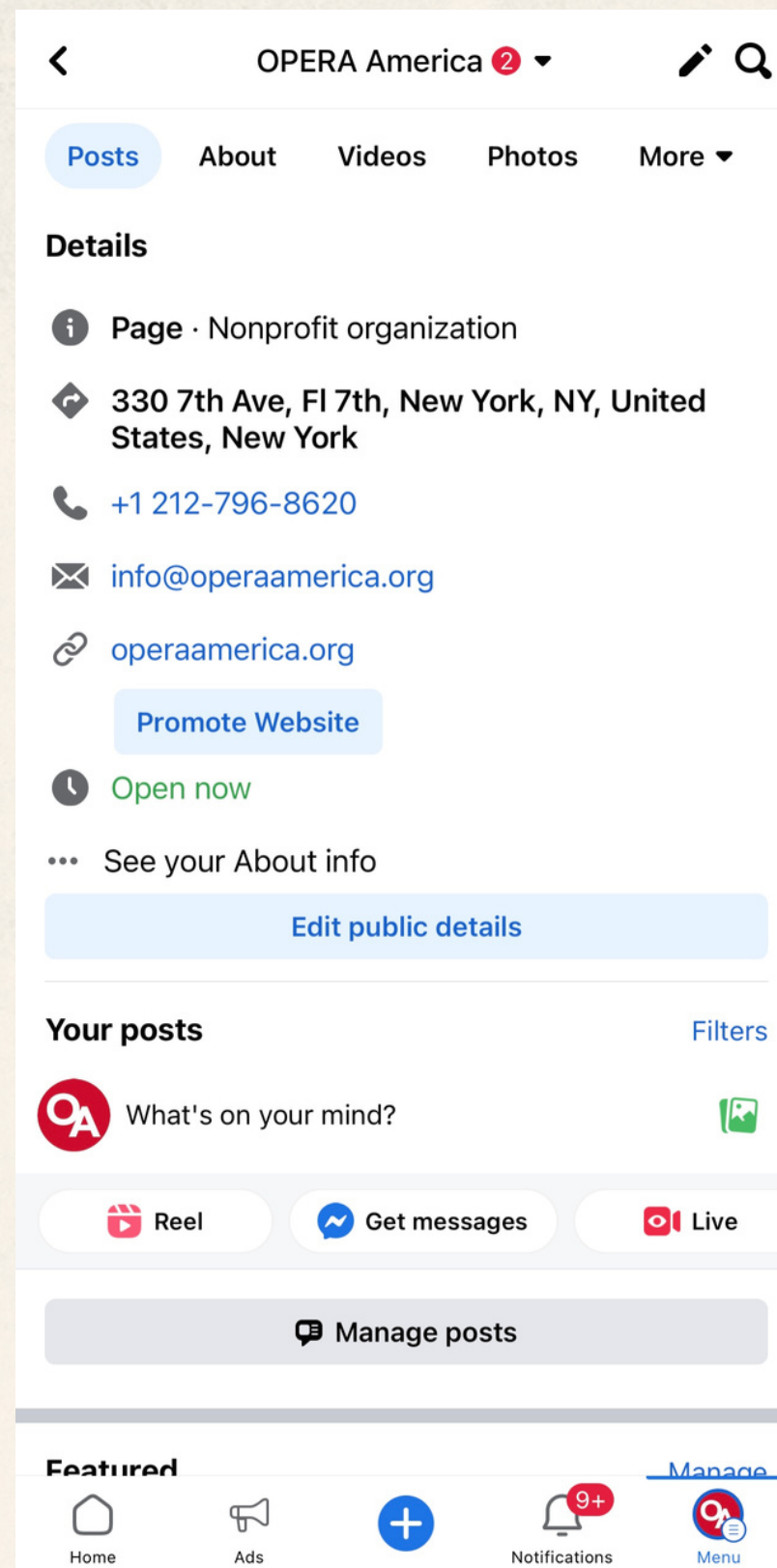
# Facebook



- Info, photo and video sharing
- Take, edit, publish visual content
- Connect with Friends & Page
- Engagement: Likes, Comments, Shares
- Audience: Average age 40
- “Information/Connection app”



# Facebook



## Functions:

Profile Photo

Bio

Details

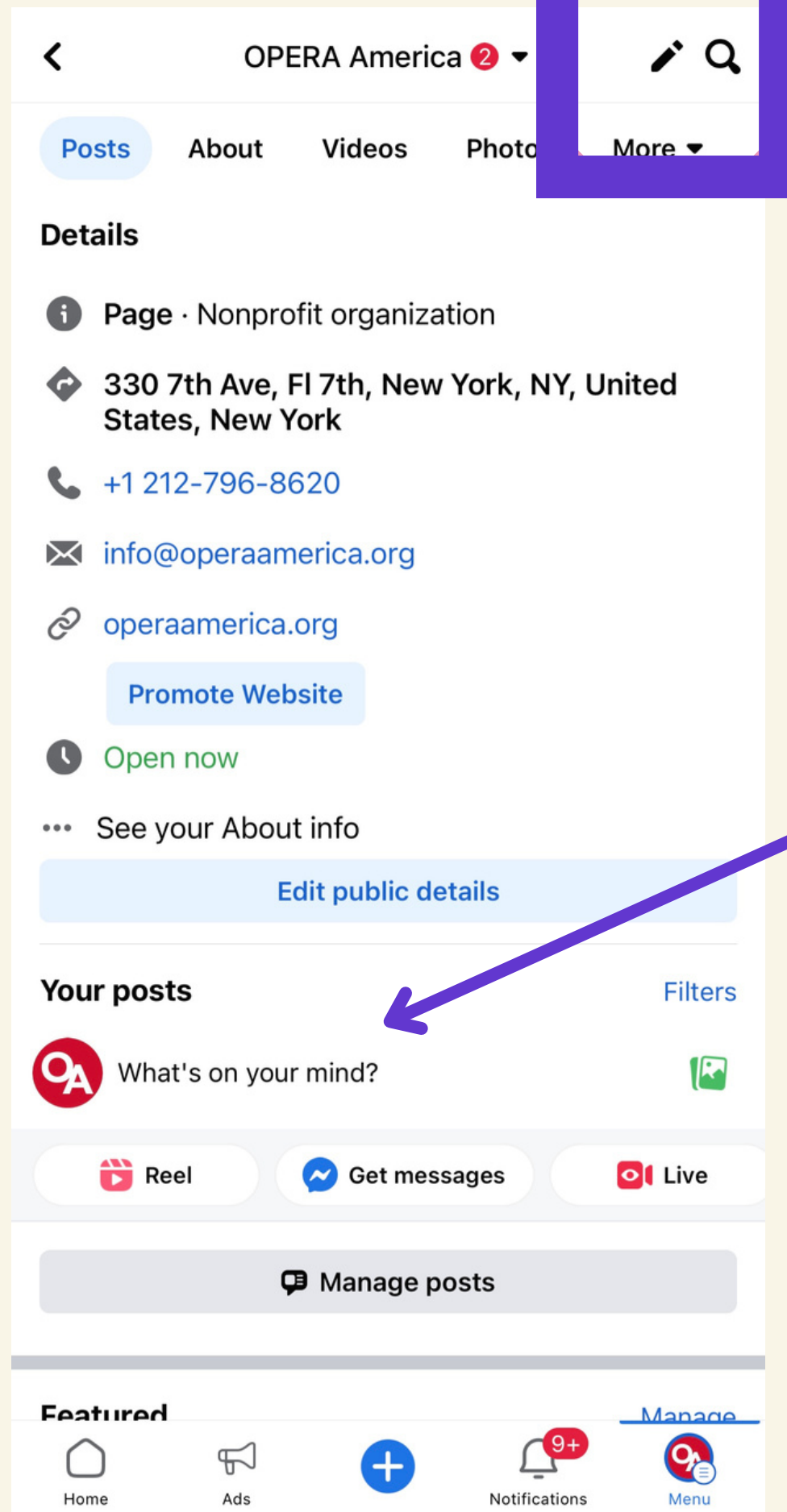
About

Photos/Video

Profile Feed

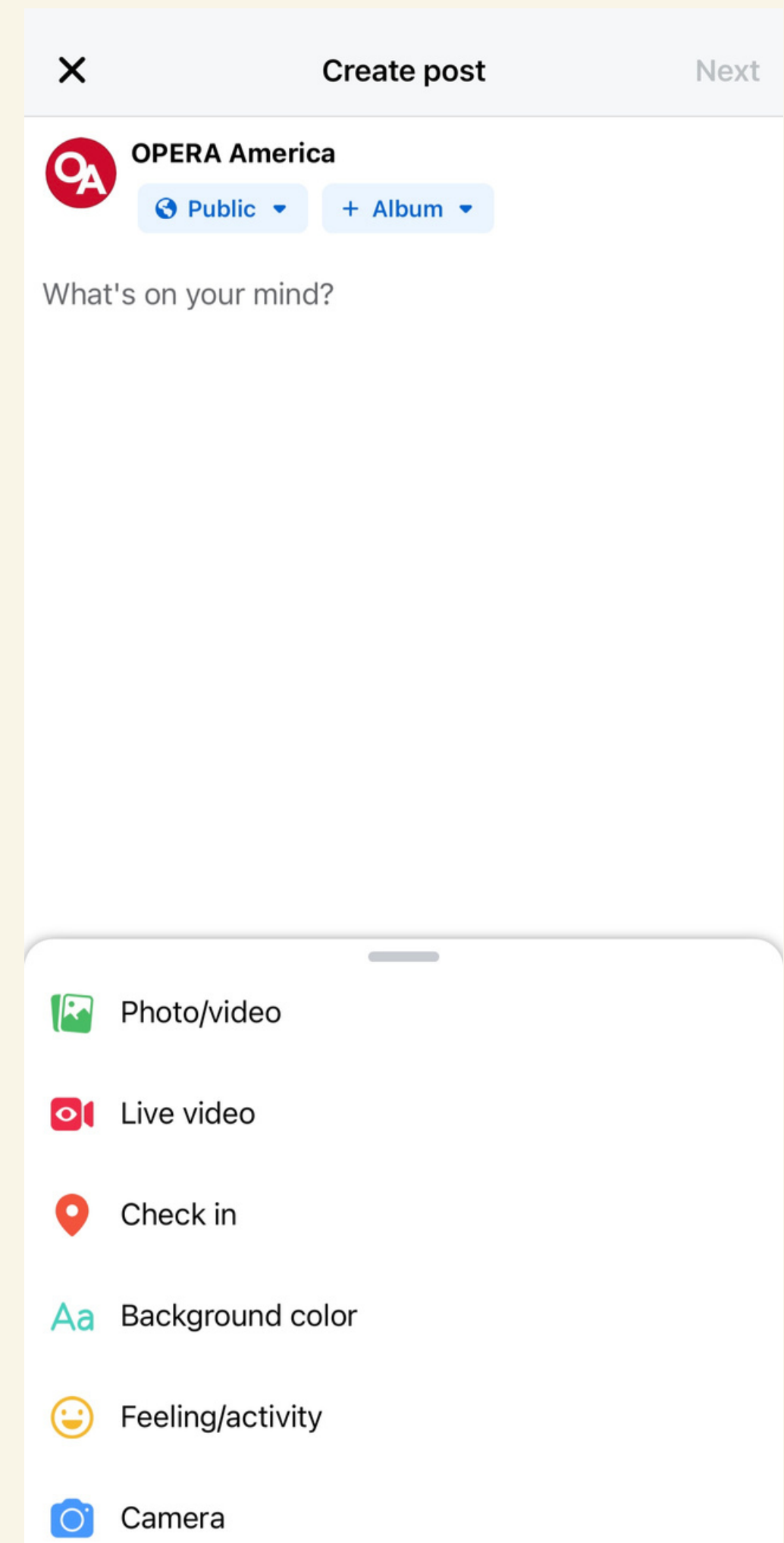
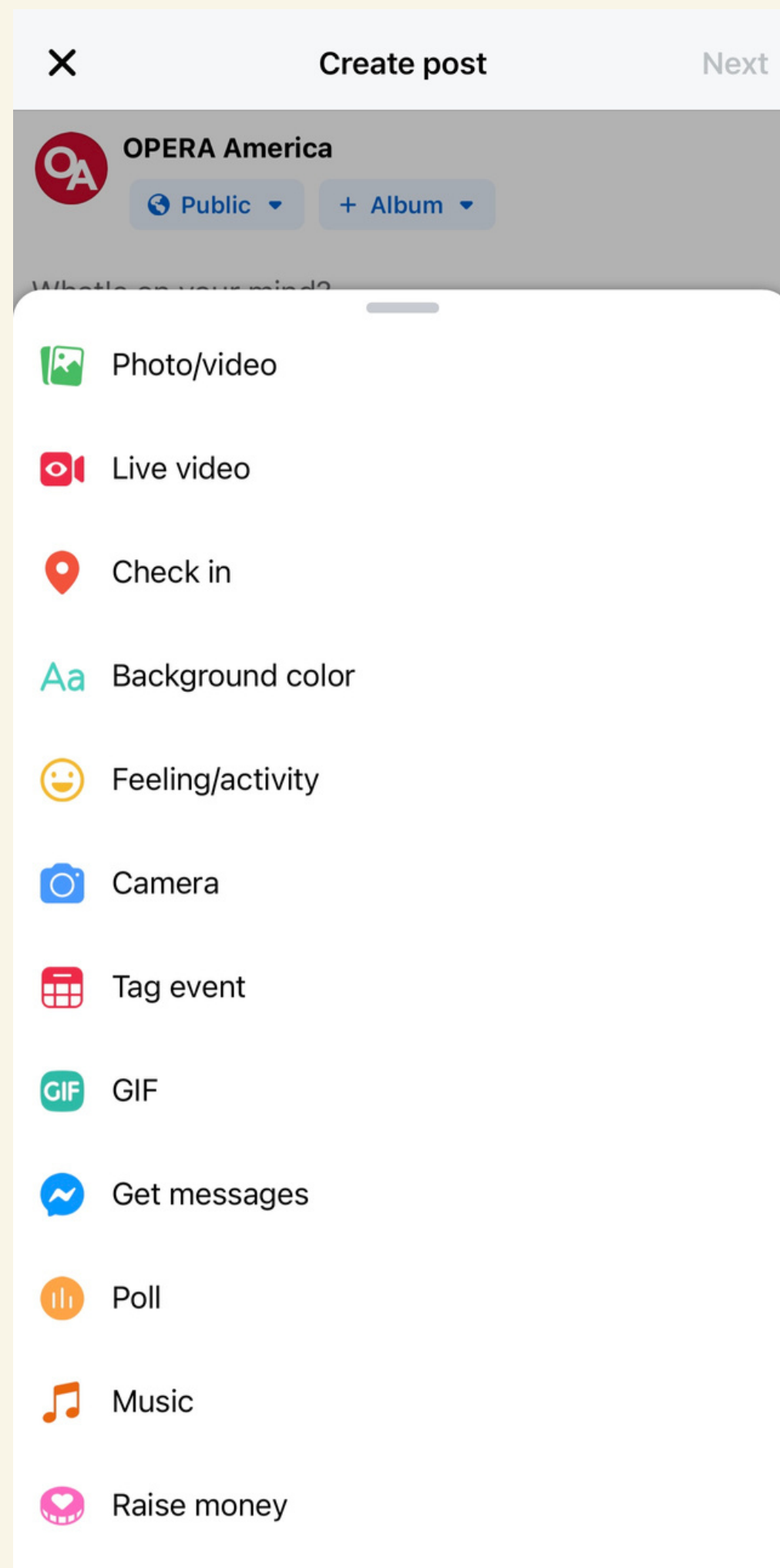


# Posting





# Posting





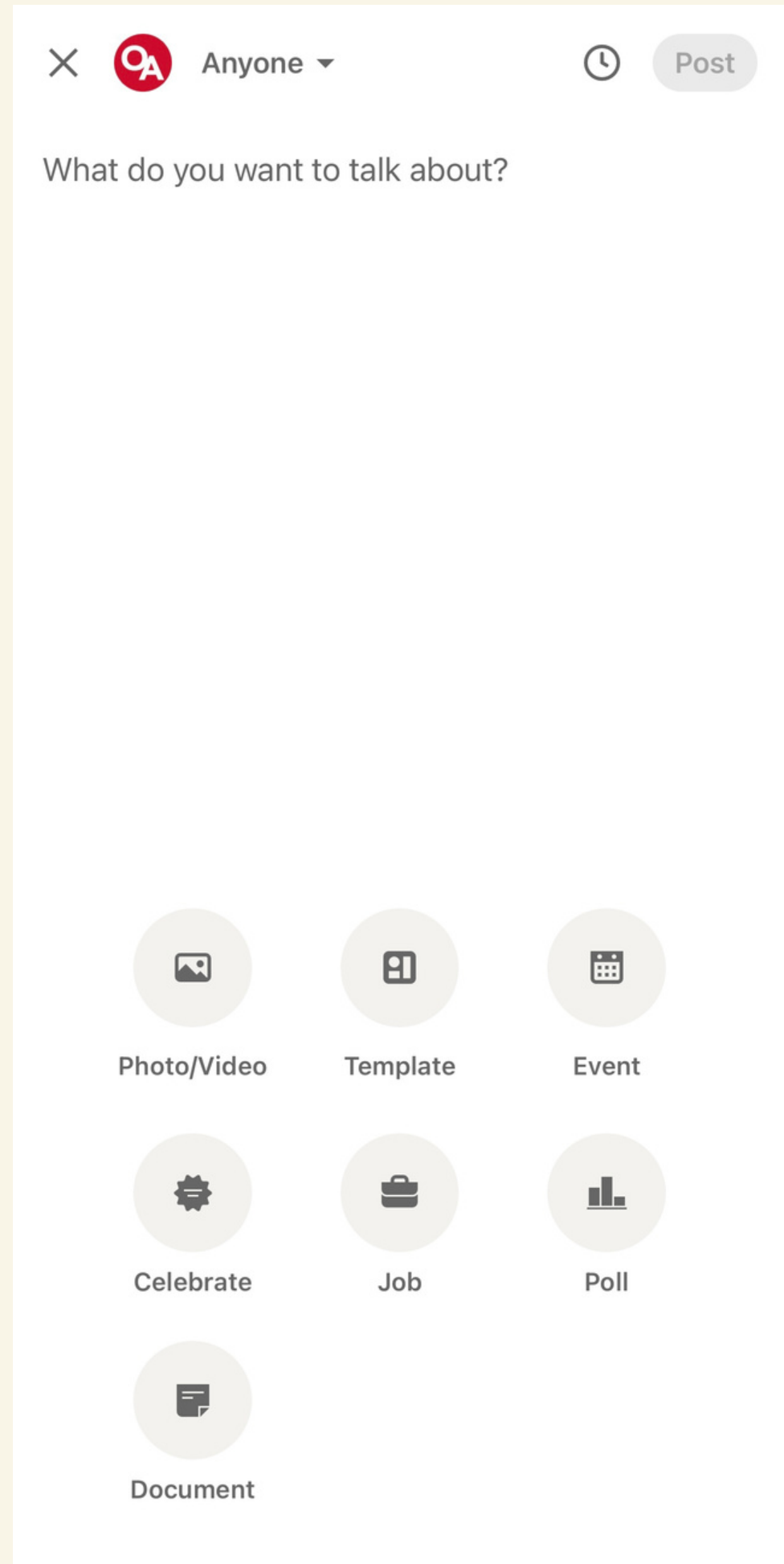
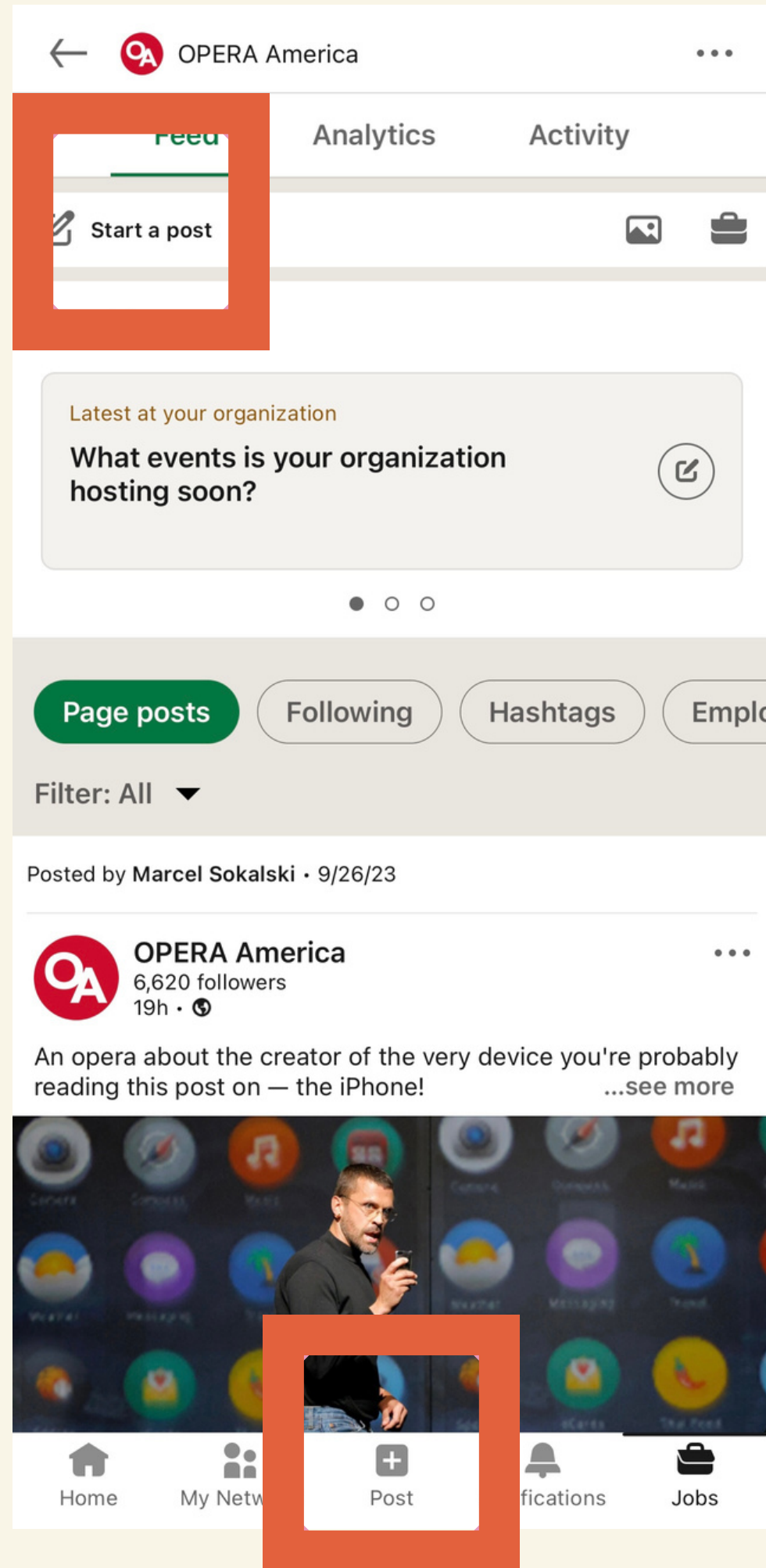
# LinkedIn



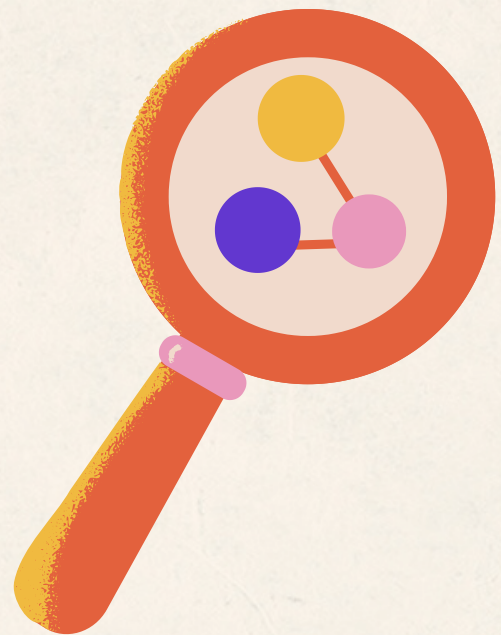
- Text, Article, Photo, video sharing
- Take, publish content
- Connections
- Engagement: Likes, Comments, Repost
- Audience: Millennials +
- “Networking app”



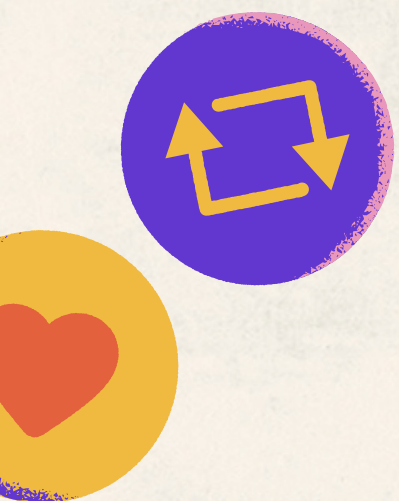
# Posting







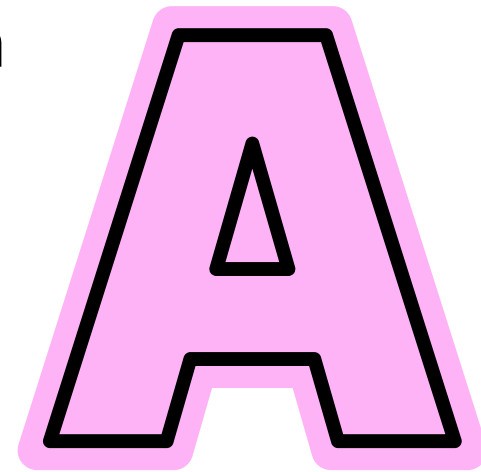
# Your Strengths?





# Your Strengths?

- Building a connection with your audience
- Introverted
- Advertising
- Sharing articles, thoughts, photos



- Long-form content
- Values
- Networking
- Introverted-Extrovert



- Visual
- Extroverted/Introverted
- Sharing your ideas
- “Keep up”



- Fast-paced
- Entertainment
- Video
- Expressing your creativity









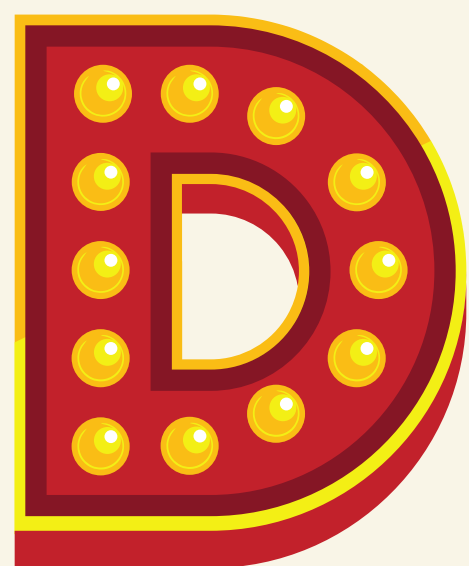


Linked 









**TikTok**

# RESOURCES

## Video Editing:



## Organization:



## Photo Editing:

