



Social Media Guide for Seniors

Introduction:

The digital age has presented a plethora of ways to connect, share, and engage with the world. At the forefront of this revolution is 'social media', platforms that make the world smaller and far more connected. If you're aged 60 or above and want to dive into this world, this guide is your starting point!

Understanding Social Media:

What is Social Media?

Social media refers to online platforms that allow users to create, share, and interact with content. This can range from sharing personal updates on Facebook, uploading photos on Instagram, tweeting thoughts on Twitter, recently rebranded as X, or watching and sharing videos on YouTube.

Why is it Popular?

Its popularity stems from the ease of connecting with friends, family, and even strangers globally. It brings news, entertainment, and personal updates at your fingertips.

Benefits of Social Media for Older People:

1. **Stay Connected:** Social media platforms, especially Facebook and WhatsApp, are excellent tools to keep in touch with family and friends, no matter the distance.
2. **Learning and Exploration:** Whether it's discovering cooking recipes on Pinterest or listening to lectures on YouTube, there's a never-ending supply of information.
3. **Join Communities:** Find groups of people with shared interests. Be it gardening, reading, or even knitting, there's a community for everything!
4. **Share Memories:** Platforms like Instagram or Facebook allow you to share photos and videos, creating a digital scrapbook of memories.
5. **Stay Updated:** Twitter and Facebook are becoming primary news sources for many, providing real-time updates on current events.

Getting Started:

1. **Choose Your Platform:** Based on what you're looking for:
 - Facebook: For personal updates, photos, and connecting with family.
 - Instagram: A photo-centric platform. Great for those who love photography.
 - Twitter: For quick updates, news, and following public personalities.
 - Pinterest: For ideas, from home decor to recipes.
2. **Creating an Account:** You'll typically need an email address or a phone number. Follow the sign-up prompts, set a password, and you're good to go!
3. **Profile Setup:** Customize your profile. Upload a picture, fill in details like your hometown, and write a brief description about yourself.
4. **Find & Follow:** Start by connecting with family and friends. As you get more comfortable, you can follow interest-based pages or celebrities.
5. **Engage:** Don't just observe. Comment on pictures, share posts, and upload your own content.



Safety Tips:

1. **Privacy Settings:** Ensure your profile is set to 'private', especially on platforms like Facebook and Instagram. This means only people you approve can see your content.
2. **Beware of Scams:** If a deal or offer sounds too good to be true, it probably is. Avoid clicking on suspicious links.
3. **Strong Passwords:** Use a mix of characters, numbers, and symbols. Avoid using easily guessable passwords like "password123" or your birthdate.
4. **Avoid Sharing Sensitive Information:** Be cautious about sharing personal details like your home address, phone number, or financial details. Signage or geographical features in photographs can sometimes identify places and people.
5. **Check Sources:** With the rise of 'fake news', always verify information from multiple trusted sources before believing or sharing.
6. **Log Out from Shared Devices:** If you're using a public or shared computer, always log out from your social media accounts.



Conclusion:

The world of social media might seem vast and intimidating, but once you dip your toes, you'll find it to be a treasure trove of experiences. As with everything, the key is to be curious yet cautious. Embrace the digital age, connect, share, and most importantly, enjoy!

Remember, age is just a number, and in the digital realm, everyone is a student. So, go on and make your mark in the world of social media!



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