

A decorative graphic consisting of a large blue circle on the left containing the text 'Access Panel Network'. To its right are three smaller circles: a purple one at the top, a green one in the middle, and a dark blue one at the bottom, arranged in a vertical line.

Access Panel Network

Training Guides

A guide to social media

Social media is a type of website that has grown to become one of the most commonly used and quickest ways to connect with people around the world. In this guide we will look at how to make best use of social media.

Social media sites allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks, and allow the creation and exchange of user-generated content. Social media are highly interactive websites through which individuals and communities can come together and connect.



Social media differs from traditional media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Unlike more traditional media outlets the audience is generally younger and more likely to interact with the content they see on social media.

Social media is a simple way to engage and connect with individuals and organisations you already know. But it also provides an opportunity to expand your reach and develop connections with many more that you may not have engaged with before. Social media is an ideal way to tell everyone what you do now and to promote your upcoming events to a wider audience.

Access Panel Network

With the benefits of social media in mind SDEF have launched our Access Panel Network (APN) website.

We are working towards creating a central hub for Access Panels to share their knowledge and experience with other Panels, a place to keep up with news from SDEF and where people can find out about Access Panels. Why not pop on over to our new website www.accesspanelnetwork.org.uk and add us to your favourites.



APN Social Media

Alongside our website we have launched our new APN social media feeds.



Facebook <https://www.facebook.com/AccessPanelNetwork>



Twitter <https://twitter.com/AccessPanelNet>

Hopefully this will be a fun and easy way for Panels to grow their network of contacts and we look forward to you joining us on Facebook and Twitter.

What is Facebook?

Facebook is a website that allows you to create your own personal public profile, and connect with other people registered on the site. It describes itself as an 'online social network'.



Facebook isn't the only social networking website, but it is probably the most popular. Other popular social networking sites include MySpace (focuses on people's musical interests) and LinkedIn (work and career focused). There are, however, thousands of smaller networks.

What you can do on Facebook

- Create your own profile, listing your interests, hobbies, and any other personal information you would like to share (or as little as you like - it's up to you).
- Find your friends and family on Facebook and add them as 'friends'. Once someone has been added as a friend on Facebook, you will be able to see their updates and join in the conversation if you want to.
- Send private messages to friends and family, or write a public message on someone's profile (this is referred to as 'commenting' or 'posting').
- Upload photos to your profile and view your friends' photos.
- Social networks, such as Facebook, have a lot of other options and functions for you to explore and enjoy.

How to join Facebook

Firstly, visit Facebook online to register and create a profile. You will at least need to fill out some basic details, including your name and email address – this information will start building your profile. Don't worry if you don't have a digital photograph of yourself to hand, you can always add one later, and remember - only fill in the details you're comfortable sharing.

Once you have completed the registration process (three short steps) you will see your new profile page. You can then enter extra information if you wish - such as your interests, your schools, university, and place of work.

For more information and a step-by-step guide to setting up your profile, visit Facebook's help pages at <https://en-gb.facebook.com/help/>

Finding friends

Once you have a profile on Facebook, you can find people to be friends with. There are a number of ways of finding friends and relatives and Facebook makes it easy to do.

Remember to log out from your account when you've finished by clicking on the 'account' button at the top right of the screen to 'sign out'. And, when you want to log back into Facebook again, go to the Facebook login page at www.Facebook.com and enter your email address and password in the top right hand corner.

Top Tip – Write down your login and password details when you register to help you remember the next time you login to Facebook.

What is a Facebook Page?

Pages are for businesses, brands and organizations to share their stories and connect with people. Like profiles, you can customize Pages by posting stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in their News Feed.

Should I create a Page or allow people to follow my public updates from my personal account?

If your goal is to represent your business, brand or product on Facebook, create a Page. A Page lets you engage with people on Facebook and offers tools to help you manage and track engagement.

If your goal is to share updates from your personal Timeline with a broader audience, you can allow people to follow you. When you allow people to follow you, anyone on Facebook can follow you to get your public updates in their News Feed, even if you're not friends on Facebook.

How do I create a Page?

To create a Page:

- Go to facebook.com/pages/create
- Click to choose a Page category
- Select a more specific category from the dropdown menu and fill out the required information
- Click Get Started and follow the on-screen instructions
- Select a more specific category from the dropdown menu and fill out the required information
- Click Get Started and follow the on-screen instructions

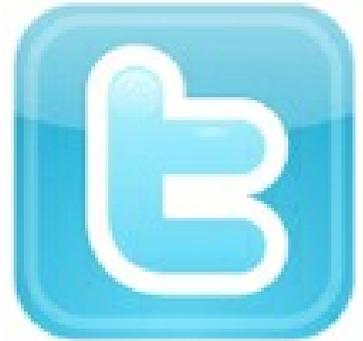
Facebook has a large Help section which will help you get started and manage your page.

What Page names are allowed on Facebook?

Page names must accurately reflect your Page. Keep in mind that only authorized representatives can manage a Page for a brand, place, organization or public figure. Facebook Help give a list of do's and don'ts for page names.

What is Twitter?

You may have heard about the Twitter website in the news as many celebrities, sports stars and politicians use it to voice their opinions. Here is some basic information about Twitter.



Twitter is a website that describes itself as a social networking and micro-blogging information network. You can set up your own profile on Twitter (similar to Facebook) which is your own personalised web page. It includes information about you (as much or as little as you would like to share), a place for you to type your 'tweets' (which we'll explain below) and a 'timeline' in the middle which shows 'tweets' from anyone you choose to 'follow'.

The idea behind Twitter is that people registered on the site use it to keep up-to-date with the latest news and information from anyone else registered on the site by 'following' those people. This could be your friends, celebrities, businesses and other organisations, or anyone else registered on Twitter.

You can also send out your own updates - known as tweets - which other people can choose to follow and add their own comment, if they want to.

What you can you do on Twitter

Once you've set up a profile on Twitter (see below) you can:

- Type short message 'tweets' (up to 140 characters long) that will be seen by anyone following you.
- Join in conversations (via tweets) about your interests, or chat with friends and family, if they're also on the site.
- Follow other people and organisations that you find interesting to see what they are up to.

How to join Twitter

Twitter has a very straightforward sign-up process, visit Twitter and click on the big yellow sign-up button on the right. Then enter your name and a username. You can choose your own username - it could be your real name, or something you've made up. Whatever username you choose, it's important to make it easy to remember, as you'll need it each time you login.

Next create a password; again it's important this password is memorable as you'll need it to login. Then enter your email address, if you don't have an email address, please read our guide on setting up an email account.

Once you've filled everything in, you will be asked to select your interests. You can choose from a fairly comprehensive list, featuring everything from reading to extreme sports. You don't have to select your interests at this point if you don't want to and you can come back to this later.

Now it's time to start finding your friends! Finding friends, interest groups or celebrities is simple. You'll be presented with a page with a box in the top left hand corner, with the title 'Who are you looking for?' Click in the empty box and type the name of a friend, an area of interest, an organisation or a celebrity (e.g. SDEF, Scottish Parliament or Stephen Fry, etc.). You will then be shown a list of matching results. If you find what or who you were looking for, click on the 'follow' button to the right of their name and you will now be following them. This means that their tweets will appear in your timeline so you can see what they're up to. If you don't find what you're after see if you can find out the right username - you can then type that into the search box to find the Twitter user you're looking for directly.

Once you've registered friends or interests you'd like to follow, don't forget to click on the 'update' button to complete the sign up process. You will then be taken to your profile page, with your timeline in the middle of the page featuring recent tweets from anyone you're following. Any people you've decided to follow will be alerted to this, and will be given the option of following you in turn. Now you've registered, why not send your first tweet?

Sending tweets (or 'tweeting')

'Tweeting' means sending a message to anyone else on Twitter who has chosen to follow you. Twitter places a restriction on how much you can type in any tweet you send out, so it's important you keep your messages as short as possible! The most you can type is 140 characters (characters means letters and spaces).

Once you're logged in, type your message in the 'What's happening' box at the top of the page, and then click on the 'tweet' button. Anyone who is following you will be able to see your message. There are also a number of more advanced options on the site for you to explore.

For more information on Twitter and tweeting visit Twitter's help page at



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