Social Media Tips for Beginners:
A Quick Reference Guide

How Do I... (note: below steps are outlined for an iPhone; however, steps for Android and other devices should be very similar)

...Post on Twitter?

1. Download the Twitter app to your phone (App Store --> Search for "Twitter" --> Tap "+Get" twice --> Enter your password and wait for download)
2. Tap on Twitter app on your phone and connect to Twitter by inputting your Twitter credentials (or choose a username and password to create an account)
3. Tap on the magnifying glass icon in the top right to access the search bar and type in: **@YaleAlumni**
4. Tap "Follow" and can also tap on the gear icon and choose "Turn on notifications" to receive mobile alerts
5. Tap on the feather pen icon at the top right and compose a message of 140 characters or less (include hashtag #YaleAlumni)
6. To include a photo, tap on the picture icon (bottom right) and choose a

photo (photos will eat into your 140 characters, so shorten your message, as needed)

7. Don't start your tweet with an "@" symbol. If you are mentioning another handle put a "." in front of the "@" Example: ".@YaleAlumni is collecting #YaleReunion highlights on their feed. Follow them!"

8. Tap "Tweet" at the top right and voila, you have tweeted!

9. **Don't feel like coming up with your own content?** In the search bar (magnifying glass icon) type in **#YaleAlumni** (to find the "#" symbol, tap on the "123" at the bottom left of the pop-up keyboard, then tap on "#+=" in the new keyboard that appears; "#" sign appears in middle of top row) and see what everyone else has been posting. Click the gray symbol with two arrows going around in a square to "re-tweet" what someone else has already posted.

...Post a Photo on Instagram?

1. Download the Instagram app to your phone (App Store --> Search for "Instagram" --> Tap "+Get" twice --> Enter your password and wait for download)

2. Tap on Instagram app on your phone and connect to Instagram by inputting your Instagram credentials (or choose a username and password to create an account)

3. Tap on the middle icon in the bottom row of the app to access your camera and take a photo

4. Choose a filter (if you want); otherwise just tap "next" at the top right

5. Type out a short caption (include hashtag **#YaleAlumni**). Tap buttons for Facebook or Twitter if you want to simultaneously share on those platforms

6. Tap "SHARE" and voila, you have shared a photo on Instagram!

7. To see what others are sharing, click the "Explore," button (bottom row, second from left). In top row tap on the magnifying glass. Then tap "Hashtags," and type in: #YaleReunion.

...Upload a Photo to Facebook?

1. Download the Facebook app to your phone (App Store --> Search for "Facebook" --> Tap "+Get" twice --> Enter your password and wait for download)

2. Tap on the Facebook app on your phone and connect to Facebook by inputting your Facebook credentials, as necessary

3. In the search bar, type in "**Yale Alumni Social Media.**" Once you're on the page, tap "More" then choose "Like"

4. Tap on "Photo"

5. Select the photo(s) from your camera to share and tap "Done" (in the top right)
6. Tap above the photo and write a simple caption; include #YaleAlumni if your photo features Yale alumni!
7. Tap "post" and voila, you have posted on our Facebook page!

Want to Learn More?

1. Find people and organizations to follow:
   a. Facebook: Yale University, Yale Alumni Social Media
   b. Twitter: @Yale or @YaleAlumni and click on who they "follow" to get ideas of others you'd like to follow
   c. Instagram: Yale or YaleAlumni, and click on who they "follow" to get ideas of others you'd like to follow
2. Post some sample posts. It's fine to just say "hello, just joining Twitter" Or "Excited to make my first post on Facebook"
3. Acquaint yourself with hashtags:
   a. Hashtags began on Twitter and Instagram and work best there, but are also used on Facebook. Putting the # symbol at the start of a word or phrase makes it a link to others/other posts also "tagged" with that word or phrase. Try entering a hashtag such as #YaleAlumni in the search field of Twitter or Instagram to display all posts "tagged" with that hashtag. This is the way to follow breaking news or to see what people are sharing during special events such as #YaleReunion

For Further Information:

1. The "help" sections in Twitter and Facebook are very well written. You can search in google for "beginner guide to ___" to get links to many articles and tips
2. A great archive of short lessons about the spirit of Twitter and technical how-to's: http://twitbootcamp.tumblr.com/archivedlessons
3. New York Times articles about hashtags: http://www.nytimes.com/2012/11/04/magazine/in-praise-of-the-hashtag.html
4. Beginner's Guide to the Hashtag, via Mashable: http://mashable.com/2013/10/08/what-is-hashtag/#vBPSMY9kCuqj
5. Twitter is My Co-Pilot by Dan Frommer on WHY to use Twitter: http://www.splatf.com/2013/04/twitter-copilot/