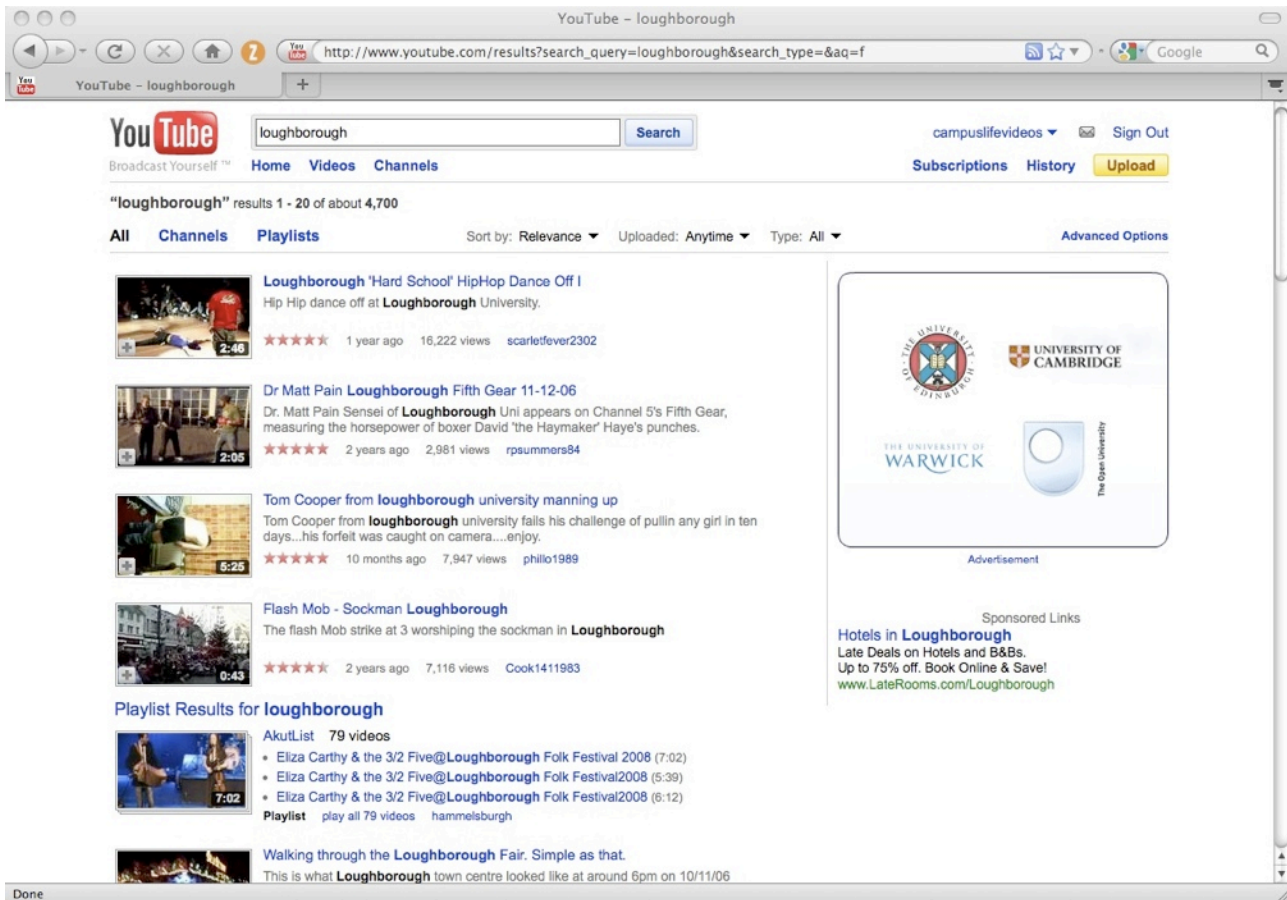


YouTube



Finding videos

- Search box at the top of every page.
- When you select a video, YouTube will offer you 'related videos' which feature the same keywords or 'tags' as the video you are watching.
- You can search for 'videos' or 'channels'
- Channels are collections of videos from the same user.
- You can 'Subscribe' to channels which means you will be alerted every-time a new video is added to the channel.
- You can access your 'Subscriptions' and 'History' using the links at the top right of the screen.

Interacting

- Users can comment on videos.
- Users can rate videos on YouTube by clicking, 1-5 stars. Ratings help other users find popular videos.
- The share option below each video lets you share what you're watching with your friends on social networks such as Facebook or Twitter.
- The Flag tool lets you report any videos which are offensive or are in breach of your copyright.

Upload

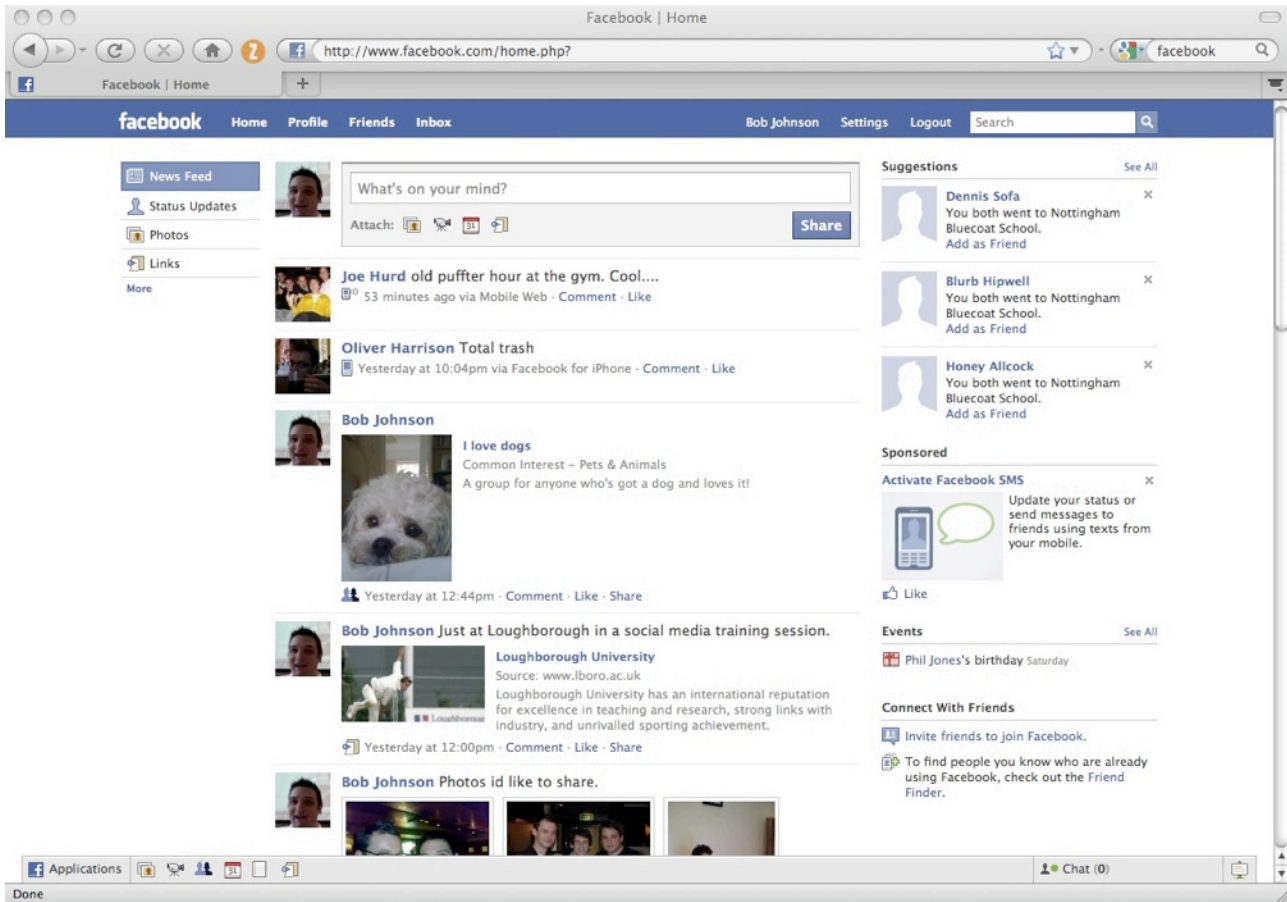
- Access upload via your account page.
- Make sure you choose a name which explains what your video is about.
- A good description is just as important.
- Tags are important too, make sure you enter as many keywords as you can that are relevant to your film as this will help people find your video when they are using the search tool.
- Select a relevant category.

Formats

- .mov .avi .mpeg .wmv
- Max. 1GB
- Max. runtime 10mins.
- No copyrighted material (this includes commercial music).

Remember: at the bottom of every page is a link to YouTube's 'Help Pages' and 'YouTube Handbook'.

Facebook



Registration

- Using your .ac.uk email address when registering with Facebook will allow you to access your University's Facebook network.
- Add as much or as little information as you like, the more you add the easier it is for people to find you and for Facebook to find people you may know.
- Clicking on the padlock icon next to some fields will allow you to select the privacy setting which determine who can see this information.

Passwords

- it's always a good idea not to use the same password for everything you do online.
- Always remember to logout of Facebook when using a public computer especially if you've been given admin access to University groups or pages.

Account Setting

- Clicking on setting (top right of every page) allows you to change your details, password, and other information.
- In settings you will find 'notifications' which allows you to turn off email notifications when new events happen on Facebook.

Friends

- Facebook will allow you to import contacts for your existing email accounts such as Hotmail, AOL, Yahoo and Gmail.
- Use the search box (top right of every page) to search for friends by name.
- Filters allow you to refine your search by location, school or workplace.

- You can also see who you're friends are friends with by selecting a friends page and clicking on 'view friends'. From here you can add them as friends by clicking 'add as friend'.

Messaging

- Facebook messaging is a way to send messages privately between users.
- To access messaging click on 'Inbox' at the top of the page, when you receive a new message a number will appear next to the word inbox.
- You can send messages to multiple users (you can also send messages to all members of any groups you set up).

Photos

- To add photos click on the photos icon at the bottom left of every screen.
- Click 'Create a photo album' and follow the steps on screen.
- You can select who can see your photos by clicking 'Who can see this'.
- Tagging photos means you can identify other Facebook members in photos, these will also appear in their profiles.
- Users can also comment on photos.

Newsfeed

- The Facebook newsfeed is the first page you see when you log in to your account. To access it click on the word Facebook in the top left of every page.
- The newsfeed shows you the latest goings on with your friends and family, as well as any pages you have become a fan of.
- You can add status updates to your newsfeed, this will display to all of your friends, you can also add photos and links to other websites. Your friends can also comment on this.

Instant Messaging

- To access Facebook instant messaging click on the chat icon on the bottom right of every page (it will usually say 'Chat' followed by a number which indicates how many of your friends are online).
- Instant messaging allows you to talk directly with any of your Facebook friends who are online.

Facebook Groups

- Smaller than 'Facebook Pages' (works best for under 5000 users).
- Groups don't have friendly web addresses (difficult to put them on printed literature).
- Groups provide no visitor statistics.
- You can limit who can join your group to a specific network (e.g. your University).
- Groups offer admins tighter controls:
 - Open (anyone can join).
 - Closed (members have to be approved).
 - Secret (invite only).
- Groups are linked directly to a personal profile (a link will appear on the group to the admin person's profile page).
- Facebook groups do not appear in Google.

Facebook Pages

- Pages are all about promoting business and brands.
- There is no limit to number of 'Fans' a page can have.
- Pages have friendly web addresses (i.e. www.facebook.com/studentcooking).
- Pages are not linked to a personal profile.
- Facebook Pages appear in Google (so make sure you select a good name that people will find in their search results).
- Updates will appear in fan's news feeds together with updates from their friends.
- Pages provide detailed usage statistics (insights).
- To set up a page click on the 'Advertising' link at the bottom of your newsfeed.

Events

- Events allow you to tell your 'Friends' or 'Fans' about events you are holding.
- User's can respond telling you if they will be attending and other users can see who is and who isn't coming.
- Photos can be added to events both before and after they take place.
- Events can be linked to a person, group or Page.

Advertising

- Advertising is a paid for service.
- You can create adverts for Facebook Pages, Events or Groups, or you can advertise external websites.
- You can pay per 1000 impressions served or for every time your advert is clicked.
- More information available by clicking on the 'Advertising' link at the bottom of every page.