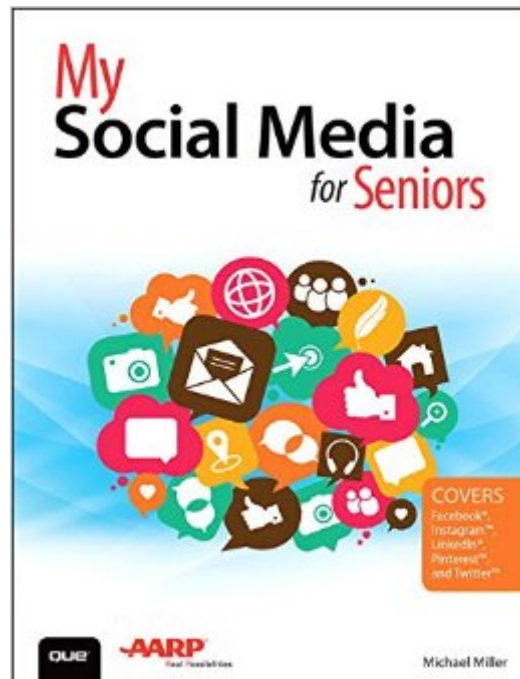


The book was found

My Social Media For Seniors



Synopsis

Learn Facebook, Twitter, Instagram, LinkedIn, Pinterest, Skype, and More! My Social Media for Seniors helps you learn what social media is all about, and how to use it to connect with friends, families, and more. The full-color book provides a general overview of what social media is and what it does, then offers step-by-step instruction on how to use the most popular social media-- Facebook, LinkedIn, Pinterest, and Twitter. It also covers other social media, including online message boards and group video chat services such as Skype and Google Hangouts. In addition, the book offers strategies for using social media to find old friends and colleagues, as well as how to use social media safely and securely. Here are a few things you will learn:

- What Social Media is and why we use it
- What to share and what not to share on Social Media
- Using Social Media safely and privately
- Comparing the most popular Social Media
- Keeping in touch with friends and family on Facebook
- Sharing pictures and videos on Facebook
- Discovering interesting groups on Facebook
- Configuring Facebook's privacy settings
- Pinning and repinning on Pinterest
- Finding other users and boards to follow on Pinterest
- Fine-tuning your professional profile on LinkedIn
- Connecting with people and businesses on LinkedIn
- Tweeting and retweeting on Twitter
- Sharing photos with Instagram
- Getting social on special interest message boards
- Playing social games
- Getting social with video chats
- Using Social Media to find old friends
- Using Social Media on your smartphone or tablet
- Exploring other social media

Book Information

Series: My...

Paperback: 336 pages

Publisher: Que Publishing; 1 edition (November 14, 2015)

Language: English

ISBN-10: 078975570X

ISBN-13: 978-0789755704

Product Dimensions: 7 x 0.7 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #88,638 in Books (See Top 100 in Books) #65 in Books > Computers & Technology > Internet & Social Media > Social Media #234 in Books > Computers & Technology > Digital Audio, Video & Photography #252 in Books > Computers & Technology > Graphics & Design

Customer Reviews

I've always been a huge fan of social media. What could be better than tools that allow us to communicate immediately with people around the world? To make friends and connections with experts in our field? To share not only our "Kodak moments" but our thoughts, whether they are profound or trivial, with people who care? To get that happy feeling when we get a kind reply or a virtual laugh, from an old friend or even from a stranger. And who better to take advantage of such communication than seniors? There's no reason to ever be lonely when there's a whole world of virtual friends at our disposal. Unfortunately, however, many seniors are intimidated by ever-changing technology and often would rather avoid social media than deal with the challenges that can frustrate even the tech-savvy, such as identity theft, viruses, or fraudulent schemes. "Social Media for Seniors" does a great job of explaining five of the most common social media sites, Facebook, LinkedIn, Twitter, Pinterest, and Instagram, in an easily understandable vernacular, giving tips about the best ways to use these sites, which will help to remove any of the fears that might be hindering people from giving social media a try. Explanations require no pre-requisite knowledge, yet are not condescending or "dumbed down." Even though I've been working with technology my whole career and have coached people on the use of social media, I learned a thing or two, and found the book interesting and informative. Though there are some references to "seniors," the audience could easily be anyone who wants to learn more about social media.

My Social Media for Seniors by Michael Miller QUE / Pearson Education, Inc. Copyright © 2016 ISBN: 978-0-7897-5570-4 / 0-7897-5570-X (pbk) Fred Sabin (President, New Jersey Computer Club) Review " November 9, 2015 I am in my 70's and communicate with my land-line telephone, email, and written letters. I've never owned a cell phone, and can't see their tiny screens or keypads if I did. Tablets and ebooks are also foreign to me, and although I understand the "cloud" I don't like it since my Internet access is limited. My grandchildren live in a new world of tablets, smart-phones, text, tweet, chat, and face-book that are foreign to me, just as typewriters and cursive writing are foreign to them. This is evidently the new world of Social Media. In order to communicate with the younger generation again I need to change again, from the abacus to the slide rule; calculators to IBM punch-cards on mainframes; DOS with command prompts to Windows GUI; keypads to touch screens; and a new language with portable electronics. What is this Social Media, and how do I join it? Michael Miller to the rescue! He is a computer guru and an acclaimed author of computer books with a focus on the basics, often targeted for seniors. This book therefore had the

right title by the right person for what I needed, and it delivered! It was easy to follow and got me started and going in the right direction. I learned a lot and was able to use it immediately. Now my blank stare has been replaced by questions (that I hope are intelligent), and the answers to them now make sense and have increased my knowledge and experience of this previously foreign world. I can find people, places and events on Facebook, and immediately know who is online to chat with.

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