Social Media for Beginners:
Connect with Yale & Yale alumni!

Pick 1 of the top social networks
If you’re new to social media, the top three social media platforms to consider in order to receive (and post) great content about Yale are Twitter, Instagram and Facebook. Instagram and Facebook are the easiest to use. Twitter has a slight learning curve but once you’re on board it’s fast to use and is the best way to interact during live events.

TWITTER – use on a computer and/or an app on a smartphone
INSTAGRAM – can only post photos from a smartphone, but can view your account on a computer
FACEBOOK – use on a computer and/or an app on a smartphone

The first 4 steps:
(regardless of platform)

2. Find people and organizations to follow
   a. Facebook: Yale University, Yale Alumni Social Media
   b. Twitter: @Yale or @Yale_Alumni, 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
3. Post some sample posts. It’s fine to just say “Hello, just joining Twitter” Or “Excited to make my first post on Facebook”
4. Acquaint yourself with hashtags:
   a. Hashtags began on Twitter and Instagram and work best there, but they are starting to be used in Facebook. Putting the # symbol at the start of a word or phrase makes it a link. You can enter a hashtag, such as #YaleAlumni, in the search field on Twitter or Instagram and it will 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 like #YaleReunion.
For further information:
* The “help” sections in Twitter and Facebook are very well written. You can search in Google for “beginner guide to _____” to get links to lots of articles and tips.

* A great archive of short lessons about the spirit of Twitter and the technical how-to’s: http://twitbootcamp.tumblr.com/archivedlessons


* ‘Twitter Is My Co-Pilot’ by Dan Frommer on WHY to use Twitter: http://www.splatf.com/2013/04/twitter-copilot/