



# Bridging Digital Gaps

Presented By: RIWC



# Land Acknowledgement

We acknowledge that we are on the traditional territory of many nations including the Mississaugas of the Credit, the Anishinaabe, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 signed with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands. This land is also governed by the dish with one spoon wampum belt convenient: an agreement between allied First Nations to peaceable share and care for the land around the Great Lakes.

The City of Toronto has been acknowledging the traditional territory since March 2014. Due to conversations with Indigenous leaders, including the Aboriginal Advisory Committee as part of the 2018 Toronto for All Campaign, the language the City of Toronto uses has evolved.

# Series Progress



Learning About  
Social Media & Messaging



Taking a look at how to  
use Facebook  
Messenger, WhatsApp  
& Instagram

# Today's Agenda

1. Learning about social media apps

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2. Learning about the messaging functions

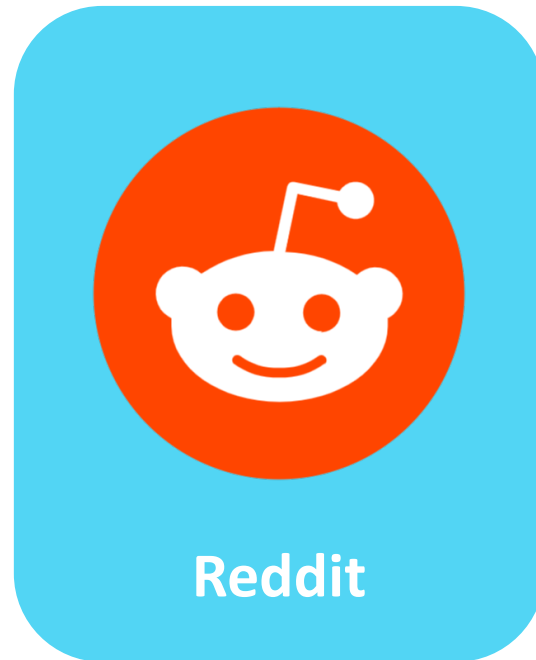
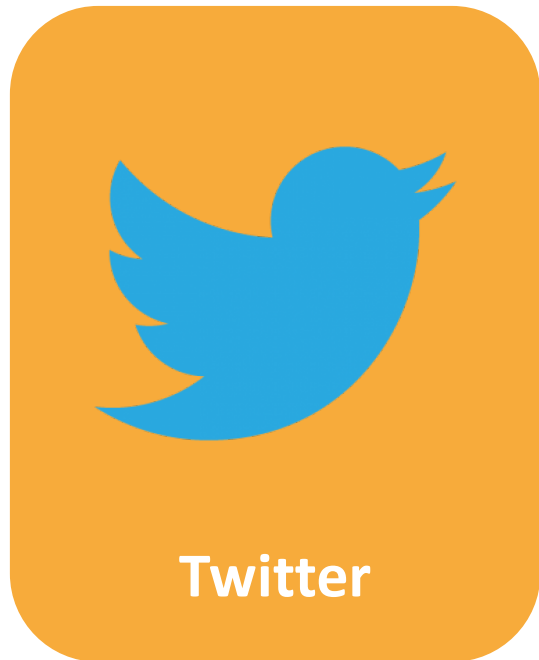
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3. Reviewing additional learning resources



**Let's hear about some of your  
experiences with social media!**

Here are some of the most popular social media platforms...



All can be used to view news, spread information, and communicate with others.

Here are platforms you may not have known are considered social media...




Since these apps let us network with other people, they can count as social media...

**Let's answer some  
general questions!**

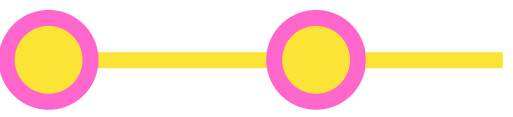
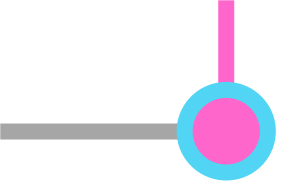







# What is social media?

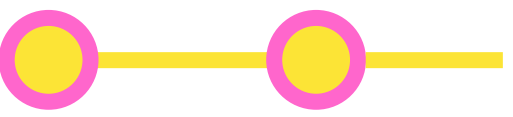
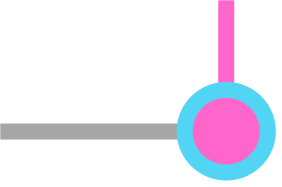
- 
- In general, any website, app, or other software that lets people create and share various types of content







# What is social media used for?

- 
- Allows us to network and communicate with people
  - Share and spread of news across the world
  - Business and marketing – social media has become its own industry
- 
- 



# Should I join a social media platform?

- 
- This depends on what it is you're looking to get out of social media
  - Many people tend to use it as an information source; however, this can pose problems in itself
  - Others use it as a way to communicate with friends and family
- 

# Should I try social media?

## *Pros & Cons*

### Pros

1. Quick access to world news or updates on your favorite celebrities
2. Easy ability to communicate with friends and families
3. Reliable source of entertainment
4. Allows for the creation of online communities
5. Tool used for business promotion and marketing





### Cons

1. Large amount of misinformation or "fake news"
2. Disconnects people by reducing in-person interaction
3. Can cause loss of sleep or "brain drain"
4. Easy to waste time on, if not mindful
5. False advertising or chance of hacking




# What do I need to join?

- 
- Same type of information asked by email providers or other online accounts
  - Usually your name, birthday, email or phone number, and sometimes address or postal code may be required
- 



# Why is this data needed?

- Companies will usually analyze this data and use it to identify key target markets
  - Development of other products and services
  - User-specific marketing and advertisement
- 

# Company Data Uses:

## *Why this information?*



Hello  
my name is

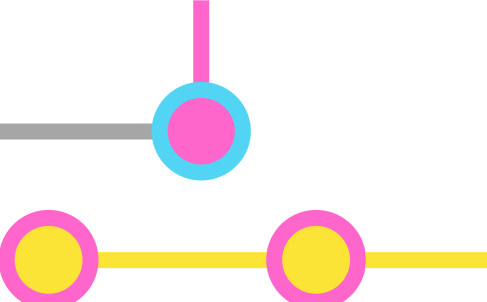
Generally, your name, birthday, and similar information is used to easily identify a consumer - this also helps greatly with account recovery




Addresses and postal codes allow companies to understand where key target markets are - consumer trends can be tracked this way



Clicking on advertisements or specific posts on the web and social media will influence the types of ads you get on your profiles



# Is my information kept safe?



- All of the major platforms protect your information using various layers of security
  - Steps you can take to keep safe include:
    - Never sharing passwords
    - Sign-in only on a secure internet connection
    - Add a backup email or 2-factor authentication
- 

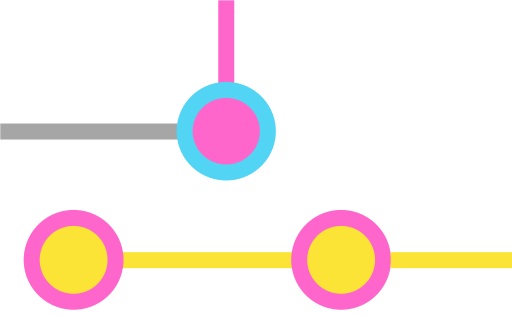


# General Overview for Facebook




# What is Facebook?

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- A social media platform that lets us connect with people and share various content using an online profile
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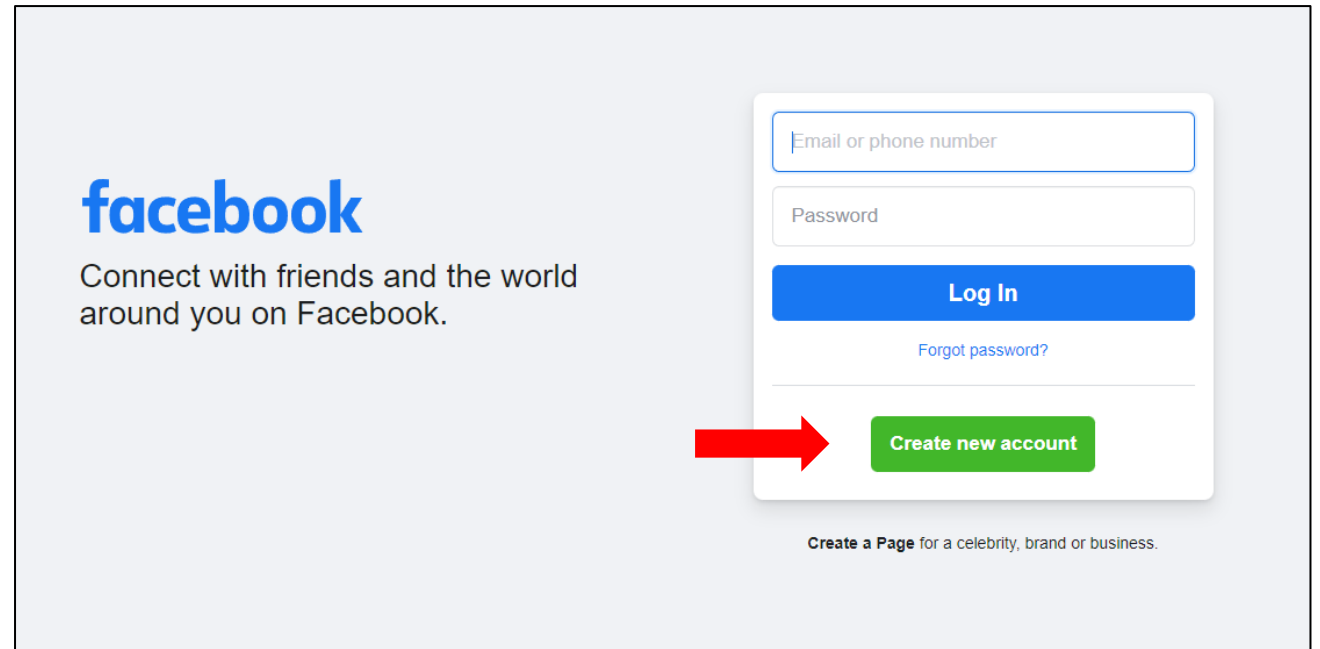


# What is Facebook Messenger?

- A separate Facebook application that can be installed on your phone or desktop
  - Specifically meant for communication via text, voice, or video calling
  - Uses your Facebook contacts or “friends”
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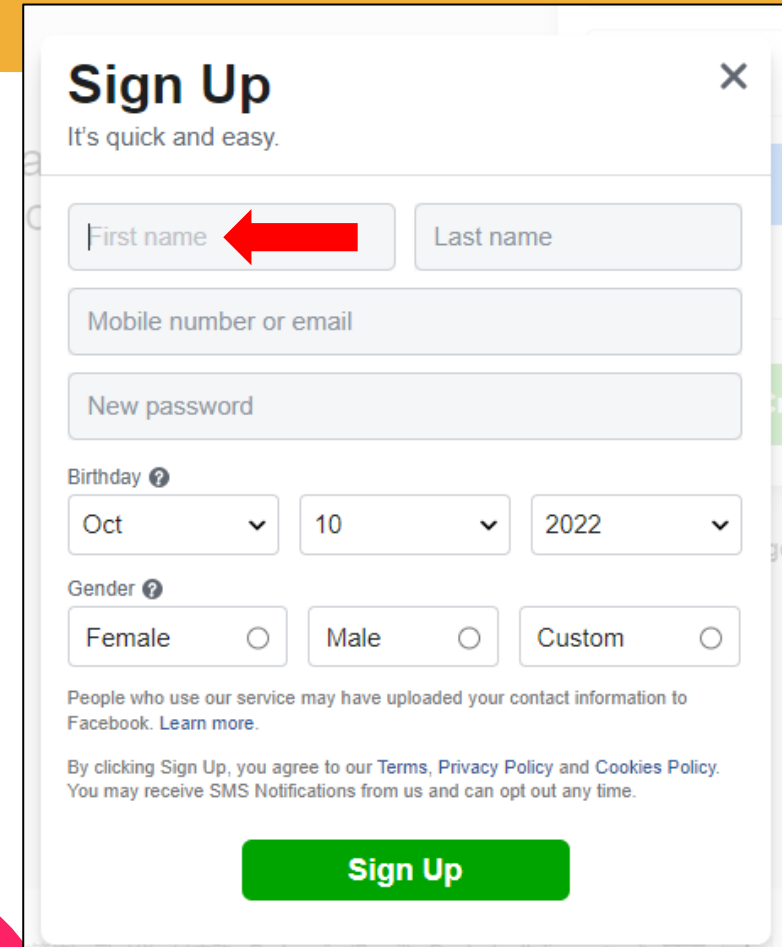
# Facebook on PC

- To get to the Facebook login page, search for: <https://www.facebook.com/> in your internet browser of choice
- If you don't already have an account, create one by left-clicking the *create new account* button – otherwise, sign-in




# Facebook on PC

- If you've decided to create an account, please enter the information required in each field
- You can start typing in the boxes by left-clicking once next to the text that tells you what information needs to be entered - for example, beside the *first name* field



**Sign Up** ×

It's quick and easy.

First name  Last name

Mobile number or email

New password

Birthday ?

Oct  10  2022

Gender ?

Female  Male  Custom

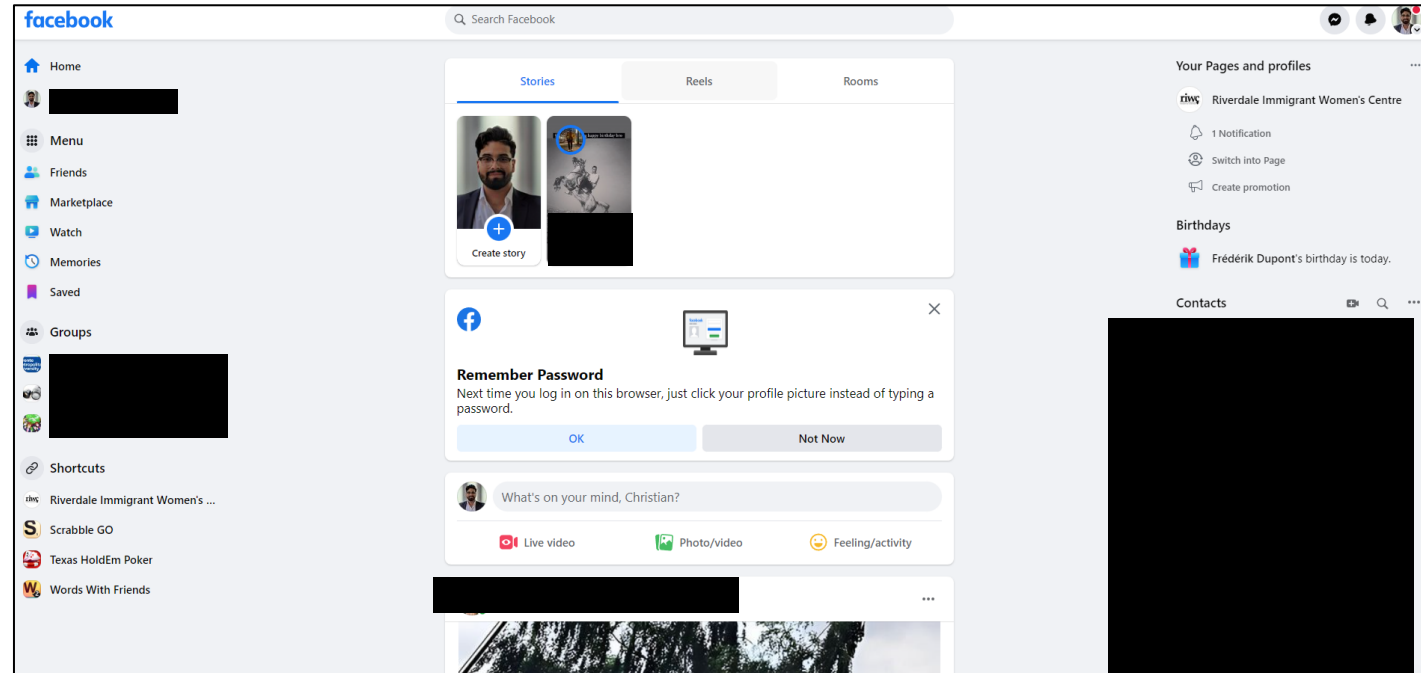
People who use our service may have uploaded your contact information to Facebook. [Learn more.](#)

By clicking Sign Up, you agree to our [Terms](#), [Privacy Policy](#) and [Cookies Policy](#). You may receive SMS Notifications from us and can opt out any time.

**Sign Up**

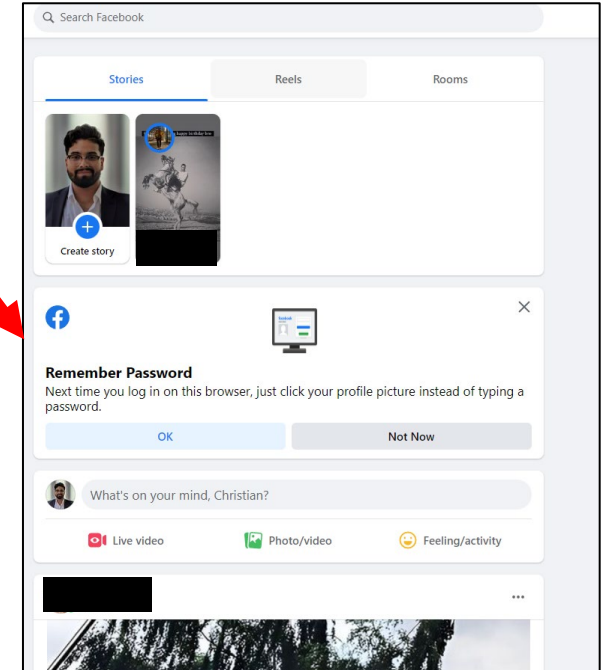
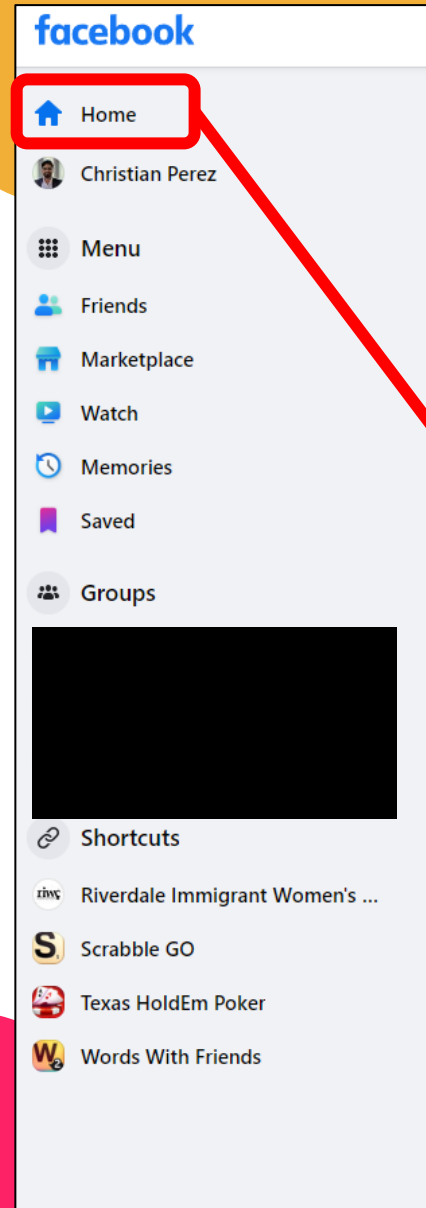
# Facebook on PC

- Once you've signed-in, you will be brought to your *homepage*
- From here, you have a wide variety of buttons and options to choose from
- Let's start by looking at the menu on the left



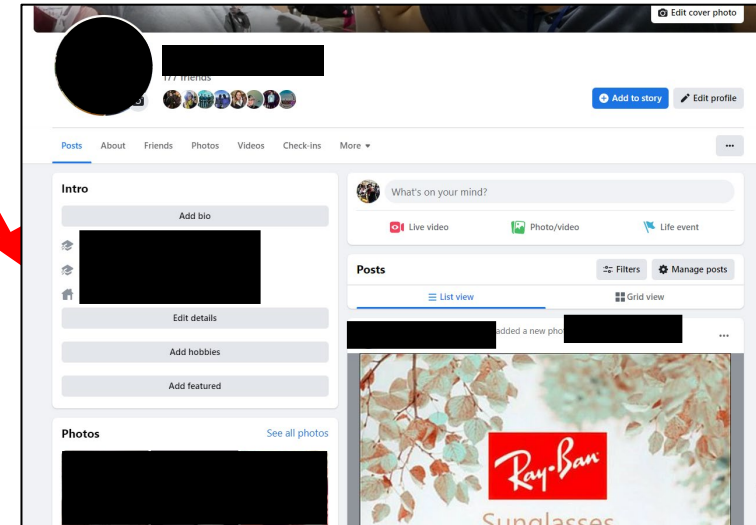
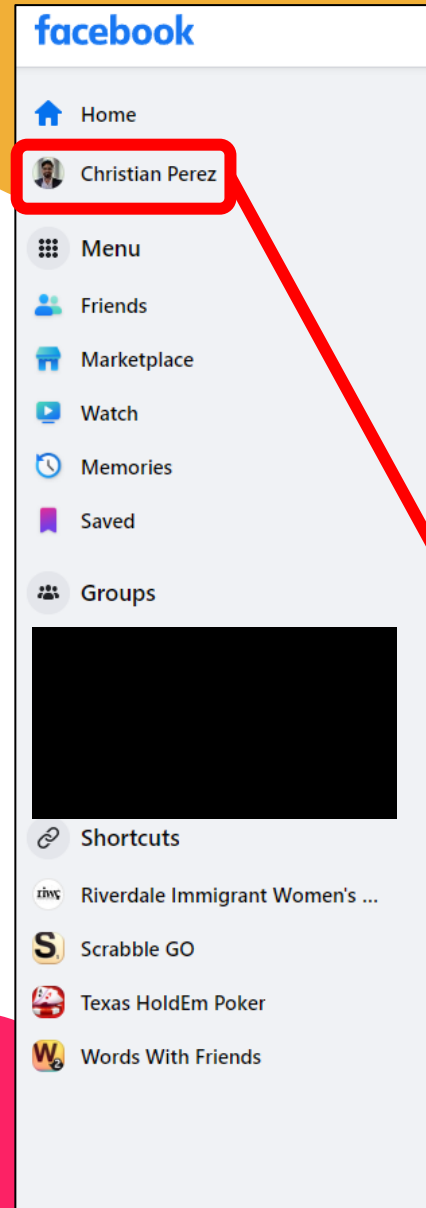
# Facebook on PC

- Clicking the *home* button will always return you to the page you saw on the previous slide, the *homepage*
- The *homepage* is where you will see all of the updates, articles, and *posts* shared by families, friends, and communities you follow



# Facebook on PC

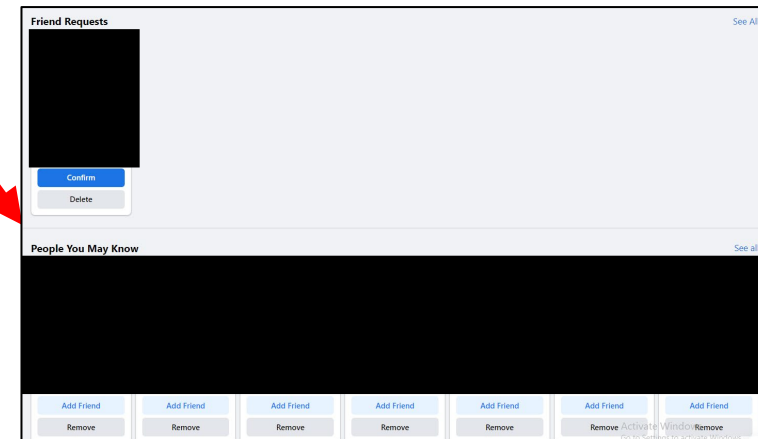
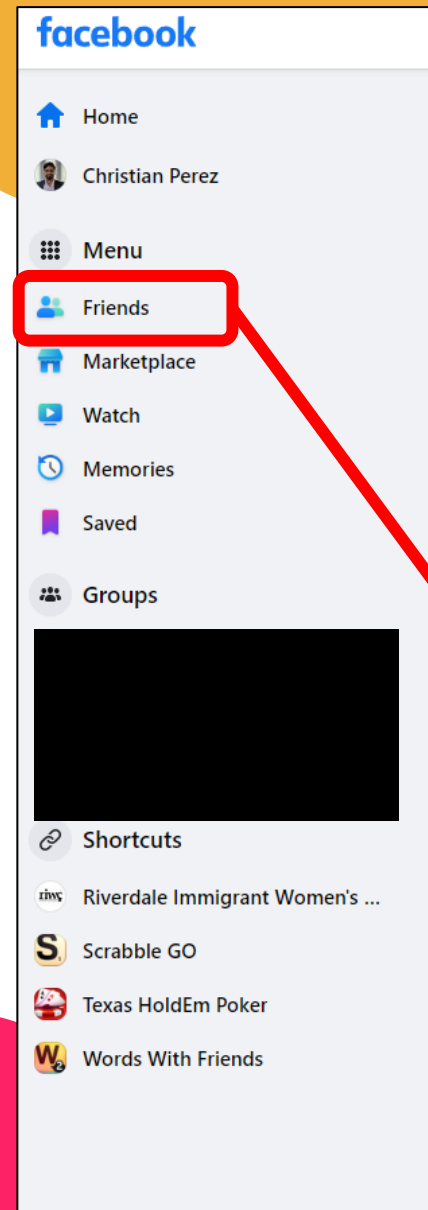
- Clicking your *name* brings you to your personal *wall* and *Facebook profile*
- You can customize your profile with pictures, themes, and also provide a fairly detailed biography about yourself
- You have the option to make this information visible to select people or fully public





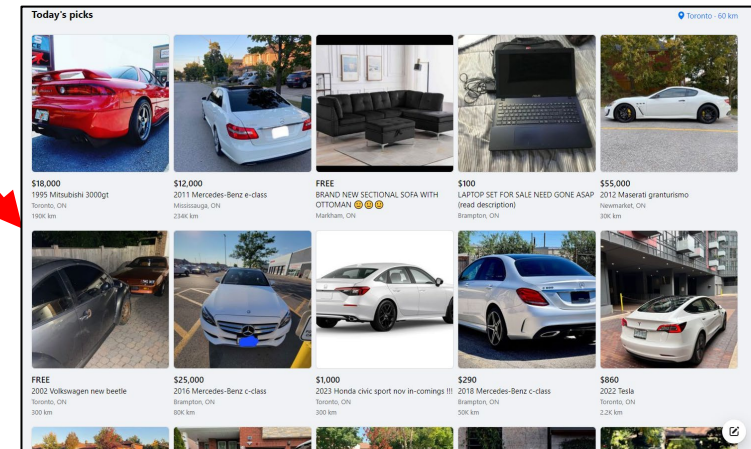
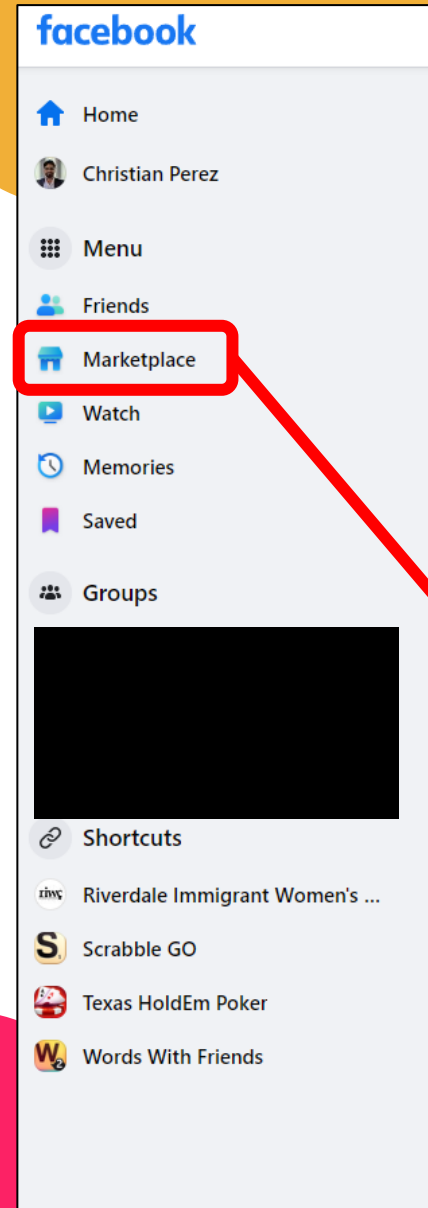
# Facebook on PC

- The *friends* button will show you all of the people you may want to add as a new *friend*
- Any *friend requests* sent to you by others will appear at the top
- You have the option to *remove*, *add*, or *delete* any of the suggestions given to you by left-clicking their respective buttons



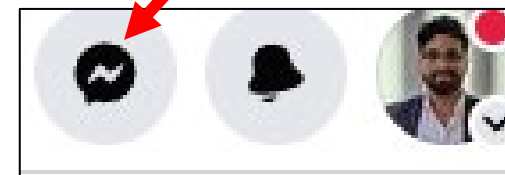
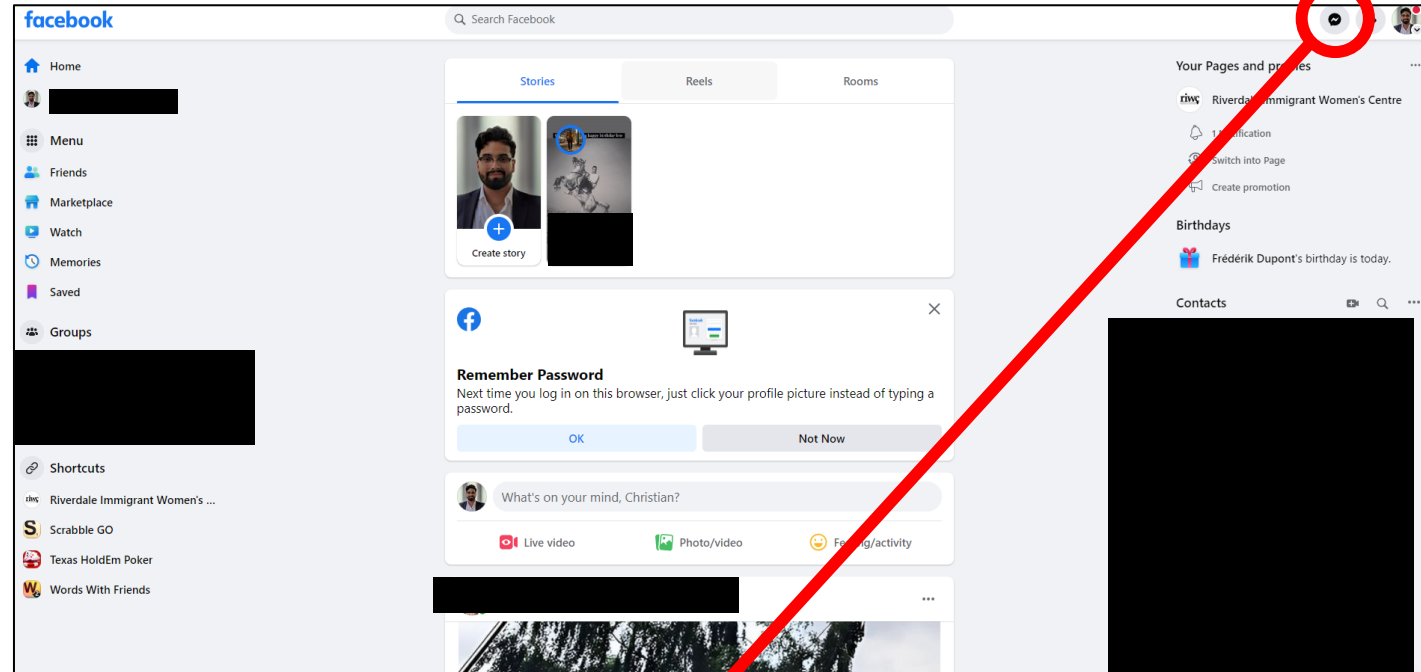
# Facebook on PC

- Next is the *marketplace* button
- In addition to connecting with your family, friends, and various online communities, Facebook has a shopping element to it
- The marketplace serves as an online flea market and is also home to many independent businesses



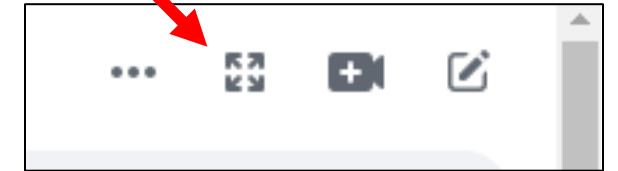
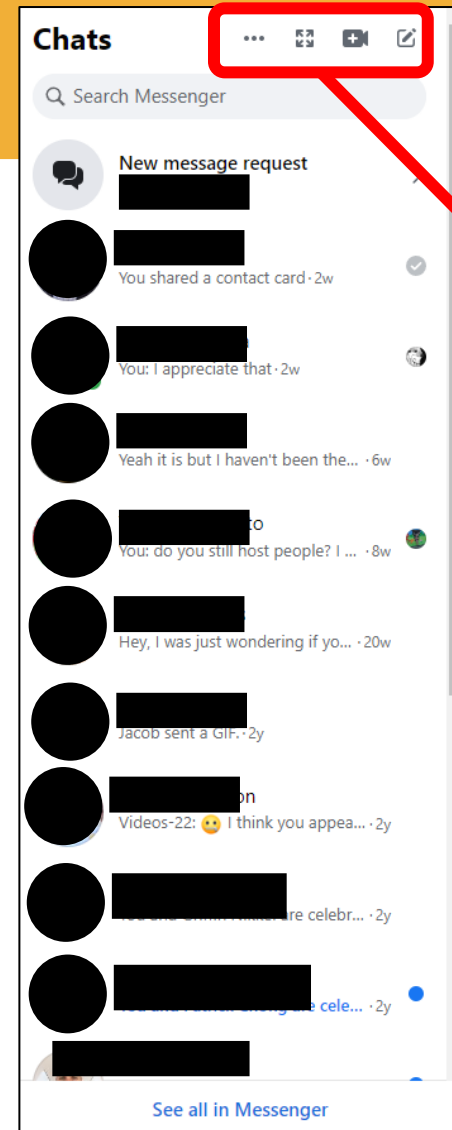
# Facebook on PC

- To the top-right of your screen, you will also notice a small bubble with a lightning bolt through it
- Clicking this will take you Facebook's *messenger* tool
- You can send text messages as well as invite your friends to voice and video calls



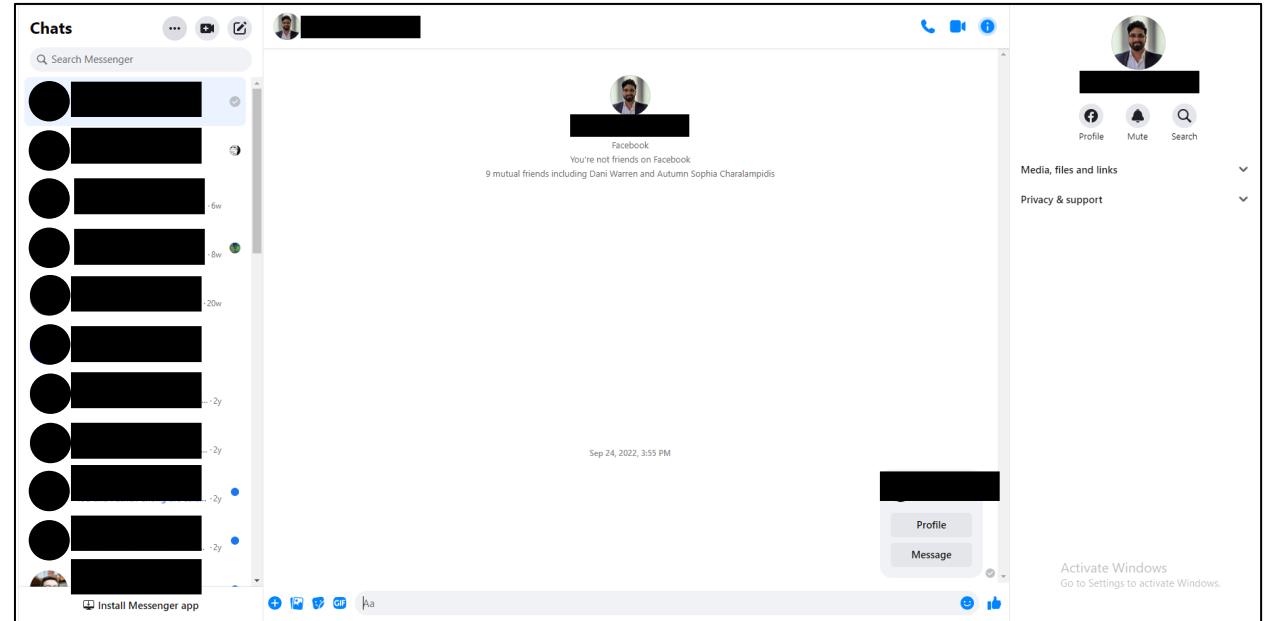
# Facebook on PC

- When messenger is open, a small window will appear to the right of your screen
- Go ahead and left-click the 4 arrows to expand the window – this will open the full messaging platform for you to explore



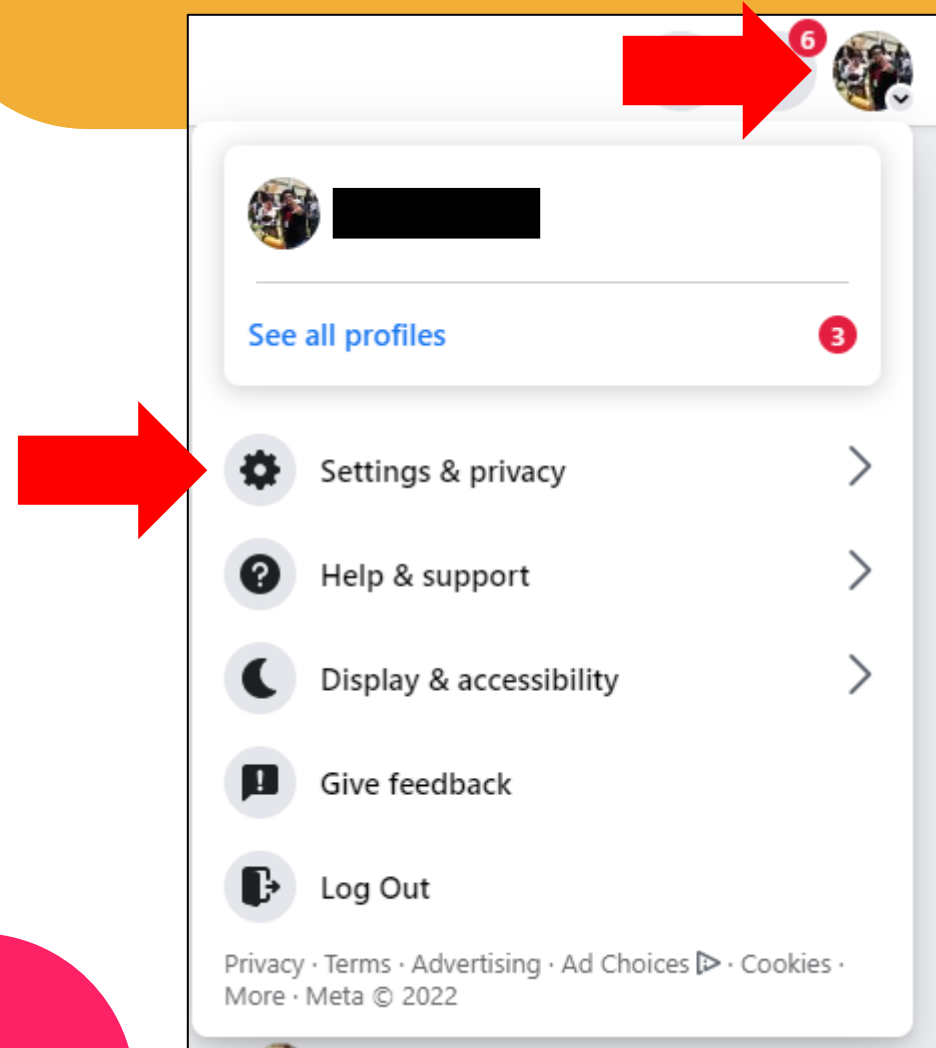
# Facebook on PC

- From this page, you can instantly send text messages to all of your Facebook friends
- You also have the option to host a video or voice call
- Facebook also allows you to send attachments such as photos and files like any other messaging platform



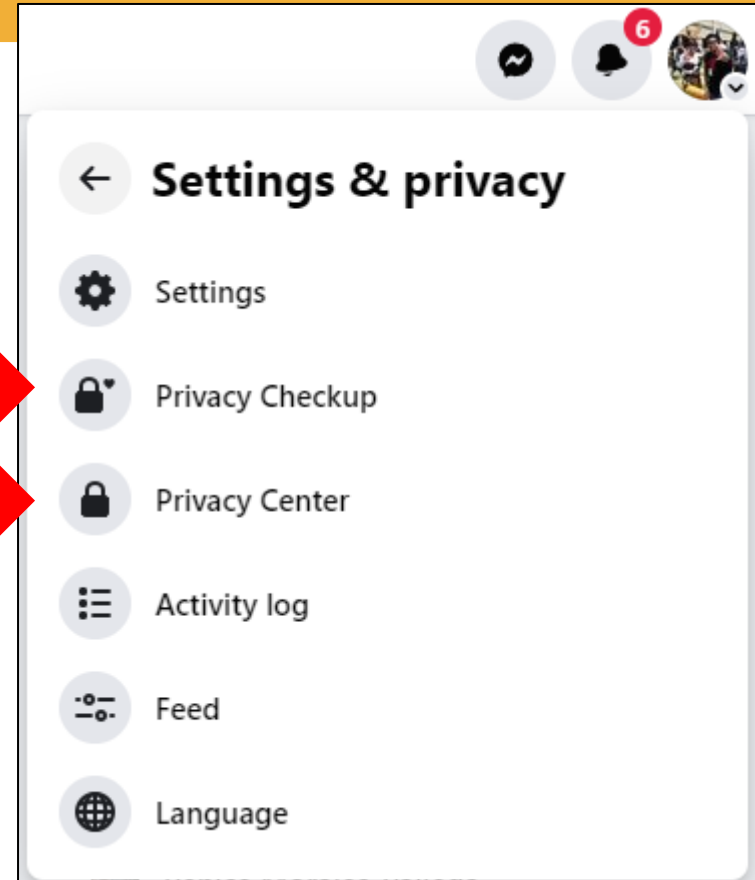
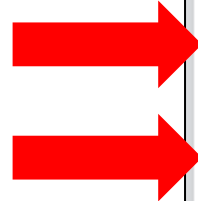
# Facebook on PC

- If you want to review some privacy settings, you can do so by first clicking on your profile picture on the upper, far-right portion of the homepage
- Then, click on the *settings and privacy* tab directly below in the submenu



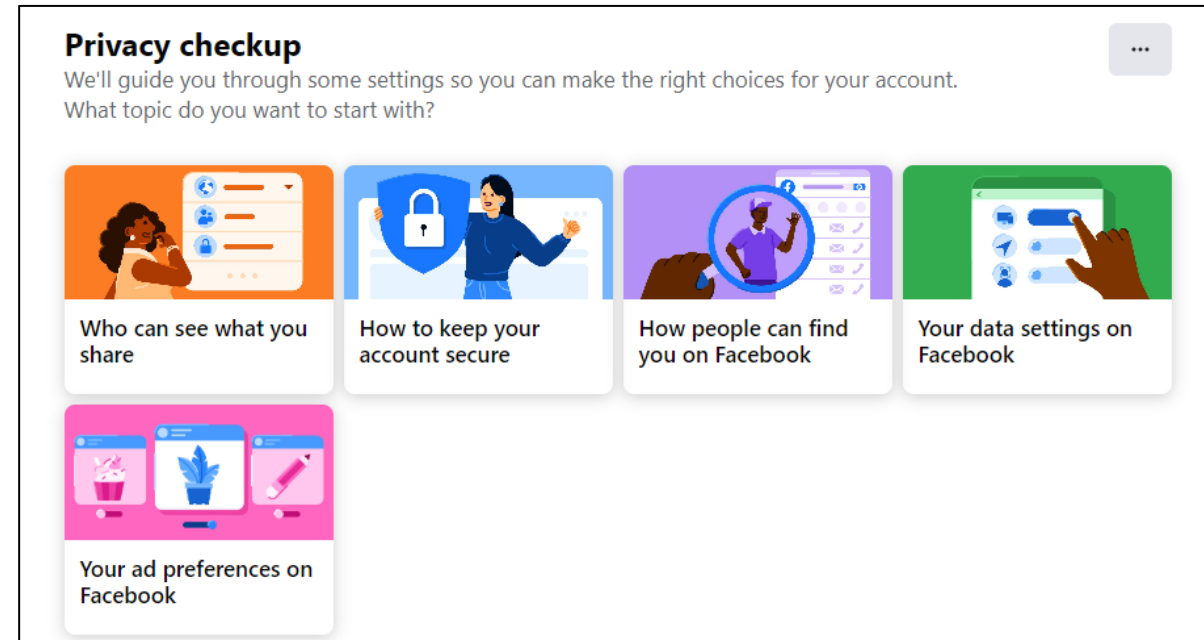
# Facebook on PC

- Next, click on either the *privacy checkup* or *privacy center* buttons to see some additional security features
- Since Facebook owns some of the most popular social media apps, similar features would be available on other platforms such as Instagram



# Facebook on PC

- You can click on any of these colorful pop-ups to find out more on how to keep your Facebook information safe and private
- ***2-factor authentication*** is one of the most popular and common options these days





# How to use Facebook on desktop!

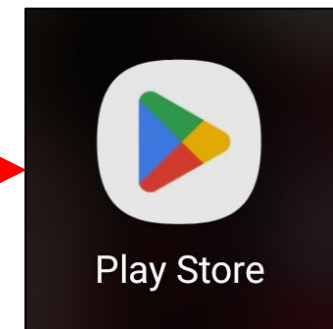
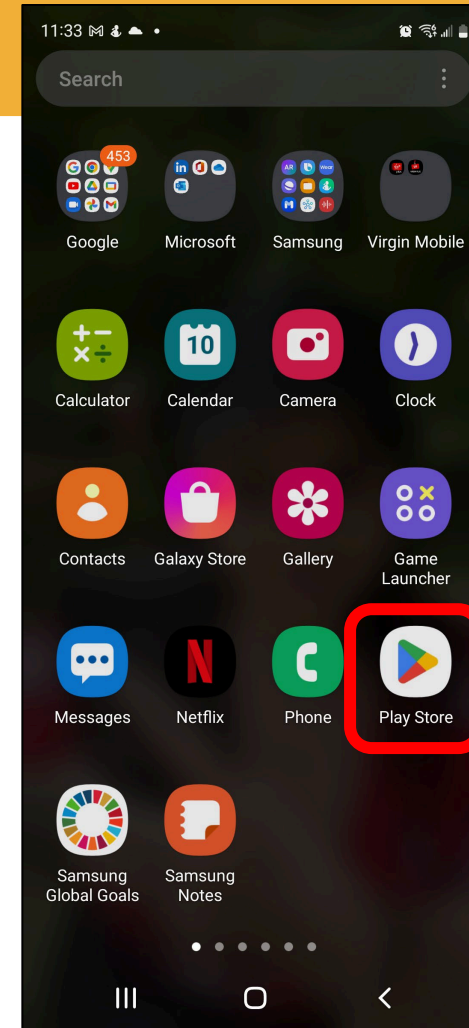


<https://www.youtube.com/watch?v=xu8rh9Ref4Y&t=75s>

Let's take an  
**intermission**

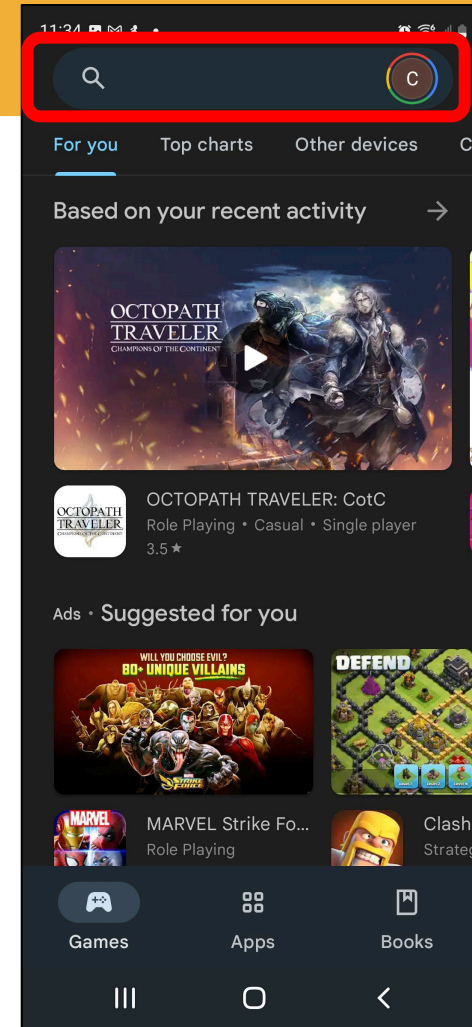
# Messenger on Mobile

- Remember: Facebook and Facebook Messenger are *different applications* on your tablets and mobile phones
- You can search for these apps using your device's respective app store



# Messenger on Mobile

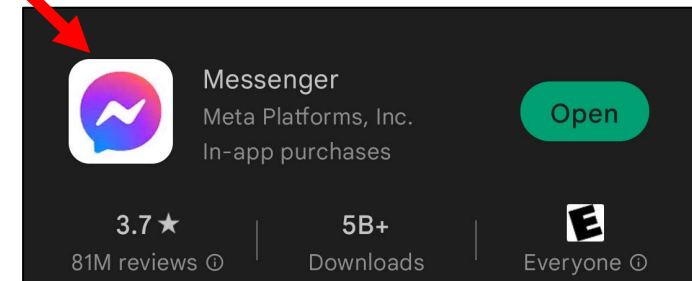
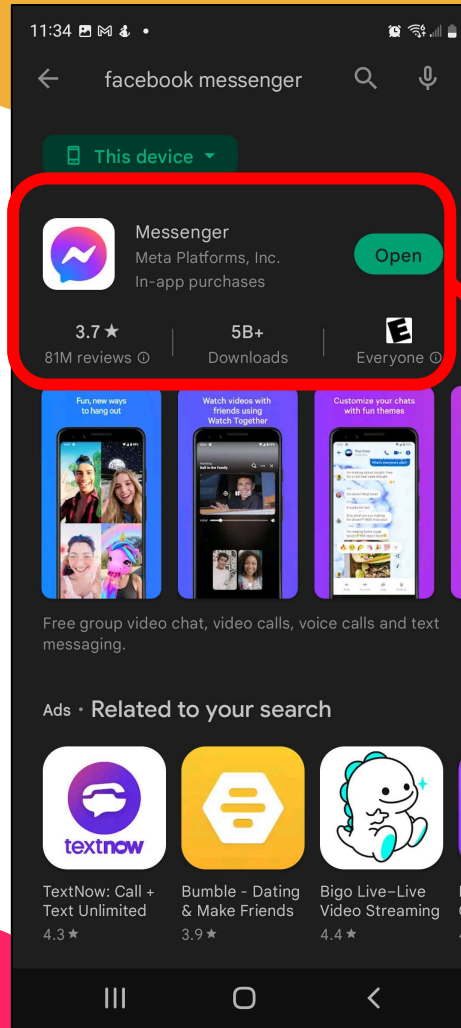
- Begin your search by tapping on the *search bar* found at the top of your app store screen
- In the search bar, use your touchpad to type *"messenger"*
- Tap the *enter* key to search for the app - the enter key may appear as an arrow or magnifying glass depending on your device



# Messenger on Mobile

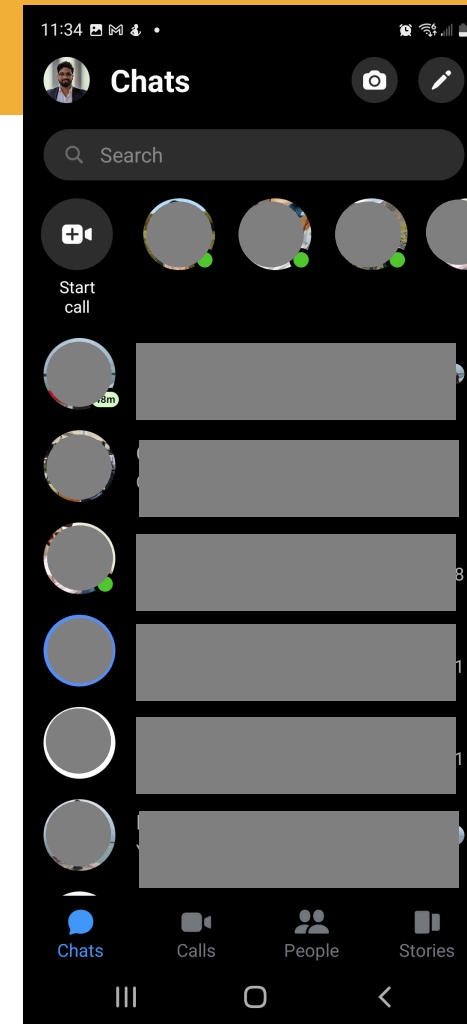
- If done correctly, you will most likely see Messenger appear as your top search result
- If you've previously installed the app, you can tap the *open* button
- If you've never used it, you can install it by tapping *install* - you may need to *sign-in* to your Facebook account

Note: You'll know it's the correct app if the developer is called *Meta Platforms*



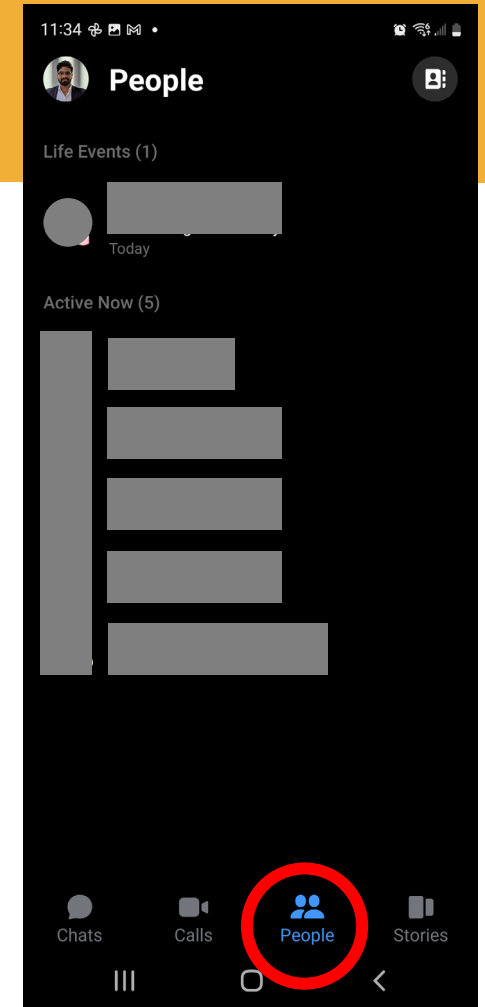
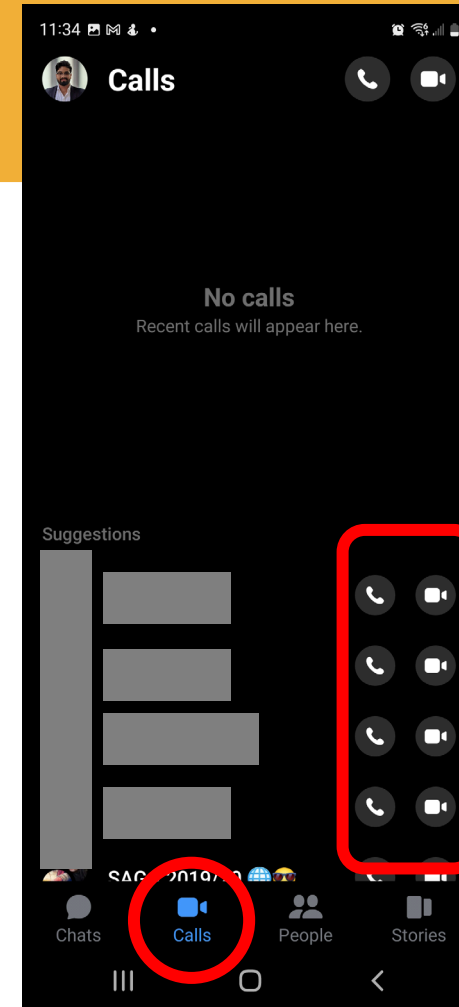
# Messenger on Mobile

- If you've signed-in to a pre-existing account, all of your friends and contacts will automatically sync with Messenger
- Contacts will appear in a straight list – you can also search for specific people by tapping on the *search bar*
- The icons found at the bottom sort the app's functionality into *chats*, *calls*, and *contacts*



# Messenger on Mobile

- The images on the right show you a preview of what each of the menus in Messenger look like
- The *calls* menu let's you invite any of your friends to video or voice calls by tapping on either the phone or camera icons
- The *people* button will show you all of your available contacts



# How to use Facebook Messenger!



<https://www.youtube.com/watch?v=By2dZw3eYwU>



# How to use Facebook on mobile!



<https://www.youtube.com/watch?v=8BGZgASN5vI>

**Let's look at some ways to  
stay safe on social media**

# Ways to keep safe:

## *Tips & Tricks*



- Never share your passwords with anyone
- Have different passwords for different sites
- Keep a written copy.



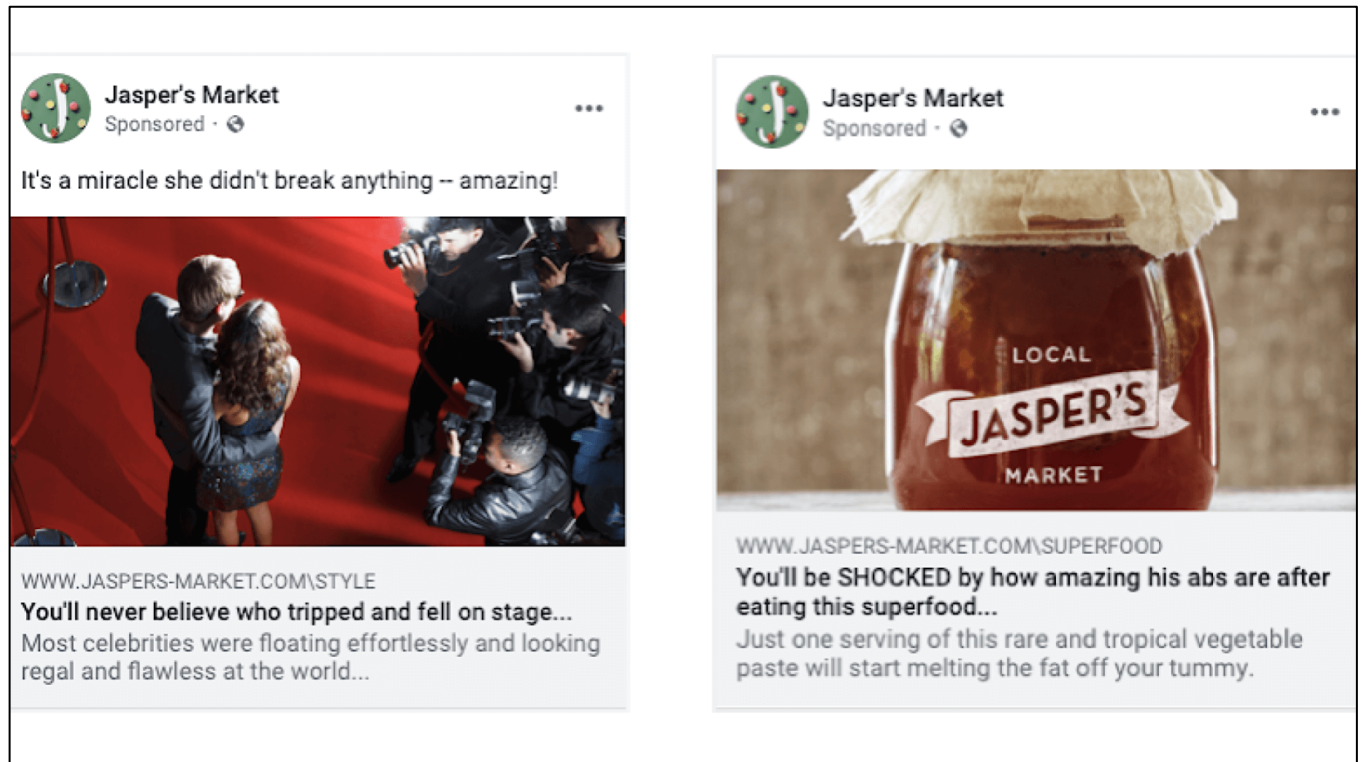
- Don't believe everything you read on the internet
- Double-check "news sources"
- Do some extra research



- Be mindful of who you add as a friend
- Be wary of random messages from people you don't know


# Staying Safe on Social Media

- Avoid clicking on *clickbait*
- Clickbait can be found all over social media and the web – the titles and pictures in these articles lead to misinformation or unsafe websites




**Jasper's Market**  
Sponsored · 🌐

It's a miracle she didn't break anything -- amazing!



[WWW.JASPERS-MARKET.COM/STYLE](http://WWW.JASPERS-MARKET.COM/STYLE)  
**You'll never believe who tripped and fell on stage...**  
Most celebrities were floating effortlessly and looking regal and flawless at the world...

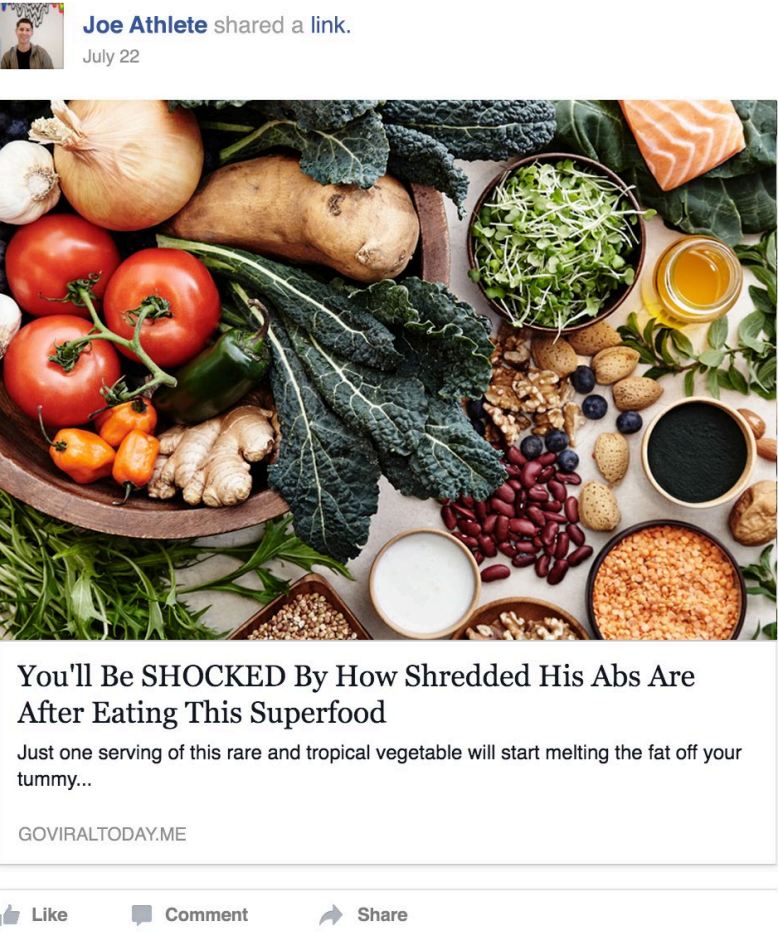
**Jasper's Market**  
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[WWW.JASPERS-MARKET.COM/SUPERFOOD](http://WWW.JASPERS-MARKET.COM/SUPERFOOD)  
**You'll be SHOCKED by how amazing his abs are after eating this superfood...**  
Just one serving of this rare and tropical vegetable paste will start melting the fat off your tummy.

# Staying Safe on Social Media

- Facebook is notorious for the amount of clickbait on the platform
- During the pandemic, misinformation about the vaccine and other health related matters became even more widespread



Joe Athlete shared a link.  
July 22



**You'll Be SHOCKED By How Shredded His Abs Are After Eating This Superfood**  
Just one serving of this rare and tropical vegetable will start melting the fat off your tummy...

GOVIRALTODAY.ME

Like Comment Share

**A few tips on how to  
stay safe on social media**



<https://us.norton.com/blog/privacy/protecting-privacy-social-media>

# Learn about **clickbait**



<https://www.facebook.com/business/help/503640323442584?id=208060977200861>

# How to use Instagram



<https://www.youtube.com/watch?v=P1vtAZoMMuU&t=63s>



# How to use WhatsApp



<https://www.youtube.com/watch?v=y3EdliJeTXk>

That's it for now!  
**Any Questions?**

