



ZVOLEN CONFERENCE 2025

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Use of social networks



Platforms such as Facebook, X (exTwitter), Instagram, TIK TOK and others are widely used by people of all ages, including seniors, to stay in touch with family and friends.

However, these platforms can also expose users to privacy breaches, scams, and cyberbullying. Seniors may not always recognize suspicious links, requests for personal information, or the risks of oversharing personal details online.



Description

A social network is a website or application that allows you to communicate with others by posting information, comments, messages, images, etc.

Summary



What we will talk about

- Know different social networks
- What are their characteristics and different utilities
- How to subscribe and share content. Ex: Facebook, X (exTwitter), Zoom.



Facebook



- The most popular social media is **Facebook**. It allows you to keep in touch with friends, family and colleagues.
- If you want to keep contact with people living abroad this is one of the best options!
- Facebook offers a perfect environment to stay connected, thanks to a wide range of tools: instant messaging, videos, photos, chat and video calls.
- You can also be informed of the happenings of friends though status updates, profile information, posts, etc.

Facebook features



- Users have to be over 13 years old
- You can Click “Like” on posts you appreciate and follow the pages of your interest
- You can have 5000 friends



How to create a Facebook account?

To complete the creation of your account, you must confirm your email address or mobile number.

1. Access www.facebook.com/r.php.
2. Inform your name
3. Inform your email and phone
4. Chose a password that you will remember
5. Select your date of birth and gender
6. Click on Register.

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How to like publications and interact on Facebook?



Clicking on Like (thumbs up) under a Facebook post allows you to indicate that you like it, without leaving a comment.

As with comments, anyone with access to the publication can see that you like it.

For example, if you click on Like under a friend's video,

- People with access to the video will be able to see that you like it.
- The person who posted the video will receive a notification that you liked it.



J'aime



Commenter



Partager

X/Twitter



- X/Twitter is a platform where people communicate in short messages called tweets.
- X/This platform allows you to “tweet”
that means posting short messages for anyone who follows you on X/Twitter, with the hope that your messages are useful and interesting to them.
- You can use X/Twitter also to discover interesting people and companies online, opting to follow their tweets.
- This social network provides quick updates from friends, family, journalists, and experts.
It empowers people who can describe and share something that they found interesting about their day.



X/Twitter features



- Once you will have created your account, you can start twitting! To do so, here are some easy steps to follow:
- Click on the Tweet button at the top of your screen.
- Compose your Tweet with less than 280 entries.
- Include a #hashtag so relevant followers can find your account.
- Tag a person using '@' followed by their twitter name.

X/Twitter



- If you haven't got a Twitter account, you can create one here:
www.x.com or www.twitter.com which automatically redirects to x.com
- You may also be interested on what other people think. In this case, you will want to follow them on Twitter.
- To do that, tap the Search icon on the main menu at the top of the Twitter app. Enter the name of the person you want to follow and then tap that person's name on the list of search results to load the person's profile page.
- Finally, Tap the Follow button on the profile page to begin following that person.

Zoom



- Zoom is a video conferencing platform answering a variety of communication needs, including meetings, chat, phone, webinars, and online events. It offers, among others things, features such as screen sharing, session recording, integrated chat, and breakout rooms
- You can create a Zoom account or just join a Zoom meeting by clicking on the meeting link (generated by the meeting creator and sent to you)
- Zoom is available online, on your computer or on your mobile phone.

Zoom



There are different types of ZOOM accounts :

- **Free Zoom** on [www. zoom.com](http://www.zoom.com), which allows you among other things to organize 40-minute meetings for up to 100 people, but with unlimited face-to-face time
- **Paid Zoom**, which includes in particular AI Companion and meeting times of up to 30 hours and with additional options like compatability,....for professionals.

ZOOM WORKPLACE PAYING



Artificial Intelligence (AI) helps make Zoom meetings easier, more productive, and more accessible , Here are a few simple examples:

◆ Automatic Meeting Summaries

AI captures the key points and decisions, so you don't need to take notes.

◆ Live Captions

Real-time subtitles help everyone follow the conversation easily.

◆ Instant Translations

Zoom can translate speech into different languages during meetings.

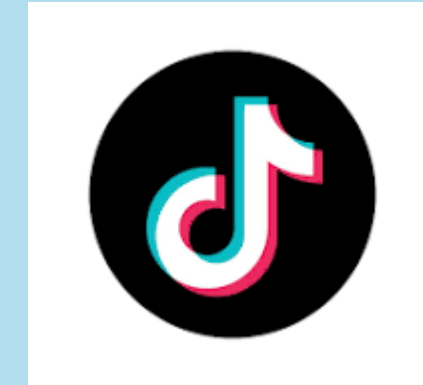
◆ AI Assistant

A smart assistant suggests actions, answers questions, and helps you stay organized.

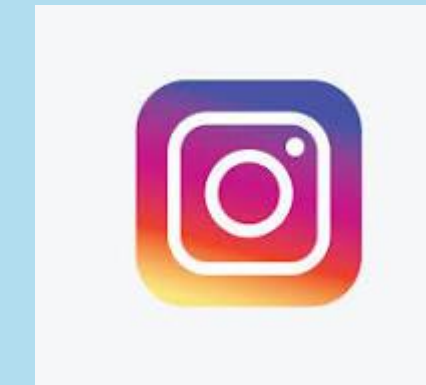
Other apps: TIK TOK, Instagram



TIK TOK is a popular social media platform that allows users to create, share and discover short– form videos usually set to music or sound clips .especialy among younger audiences. Launched internationally in 2018 it has quickly become one of the most downloaded apps in the word . There are 1.5 billion monthly active users.



INSTAGRAM is a widely used social media platform focused on photo and video sharing. Know for its visually–driven format and aesthetic appeal Instagram is popular among individuals, influencers and brands for personal expression, marketing and community building. There are 2 billion monthly active users.





Thank you for your attention

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