SOCIAL MEDIA 101

A GUIDE FOR THE 50+ GENERATION

Living50+

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A GUIDE FOR
THE 50+ GENERATION

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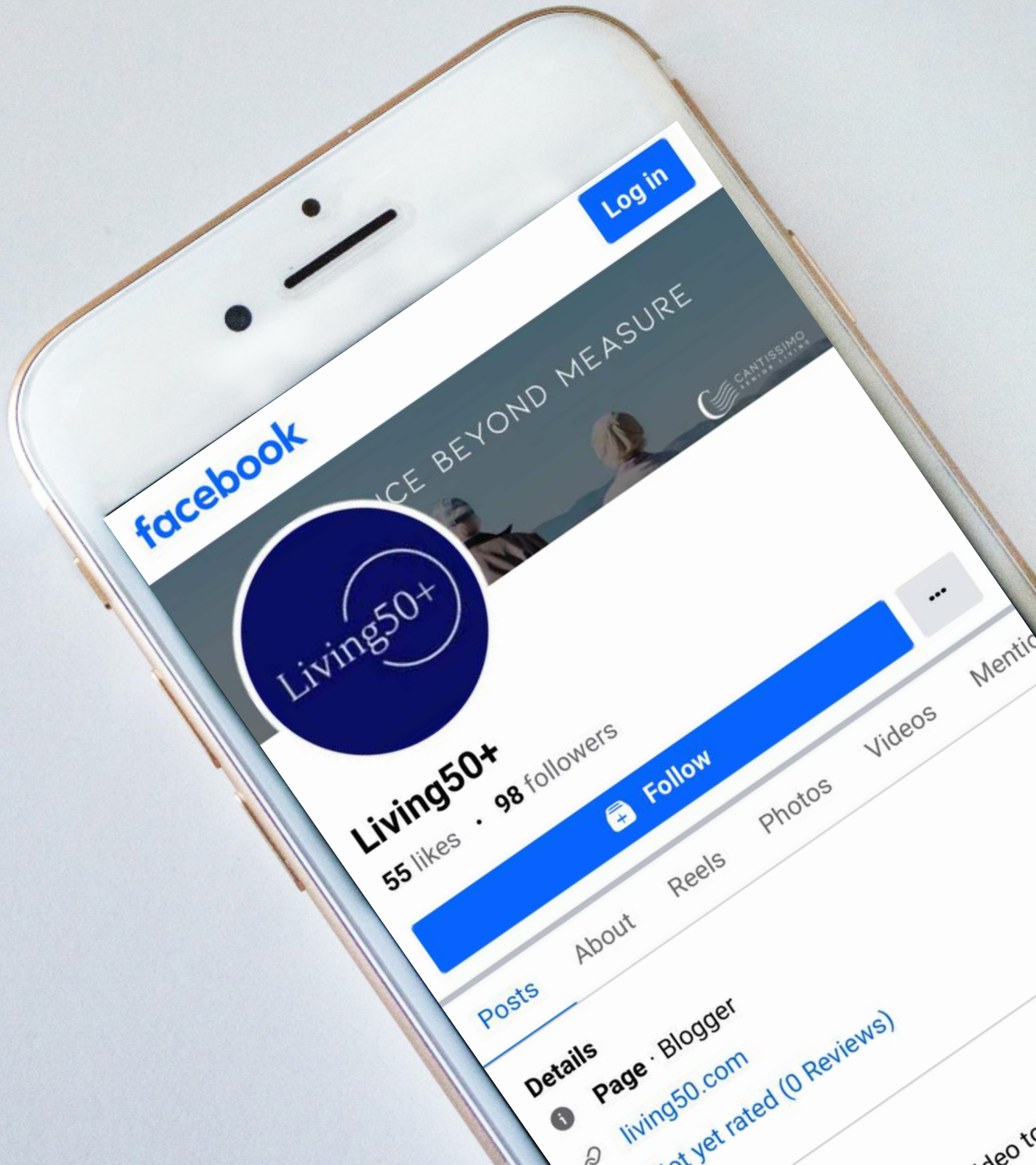
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SOCIAL MEDIA
What's it all about?

Today we live in a world surrounded by rapidly growing and changing technology. It can be challenging for people of any age to keep up. One highly-relevant and potentially complicated aspect is social media. Social media was initially created to easily keep in touch with family and friends through the use of written or photo-oriented posts. Social media is commonly misunderstood as something to be used by only younger generations. This is a misconception because popular networks were created for no specific age group, and they actively cater to people of all ages.

Social media has rapidly grown in the past fifteen years and will undoubtedly continue to do so. Facebook was the first social media network to reach success at a high level. Following Facebook came many other social media networks of varying popularity. In addition to Facebook, other platforms such as Instagram, Twitter, and Pinterest have skyrocketed to the top seven most popular social media websites in 2020.

Younger people use social media more commonly because they grew up with technology. However, this does not mean older generations do not have a place in the social media world. In fact, these social media sites are accessible with the use of a smartphone, tablet, laptop, or desktop computer - whichever you prefer! Sometimes, social media's greatest challenge is not about understanding the technology itself, but rather understanding what each site has to offer.

FACEBOOK
Mark Zuckerberg launched Facebook in 2004 after creating the software in his Harvard dorm room. One day after the launch, Facebook had over one thousand

users, and after only ten months, reached one million users. Today there are 2.7 billion monthly users, making Facebook the largest social media network worldwide.

Facebook is used primarily to keep in touch with family and friends through photos and written posts. Eleven percent of all Facebook users are at least 55 years old, and it is estimated that 62% of online adults aged 65+ are on Facebook as of April 2020.

Facebook users (out of town relatives and grandparents, especially) love to see photos of their family members. Scrolling through their Facebook page to see people's posts allows these users to better understand how their loved ones are doing and how they spend their time. This helps users feel more connected, even from different sides of the country or across the world. This sense of connection has encouraged many to join Facebook as their friends and family members grow older and move away.

INSTAGRAM
Instagram is a highly successful photo-sharing app created in 2010 by Kevin Systrom and Mike Krieger. It was sold to Facebook in 2012. Instagram tends to feel less personal than Facebook because many users follow celebrities, brands, and influencers, in addition to their family and friends. As a result, it is more commonly used by the younger set.

Although only 6% of the 112.5 million Instagram users are older than 55 years old, there is still a lot for older adults to like about this social media network. Instagram

allows for more creativity and exploration than Facebook, like posting about local events, new and popular restaurants, travel destinations, etc. Although these are only a few examples, there are millions of interesting accounts to explore on Instagram.

TWITTER

In 2006, Jack Dorsey created Twitter with the idea that he could send one text message to all of his friends at once. A post on Twitter is called a tweet. When someone tweets, it can be favorited, retweeted (reposted), or responded to.

Today, Twitter is commonly used among the younger crowd as a comedy blog where users post written jokes or memes (photos with funny captions). Older users more frequently use Twitter as a news source to see fast and frequent updates from topics and people they care about.

There are different categories on Twitter titled For you, Trending, News, Sports, Fun, and Entertainment. Not only can Twitter provide live updates on sporting events, but it can also provide updates on local, national, and world news. Politicians have become popular Twitter users over the past few years, especially leading up to the 2020 presidential election. Of all the social media networks, Twitter has the highest percentage of users over 55 years old (28% of the 330 million active users).

PINTEREST

Ben Silbermann founded Pinterest in 2010 with the idea that people can use this website as a visual discovery tool to find and share inspirational ideas about hobbies and interests. Users post about art, design, decorating, fashion, photography, etc. Posts can be "pinned" (saved) into organized folders by category.

Each posted photo can be clicked to find a page labeled "More like this." This will produce a list of related posts. Some posts have a website link attached to where the listed item was purchased. These features and many others, help users quickly find what they are looking for and have contributed to Pinterest's popularity among all ages. Users aged 50 and above account for 12.2% of the 320 million Pinterest users. Pinterest's popularity among all ages arises from the fact that creativity has no age limit.

TIK TOK

TikTok is a video-sharing app that allows users to share videos up to one minute in length.

In 2017, Zhang Yiming launched TikTok internationally after previously being available only in China under the name Douyin. Within the first year of international release, TikTok had 500 million users. In October 2018, TikTok became the most downloaded video app globally. Today, TikTok has 689 million active global users, surpassing the popularity of Twitter and Pinterest.

TikTok's rise in popularity stems from celebrity endorsements, localized content, trends, and easy content creation. Users can become viral on TikTok easier and faster than other social media networks, attracting young users.

Even though 62% of TikTok users are between the ages of 10-29 and only 4% of users are above the age of 55, many seniors on the app have become viral by connecting with younger users.
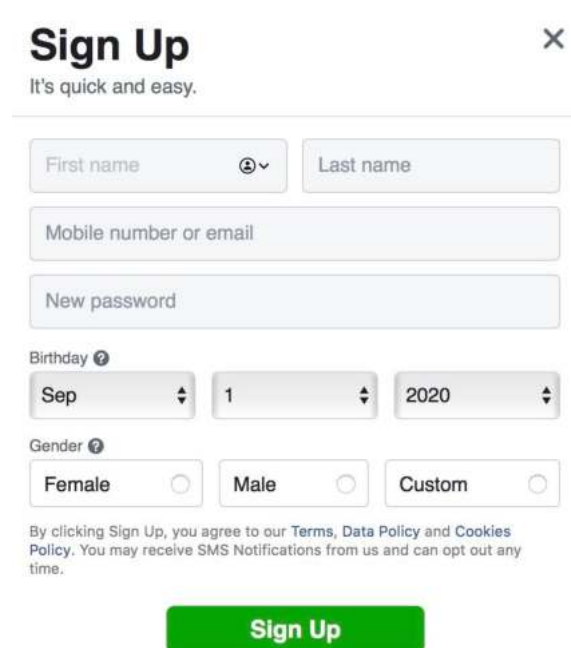
FACEBOOK
Where do I start?

In the previous chapter (Social Media: What Is It All About?), we discussed the various functions and features of four of the top social media networks in 2020: Facebook, Instagram, Twitter, and Pinterest. In this chapter, we will explain how to get started with Facebook, create an account, and set up a profile.

STEP 1: CREATE AN ACCOUNT
Go to www.facebook.com and click the green box that says, "Create New Account". Next, you will be prompted with this screen:

Enter your name, phone number or email address, birthday, and gender. Be careful about entering your proper birthday. Although it might be nice for your friends to know your birthday, fraudsters can use the information for scams. If you choose to enter a birthdate, consider using a different date than the actual one. In a later screen, you can choose to restrict who can see this data.

You will also need to create a password. Facebook will automatically create a randomly generated password to ensure account security, but you can choose to
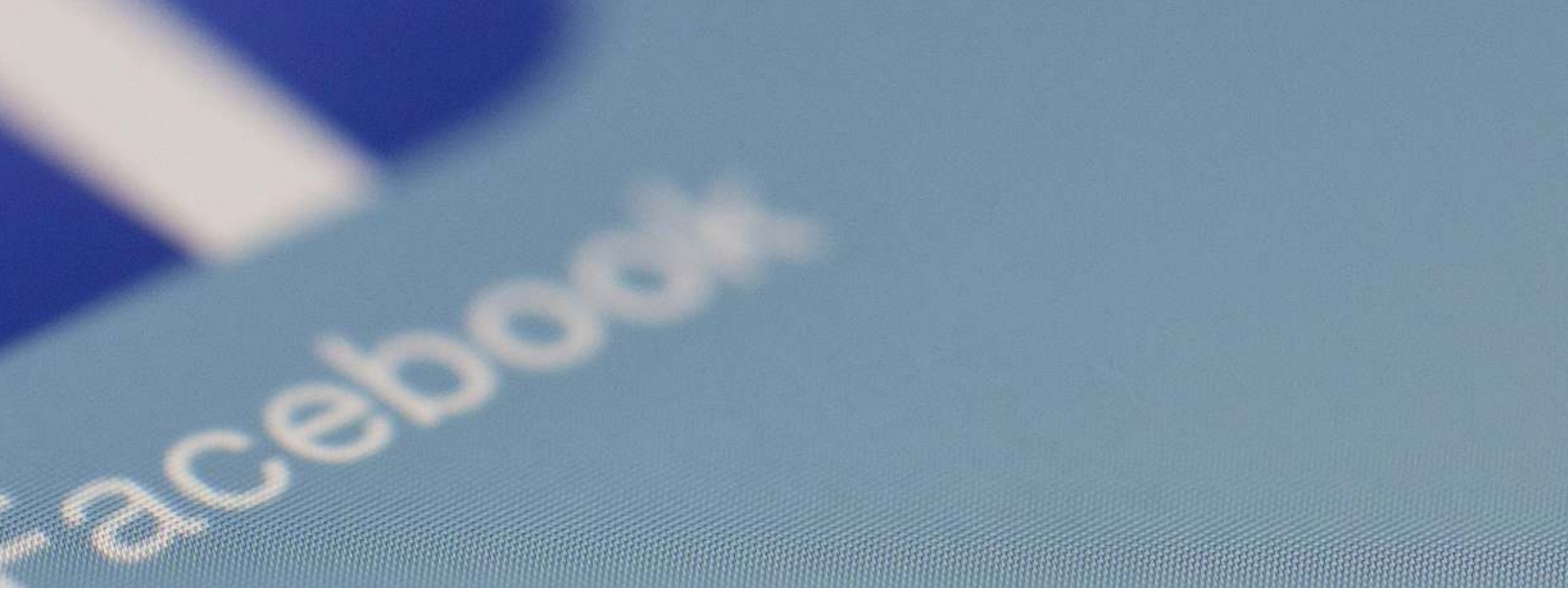
create your own. Click "Sign Up", and your computer will ask whether or not to save your password and skip the sign-in step in the future.

STEP 2: CONFIRM YOUR ACCOUNT

Now that you have created a new Facebook account, a confirmation email will be sent to you with a five-digit code. You will have to enter this code on the Facebook website, which will look like this:

Click "Continue. This message will appear on your screen:


Click "Okay".

STEP 3: ADD A PROFILE AND HEADER PICTURE

Now that you are logged in to your account, you will see the "Welcome to Facebook" page. On the top left-hand corner of the page will be your full name. Bring your cursor over your name and click on the three dots and then click on the box that says "Edit Profile". Your screen will look like this:

Click on the camera icon inside of the profile picture circle. Click "Upload Photo", and you will be redirected to the files on your computer. On the left-hand column, scroll to the bottom and click "Photos". Your photos will appear, and you can choose one for your profile picture by clicking on the image. There should be a blue frame around your chosen photo. Click the blue box in the bottom right-hand corner that says "Choose". Drag the cursor to reposition the image within the circle and click "Save". Follow those same steps for the camera icon in the top left-hand corner to add a header picture.
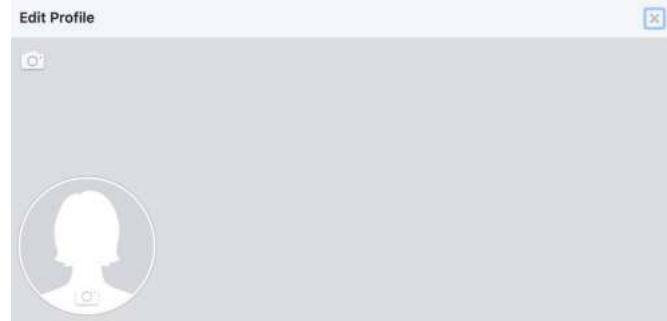
STEP 4: EDIT YOUR BIO

The purpose of having a bio (biography) is to provide your friends and followers with a brief description of who you are. Here you can include your interests, your hobbies, a quote, or even a joke. Although you may want to include a lot of information here, you are only allowed 101 characters (letters, numbers, spaces, punctuation), so choose your words wisely.

To write your bio, click inside the box (shown above) that says, "Describe who you are", and start typing. As you type, your character count will keep track of how many characters are remaining. Once you complete your bio, press the blue "Save" button.
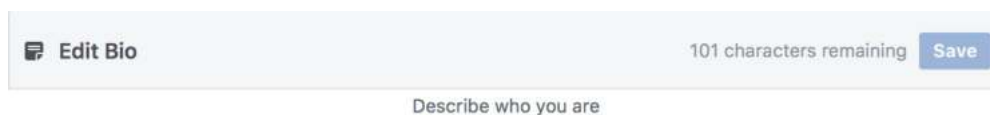
STEP 5: ADD FEATURED PHOTOS

Featured photos will always appear on the top of your account for your followers to see. The below image shows nine blue boxes, each of which you can upload a photo to by clicking the plus sign in each box. Once you click on a box, follow the same process described in step three to add featured images to your profile.
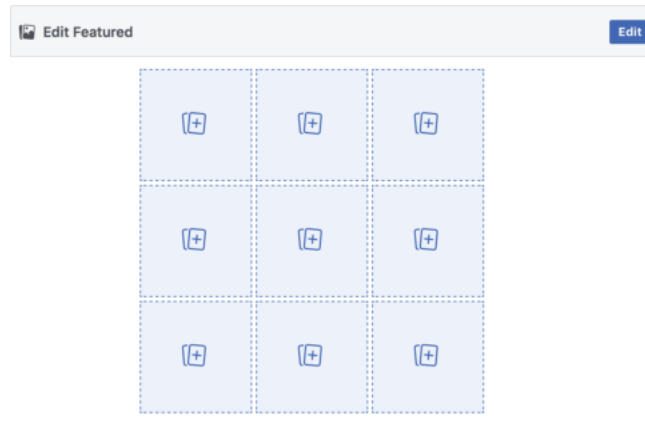
STEP 6: ADD YOUR "ABOUT" INFO

At the bottom of the page, click the blue text that says, "Edit your about info", and you will then see a page that looks like this:
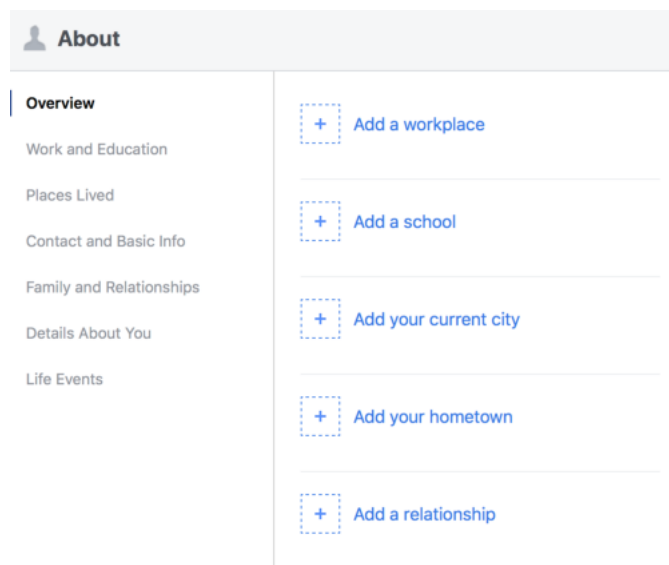
The column on the left is a list of categories that you can click on to add additional information about yourself to your profile. If you want to keep things simple, you can click on the "Overview" category. There you can add your workplace, past or present school, the current city where you live, your hometown, and your relationship status. Although the "Overview" category is a good place to start, you can go further in-depth by clicking on any of the other categories.

Within each category is a list of specified details you can choose whether to include in your "About Info" on your profile. You can add this information to each listed topic by clicking on the blue plus signs and typing in a response. Click "Save Changes" after entering any new information. Continue this process for each listed topic within each category.

Once you have followed these steps, your profile is now complete, and you are ready to start making Facebook friends and posting on your account. Before you dive into the Facebook world, however, it's a good idea to check your privacy settings. Facebook has faced a lot of criticism for making its users' data too readily available to third parties like advertisers. Scammers can also use the information on your Facebook page for fraudulent purposes.

Start by clicking the down arrow in the upper-right corner of any page.

In the resulting menu, click on "Settings and Privacy" and then on "Privacy Checkup". Use this page to control what information you want to share and with whom.
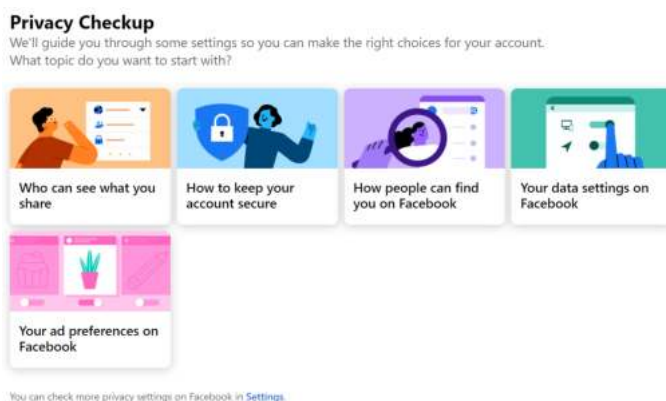
Also, be careful about what you post on Facebook. For example, posting specific information about an upcoming vacation may tip-off when your house will be empty. It's better to report on your vacation after you return. Taking common-sense precautions will provide you with peace of mind as you enjoy the world of Facebook.

With that, enjoy your time exploring Facebook! It is a great place to re-connect with old friends, keep up with family members, especially those you might not get to see often, or even discover communities of people with similar interests!

See you there! Consider **joining our Facebook group** to participate in the conversation, and **liking our Facebook page** to keep up with new content and updates!
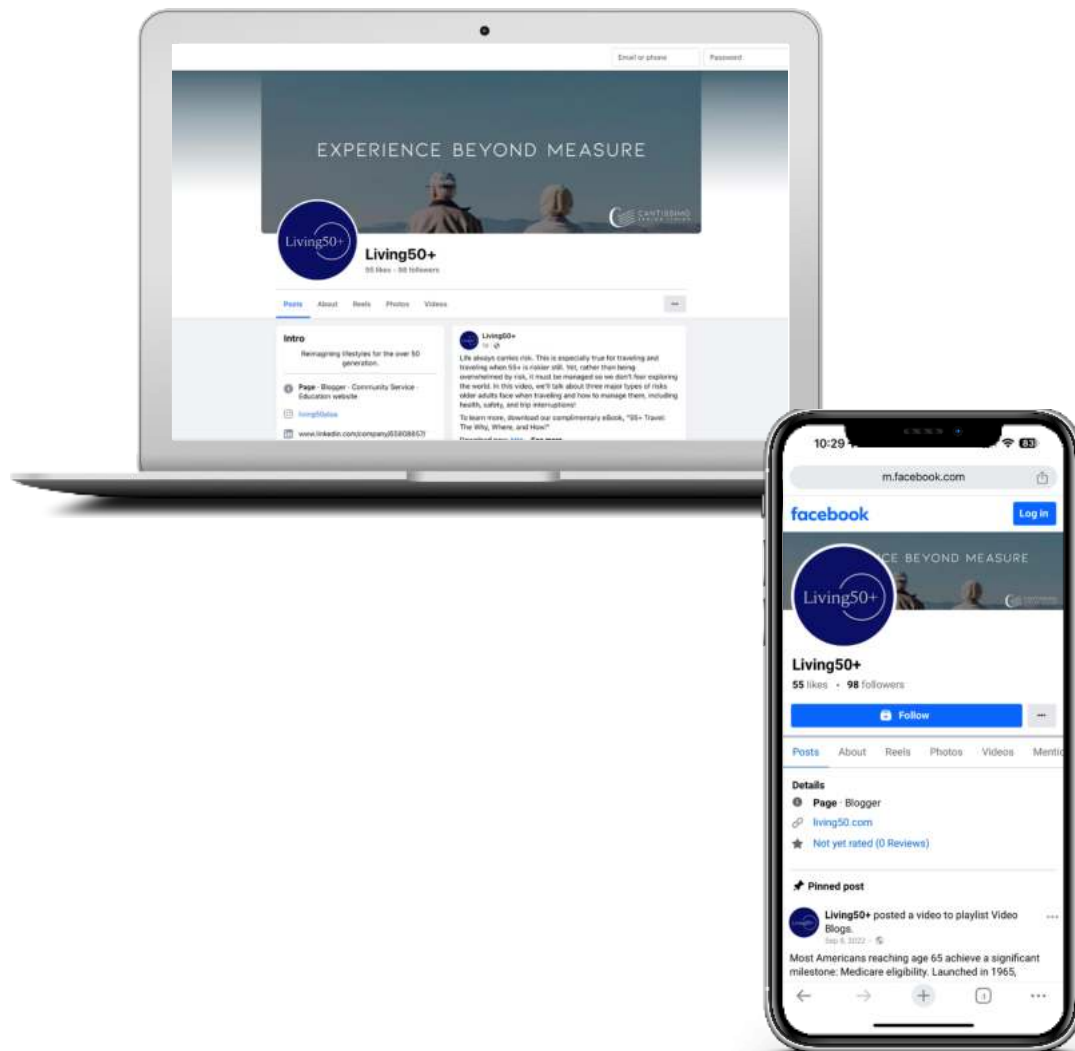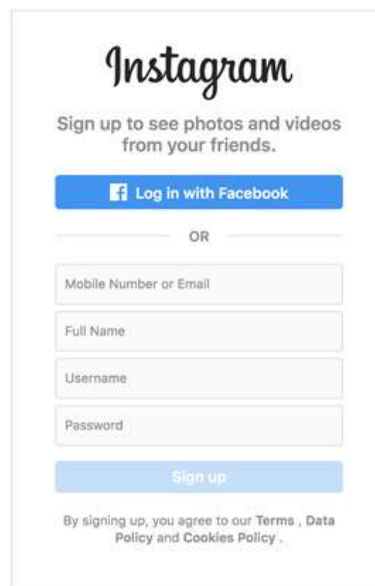
PICTURE THIS:
How to get started with Instagram

Thus far, we have explained the **differences in social media** websites and reviewed the process of setting up an account on Facebook. In this chapter, you will learn how to create an account and set up an Instagram profile. Although Instagram is owned by Facebook, there are slight differences in the sign-up process between them. One of the main differences between the two is that you can sign up with Instagram using your existing Facebook account. This can make it faster and easier to create a new account on Instagram than on Facebook.

STEP 1: LOGIN WITH FACEBOOK
Go to www.instagram.com and click "Sign Up". Next, you will be prompted with this screen:

Unlike Facebook, there are two options for signing up for Instagram. The first option is to log in with your Facebook account and the second option is to create a new account. If you choose to log in with Facebook, click on the blue button that says, "Log in with Facebook". Type in the phone number or email address and password associated with your Facebook account and click on the blue button that says, "Log In". Your screen will look like this:


Click "Continue as Name". You will be prompted to create a username and password. When creating a username, Instagram will only allow you to make a username that nobody else has. If you type a username already taken, a red X will show up, and if you type a unique username, a gray check-mark will show up. Once you have created a valid username and password, click "Sign Up". Your page will now look like this:

STEP 2: CREATE AN ACCOUNT

If you choose to sign up without Facebook, enter your email address, phone number, username, and password into the boxes on this page:
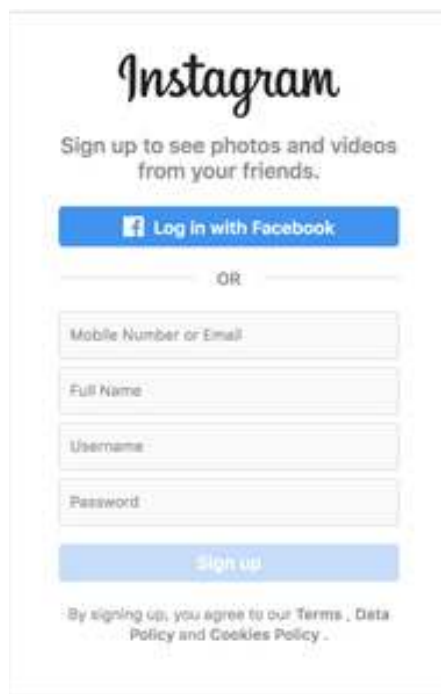
Click the blue "Sign Up" button to continue. Enter your birthday and click "Next". Your birthday will not be shown on your account. Even so, as with Facebook, you may want to enter a false birthday to protect your privacy. You will be asked to confirm your email address. To do so, go to the associated email account and find the email from Instagram.

Within this email is a confirmation code that you will enter into the box that says, "Confirmation Code" on this page:

Click "Next".
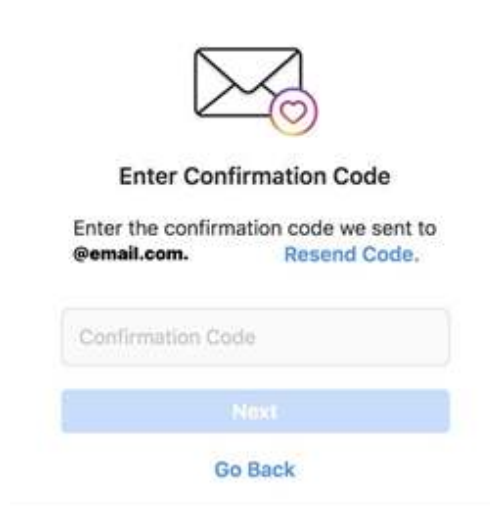
STEP 3: ADD A PHONE NUMBER

Your page will now look like this:

Click the blue button that says, "Add Phone Number". A confirmation code will be texted to you. Enter this code into the box that says, "Confirmation Code" and then click "Done".

STEP 4: ADD A PROFILE PHOTO

From this point on, the steps will be the same whether you chose to sign up using Facebook or not. Your page will look like this:

Click the blue button that says, "Add Profile Photo", and you will be redirected to the files on your computer. On the left-hand column, scroll to the bottom and click "Photos". Your photos will appear, and you can choose one for your profile picture by clicking on the image. There should be a blue frame around your chosen photo.
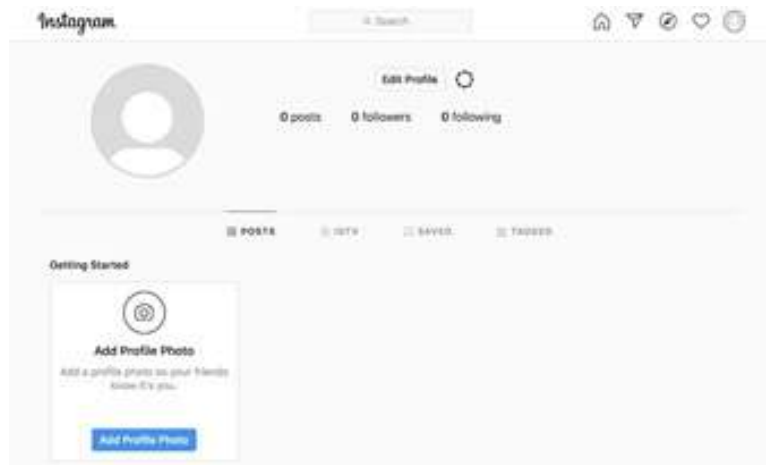
Click the blue button in the bottom right-hand corner that says "Open", and your profile photo will appear on your profile.

STEP 5: COMPLETE YOUR PROFILE

Click the button next to your profile photo and username that says, "Edit Profile". Your screen will look like this:
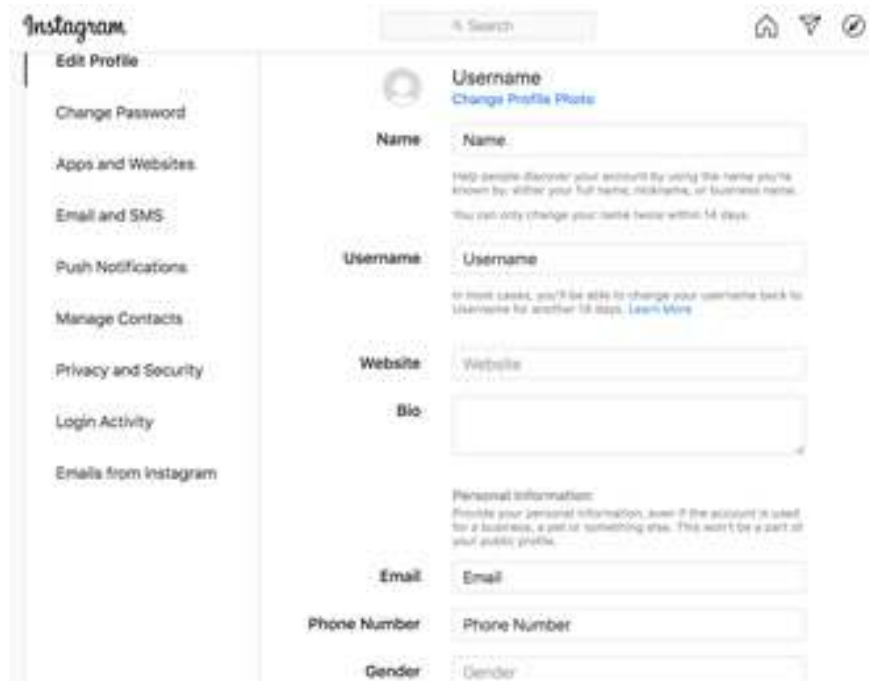

You will already have your profile photo, name, username, email, and phone number added to your account. To complete your profile, you can choose to add a website, bio, and your gender. You can add a link to any website, such as a link to your business website, blog website, or anything else you want your followers to see and have access to. All you have to do is copy and paste the link to any website into the box that says, "Website". To add a bio (biography), click on the box next to "Bio" and type something about yourself, add a quote you like, etc. Lastly, you can choose to add your gender by clicking on the box that says, "Gender", and your screen will look like this:

You can click on any of the above options to select your gender. Once you have completed these steps, click the blue button at the bottom of the page that says, "Submit". A message will appear at the bottom of your screen that says, "Profile Saved". To return to your profile, click on your profile photo at the top right-hand corner of the page and click "Profile".

STEP 6: PRIVACY SETTINGS

To edit your privacy settings, click on your profile photo in the top right-hand corner of the page and click "Settings." On the left-hand side of the page, click "Privacy and Security". Your page will look like this:
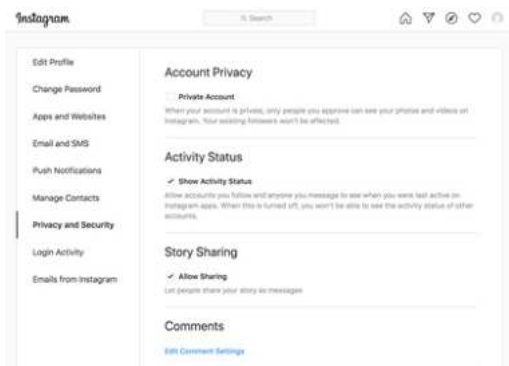
If you want your account to be private, click the box next to "Private Account". The two options below, "Show Activity Status" and "Allow Sharing", will only be allowed to your followers if you choose to make your account private. If you keep your account public, you can choose to turn either of these options off by clicking the box next to them.

STEP 7: DOWNLOAD THE INSTAGRAM APP

One key difference between Facebook and Instagram is that you cannot post on Instagram on a computer like you can on Facebook. However, you can still view your account and feed on a computer. To post on Instagram, you will need to download the app on your phone. To do so, go to the app store and search "Instagram" in the search bar.


Click the button that says, "Get" and then enter your Apple ID password to download the app. Once you download the app, enter your username and password and click the blue button that says, "Log In".

Once you have followed these steps, your profile is now complete, and you are ready to start making Instagram friends and posting on your account. Like Facebook, be careful about what you post on Instagram, such as an upcoming vacation and personal information.

Although Facebook is also a popular photo-sharing website and the most popular social media network worldwide, Instagram is a better platform to interact with younger generations. It is more popular among younger people than Facebook due to the extended social interactions beyond close friends and family members.

Once you join, consider **following Living50+** to keep up with new posts and updates!
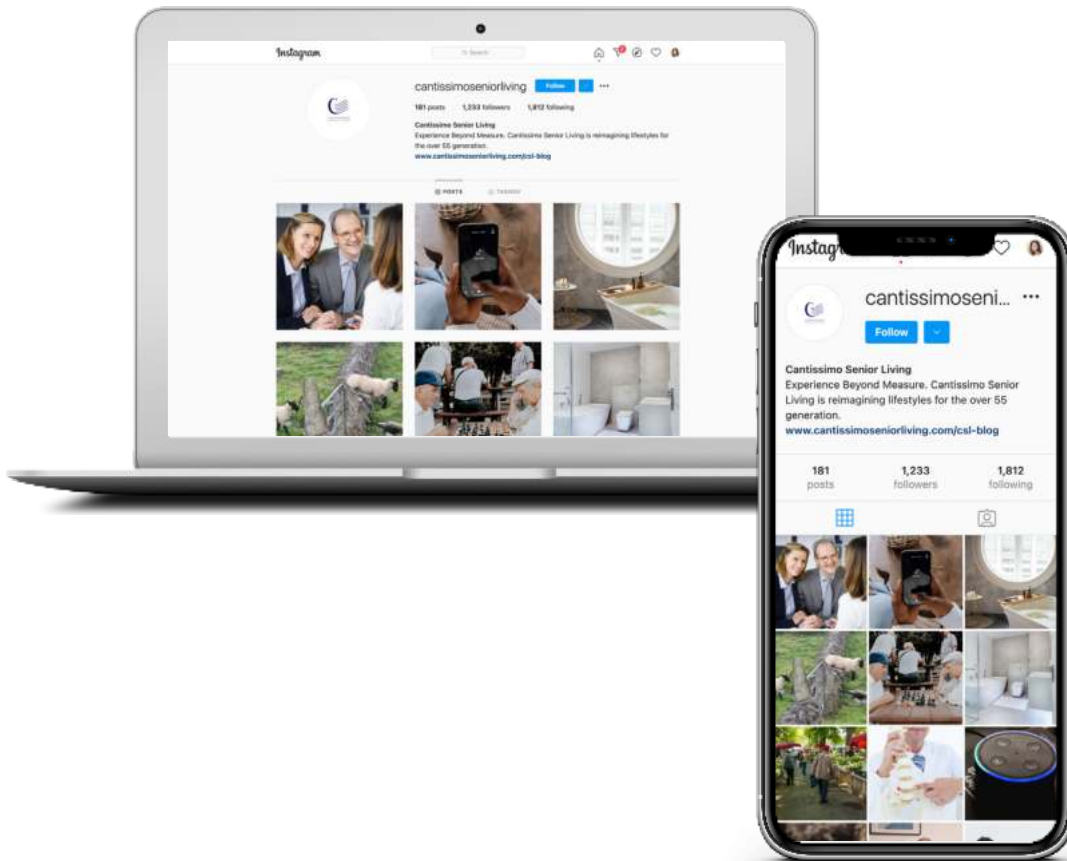
SUBSCRIBE TO
OUR BLOG
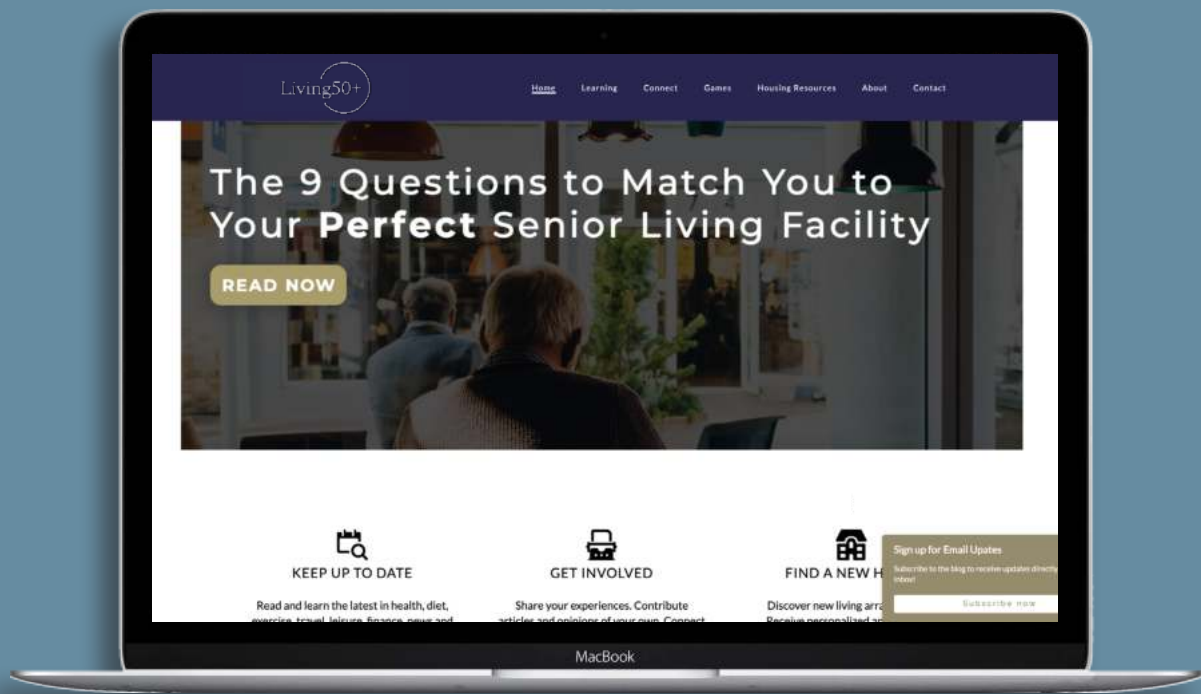
Lifestyle · Wellness · Recommendations · And More
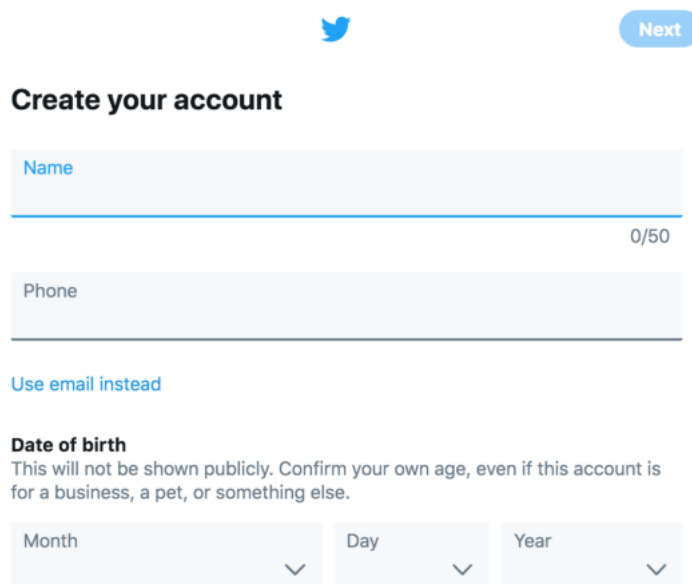
living50.com

TWEET AWAY
Getting started with Twitter

Within this series, we have explored setting up accounts on various platforms. In this chapter, we will explain how to create an account and set up a Twitter profile. To learn more about the differences between the social media platforms, check out our recent article, **Social Media: What is it All About?**. With Twitter being the most popular social media site for users over 55 years old, now is a great time to set up an account.

STEP 1: CREATE AN ACCOUNT
Go to **www.twitter.com** and click "Sign up for Twitter" at the bottom of the page. Your screen will now look like this:


Enter your name, phone number, and birthday. Similar to Facebook and Instagram,

you may want to enter a false birthday to protect your privacy. Click the blue button in the top right-hand corner that says "Next" and then click "Sign Up". A verification code will be texted to you. You will then need to enter into the box that says "Verification Code". Click "Next" to continue. Now you need to create a password that must be at least eight characters long. Click "Next" to create your Twitter account.

STEP 2: PICK A PROFILE PICTURE
You will be prompted with this screen:
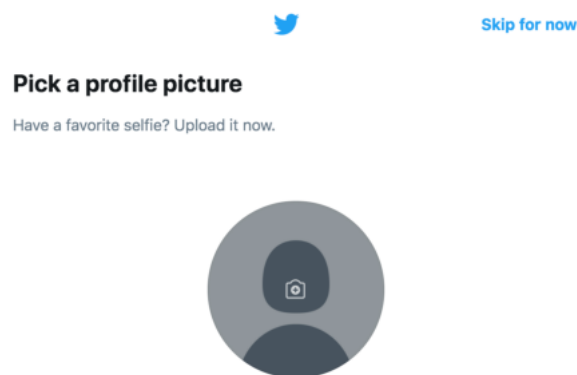
Click the camera icon in the middle of the gray circle, and you will be redirected to the files on your computer. On the left-hand column, scroll to the bottom and click "Photos". Your photos will appear, and you can choose one for your profile picture by clicking on the image. Click the blue button in the bottom right-hand corner that says "Open", and your profile photo will appear on your profile. Y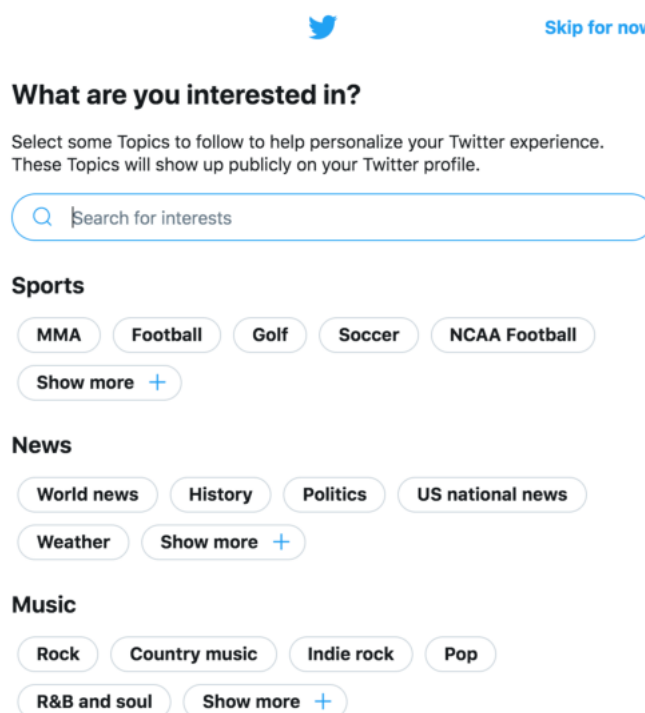our page will now say "Edit Media". You can use your cursor to move your image into a preferred position within the blue frame. Once you have done this, click "Apply" in the top right-hand corner and then click "Next".

STEP 3: ADD A BIO

Now you will be asked to describe yourself in your bio (biography). Within your biography, you can type up to 160 characters to say anything you want your followers to see on your account. Once you have completed this step, click "Next" or "Skip for now" if you would rather create your bio at a later time.

STEP 4: ADD YOUR INTERESTS

You will be asked to select topics that interest you to help personalize your Twitter feed. Your screen will look like this:

You can select topics that interest you in sports, news, music, entertainment, lifestyle, arts & culture, government & politics, gaming, nonprofits, fun, science, and technology. To access all categories, scroll down using your mouse pad. You do not have to select topics for each category to complete this step. Once you click on a topic, the box will turn from white to blue to indicate that your interest has been recorded. You can also click the button under each category that says "Show More" if the topic you are looking for is not already listed. Once you have filled out your interests, click "Next".
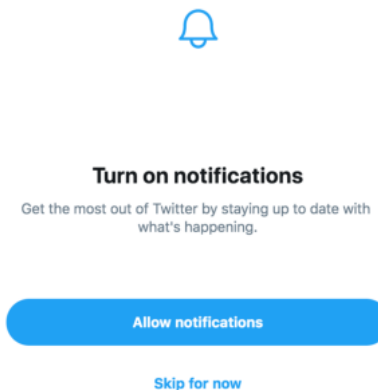
STEP 5: FOLLOW SUGGESTED ACCOUNTS

Twitter uses your interests to suggest popular accounts to you. Your screen will look like this:

Suggestions for you to follow

When you follow someone, you'll see their Tweets in your Home Timeline.

You may be interested in

A list of accounts will appear below that you can choose whether or not to follow by clicking the "Follow" button until it turns from white to blue. Once you have followed your desired accounts, click "Next".

STEP 6: NOTIFICATION SETTINGS

Twitter has an option to send notifications to your phone or computer to keep you updated without even opening the website or app. Your screen will look like this:

Turn on notifications

Get the most out of Twitter by staying up to date with what's happening.

Allow notifications

Skip for now

You can choose to click either "Allow notifications" or "Skip for now" to continue.

STEP 7: EDIT YOUR PROFILE

Now that your account has been made, you need to complete your profile. Click "Edit profile" on the right-hand side of the screen. Your screen will now look like this:

Click the camera icon within the gray box and follow the same steps from adding a profile picture. Once you have added a header picture, scroll down using your mouse pad, and you can choose whether or not to add a website link and your location. If you decide to add your location, make sure only to reveal your city or state, not your address or the place you live. Once you have entered the information you want to include on your profile, click the blue "Save" button on the top right-hand corner of your screen.

STEP 8: EXPLORE TWITTER

Your completed profile will look like this:

Click the "Home" button on the left-hand column of your screen to see your timeline (newsfeed). Here you will see tweets based on your interests and the people you follow. If you click the "Explore" button on the left-hand column of your screen, you will see trending hashtags on Twitter. This means that a significant amount of Twitter users are interacting with tweets using a particular hashtag. A hashtag is a word or phrase preceded by a hash sign (#), used on social media websites to identify messages on a specific topic.

Once you have followed these steps, your profile is complete, and you are ready to start making Twitter friends and posting on your timeline. Like Facebook and Instagram, be careful about what you post on Twitter, such as an upcoming vacation and personal information.

To write a tweet, go to the home page, and your screen will look like this:
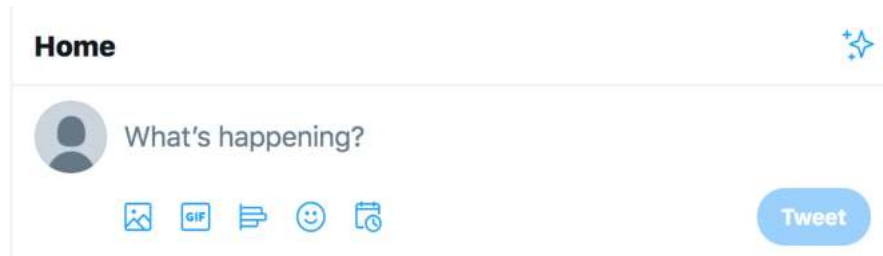
In the box that says, "What's happening?" you can type a tweet with a maximum of 280 characters. Using the blue icons below the text box, you can add a photo, a gif (a short video clip or moving picture), a poll to ask your followers, stickers, or set your tweet for a scheduled date and time. You can combine these icons, words, and hashtags to create a tweet. Once you have completed your tweet, click the blue "Tweet" button to post your tweet to your timeline. Depending on your privacy settings, other users will be able to favorite (like) and retweet your tweets. A retweet is a way for other users to republish your tweet and share it to their timeline. If you have a public profile, anyone can like and retweet your tweet. However, if you have a private profile, only your followers can interact with your tweets, and retweeting is disabled.

Enjoy Twitter as a social media site used by all ages with all different interests. Unlike other social media networks, Twitter's primary focus is not to stay connected with friends and family, but to stay up to date with the world.

After you've created your account, consider **following Living50+'s Twitter account** to stay up to date with new content!

FIND YOUR INSPIRATION
A guide to getting started with Pinterest

Now that we have established how to set up an account on on **Facebook**, **Instagram**, and **Twitter**, in this chapter, you will learn how to create an account and set up a **Pinterest** profile. Although the COVID-19 pandemic has limited access to a busy social life, it has provided more time to get back into an old hobby or develop a new hobby to keep you busy. Pinterest is the perfect place to find inspiration and ideas for your next project. Follow along to create your account today:

STEP 1: CREATE AN ACCOUNT
Go to **www.pinterest.com** and click "Sign up" at the top right-hand corner of the page. Your screen will now look like this:

You are also given the option to sign up with an existing Facebook or Google account. For this article, we will be explaining how to create a new account. Enter your email address, create a secure password, and enter your age. Click the red "Continue" button to go to the next step.
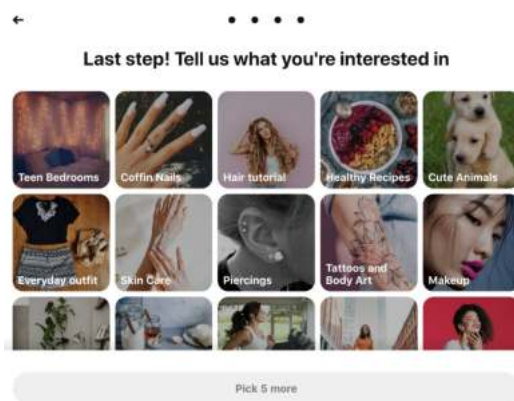
You will now be asked to enter your gender and preferred language.

STEP 2: ENTER YOUR INTERESTS
You will be asked to enter your interests to create a feed specified for your interests.
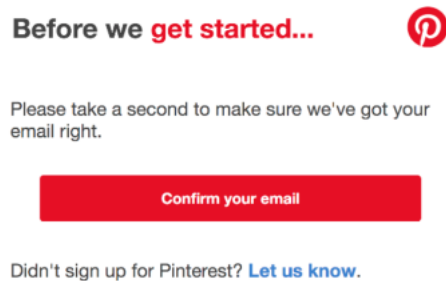
Your page will look like this:

To view more interests, use your cursor to scroll up and down. Click on five or more of the suggested categories and then click "Done" to continue.

STEP 3: CONFIRM YOUR EMAIL

To confirm your email address, open the email from Pinterest that looks like this:

Click the red button that says "Confirm your email". You will be automatically redirected to your Pinterest home feed.

STEP 4: COMPLETE YOUR PROFILE

At the top right-hand of your screen, click the down arrow and then click on "Settings" and you will be brought to the "Edit profile" tab where your screen will look like this:
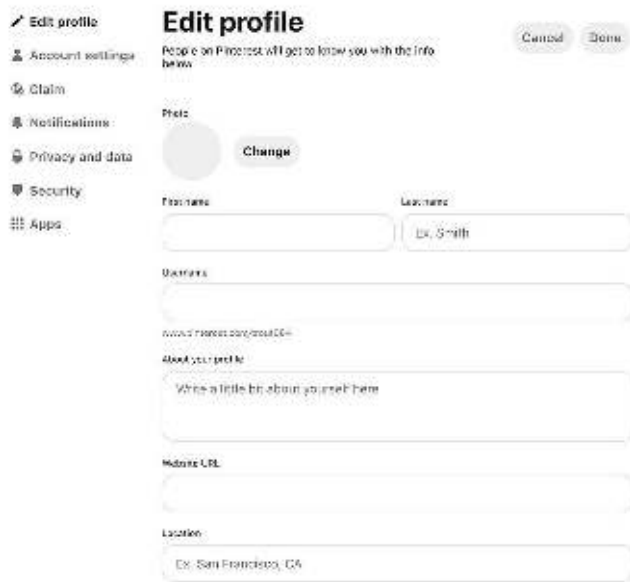

To add a profile photo, click the "Change" button next to the gray photo circle, and then click the red "Choose photo" button. You will be redirected to the files on your computer. On the left-hand column, scroll to the bottom and click "Photos". Your photos will appear, and you can choose one for your profile picture by clicking on the picture. Click the blue "Open" button in the bottom right-hand corner, and your profile photo will appear on your profile. Now, enter your first and last name. You were given an automated username, but you can choose to change your username by deleting the one you were given and typing in a new one.

In the box under "About your profile", you can write your hobbies or interests as your bio (biography). If you intend to use Pinterest to promote products, the bio is a great place to write about the content you will be posting. You can also choose to add a website link and your location (city or state). Once you have entered this information, click the red "Done" button at the top right-hand corner of the page.

STEP 5: NOTIFICATION SETTINGS

Under the left-hand column of the page, click "Notifications". Your page will look like this:
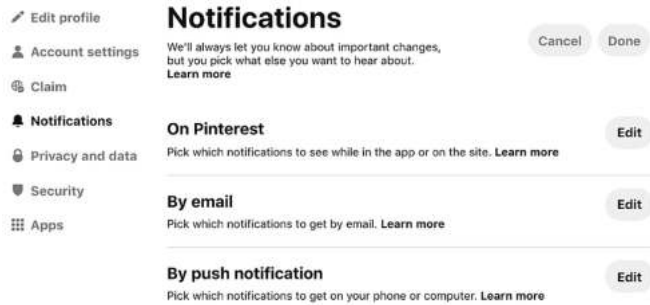
Click any of the three "Edit" buttons to change your notification preferences on Pinterest, your email account, and your push notifications. Once you have updated your notification settings, click the red "Done" button at the top right-hand corner of the page.

STEP 6: PRIVACY DATA AND SETTINGS

Under the left-hand column of the page, click "Privacy and data". Your page will look like this:

Here you can choose who can and cannot mention you in posts by clicking "Anyone on Pinterest, Only people you follow, Turn of- no one can @mention you". You can also click the "Search privacy" to hide your profile from search engines, such as Google. Lastly, you can select any of the five buttons under "Personalization" to customize more privacy options.
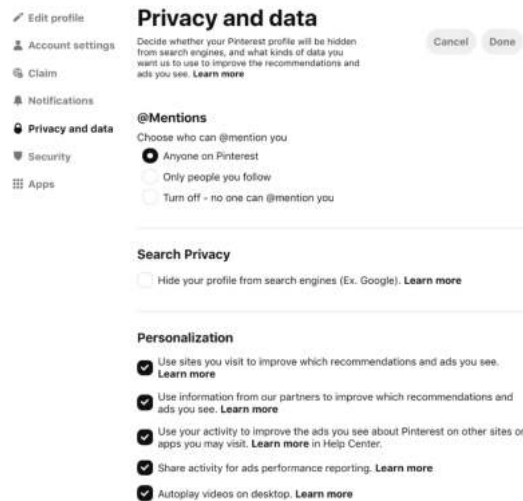
STEP 7: SECURITY
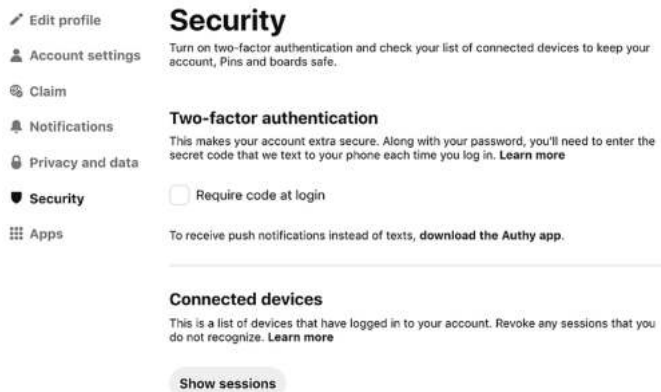
Under the left-hand column of the page, click "Security". Your page will look like the image on the left.

To enable two-factor authentication (double security of your account), click "Require code at login". Type in your password and click the red "Next" button. Now, enter your phone number and click "Next" to

have a verification code sent to you by text message. Enter the verification code and click the red "Verify" button. You will be given a backup code, which can be used to verify your account if you are ever unable to verify your account by your email address or phone number. Save this backup code and keep it in a safe place that will not be lost. Click the red "Done" button to complete this step.

STEP 8: EXPLORE

On the top left-hand corner of the page, click "Home" to be brought to your feed. The posts here are based on the interests that you entered during step two. Use your cursor to scroll through the endless posts on your feed. Once you have found a post that you want to save, click on the photo, and the format of your screen will look similar to this based on the chosen post:

Click the red "Save" button at the top right-hand corner to create a new board. A board is a folder that you can title to organize your saved posts. In the box that says "Name your board", you can type a name for a new folder board based on the post you are saving. For example, if you are interested in cooking, you could title your board as "Recipes". Once you have named your board, click the red "Create" button. You will be able to see all of your boards on your profile.

Enjoy using Pinterest as a stress-free social media site to inspire creativity in your day-to-day life. **Follow Living50+** to stay up-to-date on new content!

Looking to connect? Share your own experiences and connect with our community. **Join our Facebook group today.**

Learn more at facebook.com/Living50Plus

TIKTOK
Start exploring and creating

In previous articles, we reviewed how to create and set up an account on four of the most popular social media networks: **Facebook**, **Instagram**, **Twitter**, and **Pinterest.** This chapter will explain a similar process for **TikTok**, a video-sharing social media network created in 2016. **TikTok quickly gained popularity and became the most downloaded app in 2019. Today there are 689 million users, surpassing the number of users on Twitter and Pinterest.** Although TikTok is widely used by younger generations, **with 42% of users aged 18-24**, there is a place on TikTok for older users. Even though users aged 55 and older only account for four percent of all TikTok users, many seniors have become viral users such as **@omsteve**, **@lindaontherun**, **@erikarischko**, **@gilbert_and_jonie**, **@ocdocdonecutediva**, **@grandma_droniak**, **@orifbone**, **@ happygirlil**, **@charlesmallet**, and more. Among other senior TikTok users, these users have reached up to 4.4 million followers by sharing comedic and heartwarming content.
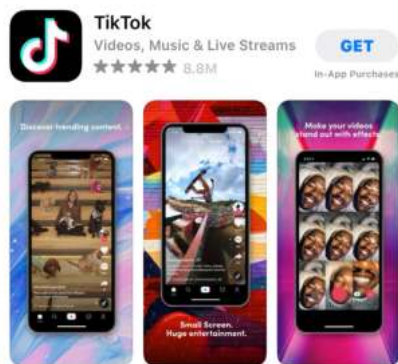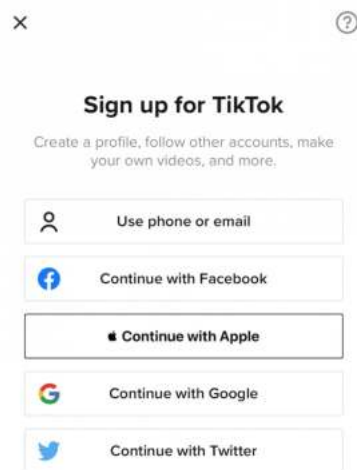

STEPS TO GET STARTED ON TIKTOK

STEP 1: DOWNLOAD THE APP
Go to the App Store and type "TikTok" in the search bar at the top of the screen. Click the "Get" button next to the app icon to download the app.

**STEP 2: CREATE AN ACCOUNT**
Once the app downloads, click the app, and you will see this screen:

Choose to sign up with a phone number, email address, Facebook account, `Apple account, Google account, or Twitter account. For this article, we will walk through the signup process using an email address.

STEP 3: ENTER YOUR BIRTHDAY
Next, it will ask you to enter your birthday (example to the right).
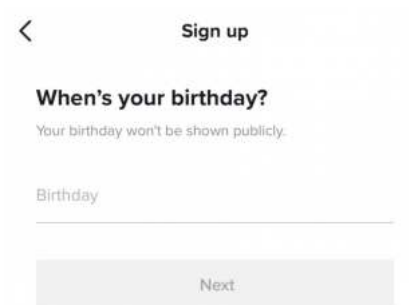
Click "Next" to continue.

STEP 4: SIGN UP WITH A PHONE NUMBER OR EMAIL ADDRESS
The screen will automatically be on the phone number option. If you choose to sign up with an email address instead, click where it says "Email" at the top right-hand corner of the screen (example to the right).
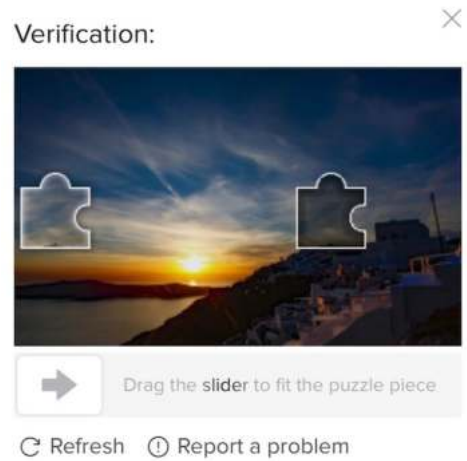
Now, enter your email address and click "Next."
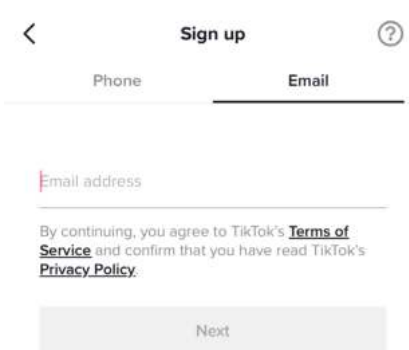
STEP 5: VERIFICATION

For verification purposes, this will show up on the screen (example shown to the right).

To verify, slide the arrow until the two puzzle pieces align.

STEP 6: CREATE A PASSWORD

Create a password between 8-20 characters using numbers, letters, and at least one special character. Once you meet these requirements, each gray check mark will turn green. To see the password instead of black dots, click the closed eye icon on the password line. Click "Next."

Verification:

Drag the **slider** to fit the puzzle piece

↻ Refresh   ⊙ Report a problem
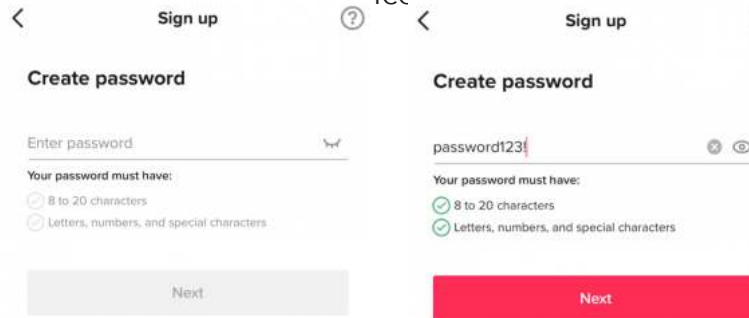
STEP 7: VERIFY EMAIL ADDRESS

Check your inbox for a verification email that looks like this:
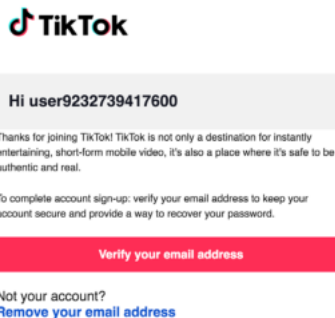
Click the "Verify your email address" button. Once your email address is verified, go back to the app to move on to the next step.

STEP 8: CREATE USERNAME
Choose a username for your profile that other users have not taken. If the chosen username is available, a green check mark will appear.

Click the gray circle with a person icon inside of it to add a profile picture. Click the pen icon to upload a photo from your camera roll.

Click "Sign up."

STEP 9: ADD A PROFILE PICTURE
Now that you created an account, your profile will appear and look like the image to the right.

STEP 10: ADD A BIO
To add a bio to your profile, click "Tap to add bio" under the "Edit profile" button. A bio can be between 1-80 characters used to describe yourself.

Once you have typed your bio, click "Save" on the top right-hand corner of the screen (example shown in the bottom right image).

STEP 11: COMPLETE YOUR PROFILE
There are a few optional steps to complete your profile to connect with friends and followers on the app, such as adding a nonprofit, Instagram account, and YouTube account to your profile. To add a nonprofit, click "Add nonprofit to profile" and select one of the listed organizations.

To add your Instagram account, click "Add Instagram to your profile," log in to your Instagram account, and click "Allow" to complete.
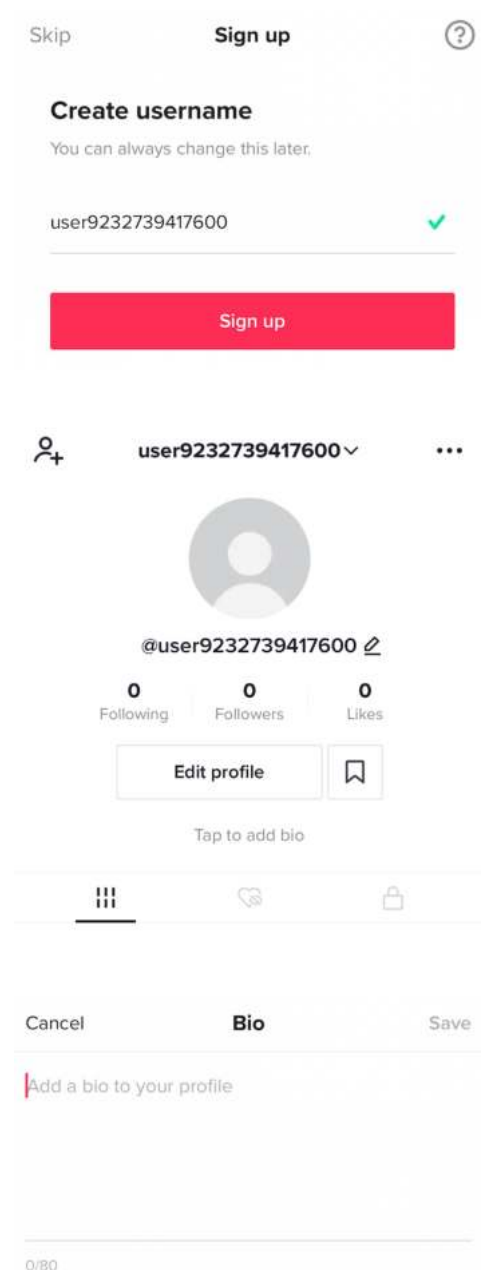
To add your YouTube account, click "Add YouTube to your profile," log in to YouTube, and click "Allow" to complete.

STEP 12: PRIVACY SETTINGS

If you want your TikTok account to be private, click the three dots at the top right-hand corner of the profile page, click "Privacy," and click the button next to "Private account."
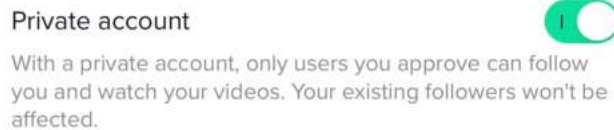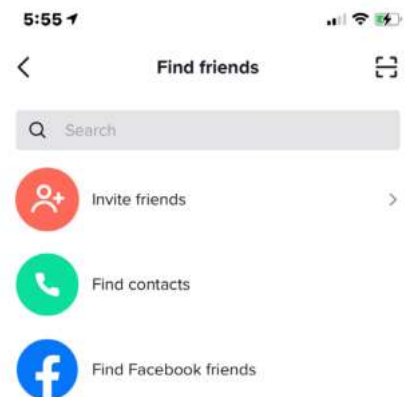
Once this button turns from gray to green, only your followers will see your videos.

STEP 13: CONNECT WITH FRIENDS

To connect with friends and family on TikTok, Click the add person icon at the top left side of your profile page. You will see this screen:

Here you can invite friends, find contacts, and find Facebook friends that have a TikTok account.

STEP 14: START EXPLORING

At the bottom of the screen, click the "Home" icon to access your feed. You will automatically be on the "For You" page, which will show you popular videos and, over time, will cater to content related to videos that you like.

To find people you want to follow, click the search bar at the top of the screen, and type the username with or without the "@" symbol. For example, "omsteve" will find the user **@omsteve**.

To see videos posted by people you follow, click "Following" on the top left of the screen. To create a video, click the + icon at the bottom of the screen shown below.
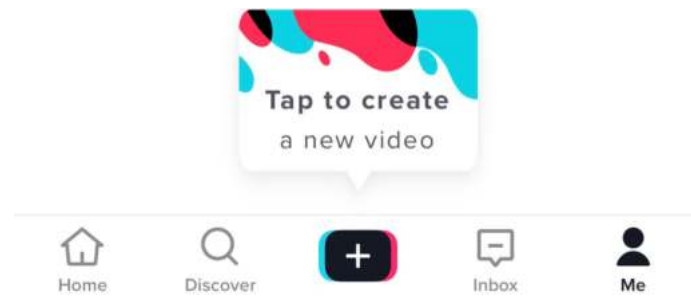
Press and hold the red dot to record a video. Once you have finished recording a video, click the "Next" button, add a caption or hashtag to the video, and click the "Post" button to post this video for your followers to see.

After completing these steps, you can start making TikTok friends and posting videos on your account. Similar to other social media accounts, be careful about what you post, such as personal information and upcoming vacations.

Find **Living50+ on TikTok**!

FINDING COMMUNITIES ONLINE
An introduction to web forums

In recent articles, we have reviewed social media and how to get started with popular networks. Although social media has been continuously rising in popularity for the past sixteen years, web forums were an early way to communicate online, and they continue to be widely used today.

Web forums are sections of a website that allows users to post messages to an online discussion board. Most web forums can be viewed by anyone anonymously without having to create an account, making it easy to find help online through advice from real people. Although web forums are most commonly used online by random users, they are also becoming a more common mode of communication for work and school as private web forums rise in popularity.

WORK AND SCHOOL WEB FORUMS
Private web forums are available only to those invited to the discussion board. For example, a company can start a web forum for its employees, and only those employees can use it. Teachers and professors can also create web forums for students to post to about a class discussion or have an online conversation among the entire class or in smaller groups. This concept is similar to the idea of group texting while keeping things more professional and available for teachers to view the students' replies to the web forum. Web forums have become especially popular during the COVID-19 pandemic because they allow coworkers and students to have running conversations without needing to be in-person or on a video call.

CUSTOMER SUPPORT WEB FORUMS

Company websites often have a web forum section, typically called "frequently asked questions" (FAQs) that gives a list of questions asked by other customers and answers provided by the company. Users can refer to those commonly asked questions to resolve an issue or ask a new question if they were unable to find an answer to their question. This version of web forums allows users to receive help without having to wait on hold for copious amounts of time on a phone call to reach a customer service representative.

PUBLIC WEB FORUMS

Online web forums can be focused on any topic that people want to discuss. If you enter any question into an internet search bar, public web forums often show up with questions and answers posted by many users. There are countless web forums websites with the most popular being Reddit, Stack Overflow, Quora, India-Forums, Yahoo Groups, Google Answers, TripAdvisor, and many more. Many of these websites are also available as apps that serve as a form of social media with a feed of web forum discussion links. This offers users the ability to scroll through their feed and see various conversations without having a particular question in mind.

Check out the **Living50+ online forum**! Ask questions, share your knowledge, and learn from conversations others are having on everything 55+! **Click here to visit and participate**!

COMMUNITY WEB FORUMS

Web forums have expanded in recent years to provide community forums to bring groups together in a more organized manner. One example of a community web forum is **Facebook groups**. A group can have its own Facebook page that allows the group members to ask questions or provide updates on that community. Popular Facebook groups include parenting groups, college campus groups, job networking groups, dog owner groups, keto diet groups, etc. Although these are some of the more popular Facebook Groups, anyone can make a group. All you need to do is request to join, and once the request is approved, you will be a part of that group.
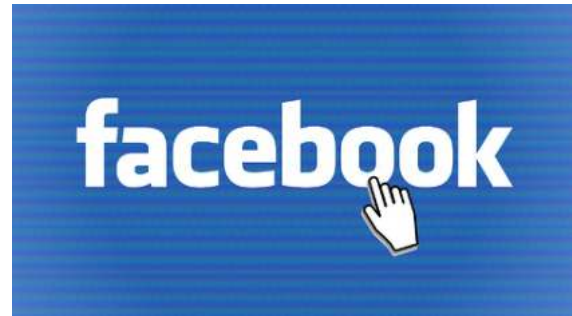
Did you know? **Living50+ has it's own Facebook group**! Join and learn, discover, ask, and share news or experiences related to health/wellness, diet, exercise, travel, leisure, hobbies, finances, and anything else related to your lifestyle! **Click here to join**!

Another popular community web forum is the app Nextdoor, which allows users to enter their neighborhood, and they will be automatically placed in their neighborhood group. Nextdoor is a place for neighbors to post newsletters, recommendations, concerns, local news information, list things for sale, and ask other neighbors questions. This app helps users feel more connected to their community without needing to know all of their neighbors personally.

Web forums have brought people together to engage in online discussions since 1994, but have become more useful as technology advances. With endless options of web forum websites and apps, it is easier than ever for users to find what they are looking for online. Find what you're looking for on the **Living50+ web forum today**!

Living50+

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TO LEARN MORE ABOUT
LIVING50+**