Technology Overview

Office of Emeriti Affairs

Agenda

- Gmail Labels and Filters

  - What they are and how to create them

- Social Media

  - What are the differences between Facebook, Twitter and Instagram and how to create an account

- Digital Security

  - Tips and techniques to secure your digital life

- Tips and Tricks

- One-on-One Assistance

Gmail Labels

Labels work like folders, but you can add multiple labels to a message.

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Gmail Labels

If you move messages to a label folder, you can only select one folder.
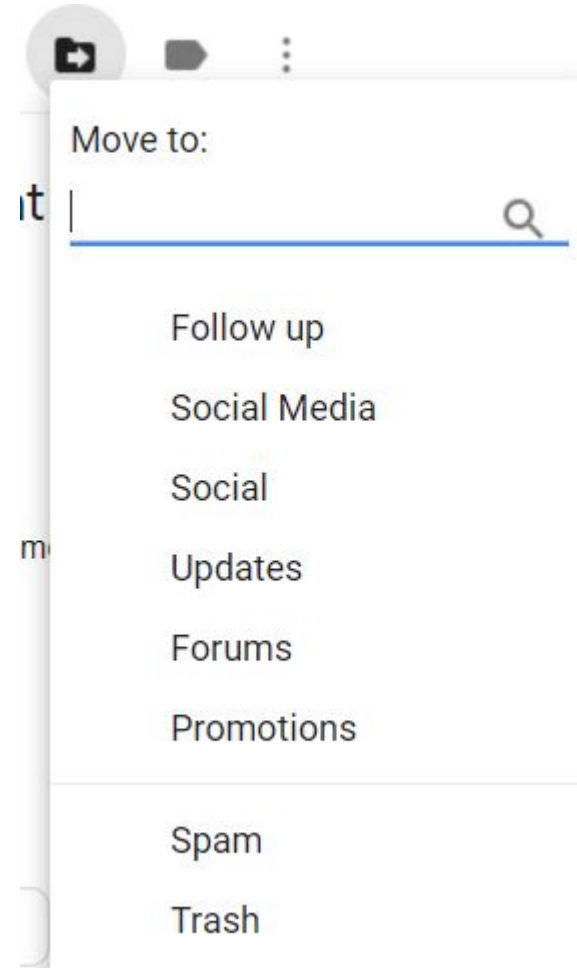
Gmail Filters

- Filters are rules for how Gmail handles incoming email

- Rules tell Gmail how to manage your email for you, letting you automate the process of organizing your inbox

How to Create Filters

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From: Filter emails sent from a specific email address

To: Filter emails sent to a specific email address

Subject: Filter emails that use a specific subject line

Has the words: Filter emails that contain specified keywords

Doesn't have: Filter emails that don't contain specified keywords

Size: Filter emails larger or smaller than a specific size

Has attachment: Filter emails that include an attachment

Don't include chats: Ignore Hangouts chats when applying filters

How to Create Filters

How to Create Filters

Skip the inbox: Archive the email so it doesn't appear in your inbox

Mark as read: Have the email appear in your inbox as an already-read item

Star it: Automatically star the email

Apply the label: Apply a specific label to the email

Forward it to: Automatically forward the email to a different email address

Delete it: Send the email to the trash

How to Create Filters

Never send it to Spam: Prevent Gmail from tagging the email as spam

Always mark it as important: Automatically tag filtered emails as important

Never mark as important: Tell Gmail not to tag filtered emails as important

Categorize as: Automatically categorize filtered emails

Also apply filter to matching conversations: Automatically applies the selected conditions to every email in your account (new, archived, and deleted) that match the selected filter criteria

case.edu/utech/lynda

	Facebook (FB)	**Instagram (IG)**	**Twitter**
Monthly Active Users	2.27 billion[*]	1 billion[†]	326 million[‡]
Typical User	Everyone!	Younger adults	Leans toward younger adults
What's the focus?	Text, pictures, and video are equally used	Pictures and video are main focus, text is secondary	Text is main focus, pictures and video are secondary
Are #hashtags important?	Can be used, but not important	Yes	Yes
Distinguishing Features	Reactions to posts; separate messaging app; larger focus on video	Apply filters to photos	Text is limited to 280 characters

Concept of Social Media:
Creation vs. Consumption

When you use social media you can do two things: **create** content and **consume** content.

- **Creating** content includes posting an update, sharing a photo, and commenting on someone's content. Where you create content can vary depending on the platform. Who sees what you post is controlled by privacy settings on your account.

- **Consuming** content includes browsing friend's profiles, searching for a topic, or scrolling through a collection of posts. This can be a curated or explorative experience, depending on where you look.

	Facebook (FB)	**Instagram (IG)**	**Twitter**
Your Personal Account	Wall	Profile	Profile
Your Consumable Content	Timeline	Feed	Feed
Where can you make a posting?	Your wall, friend's walls*	Your profile	Your profile

Concepts of Social Media:
Following and Followers

When you use social media, you can **follow** other people. People who follow you are called your **followers**. This terminology varies depending on the platform.

	Facebook (FB)	**Instagram (IG)**	**Twitter**
Who You Follow	Friends, Pages, Groups	Profiles	Profiles
Who Follows You	Friends	Followers	Followers

Additional Social Media Lingo

Feed Twitter, Instagram	A view of tweets or posts made by accounts you follow
Timeline Facebook	A view of posts made by accounts you follow
DM	A direct message, sent privately between two or more users
Tweet Twitter	Postings made by users
Retweet Twitter	To share or forward a tweet made by another user to your followers
Post Facebook, Instagram	Postings made by users
Share Facebook	To share or forward a post made by another user to others
Like	A feature that allows users to express that they enjoy with a visual indicator
React Facebook	A feature that allows users to express their opinions with a variety of visual indicators

Social Media: Facebook

- Post comments, photos, videos, and links to interesting content on the web

Key Features

- Allows you to upload photos and maintain photo albums that can be shared with your friends

- Supports online chat and messaging, and the ability to comment on your friend's profile pages to keep in touch

- Stream video live using Facebook Live

- Save posts and archive in a Collection

Privacy Options

- Allows you to maintain a friends list and choose privacy settings to tailor who can see content on your profile

- Posts can be made to just your friends, to the public, or to a variety of customizable lists

Social Media: Instagram

- Made for sharing photos and videos from a smartphone
- Owned by Facebook

Key Features

- Can interact with other users by following them, being followed by them, commenting, liking, tagging, and private messaging

- Can save the photos you see on Instagram

- While you can view posts on your computer, you can post to Instagram only from a mobile device

- Duel posting capability with Facebook

Privacy Options

- Select whether or not to make your posts public. If not public, other users will need to follow you in order to see your posts in their own feed.

Social Media: Twitter

- Online news and social networking site where people communicate in short messages

Key Features

- Twitter and tweeting can be described as microblogging

- A blend of instant messaging, blogging, and texting, but with brief content and a broad audience

- Big appeal is how scan-friendly it is: you can track hundreds of interesting Twitter users and read their content with a glance

Privacy Options

- Select whether or not to make your tweets public. If not public, other users will need to follow you in order to see your tweets in their own feed.

Digital Security

How to Keep Your Systems Safe

- Keep your systems up to date

- Place a lock on your phone– PIN, touch, eye/face ID

- Review Privacy settings on your phone

- Use a VPN especially when using free wifi in public areas

- Avoid Third-Party app stores! Only use Apple and Google app stores!

Digital Security

Passwords

- Use a password manager such as LastPass or 1Password

- Create long passwords/passphrases and complicate them

- Different passwords for every service

- Don't store passwords in browsers

- If available, add two-factor authentication

- Set up your recovery settings

Digital Security

Browse in Private

- Reduce the amount of information collected on you by retailers and advertising companies by using Incognito/InPrivate/Private mode of browsers

    - DOES NOT block Google from recording search history, hiding location from visited websites, or shielding browsing from internet provider

- Use alternative search engine, such as DuckDuckGo, which emphasizes protecting searchers' privacy

Tips and Tricks

- Use accessibility features to change the font size on a device

- Extend your phone's battery life using low power mode/battery saver mode

- Use the spacebar on your phone to move the cursor in text

- Use phone's camera to take pictures of:
  - your pantry or refrigerator before shopping
  - your luggage before checking your bag
  - your travel documents
  - your prescription bottles

- Use PhotoScan app to take pictures of pictures

- Use SkyView app to identify star constellations

Tips? Questions?