

# Technology and Social media guides

**\*Disclaimer – Amnesty does not endorse any of the pieces of external software or external guides and we cannot troubleshoot or help if any of the software does not work as intended. This is to share information and act as a tool for your own personal learning and skill building.**

If you have any questions, you can contact us at [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)

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## Useful sites

Tech company help pages



[Wiki how](#)

A website that provides free, step-by-step instructions on how to do a variety of things

To make browsing the site easier, we recommend installing an ad-block extension from the [chrome webstore](#) or the [Microsoft Edge store](#) to prevent unnecessary ads popping up.



[Youtube](#)

A video sharing platform where users can watch, like, share, comment and upload their own videos

## How to sign up and use social media



Tiktok

TikTok is a popular social media app that allows users to create, watch, and share short videos shot on mobile devices or webcams.

[Creating an account](#)

[How to set up a profile](#)



## X (Twitter)

Twitter, officially known as X since 2023, is a social networking service. It is one of the world's largest social media platforms and one of the most-visited websites. Users can share short text messages, images, and videos in short posts commonly known as "tweets" (officially "posts") and like other users' content.

### *Basic Features*

**Tweeting:** Share short messages (tweets) with your followers.

**Following:** Follow other users to see their tweets in your feed.

**Retweeting:** Share other users' tweets with your followers.

Getting Started: Below is some guidance from [WikiHow](#) and [YouTube](#) on how to create an account on X and how to use it.

[The Complete Guide to Twitter/X for Beginners](#)



## Facebook

Facebook is a social networking platform where users can connect with friends, family, and communities

### *Basic Features:*

**News Feed:** View updates from friends and pages you follow.

**Posting:** Share status updates, photos, videos, and links.

**Messaging:** Use Facebook Messenger to chat with friends.

### Getting Started:

**Sign Up:** [Visit Facebook and create an account using your email or phone number.](#)

Profile Setup: Add a profile picture, cover photo, and fill out your bio.

Connecting: Search for friends and send friend requests. You can also join groups and follow pages that interest you.

[How to share posts on Facebook](#)



## Instagram

Instagram is a social media app where you can post photos and videos of your life, interests and passions.

### *Basic Features:*

Posting: Share photos and videos with captions.

Stories: Post temporary photos and videos that disappear after 24 hours.

Direct Messaging: Send private messages to other users.

### Getting Started:

Sign Up: Download the Instagram app from the App Store or Google Play, or visit Instagram and create an account.

Profile Setup: Add a profile picture and write a bio.

[How to Use Instagram tutorial](#)

[How to use Instagram - Wikihow](#)

[How to search on Instagram](#)

# How to use videoconferencing platforms (Set up meetings, breakout groups)



## Teams

Microsoft Teams is the chat-based workspace in Office 365 that integrates all the people, content, and tools your team needs to be more engaged and effective.

[Video: What is Microsoft Teams?](#) -

[Getting started with Teams](#)

[Microsoft Teams Tutorial in 10 minutes](#)

[How to set up breakout rooms](#)



## Zoom

Zoom is a cloud-based video communications platform that allows users to connect with video, audio, phone, and chat. It is commonly used for virtual meetings, webinars, and collaborative work.

[How to get started with Zoom](#)

[How to join a meeting](#)

[Using Breakout Rooms During a Meeting](#)



## Google meet

Google Meet is a video-conferencing program that you can use to stay in touch with your work colleagues who might be working from home or abroad.

[Introduction to Google Meet](#)

[Google Meet Tutorial](#)

## How to use other tools

### Amnesty UK Group Webpages

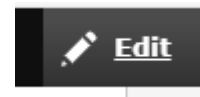
Amnesty [Local Group Webpages](#) are designed to allow Local Group to provide an overview of their Group's activities, information about regular meeting and contact details. Each Group is able to edit the content of their Webpage. If you wish for members of your group to be able to edit their group pages , they need confirm they have registered or register on the AIUK website

<https://www.amnesty.org.uk/user/register>.

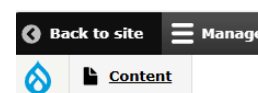
Once they have registered, they will need to share the email address they have used to register with me, so that we can give editing permissions to that email address.

In terms of editing.

- You click on the top right corner on the pencil icon which will then allow you to make changes.



- You then click on the top left-hand corner on the Content icon



- Select the Group Title and click Edite



- Once you have made the changes, click Save





## Whatsapp

WhatsApp is free to download from the App Store or Play Store. It uses your phone's internet connection and allows you to send unlimited messages, pictures and videos, so you don't need to worry about using up your allocated text or call allowances.

[How to Use Whatsapp](#) - YouTube Tutorial

## Podcasts

A podcast is a program made available in digital format for download over the Internet.

- [Spotify](#)  
[Link to sign up to Spotify](#)
- [BBC Sounds](#)  
[A Simple Guide to Human Rights](#)
- **Apple Podcasts – app is only available on apple products, and episodes on the web can only be accessed with an apple account.**  
[Web version](#)  
[App version](#)
- [YouTube Music](#)



## Amnesty Academy

The Academy is training a new generation of human rights defenders - strengthening the human rights movement through action-oriented education. The courses will equip you with knowledge about human rights and to take action on different human rights issues.

[Link to sign up for Amnesty Academy page](#)



## Future Learn

FutureLearn is a UK-based online learning platform that offers a wide range of courses, programs, and degrees from top universities and organizations.

[Amnesty International UK courses](#)

## Glossary of Social Media Tool

### A

- [Audience](#) - Your social media audience is your followers and the people you hope to reach. For example, an ad campaign on Facebook might target people who've liked your page and lookalike audiences that you're hoping to draw in.
- [Avatar](#) - An avatar is an image or username that represents a person online, most often within forums and social networks.

### B

- [Blog](#) - Blog is a word that was created from two words: "web log." Blogs are usually maintained by an individual or a business with regular entries of content on a specific topic, descriptions of events, or other resources such as graphics or video. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.
- [Blogger](#) - Blogger is a free blogging platform owned by Google that allows individuals and companies to host and publish a blog typically on a subdomain. Example: yourblogname.blogspot.com
- [Bookmarking](#) - Bookmarking online follows the same idea of placing a bookmark in a physical publication -- you're simply marking something you found important, enjoyed, or want to continue reading later. The only difference online is that it's happening through websites using one of the various bookmarking services available, such as [Pocket](#), or right within your browser.
- [Boost](#) - Boosting on social media means paying a platform to amplify one of your posts for more reach.

### C



- [Canva](#) - Canva is an easy-to-use design tool for non-designers and designers alike. It offers several templates that adhere to the required dimensions for sharable social images on Twitter, Facebook, Instagram, etc.
- Carousel - A carousel is social media content that contains multiple images that viewers can scroll or tap through.
- [Chat](#) - Chat can refer to any kind of communication over the internet but traditionally refers to one-to-one communication through a text-based chat application, commonly referred to as instant messaging (IM) applications.
- [ChatGPT](#) - ChatGPT is OpenAI's conversational AI. It runs on GPT, a language model that uses natural language processing to understand text prompts and pull information from the web to respond to those prompts. It can answer questions or generate content, like an Instagram caption promoting a new product.
- [Clickbait](#) - Clickbait is a term to describe marketing or advertising material that employs a sensationalized headline to attract clicks. They rely heavily on the "[curiosity gap](#)" by creating just enough interest to provoke engagement.
- [Comment](#) - A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network.
- [Connections](#) - The LinkedIn equivalent of a Facebook 'friend' is a 'connection.' Because LinkedIn is a social networking site, the people you are *connecting* with are not necessarily people you are friends with, but rather professional contacts that you've met, heard speak, done business with, or know through another connection. Connections are categorized by: 1st degree, 2nd degree, and 3rd degree.
- [Crowdsourcing](#) - Crowdsourcing, similar to outsourcing, refers to the act of soliciting ideas or content from a group of people, typically in an online setting.

## D

- [Direct Message \(or DM\)](#) - Direct messages -- also referred to as "DMs" -- are private conversations that occur on Twitter. Both parties must follow one another to send a message.
- [Discover \(or Snapchat Discover\)](#) - Discover is a section of Snapchat's app dedicated to large brands, influencers, and longer-form story content.
- Disappearing content - Disappearing content on social media is anything shared with a time limit, like Snapchat stories and BeReals.

## E

- [Eventbrite](#) - Eventbrite is a provider of online event management and ticketing services. Eventbrite is free if your event is free. If you sell tickets to your event, Eventbrite collects a fee per ticket.

## F

- [Facebook](#) - Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates. The platform currently boasts around 2.11 billion users.
- [Fans](#) - Fans is the term used to describe people who like your Facebook Page.
- [Favorite](#) - Represented by the small star icon on X (Twitter), favouriting a tweet signals to the creator that you liked their content or post.
- [Feed](#) - A feed contains all the content uploaded by the accounts someone follows on social media. Feed is an Instagram-specific term, but other platforms have their version, like Timeline on X (Twitter) and For You Page on TikTok.
- [Follower](#) - In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.
- [Friends](#) - Friends is the term used on Facebook to represent the connections you make and the people you follow. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

## G

- [Geotag](#) - A geotag is the directional coordinates that can be attached to a piece of content online. For example, Instagram users often use geotagging to highlight the location in which their photo was taken.
- [GIF](#) - GIF is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips. ([Check out this round up of reaction GIFs](#) used to illustrate our excitement when Facebook announced that they were supporting their functionality.)
- [Google Chrome](#) - Google Chrome is a free web browser produced by Google that fully integrates with its online search system as well as its other applications.
- [Google Documents](#) - Google Documents is a group of web-based office applications that includes tools for word processing, presentations, spreadsheet analysis, etc. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.
- [Google+](#) - Google+ is Google's discontinued social network. It served as a platform for users to connect with friends, family, and professionals while enabling them to share photos, send messages, and engage with content. Google uses the "+1" to serve as the equivalent to a Like on Facebook or Instagram.
- [Groups](#) - Facebook and LinkedIn offer a Groups feature where people in similar industries or passions can join a group and discuss related topics.

## H

- [Hashtag](#) - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

## I

- [Impressions](#) - An impression refers to a way in which marketers and advertisers keep track of every time ad is "fetched" and counted.
- Influencer - An influencer is a social media user with a significant following of people that enjoy their content and trust their opinions.
- [Influencer Marketing](#) - Influencer marketing is partnering with content creators in specific niches and leveraging the relationship and trust they have with their audience to reach a specific goal, like driving sales.
- [Instagram](#) - Instagram is a photo and video sharing application that lets users upload content and share it instantly on the app with their followers.
- [Instant Messaging](#) - Instant messaging (IM) is a form of real-time, direct text-based communication between two or more people. More advanced instant messaging software clients also allow enhanced modes of communication, such as live voice or video calling.
- [Instagram Live](#) - Instagram Live lets businesses and individuals share a live broadcast of their current activities.

## L

- [Like](#) - A Like is an action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.
- [LinkedIn](#) - LinkedIn is a business-oriented social networking site with over 930 million members in over 200 countries and territories. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.
- [Live streaming](#) - Live streaming is the act of delivering content over the internet in real-time. This term was popularized in social media by apps such as Meerkat and Periscope.

## M

- [Meme](#) - A meme on the internet is used to describe a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form. A popular example is the "[I Can Has Cheezburger?](#)" cat meme that turned into an entire site of memes.
- [Mention](#) - A mention is a Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.
- [Metaverse](#) - The metaverse is an online universe where people can play games, explore new worlds, and build their own worlds. Metaverses use VR and AR technology.

## N

- [News Feed](#) - A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on X (Twitter) is called Timeline.

## P

- [Platform](#) - Platform means a social media network, like YouTube or TikTok.
- [Podcast](#) - A podcast is a series of digital media files, usually audio, that are released episodically and often downloaded through an RSS feed.
- [Post](#) - A post is the content you share on social media.

## Q

- [QR Code](#) - QR codes are a type of barcode, or scannable pattern, that contain various forms of data, like website links, account information, phone numbers, or even coupons. There are several free websites that offer this service: For example, [Online QR Code Generator](#)

## R

- [Recommendation](#) - A recommendation on LinkedIn is a term used to describe a written note from another LinkedIn member that aims to reinforce the user's professional credibility or expertise.
- [Reddit](#) - Reddit is a social news site that contains specific, topic-oriented communities of users who share and comment on stories.
- [Retweet](#) - A retweet is when someone on X (Twitter) sees your message and decides to re-share it with his or her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

## S

- [Search Engine Optimization](#) - Search engine optimization is the process of improving the volume or quality of unpaid traffic to a website from search engines.
- [Selfie](#) - A selfie is a self-portrait typically taken using the reverse camera screen on a smartphone or by using a selfie stick (a pole that attaches to your phone). Selfies are commonly shared on social media networks like Instagram, Twitter, and Facebook using the hashtag #selfie.
- [Skype](#) - Skype is a free program that allows for text, audio, and video chats between users. Additionally, users can purchase plans to place phone calls through their Skype account.
- [Snapchat](#) - Snapchat is a social app that allows users to send and receive time-sensitive photos and videos known as "snaps," which are hidden from the recipients once the time limit expires (images and videos still remain on the Snapchat server). Users can add text and drawings to their snaps and control the list of recipients in which they send them to.

- [Snap Map](#) - The Snap Map is a feature of Snapchat that allows you to see where your friends are as well as hot spots where people are publicly posting stories.
- [Story](#) - A Snapchat, Facebook, Instagram, or TikTok story is a string of videos or images that lasts for 24 hours. Users can create stories to be shared publicly or just a customized group of recipients.
- [Spotify](#) - Like Pandora, Spotify is a music streaming service with a social media twist. Not only can you share what you're listening to with other social networks, but you can also see what your friends are listening to or listen to their playlists directly from the platform.
- **Subscriber(s)** - On YouTube, a subscriber “follows” someone’s profile. On other social media sites, a subscriber is someone who pays for access to exclusive content.

## T

- [Tag](#) - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.
- [Thread](#) - A series of comments or discussion posts on a post or in a subreddit.
- [TikTok](#) - TikTok is one of the fastest-growing social media platforms of all time, The app, beloved by Gen Z, is similar to Vine in that it highlights bitesized looping videos that can also have musical overlays.
- [Trending Topic](#) - Trending topics refer to the most talked about topics and hashtags on a social media network. These commonly appear on networks like Twitter and Facebook and serve as clickable links in which users can either click through to join the conversation or simply browse the related content.
- [Twitch](#) - Twitch is a live streaming social platform that gained notoriety from gamers using it to stream their video game skills. Recently, brands have also begun to experiment with the platform.

## V

- **Verified** - Being verified on social media means someone's profile is certified to be real and owned by who the profile says it is. It helps businesses threatened by impressions or fakes.
- [Viral](#) - Viral is a term used to describe an instance in which a piece of content -- YouTube video, blog article, photo, etc. -- achieves noteworthy awareness. Viral distribution relies heavily on word of mouth and the frequent sharing of one particular piece of content all over the internet.
- [Virtual Reality](#) (VR) - Virtual reality is any software that immerses people into a three-dimensional and interactive virtual “new” world. Virtual reality usually requires a sensory device.

- [Vlogging](#) - Vlogging or a vlog is a piece of content that employs video to tell a story or report on information. Vlogs are common on video-sharing networks like YouTube.

## W

- [Webinar](#) - A webinar is an online seminar or presentation hosted by an individual or a company. Most often, the host requires attendees to fill out a form before granting them access to stream the audio and slides. In marketing, webinars are held to educate audiences about a particular topic while opening up the floor for a discussion to occur on social media using the webinar's unique hashtag.
- WeChat - WeChat is a messaging app based in China that supports text, video calls, voice messages, and various in-app games. It requires an internet connection and is an alternative to standard text messaging or iMessage.
- [WhatsApp](#) - WhatsApp is a messaging, phone, and social media app that allows people to connect internationally over a Wi-Fi network.

## X

- [X - \(Twitter\)](#) - X is a real-time social network that allows users to share 140-character updates with their following. Users can favourite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.
- [X - \(Twitter\) Spaces](#) - X Spaces is a feature that allows users to have live audio conversations within the app.
- [X - \(Twitter\) Topics](#) - A recently launched X feature that allows users to follow specific topic categories from marketing, to politics, to birdwatching. Once users follow topics, they'll see more content related to these categories on their feeds.
- [Twitterverse](#) - Also referred to as the Twittersphere, Twitterverse is a nickname for the community of users who are active on Twitter.

## Y

- [Yelp](#) - Technically Yelp isn't a social media platform. But, it is a great way to spread awareness if you're a business owner. The platform one of the leading sites for online recommendations.
- [YouTube Shorts](#) - YouTube shorts are short-form videos up to 60 seconds in length. They're an additional way to share snackable videos with your audience.