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A Social Media Survival Guide

How to Use the Most Popular Platforms and Protect Your Privacy

By Melody Karle

This book helps those who want to use social media but are not necessarily Web-savvy navigate the most popular networking sites available. Privacy and technical information about how social media platforms function are explained, so everyone can make informed decisions about how to connect online.

The every person's guide to social media... how to use it and what never to do.

Are you trying to figure out how to safely use social media but finding yourself struggling? Here's a book specifically designed to help regular people figure out social media platforms.

It begins with a chapter about social media basics: how they normally work, why people use them, and general safety tips. It is easy to get confused by the large number of options that are out there so this book breaks down each major network into its own chapter. Chapters are included for:

• Facebook • Snapchat • Pinterest • LinkedIn • Instagram • YouTube • Twitter • Reddit, and Tumblr.

Because each social media platform has its own rules, benefits, and challenges, each chapter gives a summary of the platform and tells the reader why people use it. Next, each chapter has a glossary of terms to explain language and slang that are used. This will help people who are new to social media learn about terminology like subreddits, retweets, and more.

If readers decide to use the platform (or already use it and want to learn more), each chapter guides users through a "how-to" of using each platform. This includes the basic functionality, setting up profiles, settings, and odd features that even current users may not know about. Privacy and safety are also covered, with a platform-specific section devoted to these important issues in each chapter. Two final chapters cover other notable social media platforms that readers might want to know about and archiving tips for saving social media posts and information.

This book can help people new to social media, people joining new social media, and people who are already on but want to learn how to better manage and protect their accounts.

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About the Author

About the Author

Melody (Condron) Karle is a librarian, researcher, presenter, and writer. She currently works at the University of Houston Libraries. Her previous book, *Managing the Digital You: Where and How to Keep and Organize Your Digital Life* was released in paperback in 2019. She regularly presents at conferences on topics related to social media, personal digital archiving, information organization, and genealogy. At home, she is a gardener and animal rescue volunteer.

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