



**#WeAreSport**

Getting the most out of  
**Social media**



# Welcome

#WeAreSport

Jessica-Jane Applegate MBE

London 2012 Paralympic champion and Rio 2016 silver medallist in swimming.

“Social media is a really great way to get help with lots of things.

When I first started using it I used it to ask more experienced athletes questions, to find out what other athletes were eating, drinking, what snacks they used, what pre-race plans they used. Basically you can find out anything and everything you want to know.

Most athletes online are really, really helpful and there are also loads of sports online discount codes that you can pick up using social media to help you too.

From when I first started my social media it has really grown to over 50,000 across my networks. I also have a website where people can contact me but most people prefer social media because it is instant.

I post about my competition results, anything interesting that I may be doing, healthy eating and lots of pictures on Instagram. I really like hearing from people and I get lots of good luck messages before a competition and that really helps you feel positive. There is lots of support out there!

I get lots and lots of people message me now for swimming, nutrition, training and mental strength advice and I'm always happy to share what works well for me. It's about helping each other as much as possible.

There are some great opportunities available once you start. I've been really lucky and managed to get support with swimwear and recovery products but you can become an online influencer promoting products or getting sponsorship deals just from being seen active online. It's definitely worth doing.

There's also lots of courses and Youtube videos out there to help you get started so don't be scared.

My family still help me & I still really enjoy it so come and follow me for inspiration!



#WeAreSport

# Let's get started...

Setting-up a  
Facebook fan page



# Let's get started

#WeAreSport

## Making a Facebook fan page

Facebook has nearly 1 billion users around the world. This makes it one of the best places to promote yourself as an athlete.

You may already be using Facebook for this. But are you doing it in the best way? Here you will find out.

## Which type of page should I have?

There are many different types of Facebook pages available. The two we will talk about are 'profile pages' and 'fan pages'.

### Profile pages

Profile pages are pages that people can send friend requests to. This means you can choose who sees your posts. They are also known as 'personal' Facebook pages. You may already have one of these.

If you do, it is best to have a profile page and a fan page. This will mean you can keep your personal life and your life as an athlete separate. Your Facebook friends might be interested in the fact you had pizza for dinner, but other people might not!

### Fan pages

Fan pages are those pages on Facebook set-up by businesses and celebrities. These are the pages that you can 'like' and 'follow' on Facebook.



Setting-up Facebook



Having a fan page will allow you to do lots of different things as your fan base grows. People will be able to send you messages if you let them, read about your history as an athlete and see your pictures and videos.

Have a look at Jessica-Jane Applegate's fan page on Facebook as an example of what you can do. Jessica-Jane has more than 3,000 followers!

Visit Jessica-Jane's Facebook page



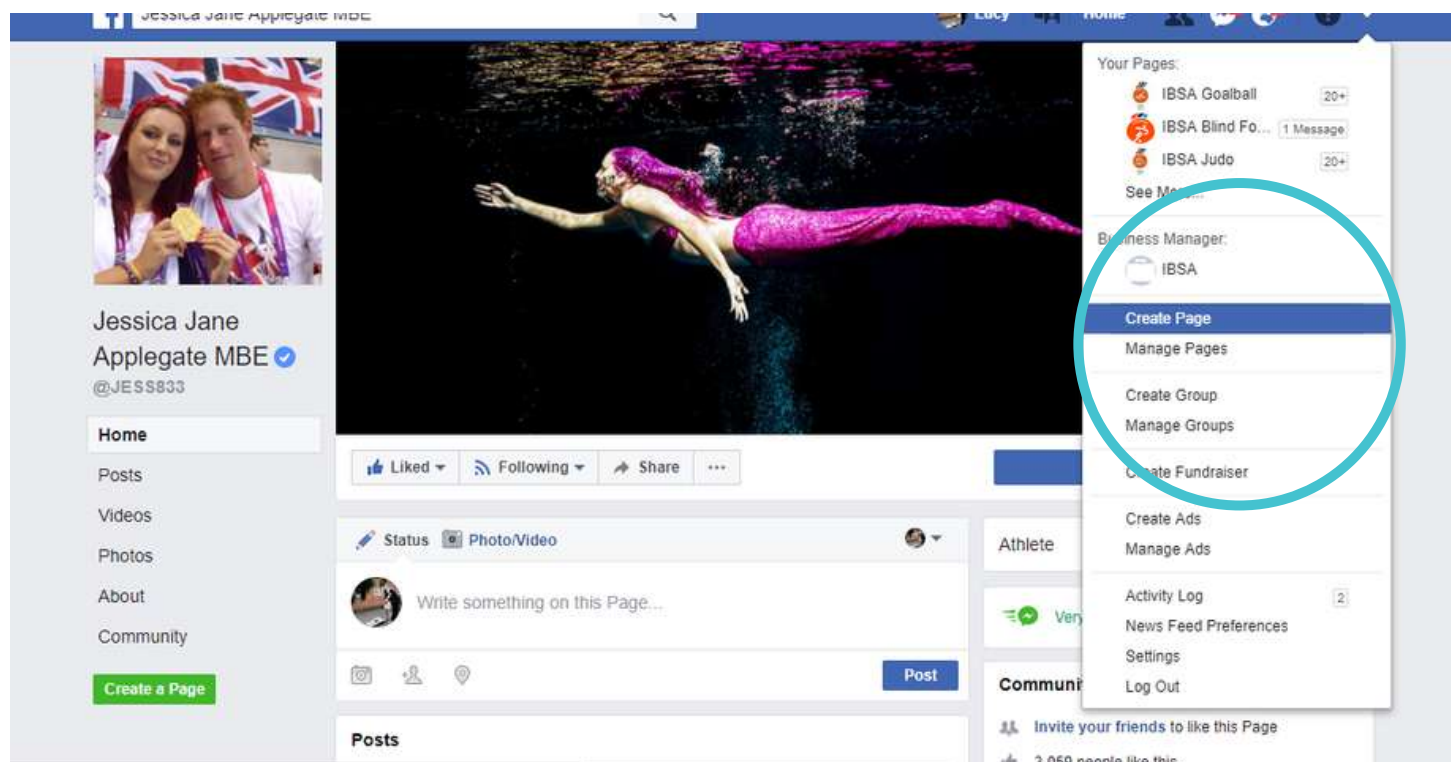
Important: Fan pages are visible to everyone who search for them.

Everything you post on your fan page can be seen by anyone in the world, even if they do not follow or like your page.

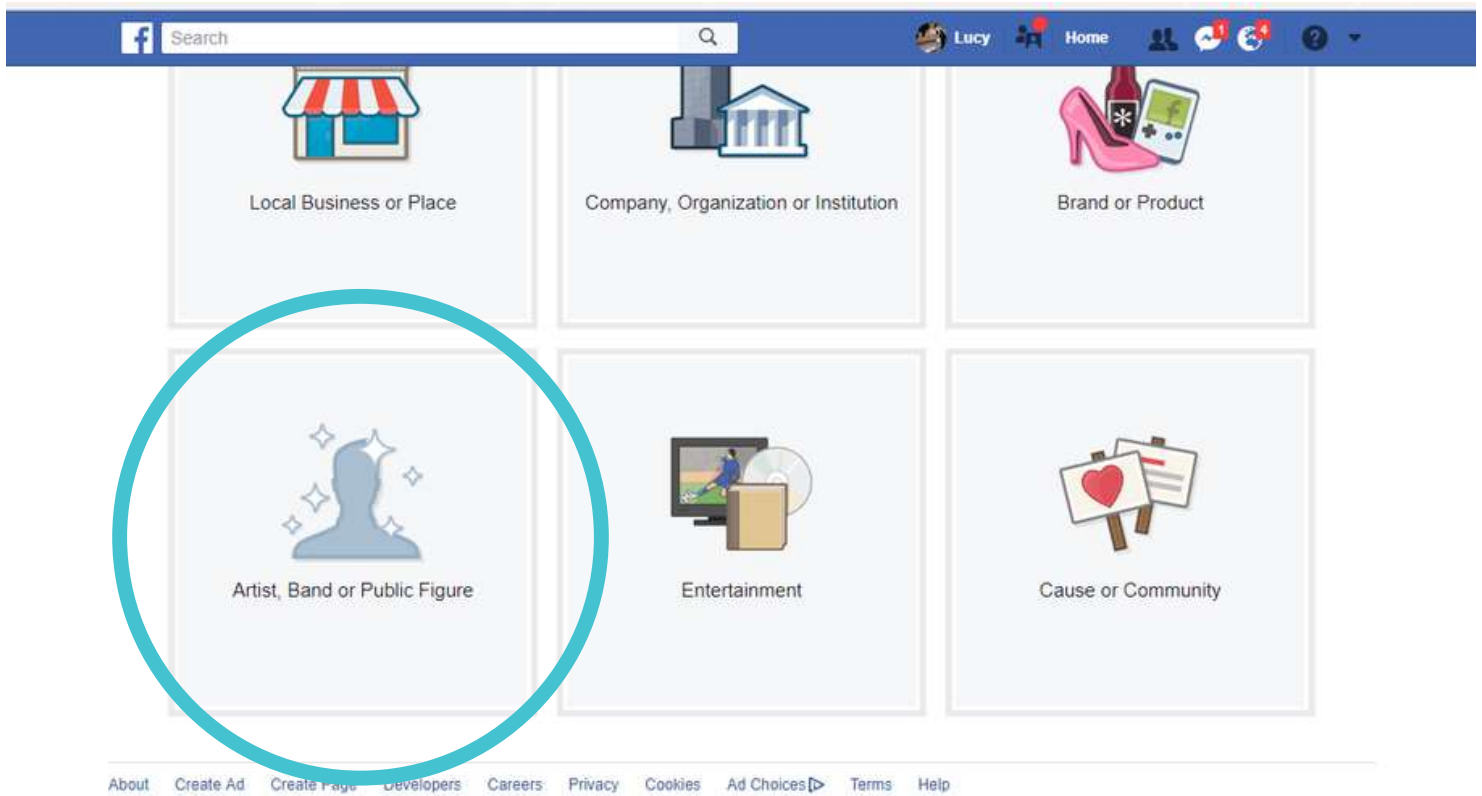


## How to set-up your fan page

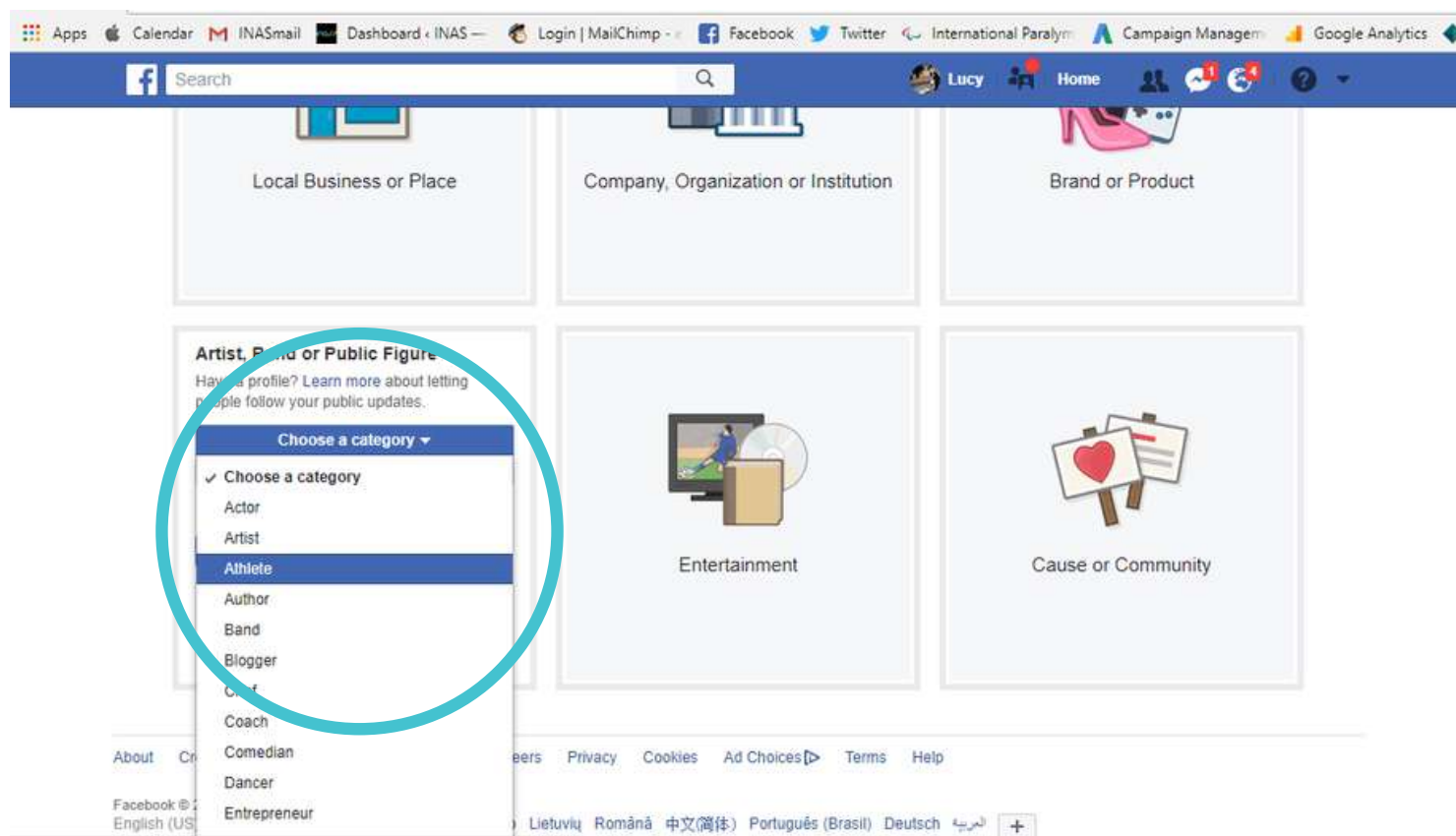
1. Log in to your Facebook account. Type in your username and password. If you don't already have a Facebook account, you'll have to create one to have a fan page.
2. Create your fan page. Click on the downward right arrow at the top right of your Facebook page and select 'Create Page'



3. Select the type of page you want to create. We recommend you choose 'Artist, band or public figure'.



4. Choose a category and add your name. We recommend you choose 'Athlete'. For your name – write down your first name and surname. Do not include nicknames as people might not know these.



5. Once you have selected your category and added your name, click 'Get started'.



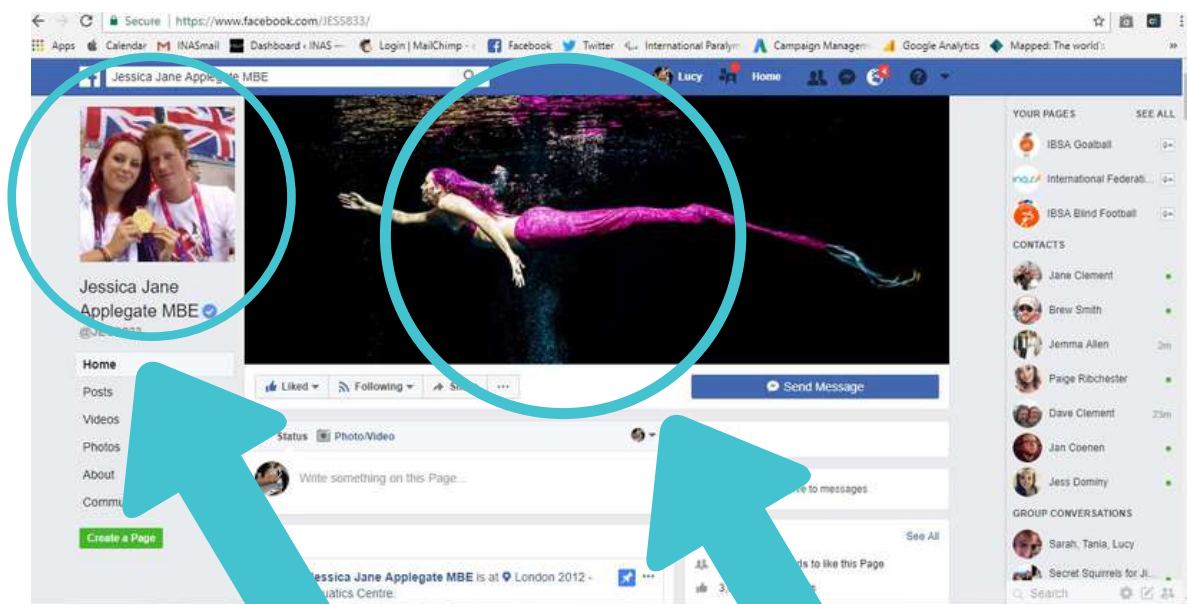


## Making your fan page interesting

So that your followers and potential fans can find your fan page and be sure it is your page, you will need to add some pictures and content to your page.

1. Add a profile picture. We recommend this is a picture of you doing your sport or on a medal podium. Make sure it is a picture of you on your own or where it is obvious which person is you. A high quality picture taken by a professional is best (you must have their permission), but you can also upload a picture that is not - as long as people can see your face and recognise you.

2. Add a cover photo. The cover photo is the large picture which appears at the top of your fan page. It is also the picture that appears when you or other people share a link to or search for your fan page. Make it a good one!

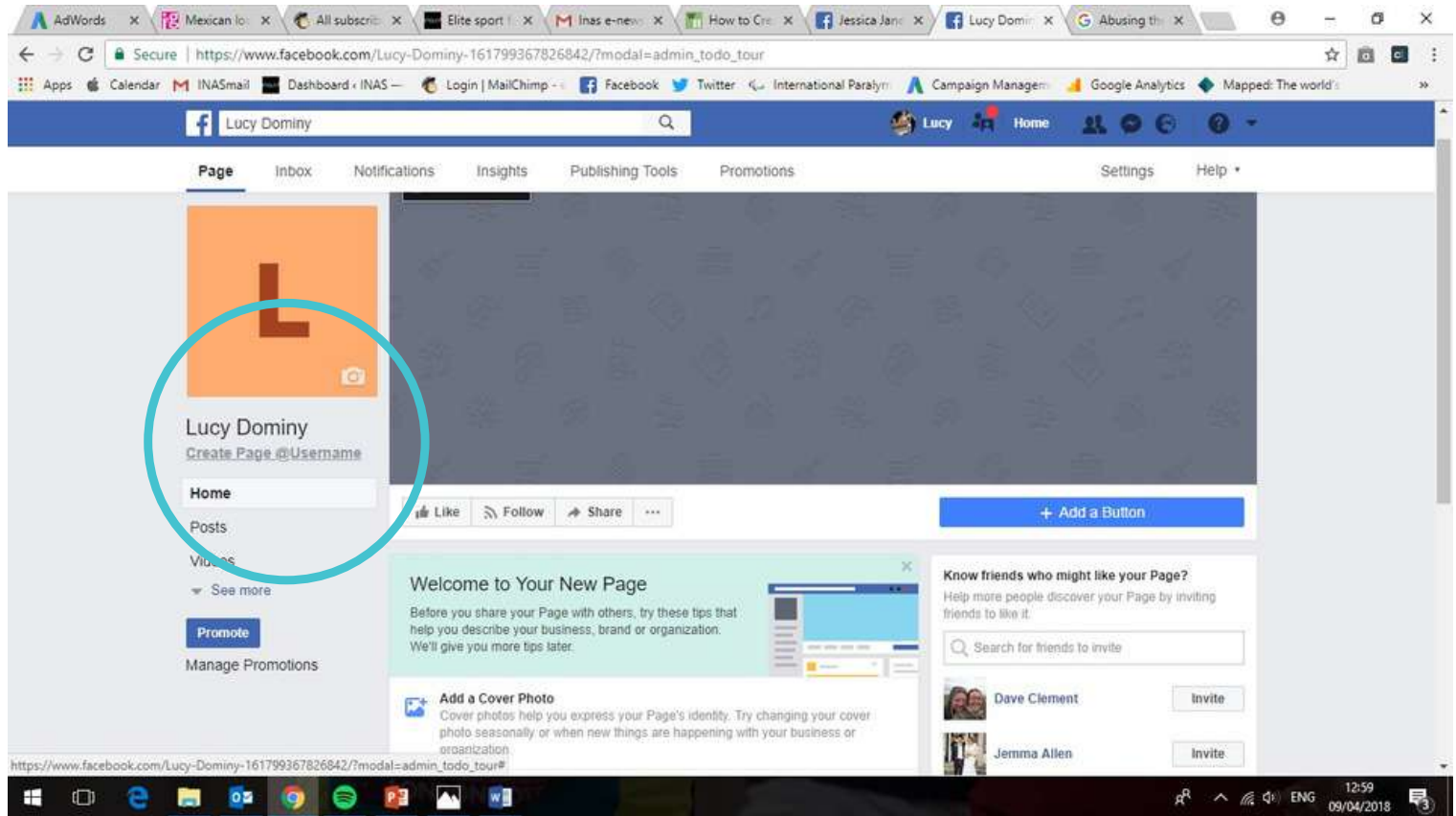


Profile picture

Cover photo



3. Change your @ username. You can change this to be your first name and surname. It should match your page name as closely as possible.



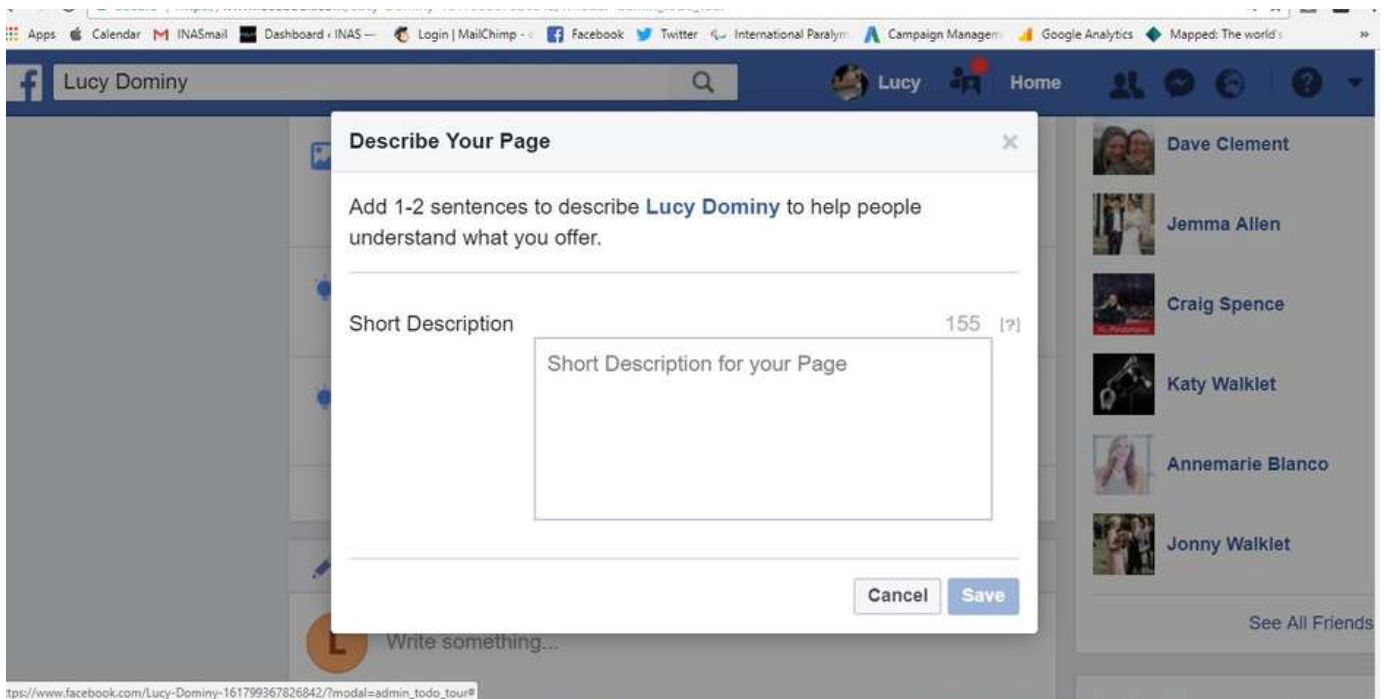
Click on 'create page @username' and change the name.



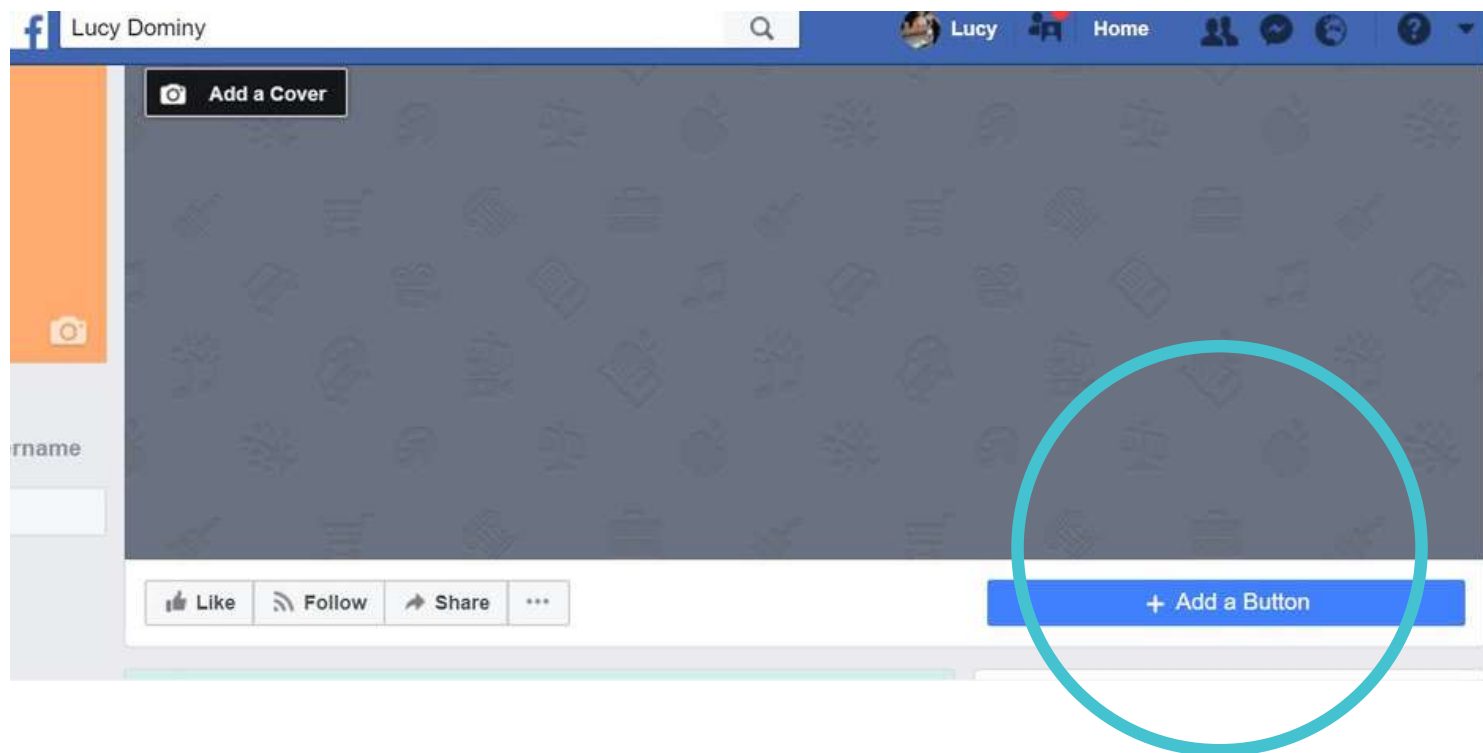
4. On your page, click 'add a short description'

Include:

- That you are an athlete with an intellectual impairment, Down syndrome or autism
- Which sport or sports you compete in on an international level
- What important medals you have won
- What your aims are – for example 'I aim to compete at the Tokyo 2020 Paralympic Games' or 'I aim to compete at the 2019 INAS Global Games'



5. Add a way people can contact you – Add a Button. Here you can add an email address or messenger button so that people can get in touch with you.

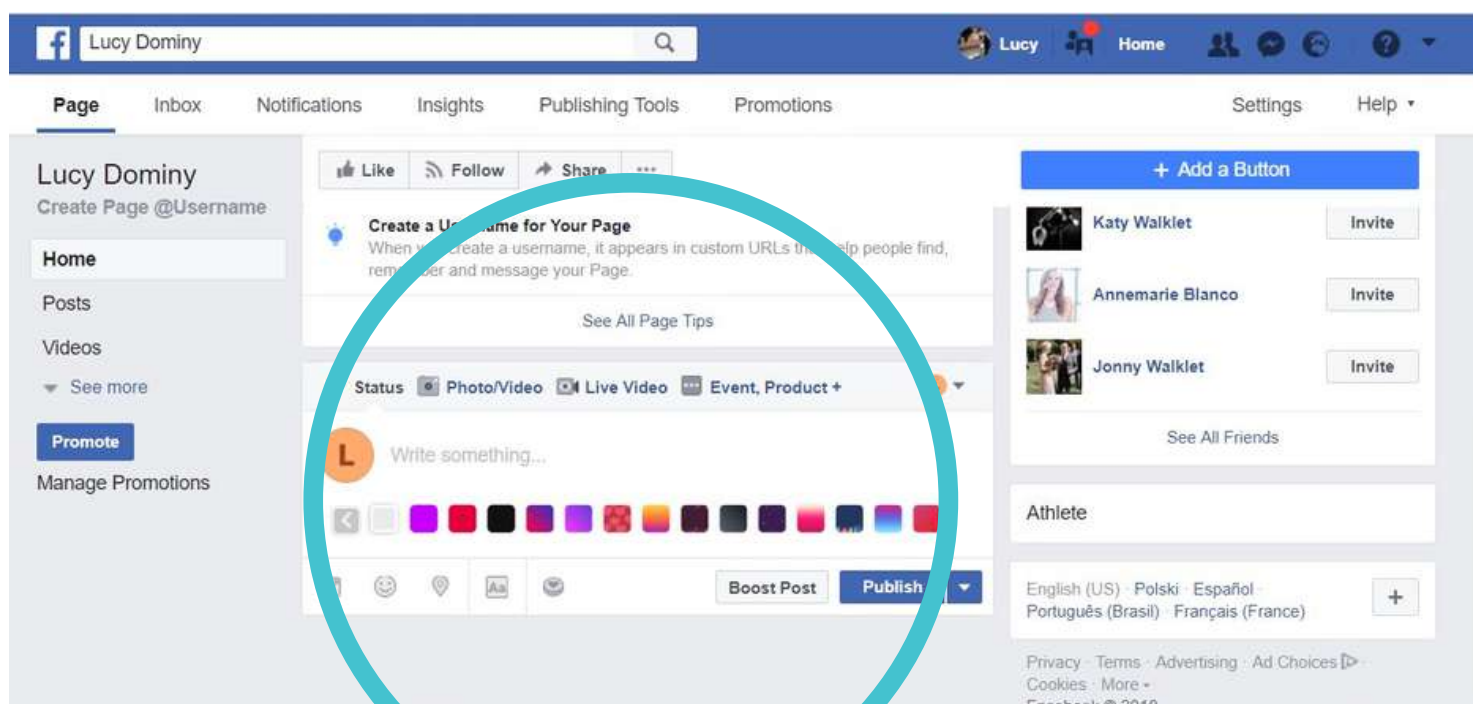


Important: Be aware that if you do this, anyone can message you at any time. You should always be careful about responding to messages. If you are unsure, ask one of your coaches or a family member for advice.



6. Make your first post. You are now ready to write your first post! You will follow the same process every time you want to share an update on your fan page. See 'Getting the most out of social media' for advice on some ideas for posts.

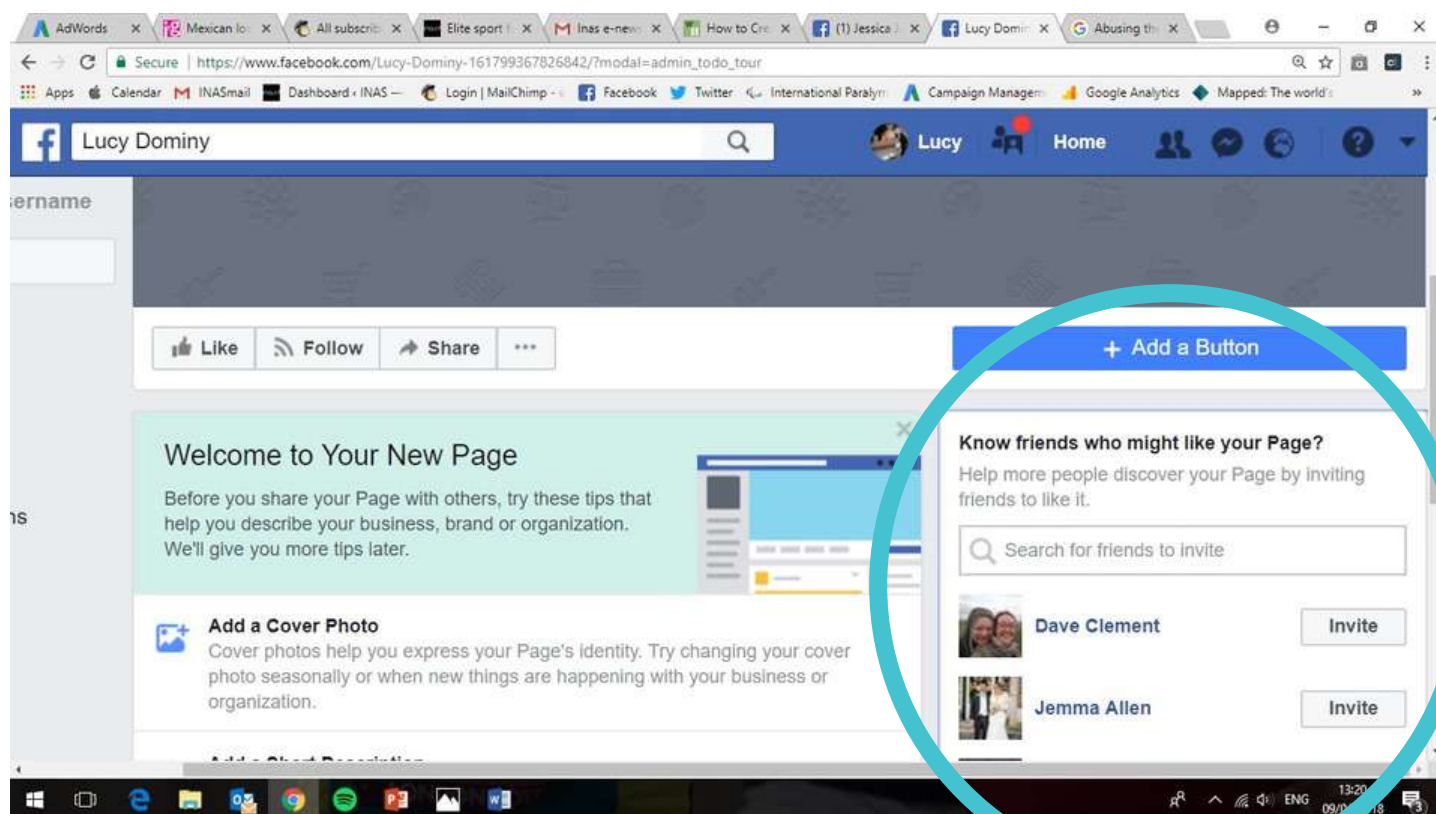
You can always come back to your page at another time to write your first post if you are not ready.



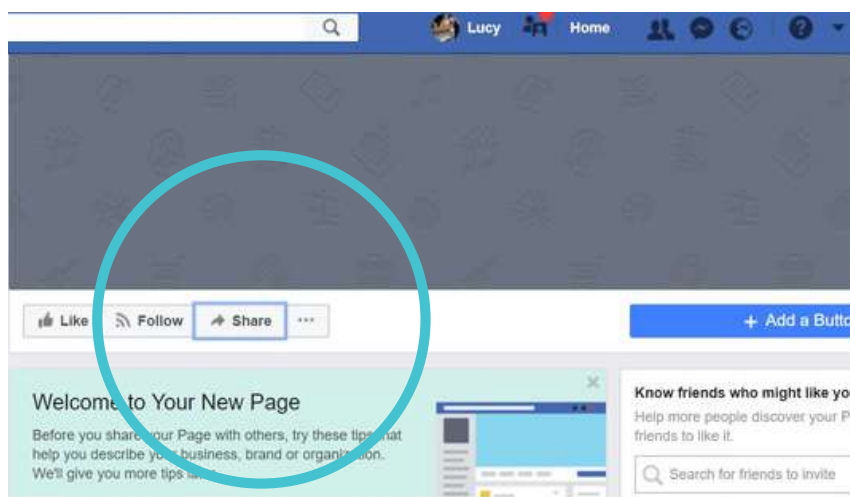


## 7. Invite your friends to like your fan page.

Once you have a profile picture, cover photo and you have shared your first post, you can invite your Facebook friends to like your fan page. Just go to the right hand side of your fan page and search for friends who might be interested in liking your fan page.



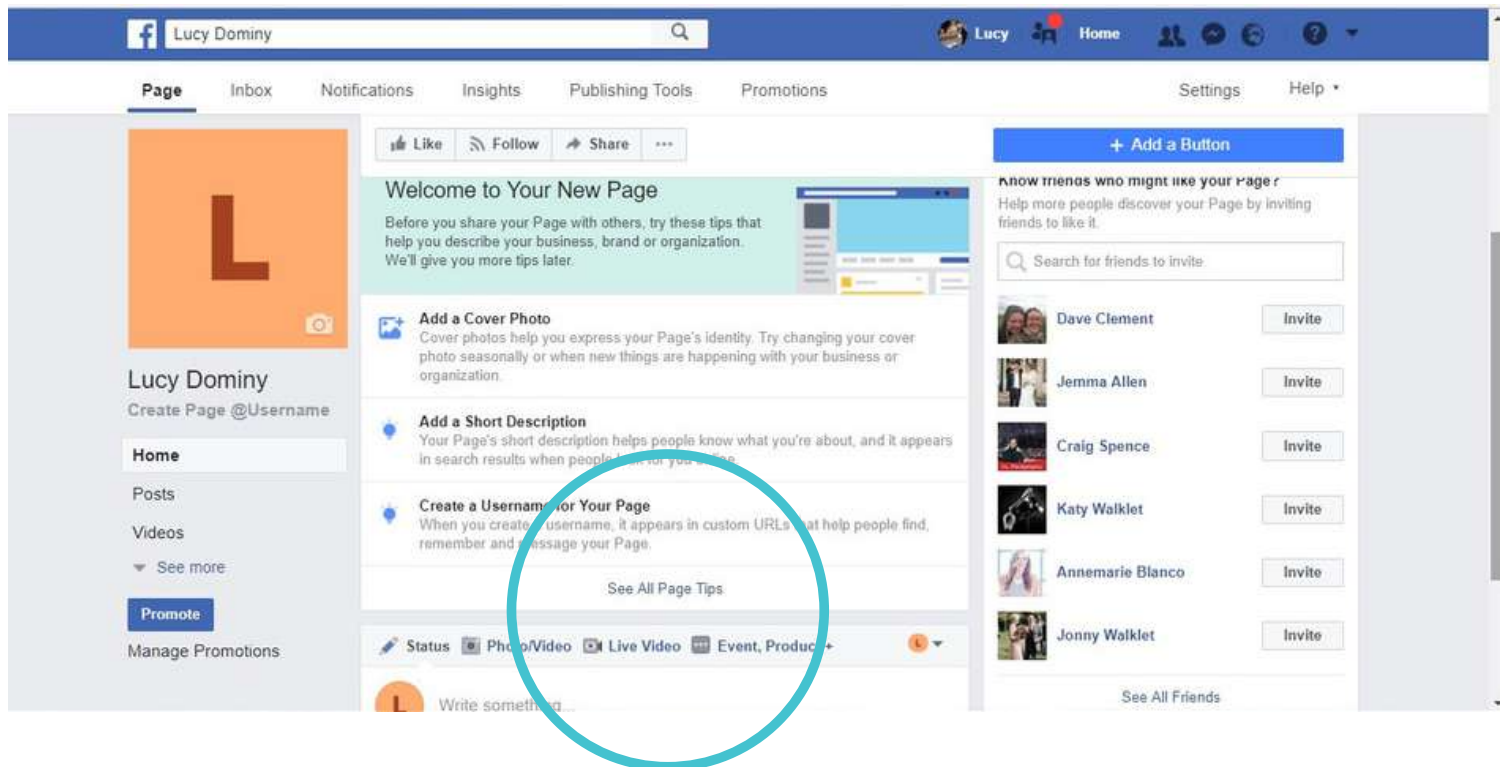
## 8. Share your page. Share your new page to your profile Facebook page to let all your friends know it is there.



Click on 'Share' from your fan page. Write a post introducing your fan page. Select 'public' and hit post.



9. Click on 'see all page tips'. This will help you with advice on how to get the most out of your page. You will always be able to see page tips, so you can improve your page at any time.



Congratulations! You now have a Facebook fan page!



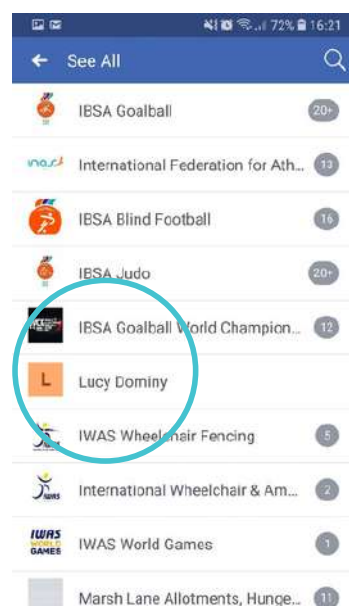
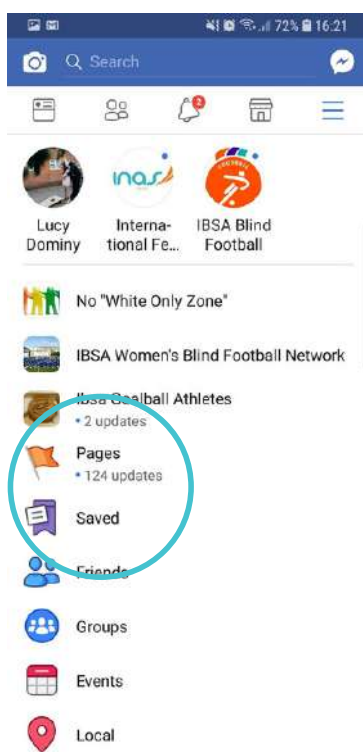


Important: You now have two pages on Facebook – your profile page and your fan page. Make sure that you are posting to the correct page whenever you want to share an update!

Here's how:

On your mobile phone:

1. Click on the three lines to the top right of the screen
2. Click pages
3. Click on your page





On your desktop:

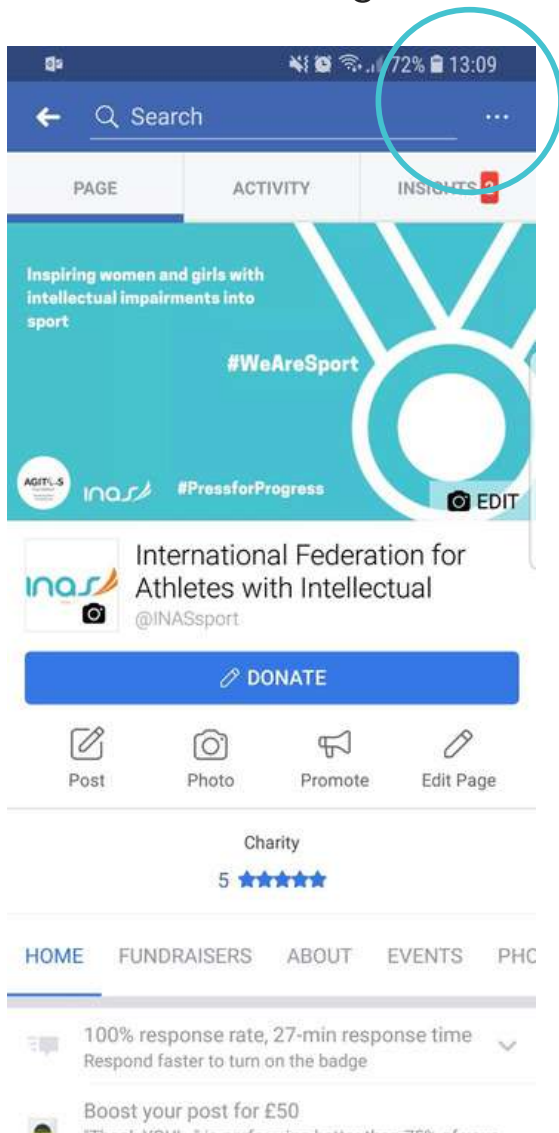
Click on the title of your fan page to go to your page. It will appear to the right of your screen.



## Settings on my fan page

There are many settings on your fan page which you can change any time you like.

You can see your settings by clicking on your page in the right hand side of you desktop screen as before. On mobile go to your page and click on the three dots to the right hand side.



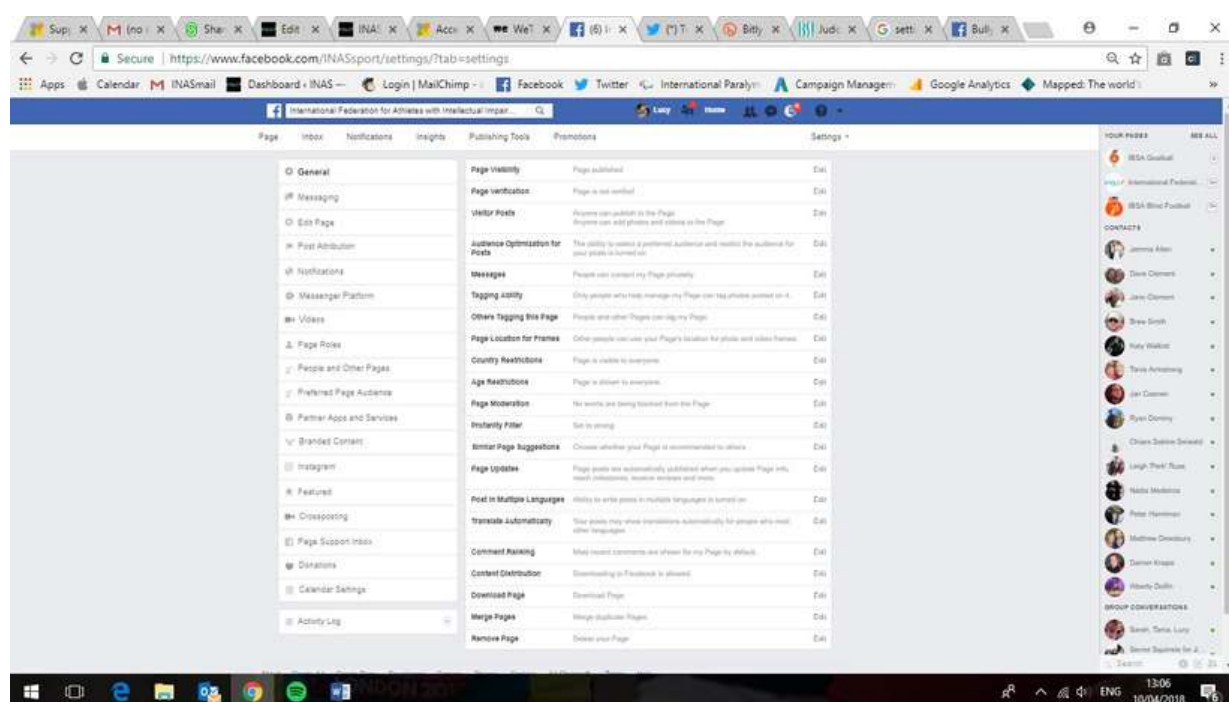
The picture at the bottom of the page shows all the different options you have for managing your fan page.

There are a lot! But do not worry, you will get used to using it over time. The most important things to begin with are:

Page visibility – always select ‘page published’ when you want other people to be able to find and see your page.

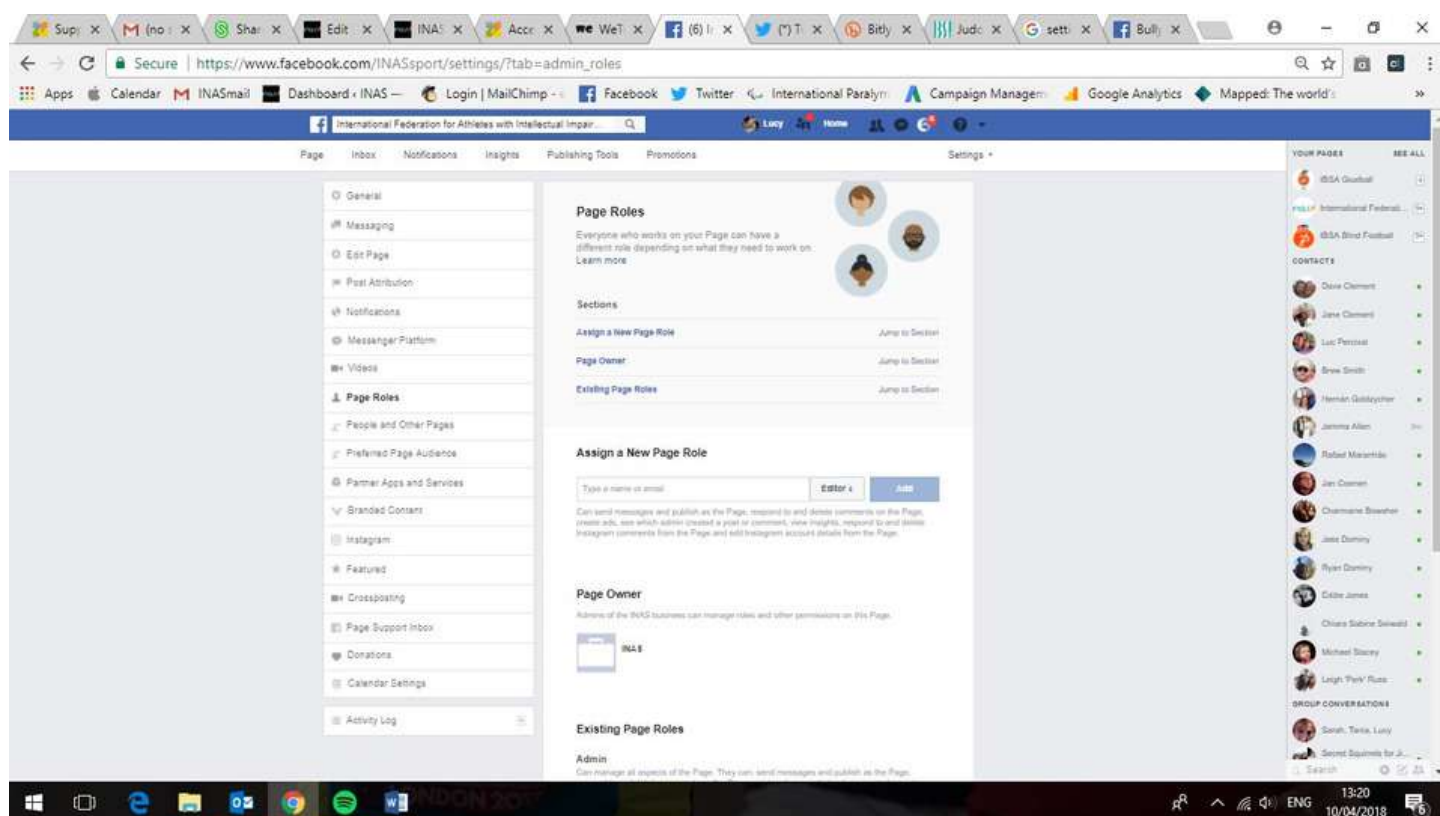
Others tagging this page – this should always be allowed as it means other people and organisations can tag you in their posts (more about tagging later). You can turn this off at any time.

Country and age restrictions – allowing everyone to see your page will increase your reach. Again you can change this.



If you need help or support with managing your page, you can add people so they can help you. This can be anyone you choose but they must agree to it.

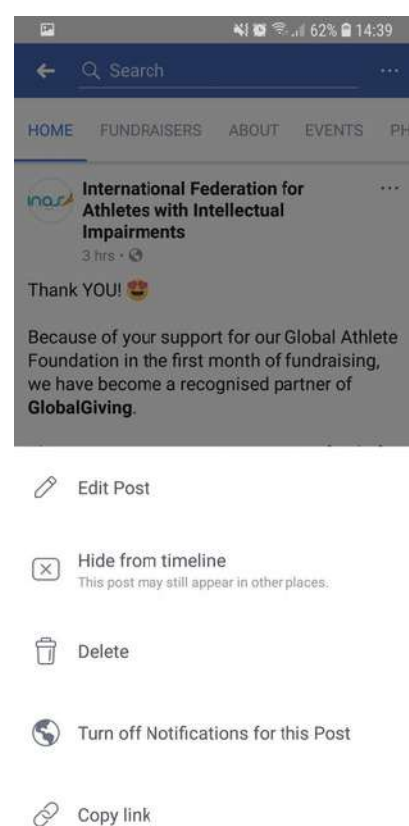
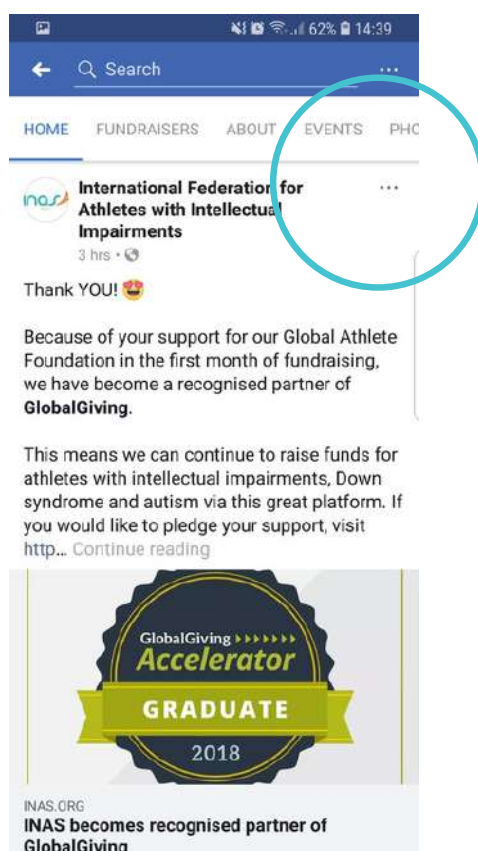
Just click on 'page roles' in settings and add them using their Facebook name. Anyone you add must have a personal Facebook page already.



## Can I edit or delete my Facebook posts?

If you accidentally posted something you did not want your fans and followers to see, you can edit or delete it.

1. Go to the post you want to delete. Click the three dots in the corner. This is the same if you are trying to make changes on your desktop or on a mobile phone.
2. The same three dots will also allow you edit your post.
3. Choose what you want to do and follow the instructions.



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# Setting-up Instagram





Instagram is one of the fastest growing types of social media in the world.

It is different to Facebook and Twitter as it designed to share pictures and videos.

So, before you set-up an account, you must be able to take pictures and videos to share on it.

It is also different because you do not need to have different accounts for your personal and fan pages. You can just have one account and everything will work the same.

Important: Whilst you can have the same Instagram account for your personal and fan page, the information you share must still be interesting to your followers. You must also be careful about what opinions and information you share. Anyone can search for you and see your posts.

Do not post about:

- Your telephone number
- Your email address
- Bank details
- Address details

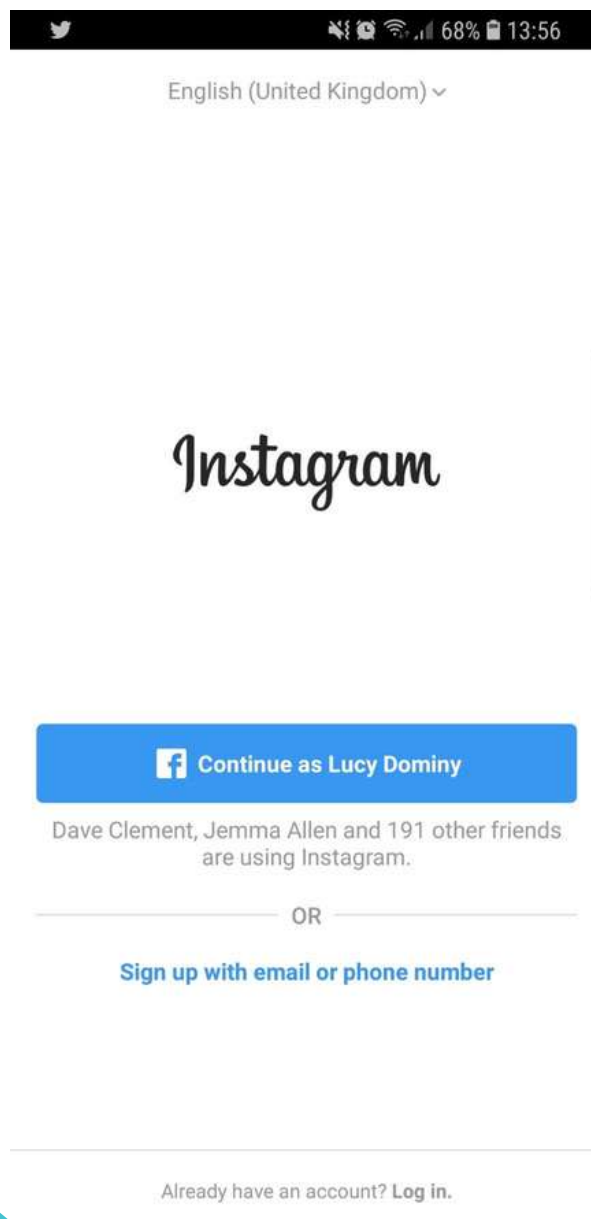




How do I set-up an Instagram account?

You can only have an Instagram account if you have a mobile phone. Instagram does not work on desktop computers.

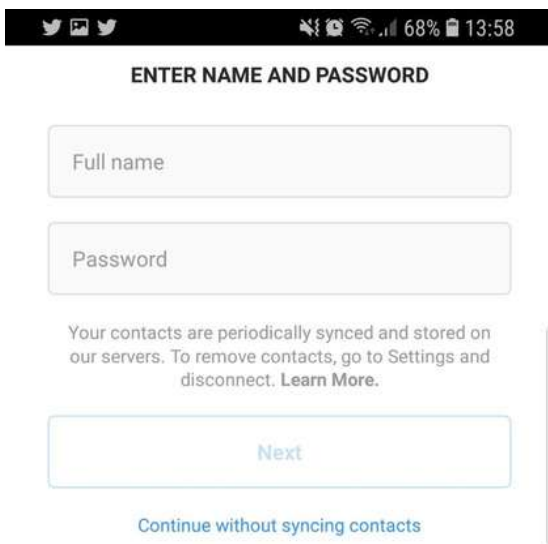
1. Download the Instagram app from Playstore or Appstore.
2. If you have a personal Facebook page (click 'continue as...' you can use that to create your Instagram account. If not, you can use an email address.





3. If you do not choose to use your Facebook, enter your first name and surname and create a password.

4. Add a profile picture. Make it something that means people can recognise you as an athlete.



ENTER NAME AND PASSWORD

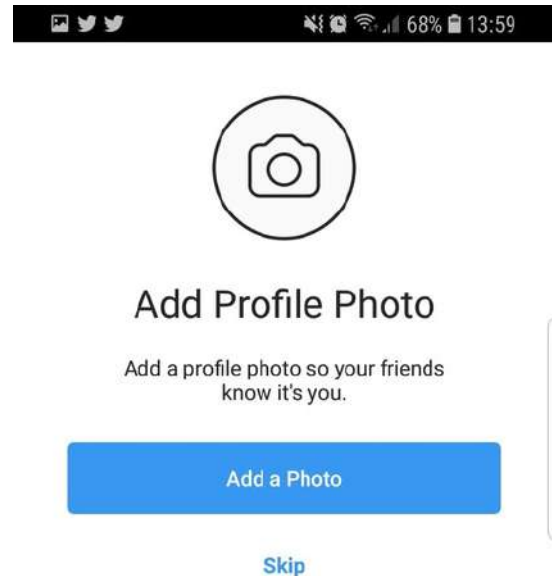
Full name

Password

Your contacts are periodically synced and stored on our servers. To remove contacts, go to Settings and disconnect. [Learn More.](#)

Next

[Continue without syncing contacts](#)

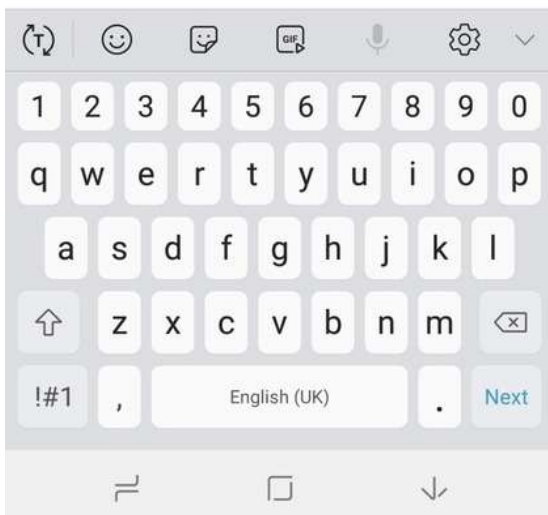


Add Profile Photo

Add a profile photo so your friends know it's you.

Add a Photo

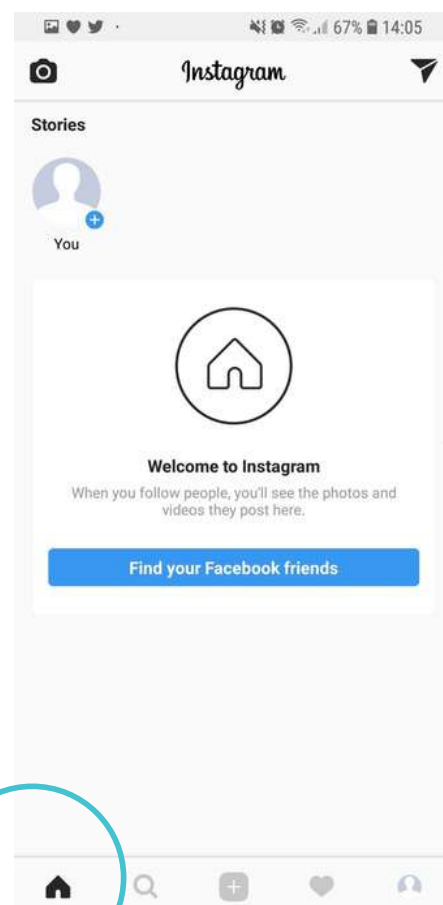
[Skip](#)



8. Use the search button to find people that you know or celebrities and organisations you want to follow.

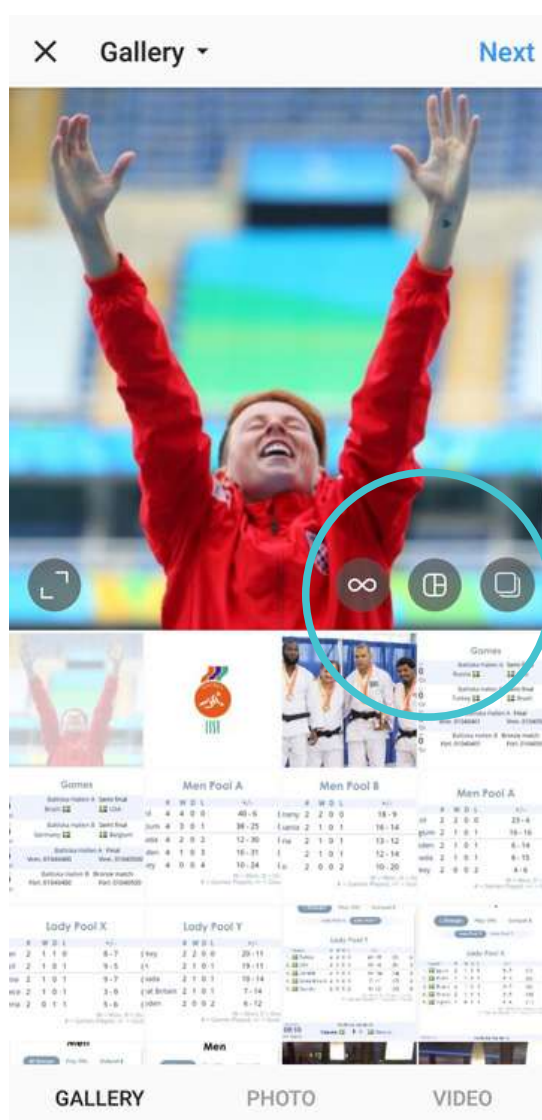


9. Instagram will also help you to find your Facebook friends on Instagram. Just click on the home button.



## Make your first post on Instagram

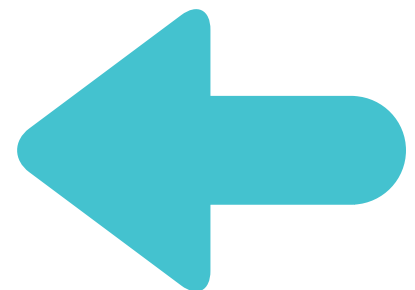
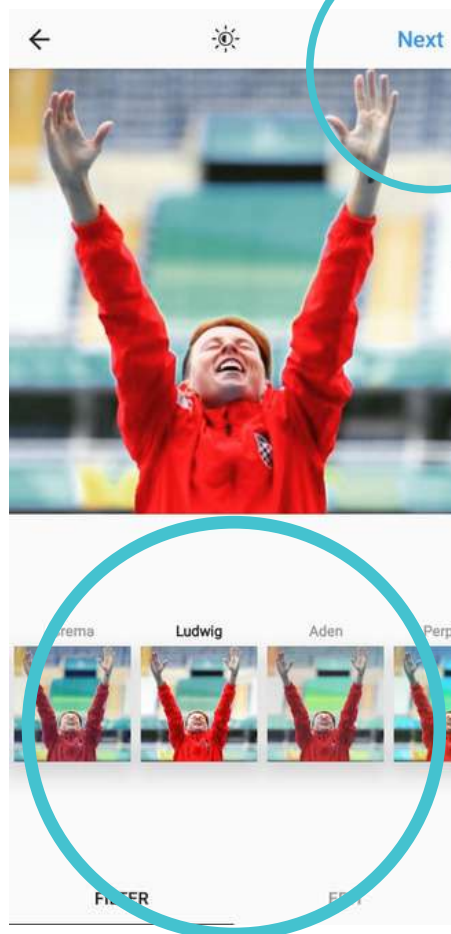
1. Click on the middle button.
2. The next thing you will see will be all of your photos from your phone memory. You can choose a picture from here.



Layout and  
gallery options



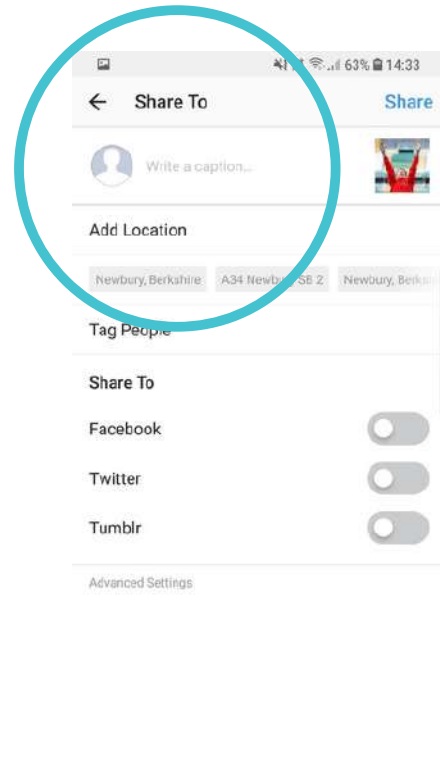
3. You can also choose to take a photo or video directly in the app. Just click on 'photo' or 'video' to do that.
4. If you have more than one photo to share, click the layout option or gallery option.
5. Once you have chosen or taken a photo or video, click 'Next'
6. Now you will be able to edit your photo by adding a 'filter'. Instagram gives you some options and these can often make pictures and videos look better.
7. Once you have chosen, click 'Next'



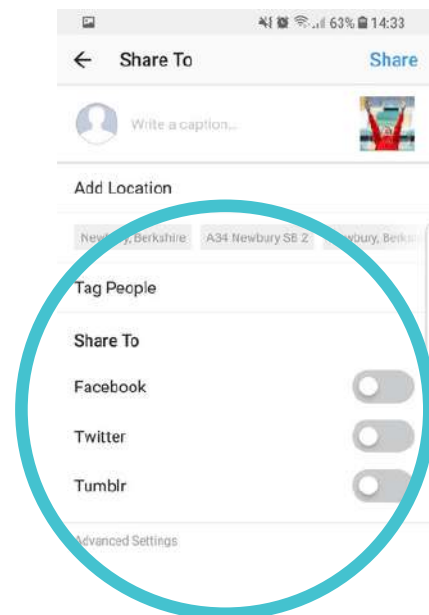
Choose your filter



8. Now you can add some text to your photo or video. If this is your first post, make it a good one! Maybe you could introduce yourself to the world by sharing your hopes and dreams, but make sure the photo matches what you are saying.



9. You can also share your post to Facebook and Twitter by clicking on the slider. Follow the on-screen instructions and read the terms and conditions carefully before you agree to link your social media together.



10. Click share and your photo or video will be on your profile!

11. To edit your account at any time, click on the three dots at the top right of the Instagram app.



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# Setting-up Twitter



## Setting-up a Twitter profile

Twitter is another of the world's biggest social media. Around 330 million people use it every month.

People share text, photos, videos and news stories in things called 'tweets'.

If you are not already on Twitter, you should think about making an account. It is another good way to promote yourself as an athlete.

Unlike Instagram, you can share text only updates without pictures or videos.

However, you should think about using Twitter in exactly the same way as Facebook and Instagram. Every post should have a picture or video attached to it to get the most attention.

How do I set-up a Twitter account?

Twitter can be used on a mobile phone or on a desktop computer. The instructions for setting-up an account are the same.

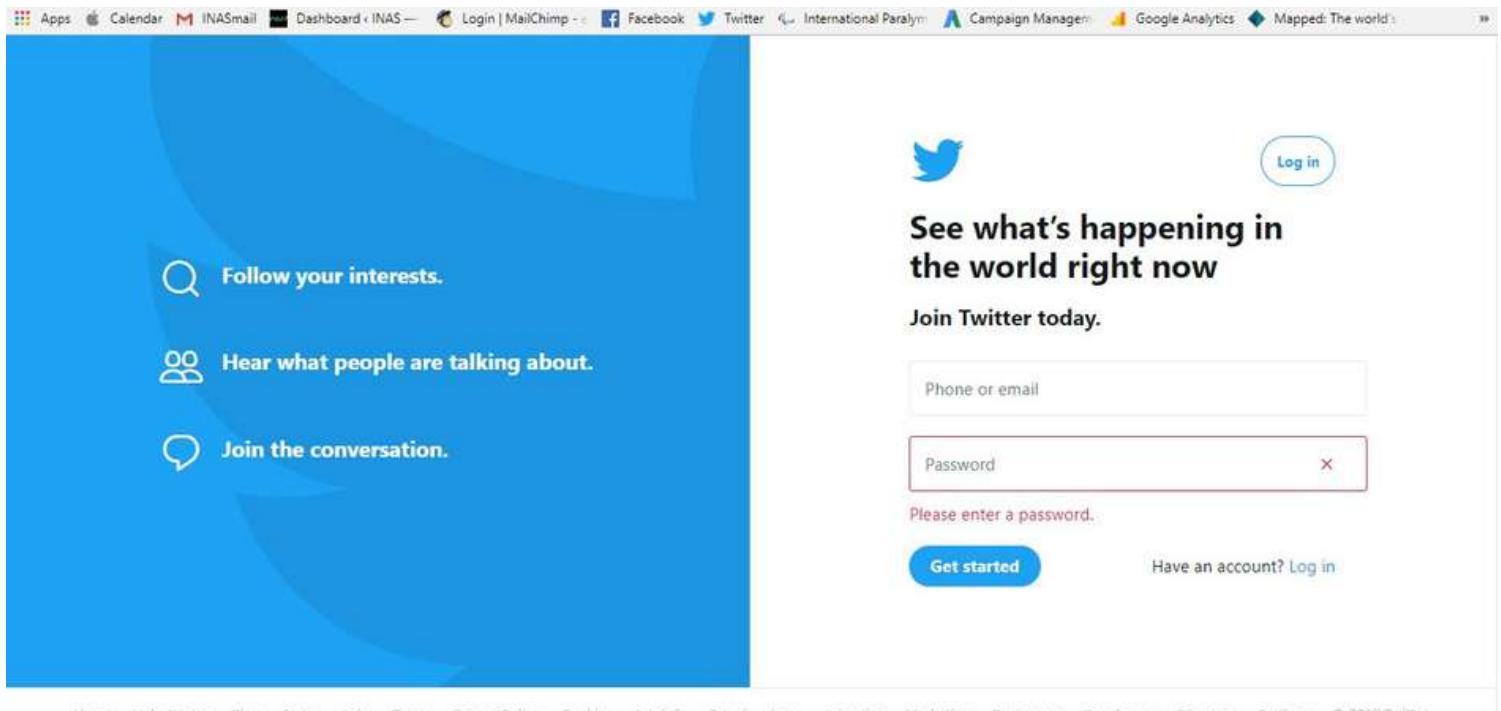
1. Go to [www.twitter.com](http://www.twitter.com)
2. The page for you to create your account will appear.



Important: Do not post about:

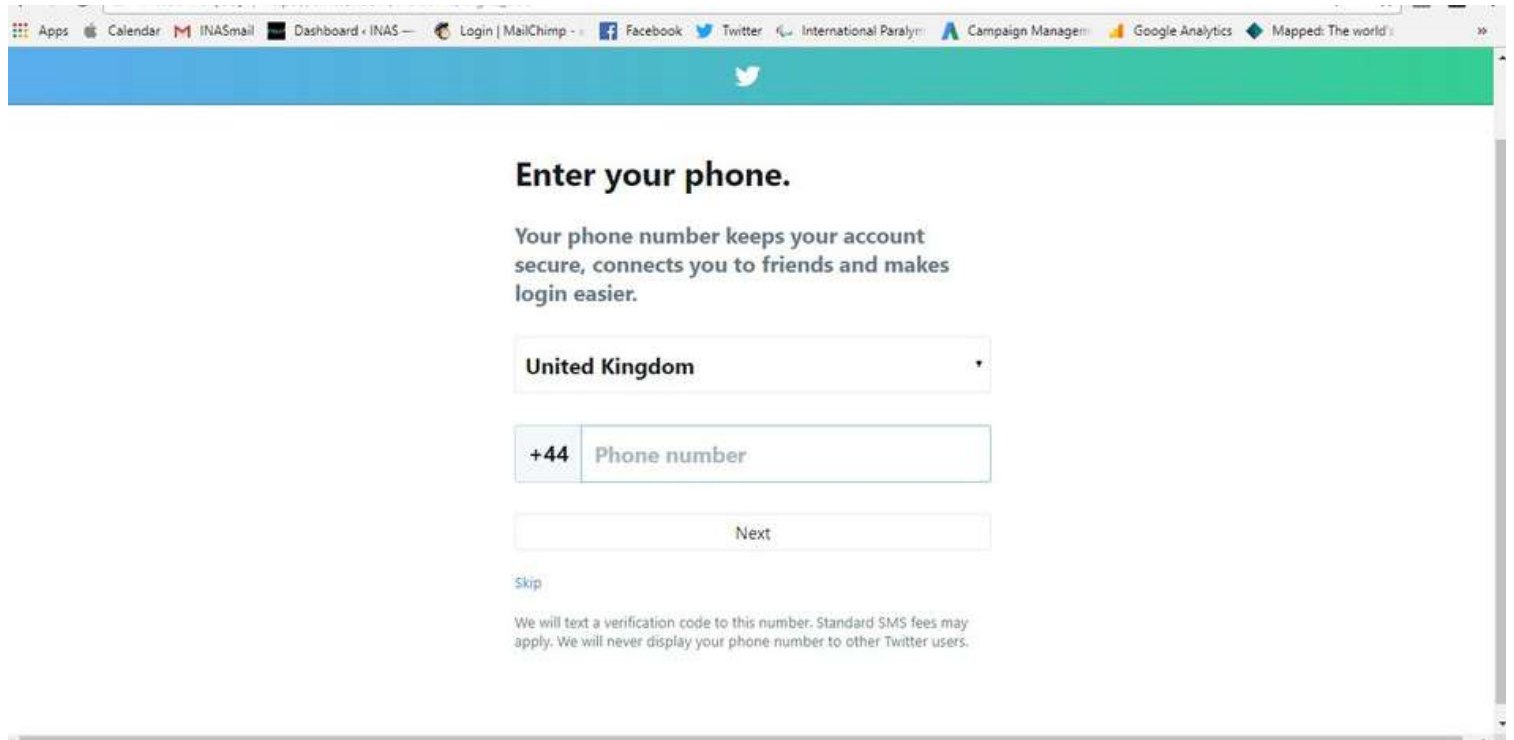
- Your telephone number
- Your email address
- Bank details
- Address details

3. Type in your email address and choose a password.
4. Next you will need to enter your first name and surname





5. You will now be asked to enter your phone number. This is not essential. However it could help you to get access to your account if you forget your password.



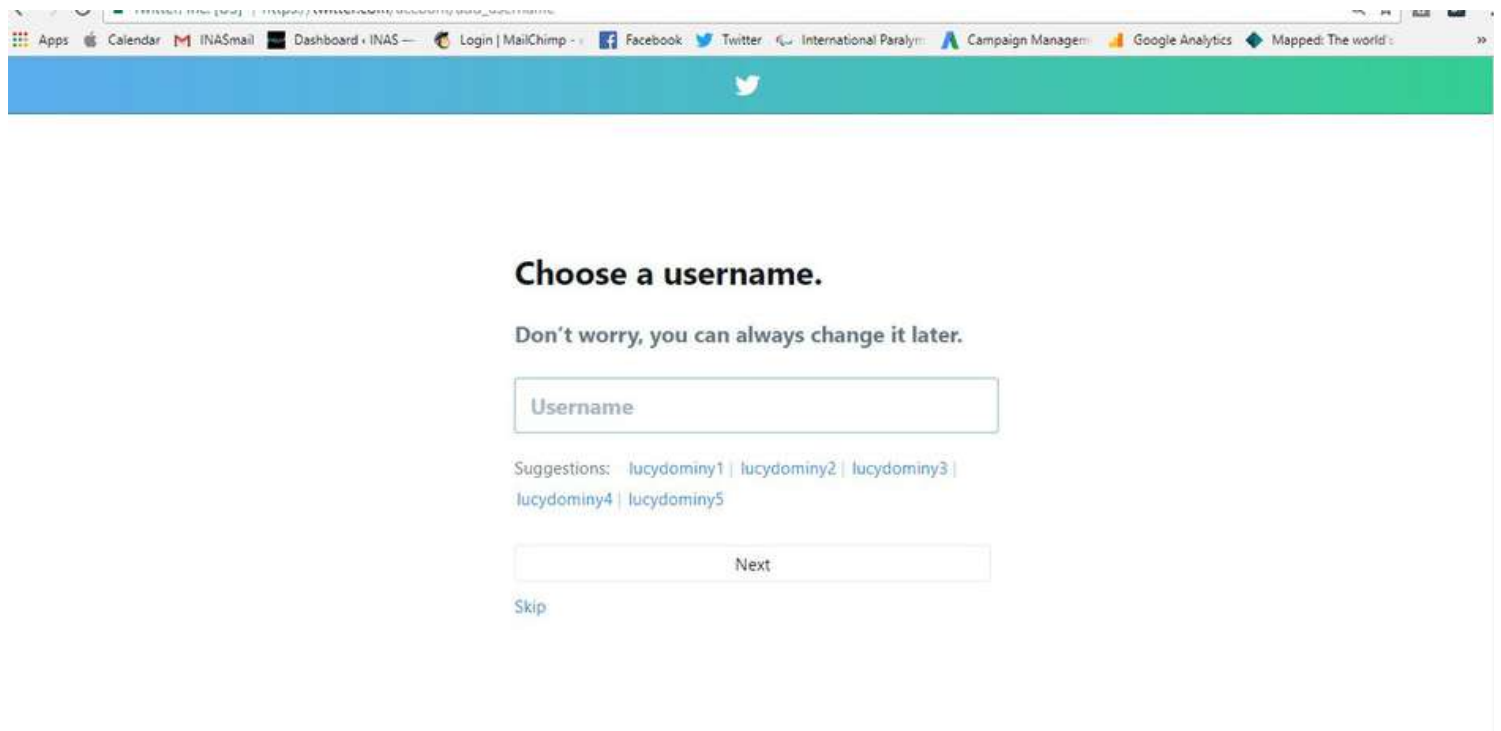
The screenshot shows a web browser window with a Twitter account setup page. The browser's address bar and tabs are visible at the top. The page has a teal header with the Twitter logo. The main content area is white and contains the following elements:

- Enter your phone.** (Section header)
- Your phone number keeps your account secure, connects you to friends and makes login easier.** (Text)
- A dropdown menu showing **United Kingdom** with a downward arrow.
- A phone number input field with a prefix of **+44** and a placeholder **Phone number**.
- A **Next** button.
- A **Skip** link.
- A disclaimer: **We will text a verification code to this number. Standard SMS fees may apply. We will never display your phone number to other Twitter users.**



6. Type in a username. Twitter will give you some ideas but make sure you choose something that people can easily find if they search for you.

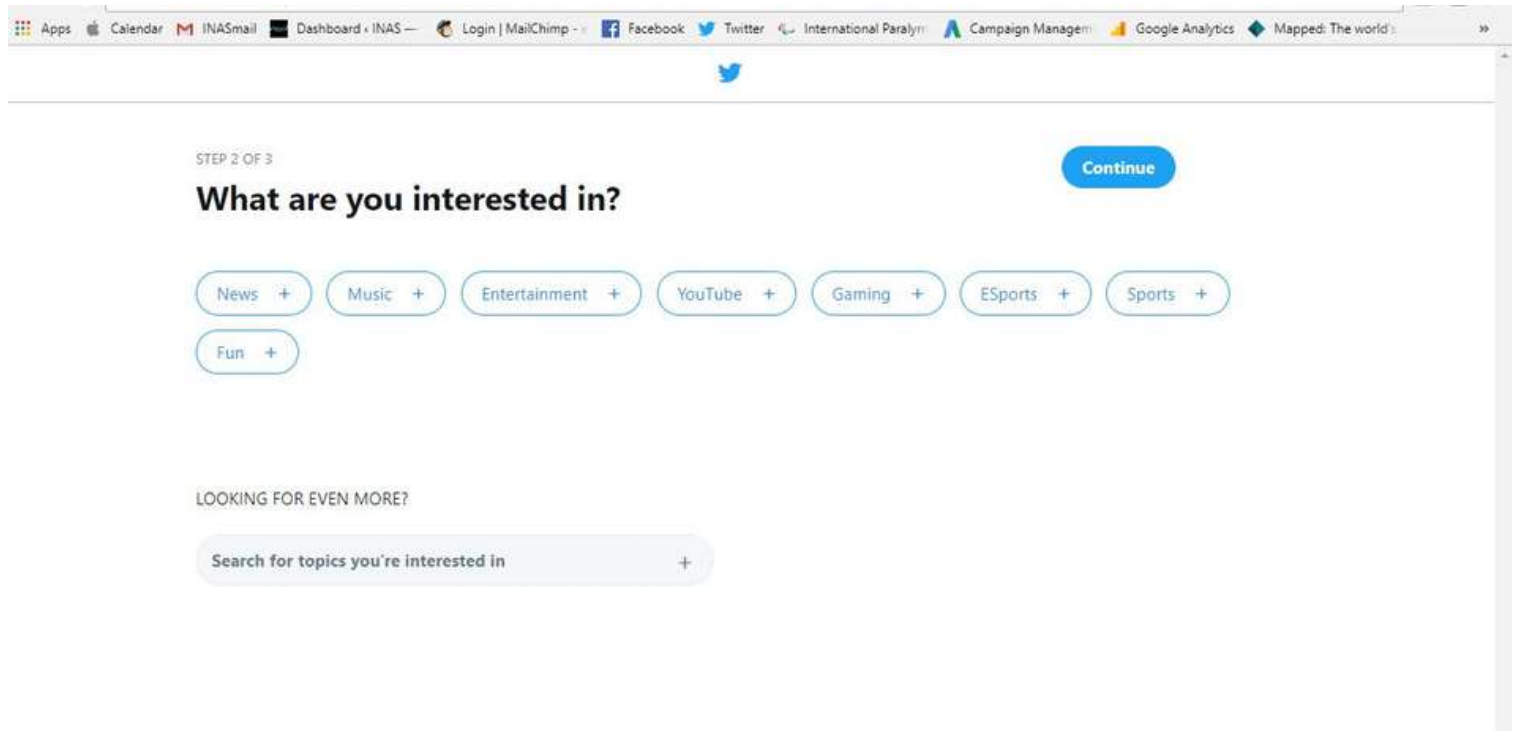
Example: If your name is Sally Smith try sallysmith as your username. You can be a bit more creative too – why not try sallysmithathlete or relating it to your sport - sallysmithswimming. This will make it easier for people to find you if there are lots of people on Twitter with the same name as you.

A screenshot of a web browser showing the Twitter 'Choose a username' setup page. The browser's address bar shows a URL starting with 'https://twitter.com/'. The browser's tab bar includes several open tabs: 'Apps', 'Calendar', 'iNASmail', 'Dashboard - INAS', 'Login | MailChimp', 'Facebook', 'Twitter', 'International Paralympic Committee', 'Campaign Manager', 'Google Analytics', and 'Mapped: The world'. The Twitter page has a blue header with the Twitter bird logo. The main content area is white and contains the heading 'Choose a username.' followed by the text 'Don't worry, you can always change it later.' Below this is a text input field labeled 'Username'. Under the input field, there are suggestions: 'lucydominy1', 'lucydominy2', 'lucydominy3', 'lucydominy4', and 'lucydominy5'. At the bottom of the form, there is a 'Next' button and a 'Skip' link.

7. The next page you will see will ask you to tell Twitter what your interests are. Click 'let's go'.



8. Twitter will now give you some ideas for the things you might be interested in.



The screenshot shows a web browser window with a Twitter account setup page. The browser's address bar and tabs are visible at the top. The page content includes a 'STEP 2 OF 3' indicator, a 'Continue' button, and a heading 'What are you interested in?'. Below the heading, there are several buttons with category names and a plus sign: News, Music, Entertainment, YouTube, Gaming, ESports, Sports, and Fun. At the bottom, there is a section titled 'LOOKING FOR EVEN MORE?' with a search bar labeled 'Search for topics you're interested in' and a plus sign.

9. If you agree with any of the options, click the + sign next to them. They will be added as your interests. Twitter will use this information to show you different types of content as you use it.

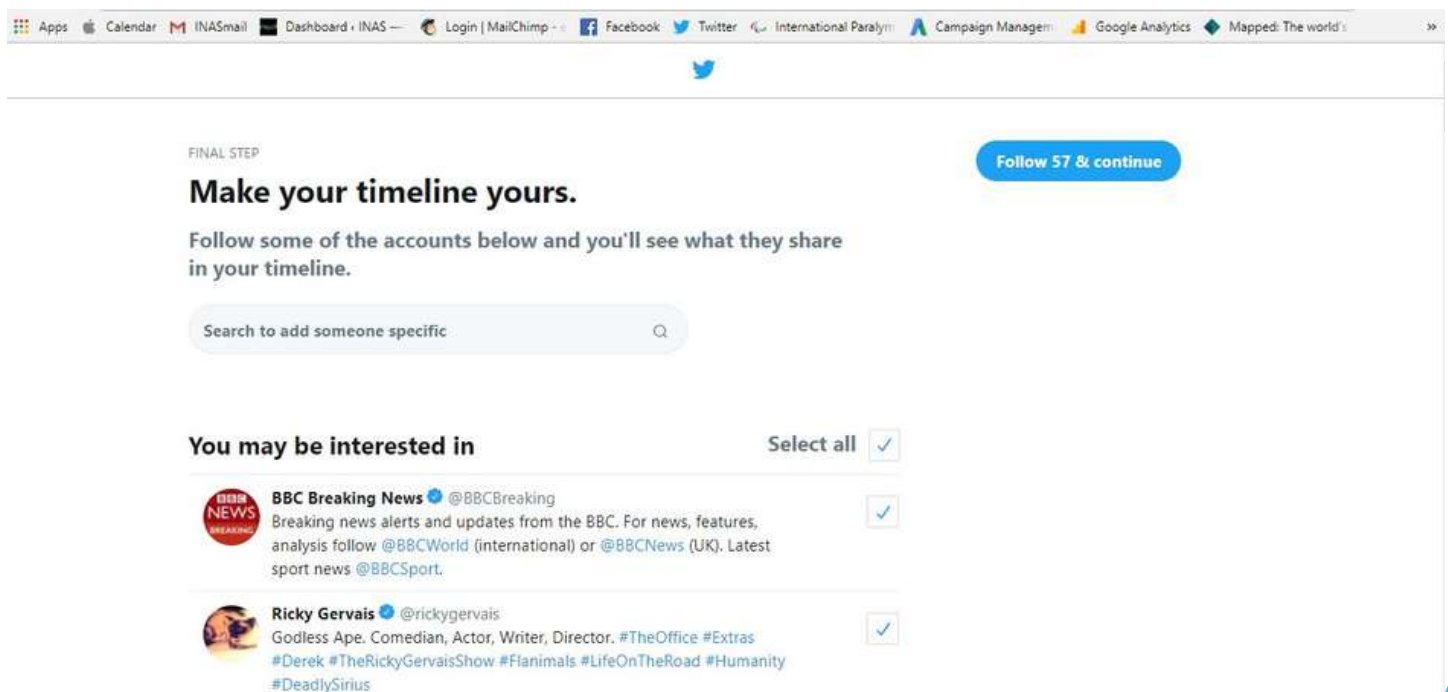
10. You can also add interests that Twitter do not suggest. Just search for them and add them.



11. The final step is to start following some people. Twitter will again make some suggestions based on what you have chosen as your interests in steps 9 and 10. You do not have to follow all of these accounts. Click 'select all' to untick all the boxes if you want to choose who you follow later on.

12. If you are happy that Twitter has chosen some accounts that you will find interesting, you can just click 'follow & continue'.

13. If you prefer to choose who you will follow yourself, just click 'continue'.



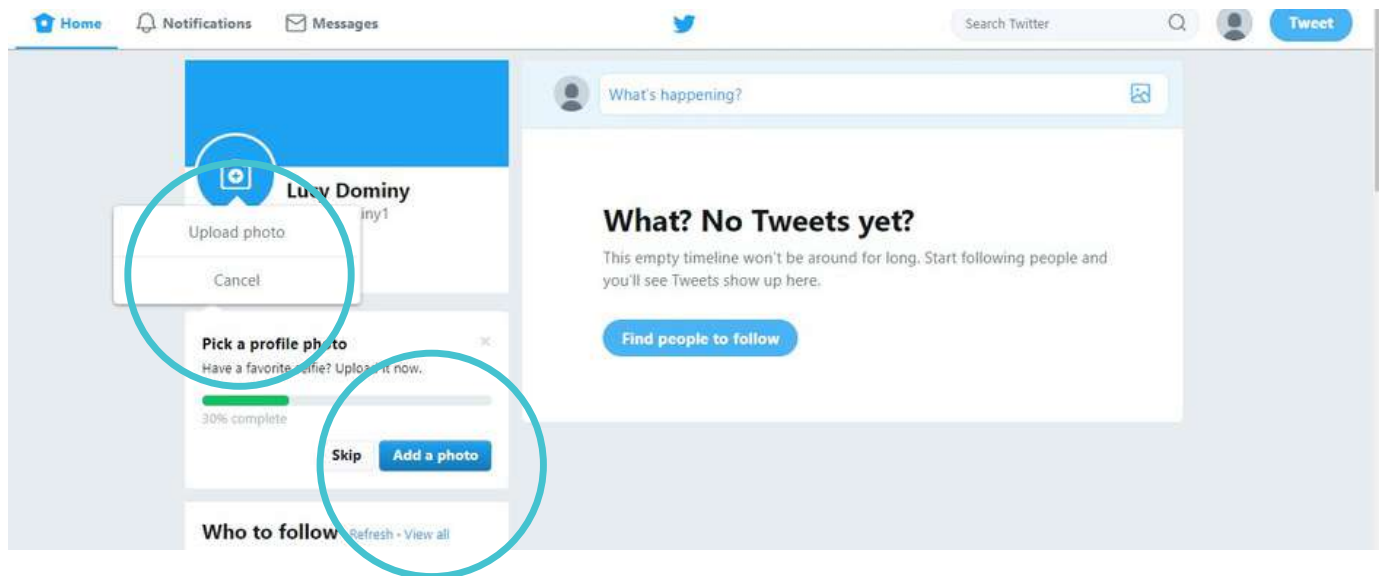
Congratulations! You now have a Twitter account!



14. You will see your homepage. Twitter will ask you to confirm your email address. Go to your emails and check for an email from them. Read the instructions carefully and make sure you understand what Twitter will use your information for.

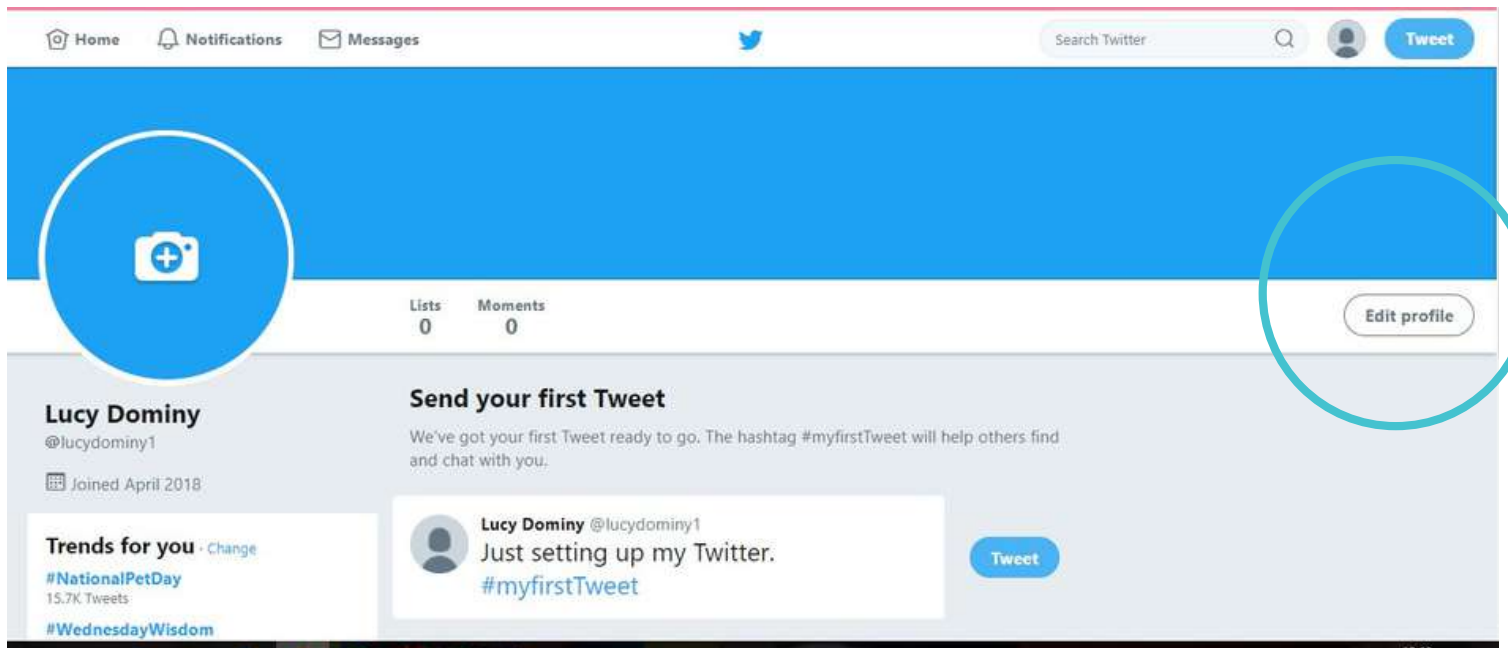
15. Next, choose a profile picture and cover photo. The profile picture is what will appear when people search for you. You should therefore make it something that allows people to recognise you as an athlete.

16. Click 'add a photo'. 'Upload photo' will appear on screen. You can use the same profile picture you have chosen for Facebook and Instagram. Click 'Upload photo' and choose a picture from your computer or mobile phone gallery.



17. Next, click on your name. This will take you to your profile.

18. Click 'Edit profile'. Now you can change your cover photo. Again you can use the same cover photo as you have used for Facebook.



19. Click 'Add a header photo' and then 'Upload photo'. Then you can upload a photo from your computer or mobile phone.

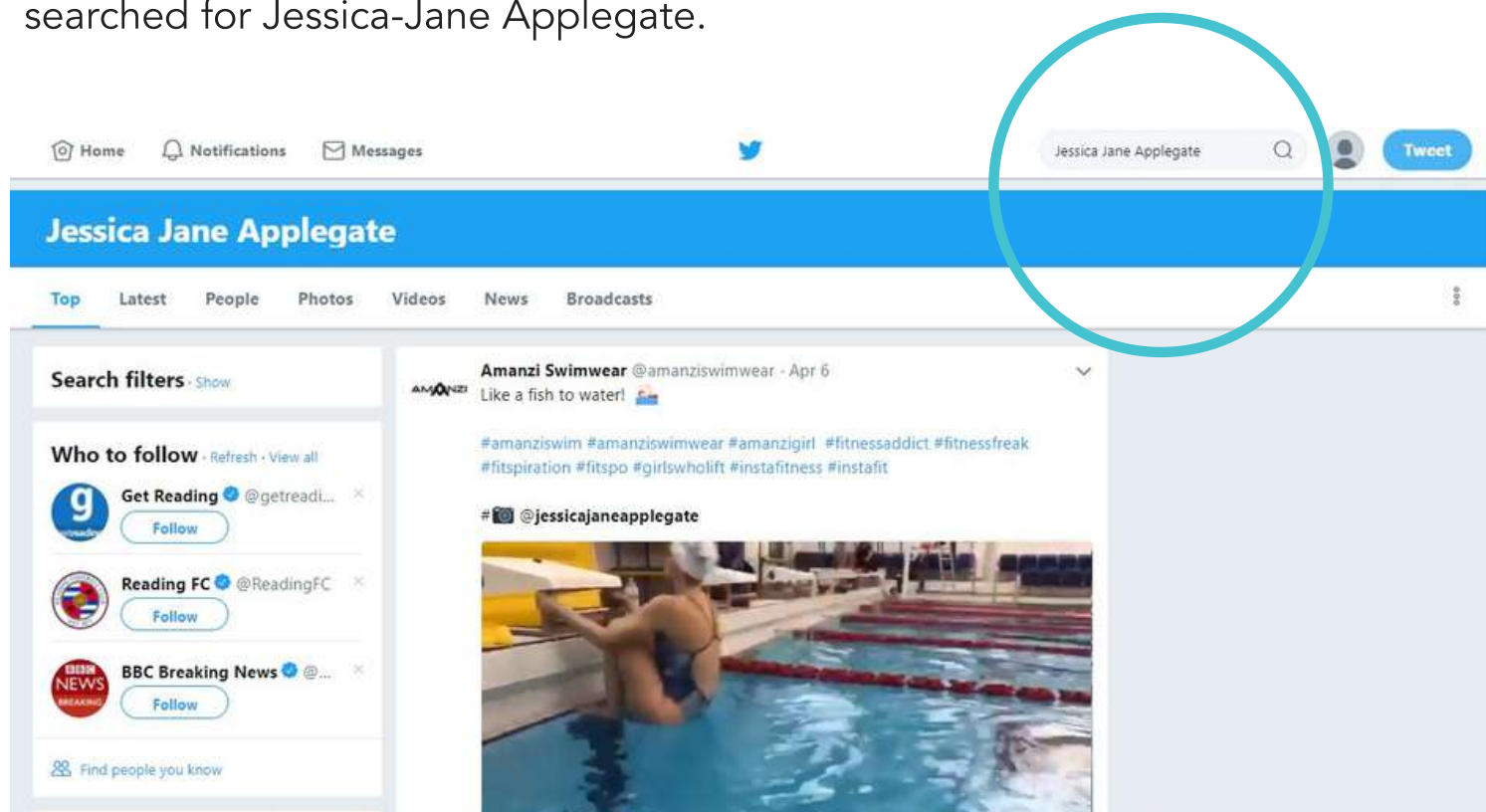
20. You can change your profile picture and header photo at any time. Just go to your profile page and follow step 18 above.

21. Add a description



22. Now you are ready to start searching for people to follow. Click on the 'search' box at the top right-hand of the page.

23. You can search for people, organisations, celebrities and any other words which might describe the people you are looking for. As an example we have searched for Jessica-Jane Applegate.



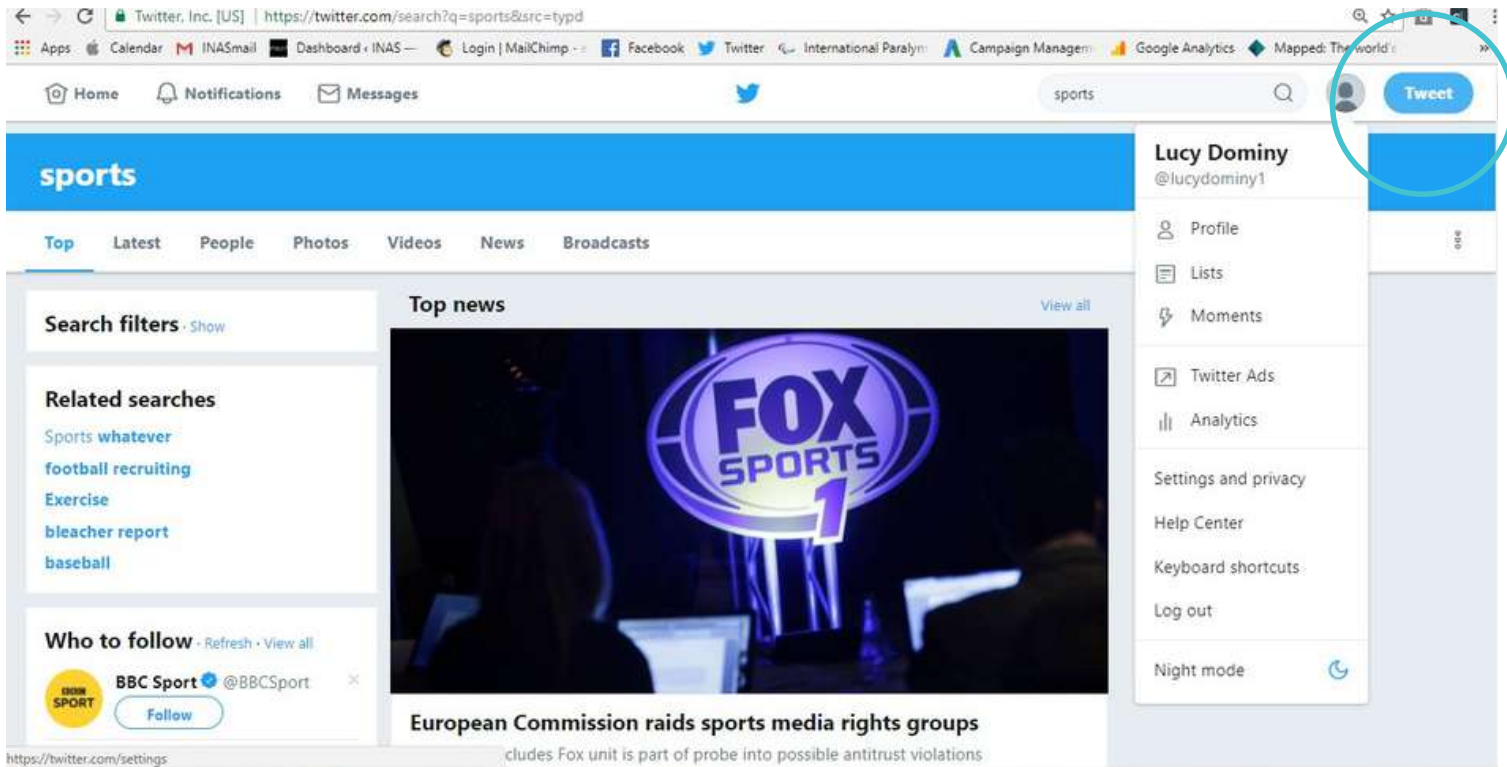
24. Results will be listed in the types of content they relate to – Top, Latest, People, Photos, Videos, News, Broadcasts. Click on each header to find Twitter accounts and information about people who interest you. Follow those you find if they are interesting. You can find new people to follow at any time.



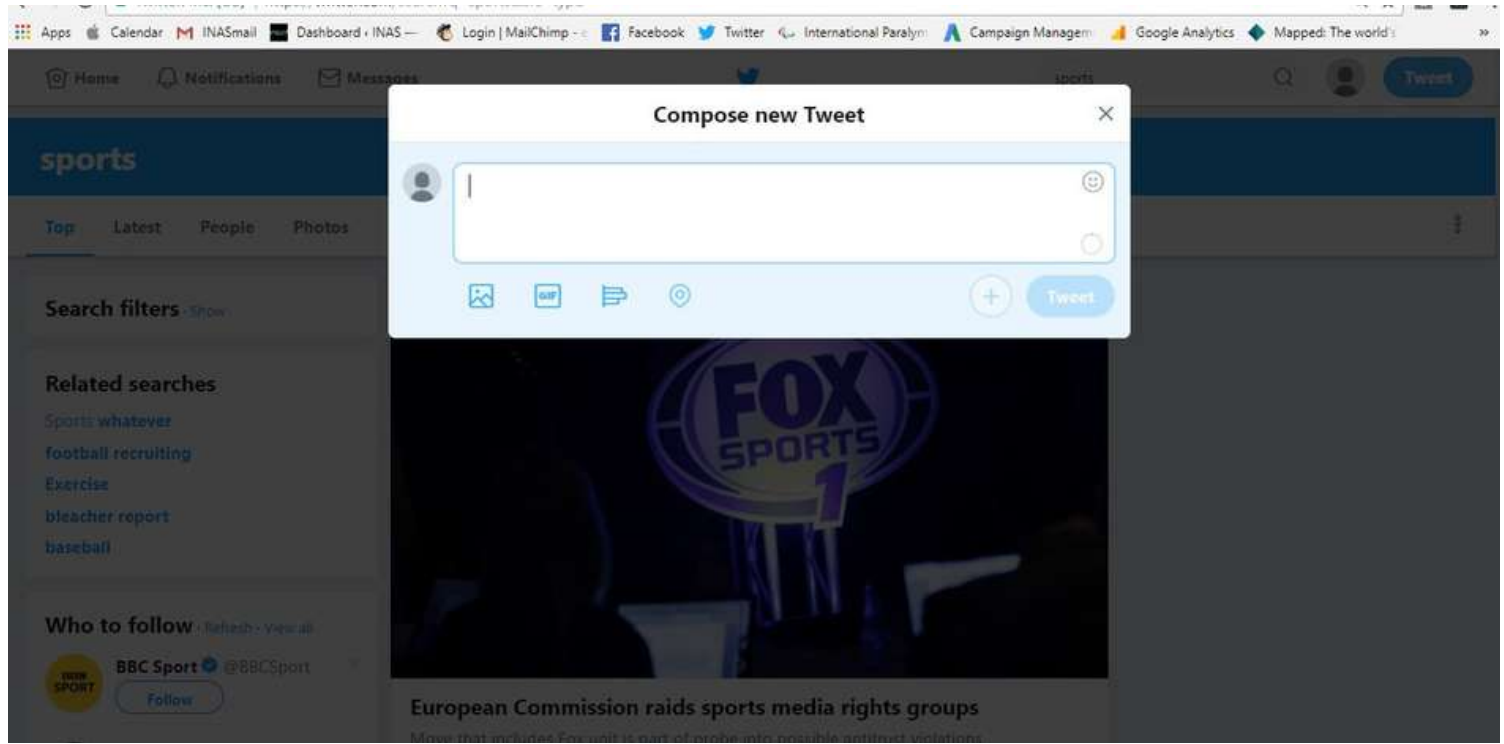


25. Now you are ready to send your first tweet! Section 2: Getting the best out of social media gives you more advice on what to share on Twitter.

26. If you are using a desktop, click on 'Tweet'.



27. Click 'Tweet'. A 'Compose new tweet' box will appear.

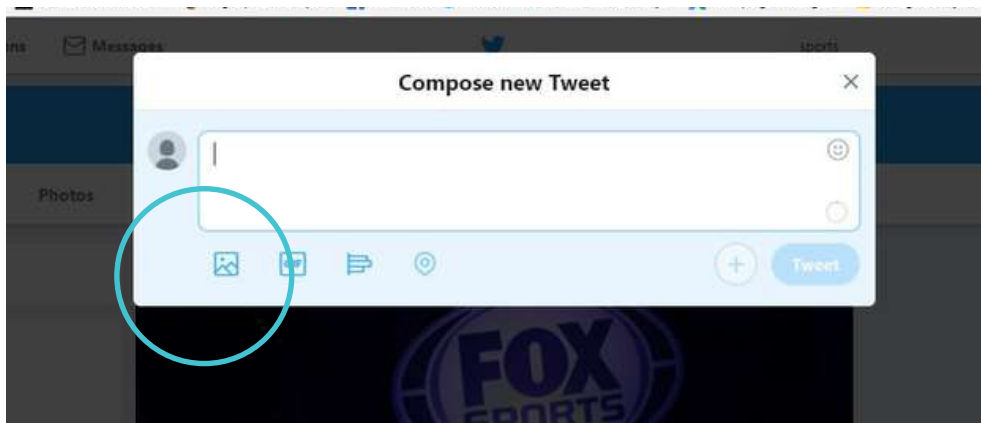


28. If you are using a mobile phone, click on the blue circle in the bottom left of the screen. A 'What's happening' box will appear..



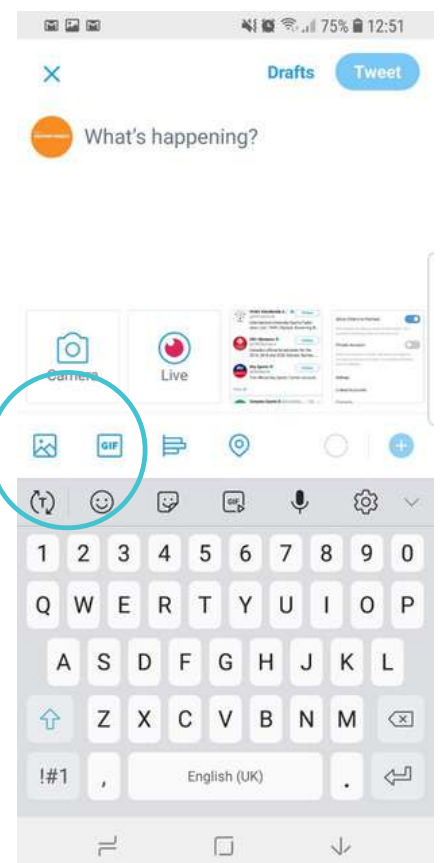
29. Type in your text. Twitter is limited to 260 characters, including spaces.

30. Think about if you can add a photo or video to make your tweet more interesting. Add a photo by clicking on the first box to the left hand side of the 'Compose new tweet' or 'What's happening box'



Adding text and pictures or video on a computer

Adding text and pictures or video on a mobile phone



31. Visit Section 2: Getting the best out of your social media for information about how to share and like other people's content.



Important: People who follow you and even those who do not will be able to see all of your activity on Twitter. This includes when you follow someone, like a post or re-tweet something. Be aware of that when you are active on Twitter and be careful about who you are following.



Important: As you are using Twitter as an athlete, and therefore a public figure, you should also be careful about what you tweet. Try to only share updates about your life as an athlete, until you are more confident about what is ok to post, re-tweet and like.



# Section 2

#WeAreSport



Getting the most out of your  
Social media



There are so many different kinds of posts you can share with your fans and followers on all your social media accounts - videos, pictures, animations – the possibilities are endless!

Each type of social media has different ways for you to share content – you will soon get used to these, it is very easy.

However the types of posts you share can make a big difference to your number of followers on your fan pages, and also your reputation as a high performance athlete.

In this section we explore some ideas to get you started.

### Videos

Videos have become the most popular posts on most social media channels. You can now film very good quality videos on your mobile phone and post them straight to your fan pages.

In a lot of cases you can also add special effects like slow motion through your video app in your mobile phone, which make videos even more awesome.

### Pictures

Pictures should always be added to your posts. On Instagram you cannot make a post without at least one.

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But what kind of things should I be sharing? Here are some ideas:

Your training – why not get someone to film you running a 100m or swimming a 50m freestyle? You can even include the time if it's close to or beats your personal best!

Competition results – if you have competed at a local, regional, national or international competition then tell your followers about it! Include pictures and videos if you can – but remember you must have permission from the photographer to do so. Otherwise perhaps your coaches or family took some pictures of you that you could share?

Your interests – are you a dog lover? Maybe cats? What hobbies do you have? Sharing pictures and videos about your life outside of sport will help you followers get to know you.

Your activities as an athlete – maybe you have been invited to a special event because you are an athlete? Perhaps you have been given an award for your achievements? Share pictures and videos from the event or of your certificates and awards to let people know.

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How often should I share updates?

The aim is for you to share as much as possible but there are some rules about how often you should post on each type of social media to get the best results:

Facebook – Up two posts per day

Instagram – One post per day

Twitter – Up to three posts per day

You can share more – or less - if you like, but research shows that these are the best numbers of posts.

Note: It is important to share updates on all your social media regularly. However it is also important that you share information that is interesting. Do not post just to meet the guidance. Only share when you have something exciting to say.

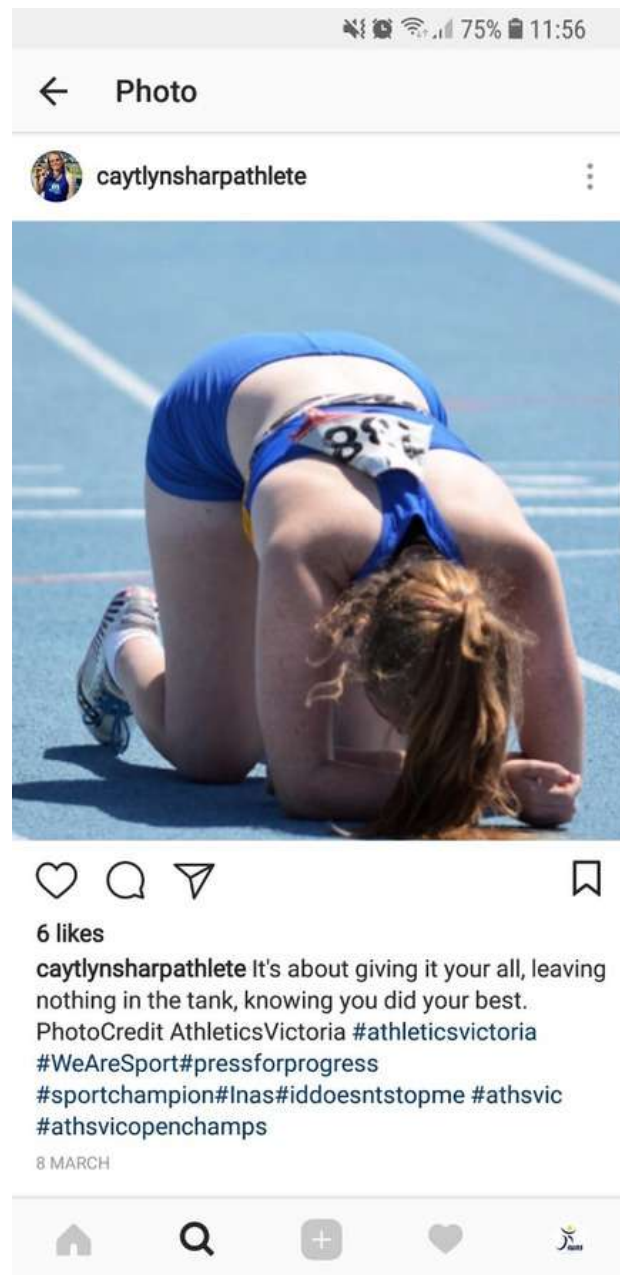


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What text should I include?

You should never just post a picture or video without any text. Text helps to describe to your followers what they are seeing and also to build knowledge about you and your life as an athlete.

Always include a few sentences, like Caytlyn Sharp.



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## What is tagging?

Tagging is something you can do to help increase the success of your posts on Facebook, Twitter and Instagram. It is basically when you tag other people, companies or friends. You may also have sponsors or people that support you who you can tag in your posts.



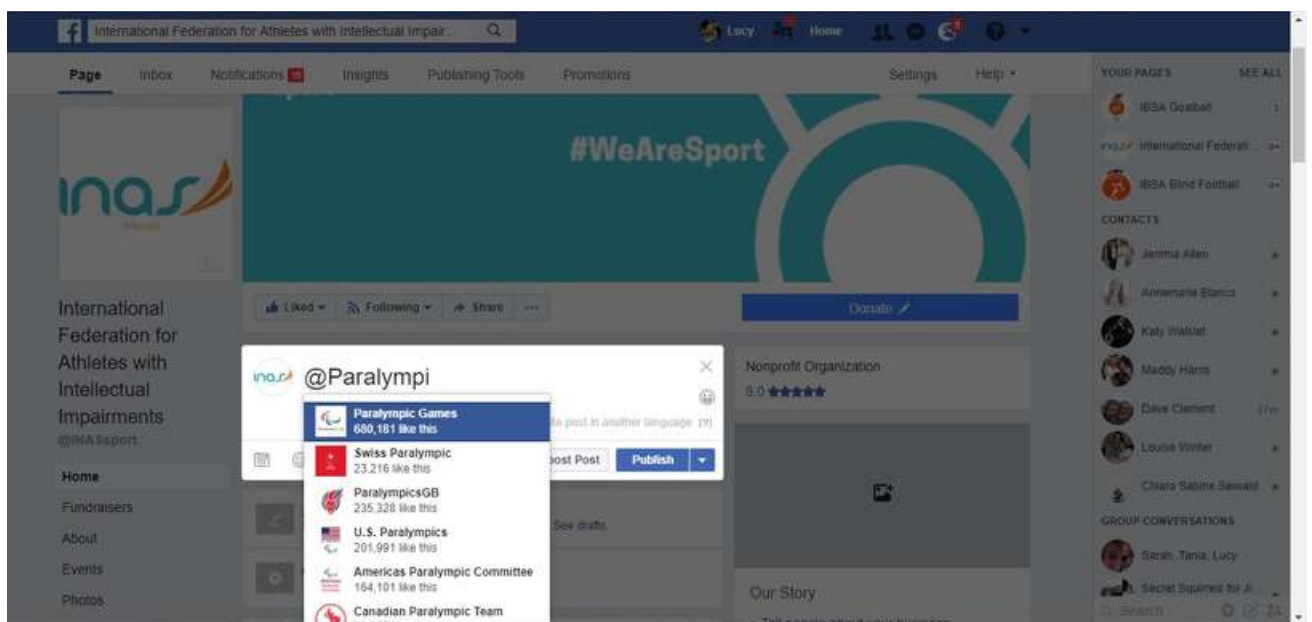
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How do I tag people or organisations?

Tagging is easy and is the same for Facebook, Twitter and Instagram. When you are writing your post, just type @ before the name of the person or organisation you want to tag. A list will then appear so you can choose the right one.

If the person or organisation does not appear in the list it may be because they do not use that kind of social media. It may also be because they have a different name than the one you are typing. You can search for their @name if you can't find them.

This example shows tagging on Facebook, but it is the same for Twitter and Instagram.



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## What are hashtags and how do I use them?

Hashtags (#) are used on Facebook, Twitter and Instagram as a way of collecting subjects that are popular. People use them to search for things they are interested in. You can also use them to tell your followers how you are feeling or to be part of a bigger conversation.

You can include as many hashtags as you like in your posts as long as they are relevant to the subject you are talking about.

Check out this post from Caytlyn Sharp after winning a medal at a competition in Australia. Caytlyn has used hashtags to recognise the organisations involved in the event but has also used #makinghistory and #disabilitydoesntmeanimnotcapable. This shows her followers that she is making progress but also to make a statement about her impairment.



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Talking with your fans and sharing other people's social media updates

Talking with your fans and sharing other people's content is one of the best ways to attract people to follow you on Facebook, Twitter and Instagram.

Once you have posted a few updates to your accounts, you will find that people will start to comment on them. It is good to answer those comments so that people can see you are active on social media and that you are grateful for their support. You can also answer them by liking their comment.

Another good thing to do is to like and share other people's updates.



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## Talking with your fans – Facebook

Check out this example from Jessica-Jane Applegate's Facebook page.

Firstly, you can see that Jessica-Jane has shared a news story about herself. It is talking about how she will compete at the British Swimming Championships. This is a perfect example of the kind of thing you can share on your fan page too.

Secondly, Jessica-Jane has tagged other Facebook pages as we showed you to earlier. Of course, you should only tag relevant people or organisations.



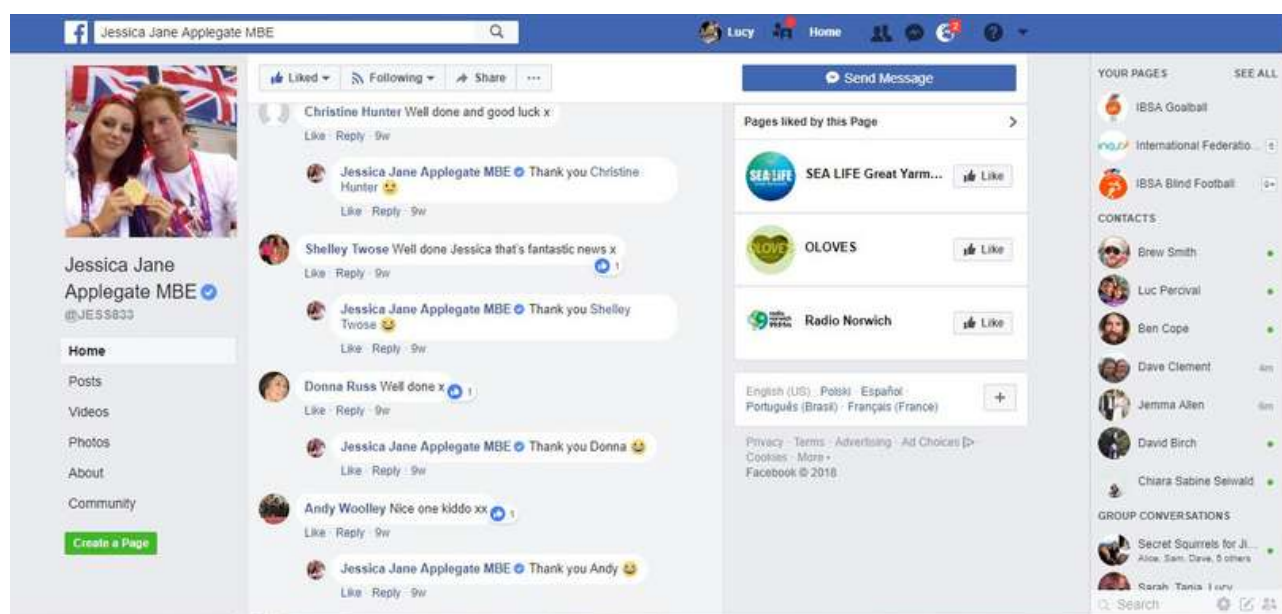
Tagged pages

News story link

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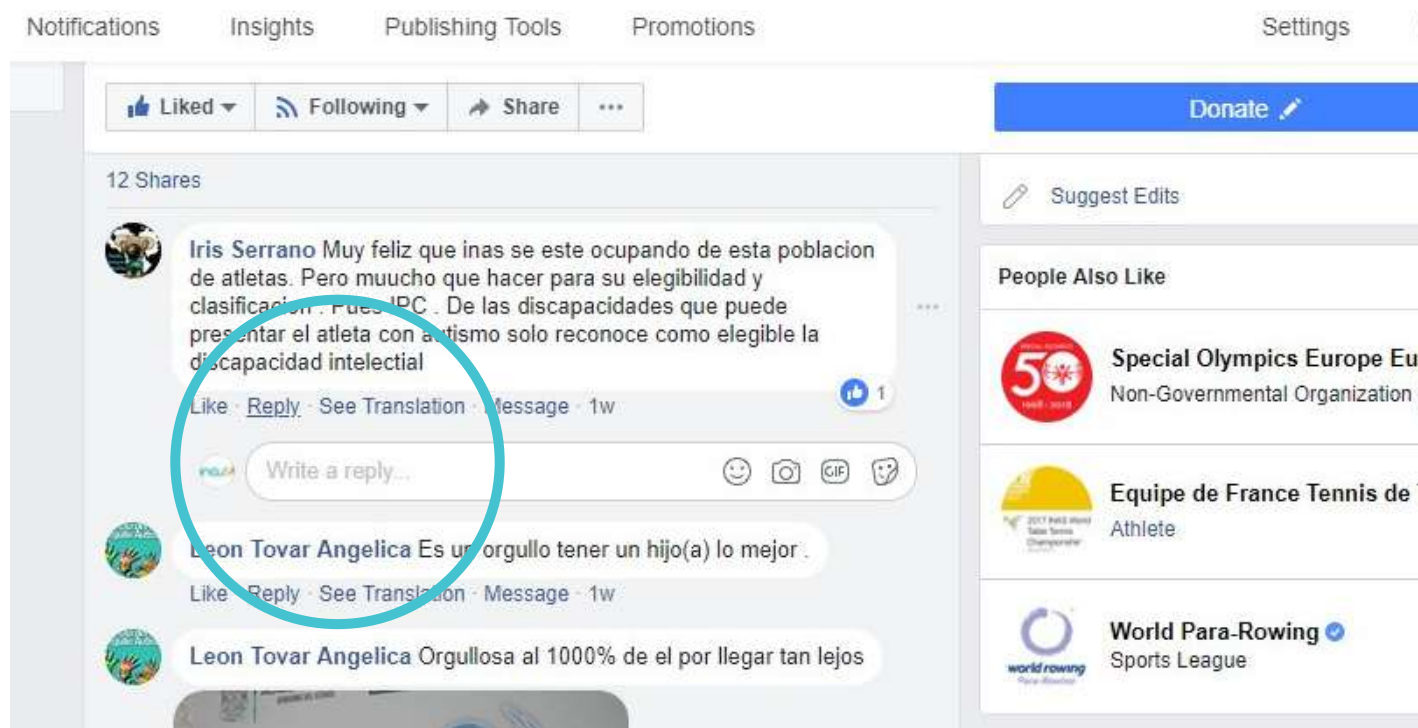
Next, let us talk about how Jessica-Jane has replied to comments on the same post. She has thanked or answered every single person. You could try this on your fan page too – sometimes just a ‘thank you’ is enough.



You can answer people who comment on your posts really easily too.

1. Go to your Facebook fan page.
2. Find the post you want to look at.
3. Look at the comments.
4. Click 'reply' underneath the comment you want to reply to.
5. Write your answer in the box that appears underneath and click enter on your keyboard.
6. The person who made the comment will now receive a notice to say that you have made a comment.

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Click 'reply' and write your comment

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What should I do if someone makes a comment on my fan page or one of my posts that upsets me?

Most people who use social media will be nice to you.

Facebook is a really good way of people being able to support you.

However there may be times where someone says something that is hurtful. If this happens to you, there are ways which you can hide, delete or report posts and people.

Go to 'staying safe on social media' for more information.



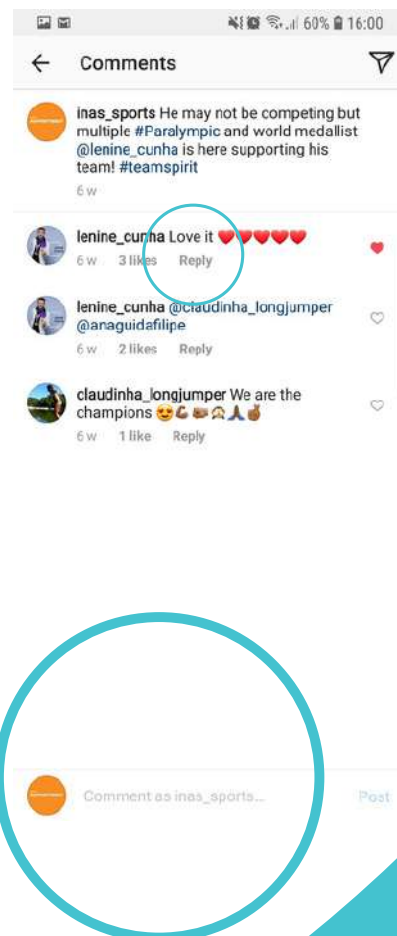
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## Talking with your fans – Instagram

Like Facebook, it is really easy to answer any comments on your Instagram posts.

1. Find the post you want to view the comments for
2. Click on any of the comments
3. Reply to each individual comment by clicking reply and typing your answer or type a comment to everyone by clicking on box at the bottom

If you see an Instagram post you like, find funny or that interests you, why not comment or react to it as well?

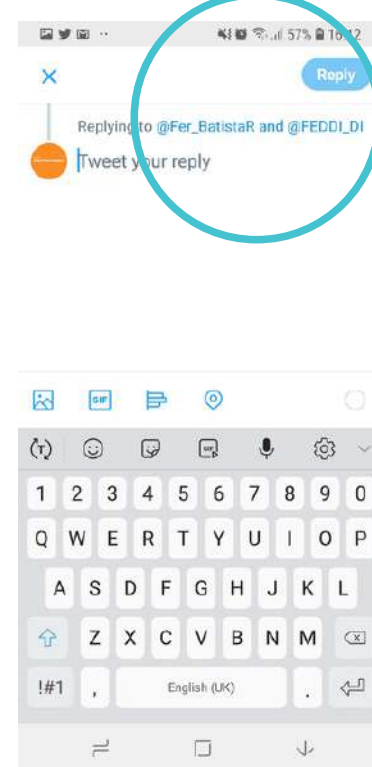


Getting the most out of social media

## Talking with your fans – Twitter

As with Facebook and Instagram you can reply to people's comments very easily on Twitter.

1. Go to your profile and choose the post you want to look at
2. Click on the post to make it full screen
3. The comments will appear at the bottom of the page – you may need to scroll down
4. Choose which comment you want to reply to and click on the speech bubble
5. Write your reply
6. Click 'reply'



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Important: If the person who has commented has tagged other people, then your reply will also be seen by them. You can see all the people who you will be replying to at the top of the page.



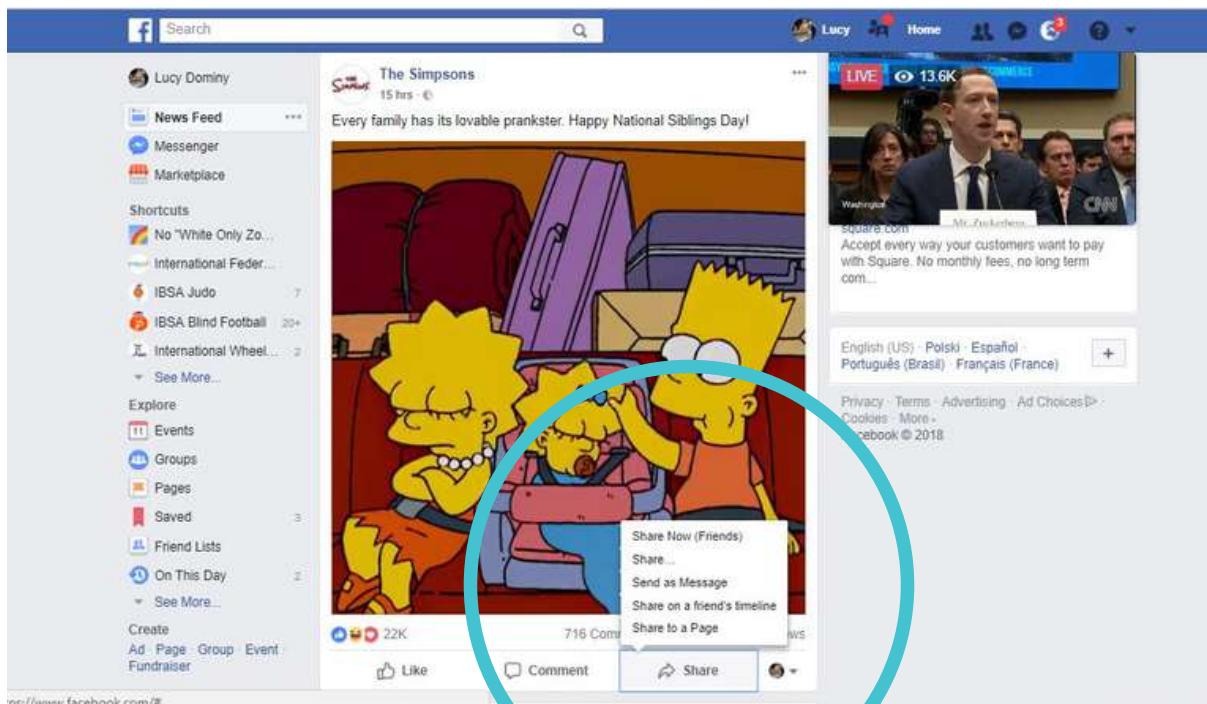
## Sharing other people's updates - Facebook

As you are looking through Facebook, you may find something which you think would be good to post on your fan page. Sometimes there will be news stories about you or pictures of you at an event or competition that you can share. Other times there may be a video or link to a story which your followers may like to see.

### 1. Sharing something you see on Facebook

In Facebook you can share other people's posts from the newsfeed or from their page.

- Sharing from your newsfeed is easy! Just click 'share' under the post.



Click 'share to a page' to choose share on your fan page

- Write something to go with the post
- Click 'post' and it will be shared on your fan page!

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## Sharing people's updates on Instagram

Instagram does not allow you to share other people's updates like you can on Facebook or Twitter. There are apps that allow to do it, but you must download these separately to your phone. Examples include Rensta which you can get in your app store for free.

Instead you can like or comment on someone's Instagram posts. See earlier in this guide for how to do this.



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## Sharing people's updates on Twitter

On Twitter sharing other people's posts is known as 'retweeting' and it is really simple to do.

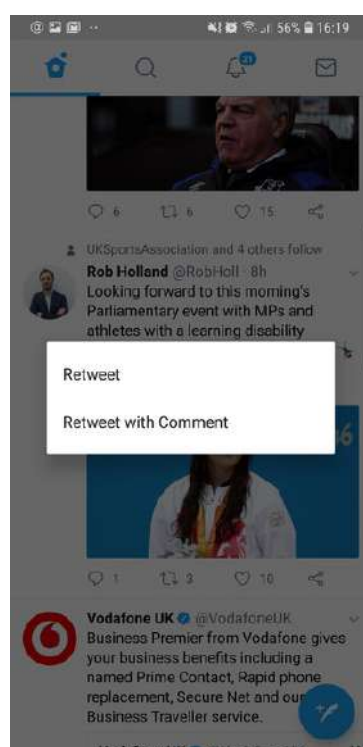
You may want to retweet someone's post because you like it or they have posted something about you which you want to share.

You have two options:

1. Retweet with a comment
2. Retweet without a comment

### Retweet with a comment

1. Below each post on Twitter you can make a comment, retweet or like it.
2. When you want to retweet, click the retweet button
3. You will now be able to choose what you want to do. This time we will choose 'Retweet with comment'
4. Add what you want to say and click 'Retweet'. Remember to include hashtags!



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## Retweet without a comment

1. Below each post on Twitter you can make a comment, retweet or like it.
2. When you want to retweet, click the retweet button
3. You will now be able to choose what you want to do. This time we will choose 'Retweet'
4. The post will be shared straight away to your profile without a comment.

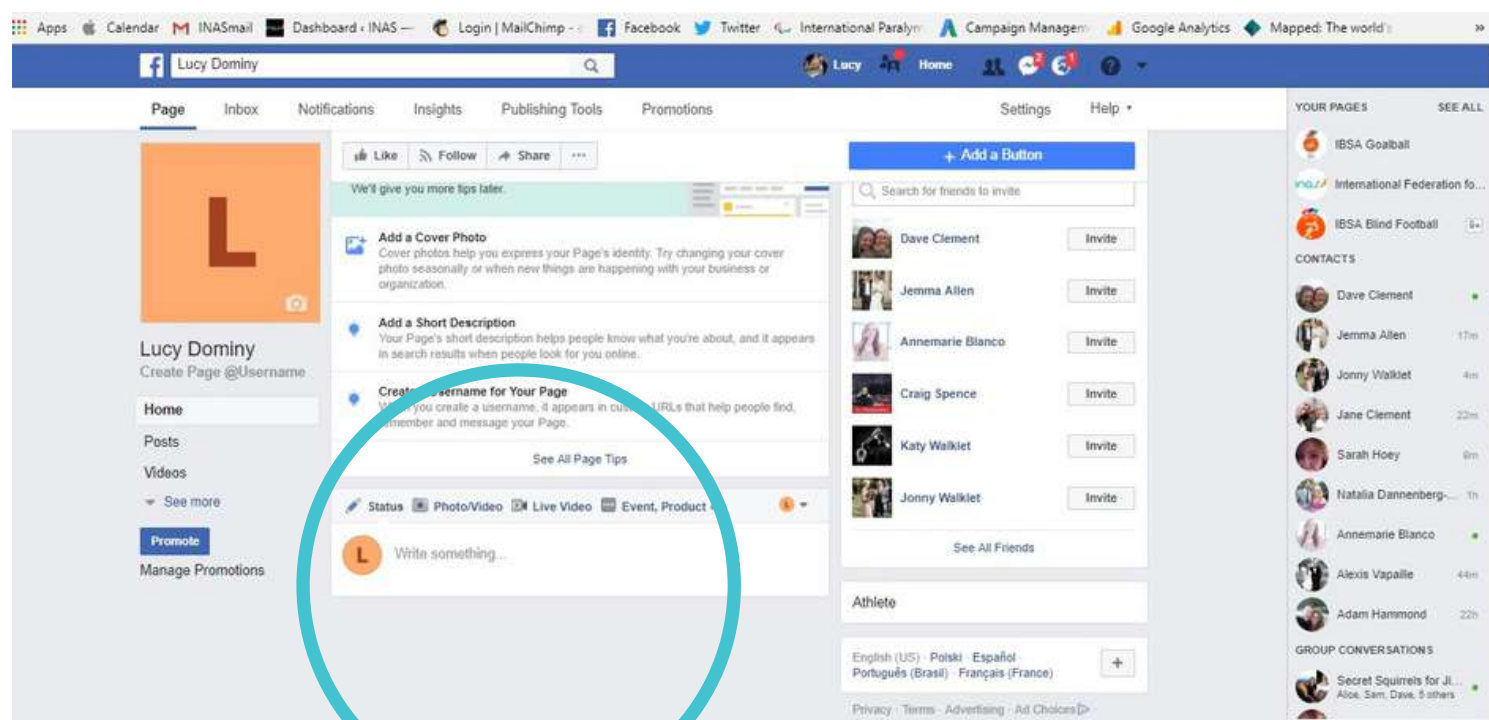


Important: Any comments or retweets you make will be seen by everyone who is following you and in some cases even those people that do not follow you. Be careful when you are choosing which comments to make and what posts to retweet.

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## Sharing website links on Facebook

- Sometimes you will find interesting news stories or content on the internet when you are not on Facebook. Sharing this to your fan page is really easy.
- Copy the website link
- Go to your Facebook fan page and find the 'write something' box



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- Paste the website link into the box. The story will appear below.
- You can now delete the link and the story will stay on your post.
- Type some words to go along with your post.
- Click publish.

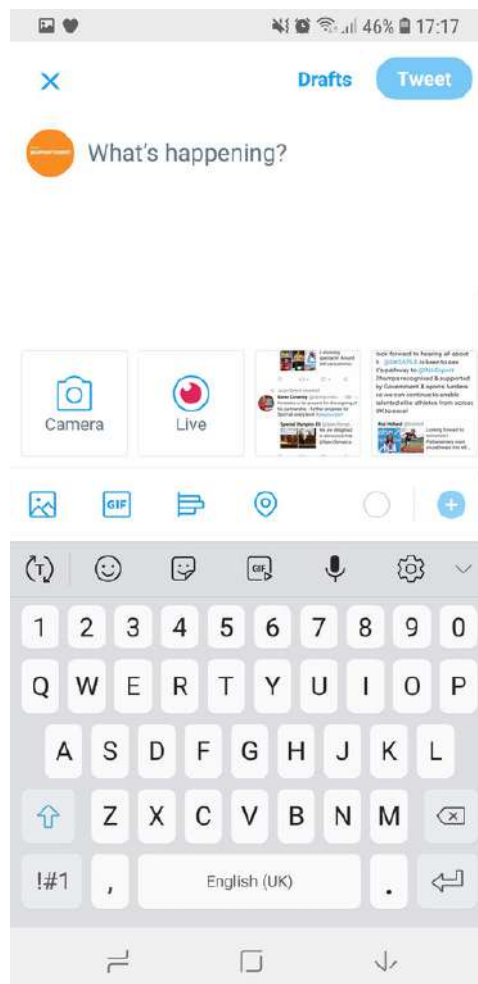


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## Sharing website links on Twitter

Twitter works in much the same way as Facebook when you want to share links.

1. Copy the link you want to share
2. Open Twitter on your computer or mobile
3. Click on the blue circle
4. Add a comment of your own to your tweet and paste the link. Remember you only have 280 characters!
5. Click 'tweet' and your post will be seen by your followers



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## Sharing pictures and videos

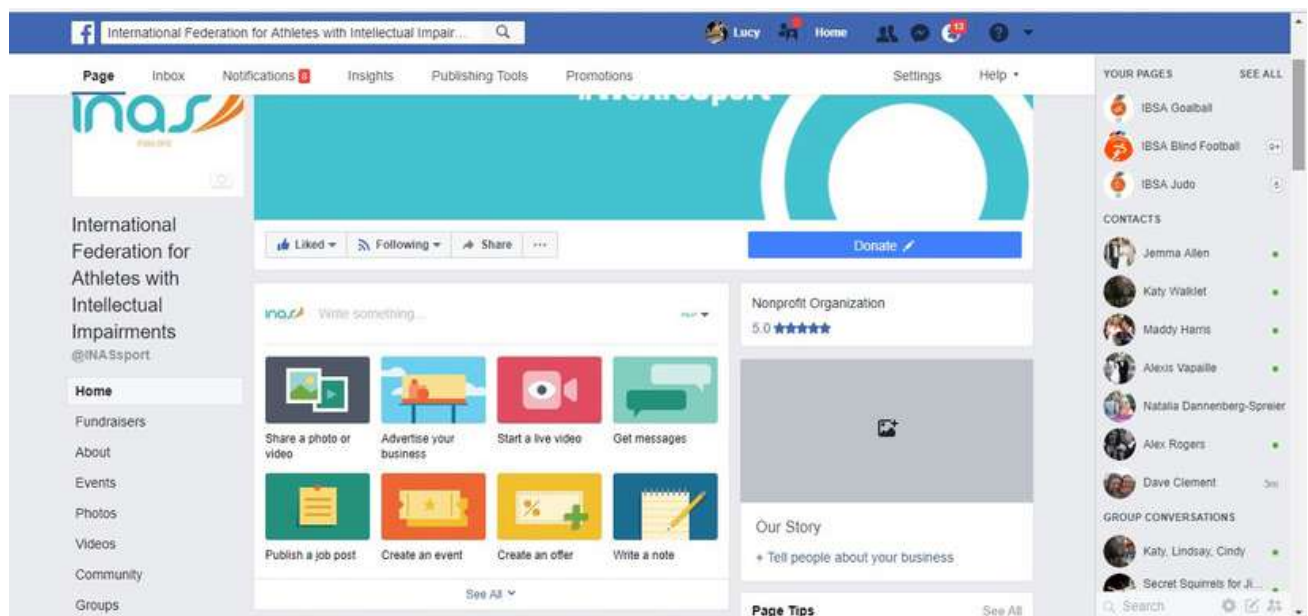
Sharing pictures and videos is one of the best things you can do on social media. People love to see funny, emotional or interesting images and they gain the most reactions.

You should always try and include a picture or video, or both, into your posts.

### Facebook – sharing pictures and videos

From a computer

1. When you go to your Facebook fan page, you will see the place right at the top where you can share a picture or video.

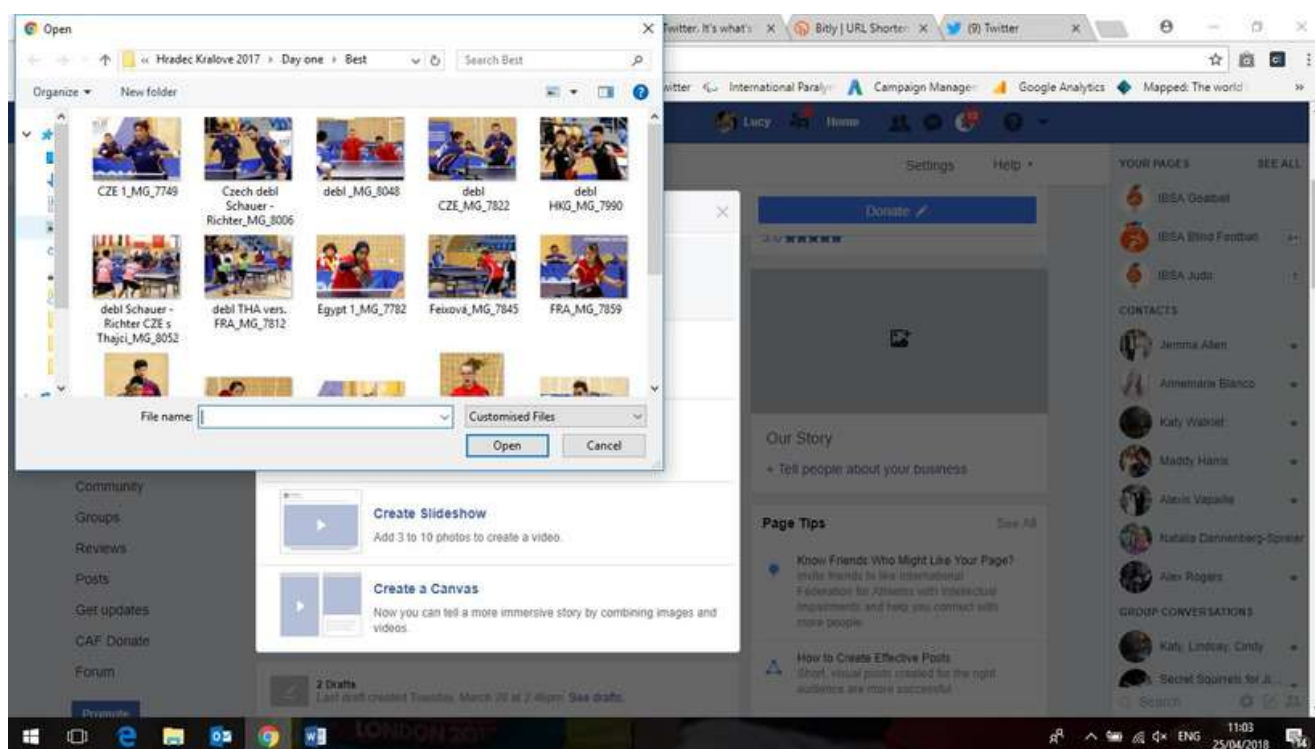


2. Click 'share a photo or video'

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3. Some options will appear. As this may be the first time you are posting a photo or video, we will just go through the steps for 'upload photos/video'

4. Click on 'upload photos/video'. Your computer will automatically bring up a screen that shows the photos saved onto your desktop. You may have to search your computer for the photos or videos you want to share.

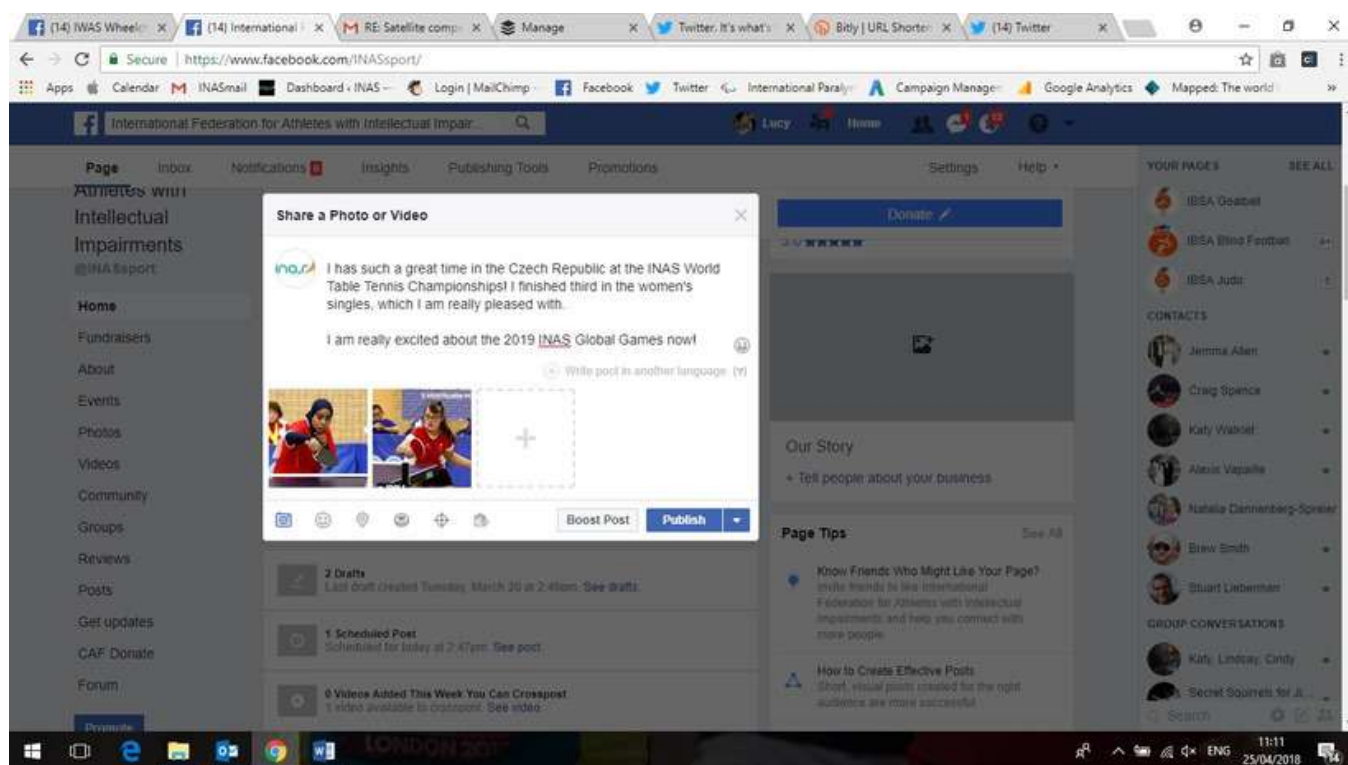


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5. Choose the photo or video you want to share and click 'open'. If you want to choose more than one, you can add more by clicking on the + sign in the box next to the first picture.

6. Now add some text to go with your pictures or video. Make it as interesting as you can and if it is about a competition you have competed in, include your results.

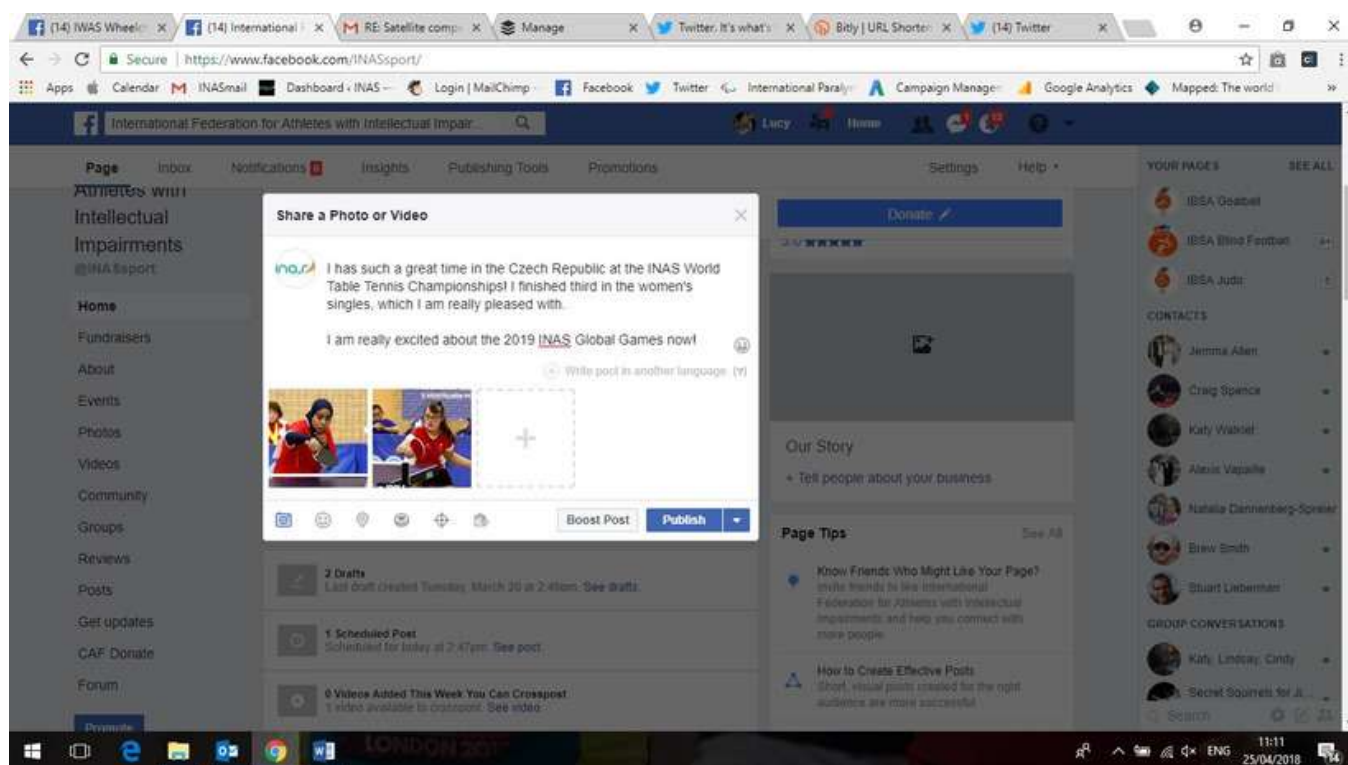


Important: Do not upload pictures or videos yourself unless you are sure you have permission from the person who made them.

Getting the most out of social media

5. Choose the photo or video you want to share and click 'open'. If you want to choose more than one, you can add more by clicking on the + sign in the box next to the first picture.

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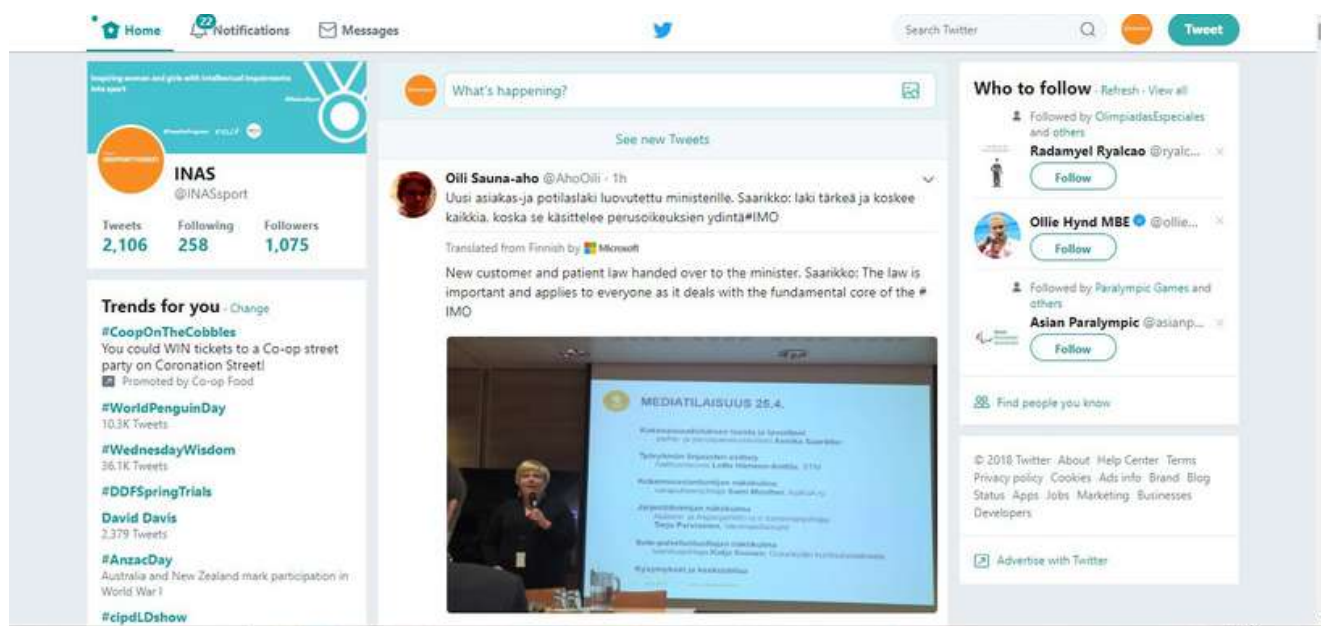


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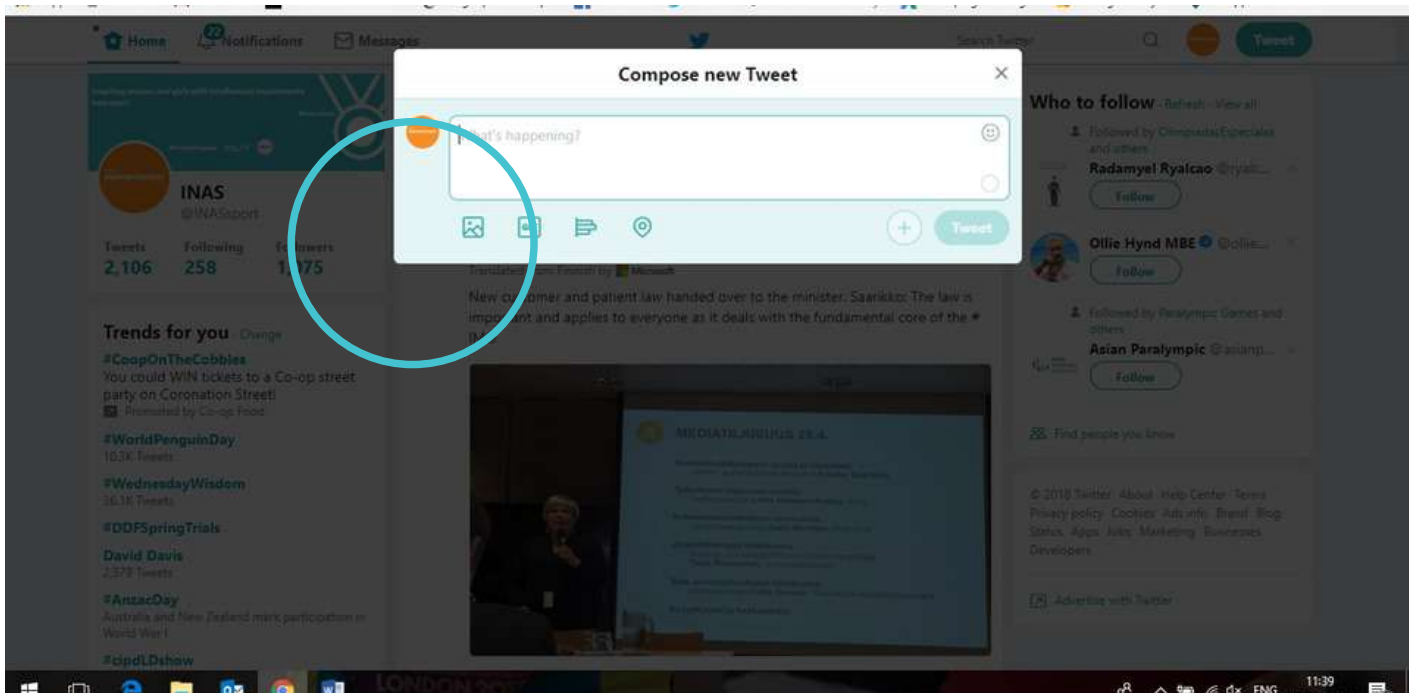
With your computer

1. Log into Twitter.
2. Click 'tweet'



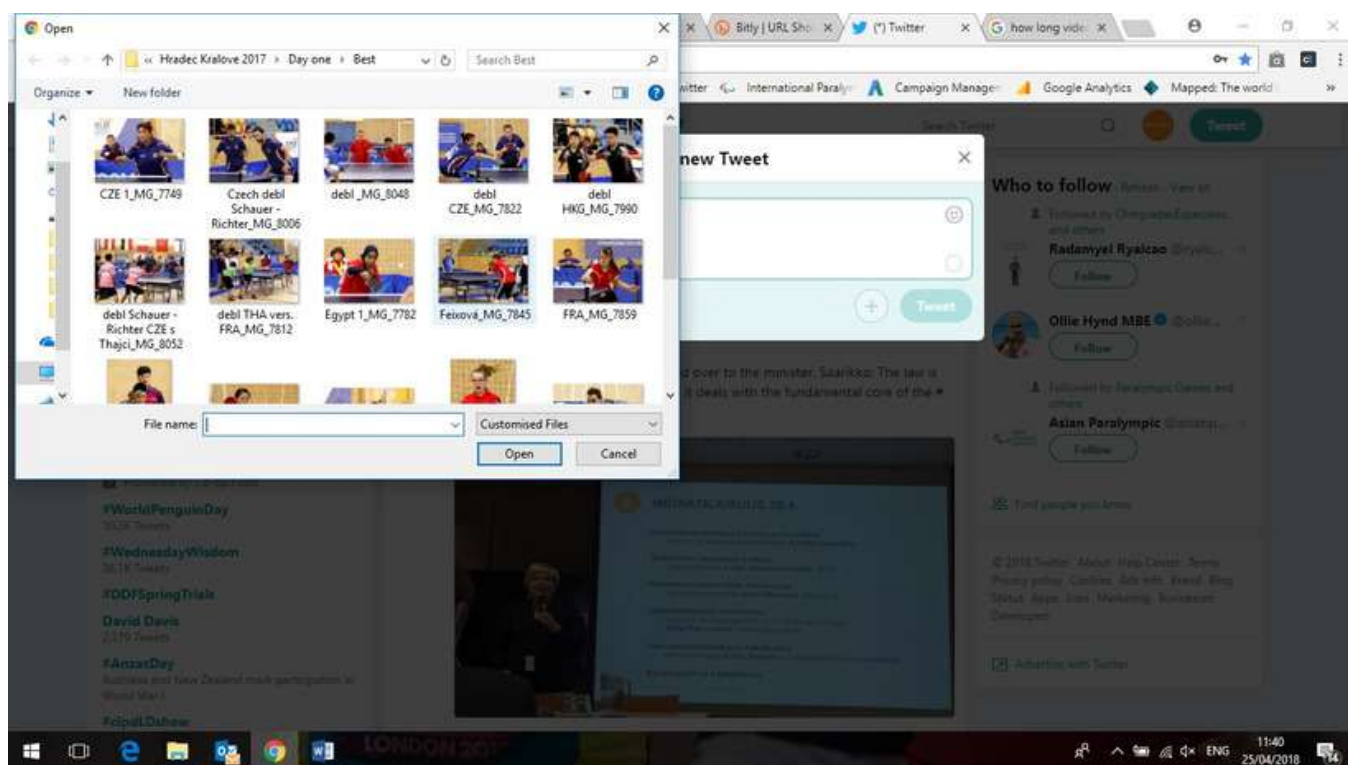
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3. Click the photo icon in the bottom left hand of the box.



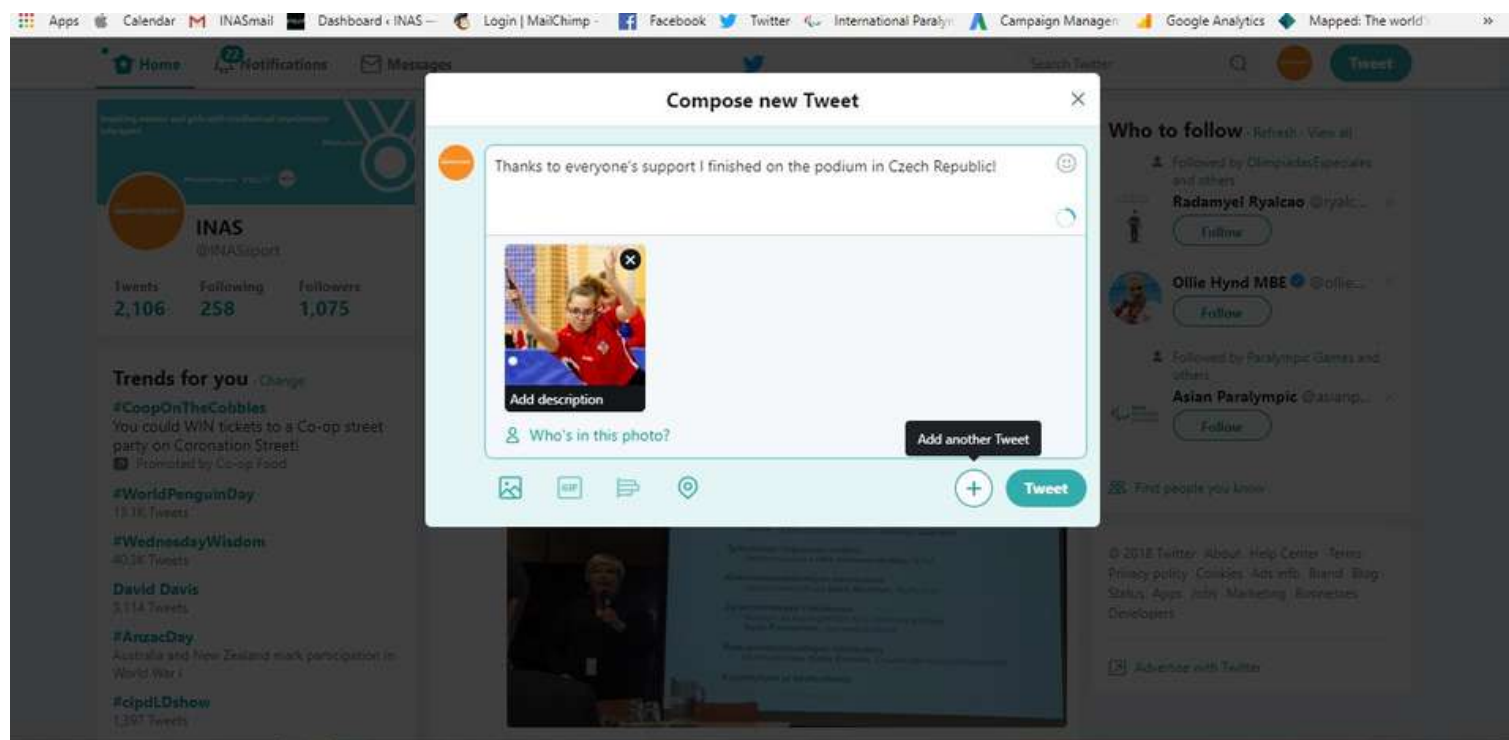
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4. Choose the photos you want to share from your computer. To add another one, click the photo icon again. You can add up to four photos.



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5. Add some text. Make it fun and interesting if appropriate!



Important: Do not upload pictures or videos yourself unless you are sure you have permission from the person who made them.

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**#WeAreSport**

Staying safe on  
**Social media**



Here are some general tips to stay safe on social media.

- Do not let peer pressure or what other people are doing on social media convince you to do something you are not comfortable with.
- Do not publish any identifying information about yourself – either on your personal or fan accounts or in your posts – such as phone numbers, pictures of your home, workplace or school, your address or birthday.
- If you can, set up a separate email account to register and receive mail from the social media companies. That way if you want to close down your account or page, you can simply stop using that email account. Setting up a new email account is very simple and quick to do using such providers as Hotmail, Yahoo! Mail or gmail.
- Use strong passwords. Do not share your password with anyone except people who may be helping you to manage your fan pages.
- What goes online stays online. Do not say anything or publish pictures that might later cause you or someone else embarrassment.
- Never post comments that are abusive or may cause offence to either individuals or groups of society.
- Be aware of what friends post about you, or reply to your posts, particularly about your personal details and activities.
- Remember that many companies routinely view current or prospective employees' social media, so be careful about what you say, what pictures you post and your profile.
- Learn how to use the site properly.

Staying safe  
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- Be on your guard against phishing scams, including posts from individuals or companies inviting you to visit other pages or sites.
- If you do get caught up in a scam, make sure you remove any corresponding likes and app permissions from your account.
- Ensure you have effective and updated antivirus/antispymware software and firewall running before you go online.

All of the above apply to any personal social media accounts you have too, not just your fan pages. Here are some extra tips for your personal accounts:

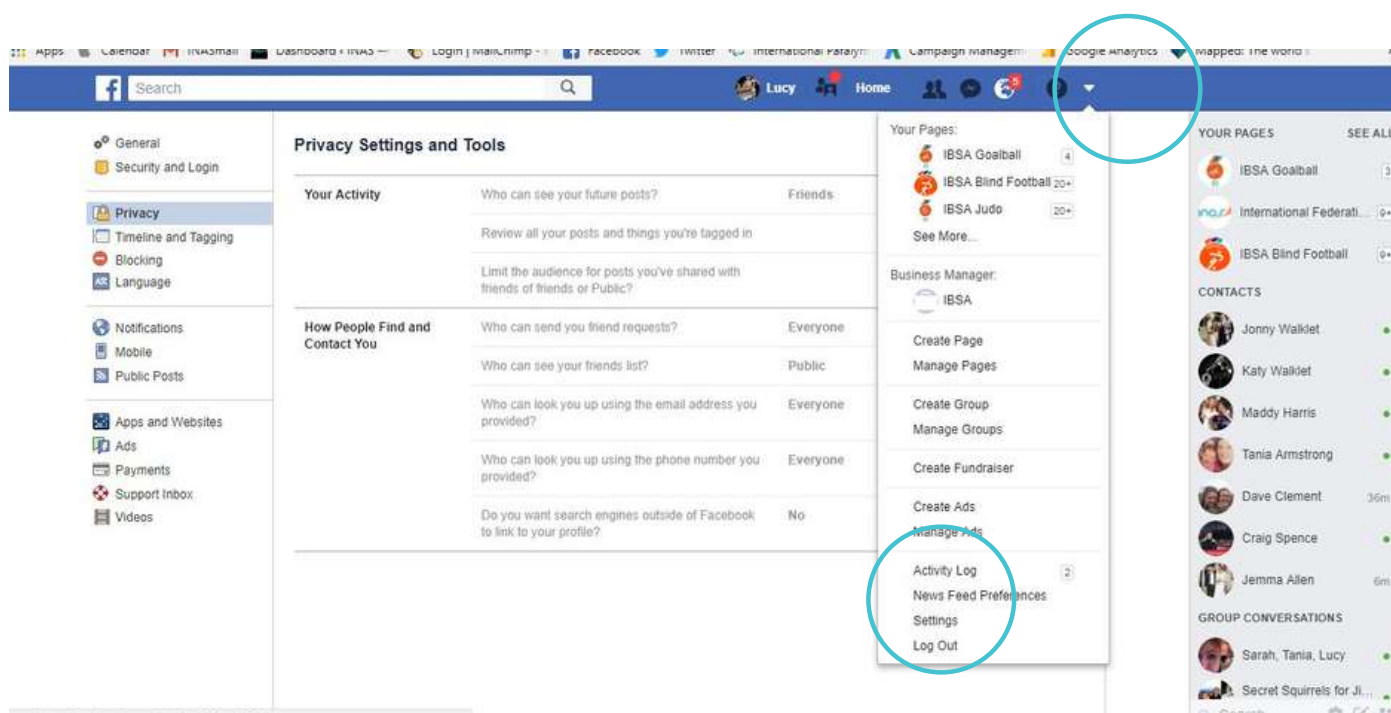
1. Be wary of friend requests on Facebook from people you don't know. Do not accept them if you don't know who they are.
2. Be wary of messages you receive on Facebook from people you don't know. If you are not sure, ask someone to help you.
3. Learn how to use the site properly. Use the privacy features to restrict strangers' access to your profile (see 'Security on Facebook')

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## Security on Facebook

We also recommend you also change your settings on your personal Facebook page to make sure that you are protected.

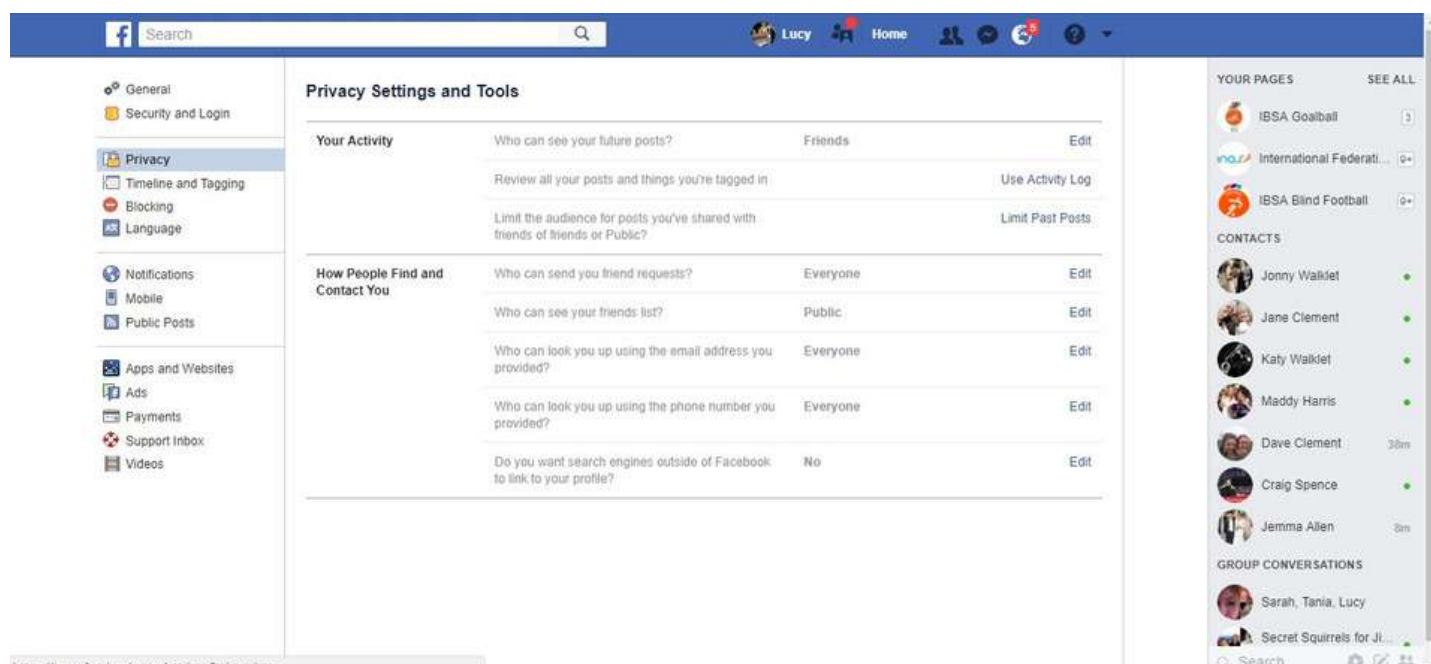
1. From a desktop computer, click the white arrow. Then click 'settings'.



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2. Click on privacy

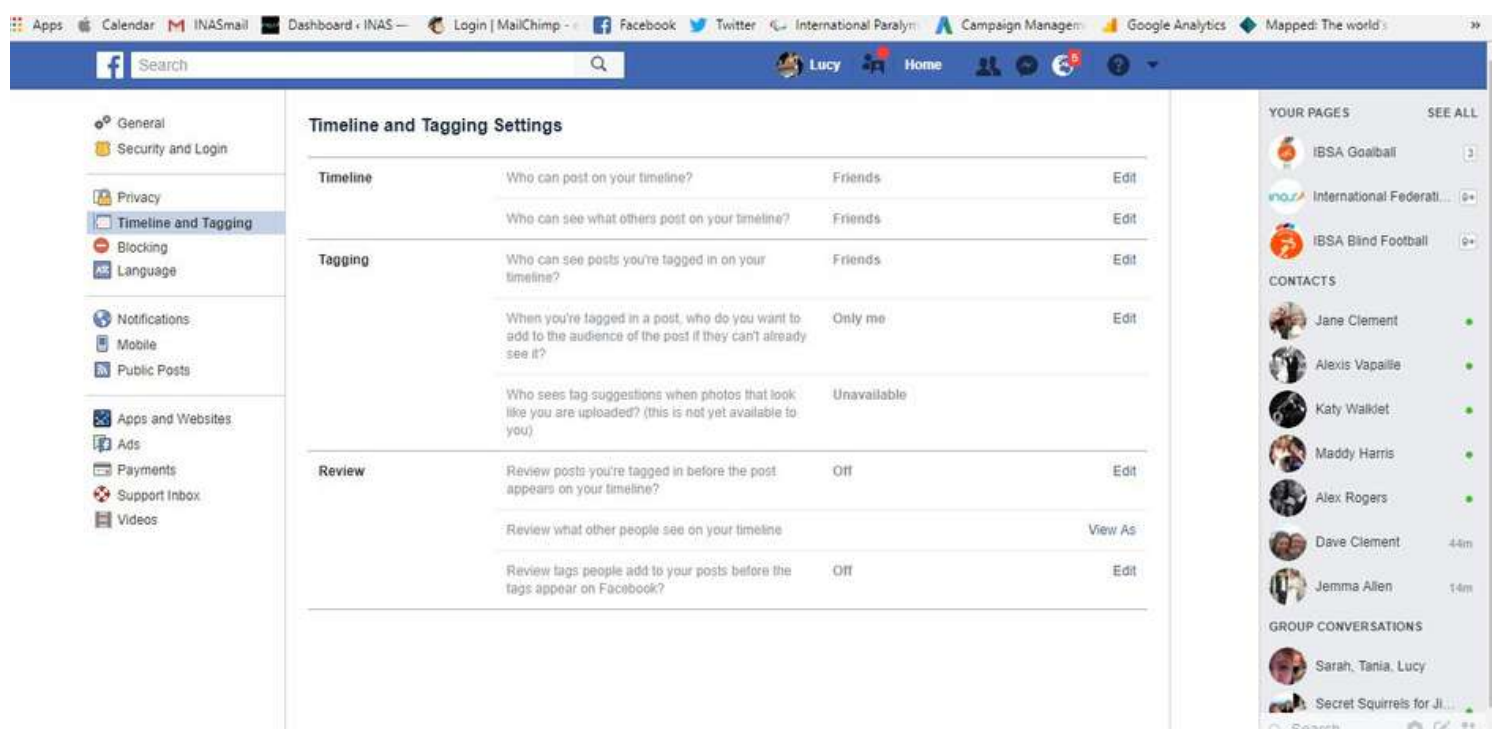
3. In privacy you can see all the options for making your account more secure.



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You can also change the settings for posts that people tag you in.

You can change these depending on your own personal choice. They can be changed in the same way as your other settings – click on the 'edit' button.



The screenshot shows the Facebook 'Timeline and Tagging Settings' page. The left sidebar contains navigation links: General, Security and Login, Privacy, Timeline and Tagging (selected), Blocking, Language, Notifications, Mobile, Public Posts, Apps and Websites, Ads, Payments, Support Inbox, and Videos. The main content area is titled 'Timeline and Tagging Settings' and contains a table of settings.

Section	Setting	Value	Action
Timeline	Who can post on your timeline?	Friends	Edit
	Who can see what others post on your timeline?	Friends	Edit
Tagging	Who can see posts you're tagged in on your timeline?	Friends	Edit
	When you're tagged in a post, who do you want to add to the audience of the post if they can't already see it?	Only me	Edit
	Who sees tag suggestions when photos that look like you are uploaded? (this is not yet available to you)	Unavailable	
Review	Review posts you're tagged in before the post appears on your timeline?	Off	Edit
	Review what other people see on your timeline		View As
	Review tags people add to your posts before the tags appear on Facebook?	Off	Edit

The right sidebar shows 'YOUR PAGES' (IBSA Goalball, International Federati..., IBSA Blind Football) and 'CONTACTS' (Jane Clement, Alexis Vapaille, Katy Walklet, Maddy Harris, Alex Rogers, Dave Clement, Jemma Allen). It also shows 'GROUP CONVERSATIONS' (Sarah, Tania, Lucy, Secret Squirrels for Ji...).

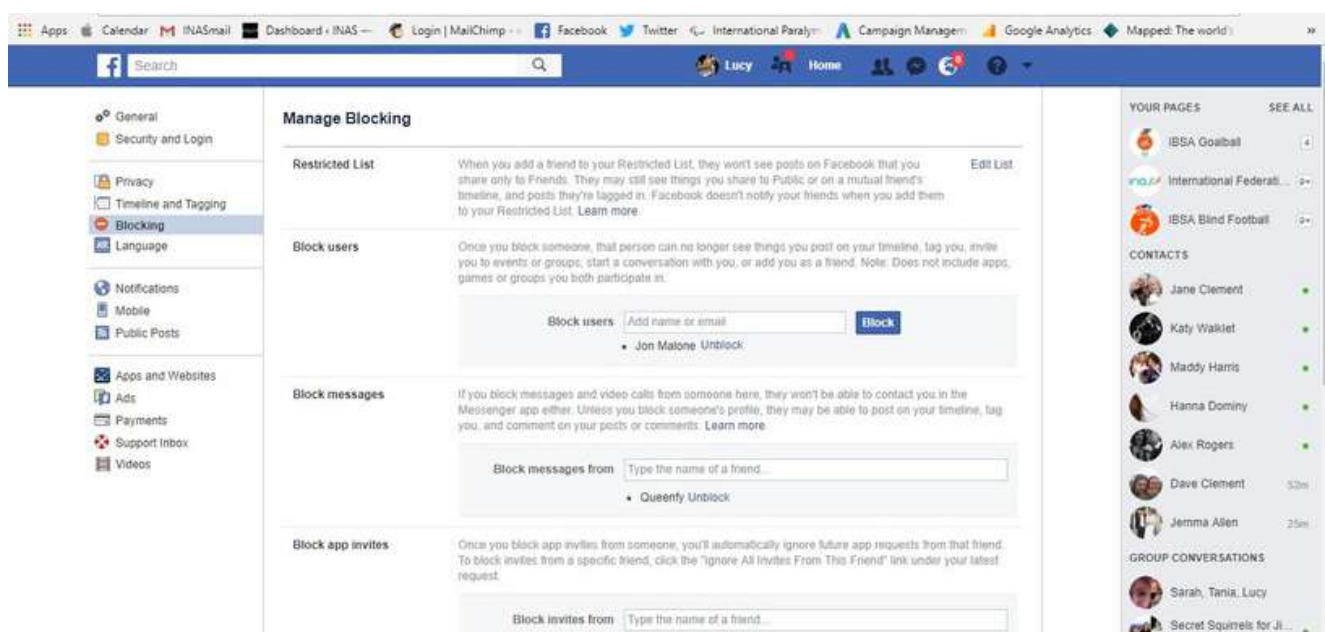
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## Can I block people from my Facebook page and how?

You can block people, pages or messages on Facebook if they are making you feel uncomfortable or upsetting you. You can just go to the 'blocking' page under settings and add their name to your list of blocked users.

The person will not receive a notification that you have blocked them. But they will find out when they next go to tag you in a post or post on your timeline.

It also does not mean that they will stop making posts about you, but there are things you can do to stop it.



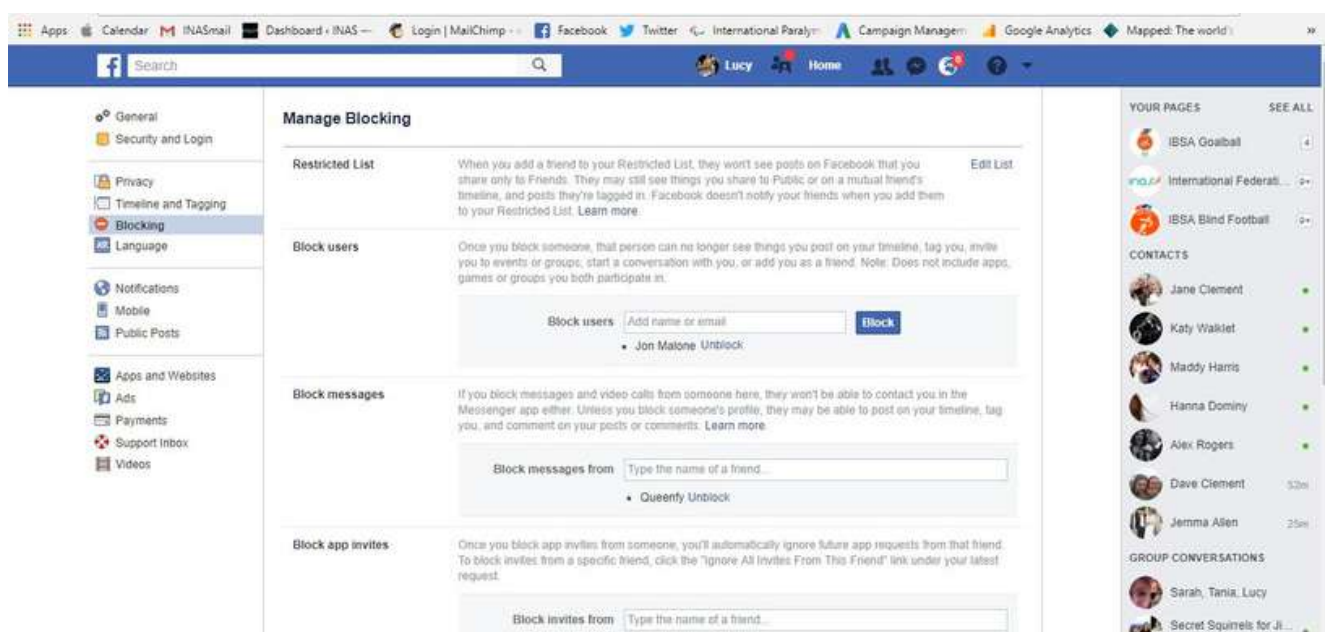
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Staying safe  
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social media



## Staying safe on Instagram

Instagram is very different to Facebook, including your options for privacy. However there are things you can do to stay safe.

You can block people, pages or messages on Instagram. Here is how:

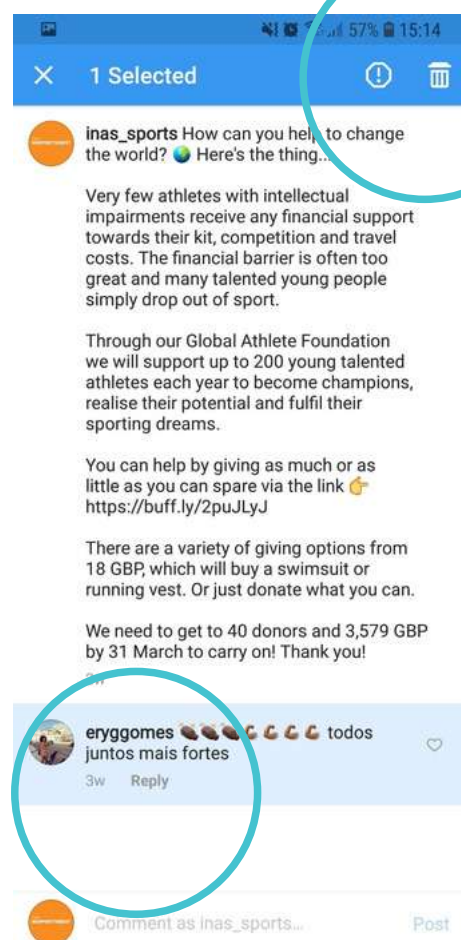
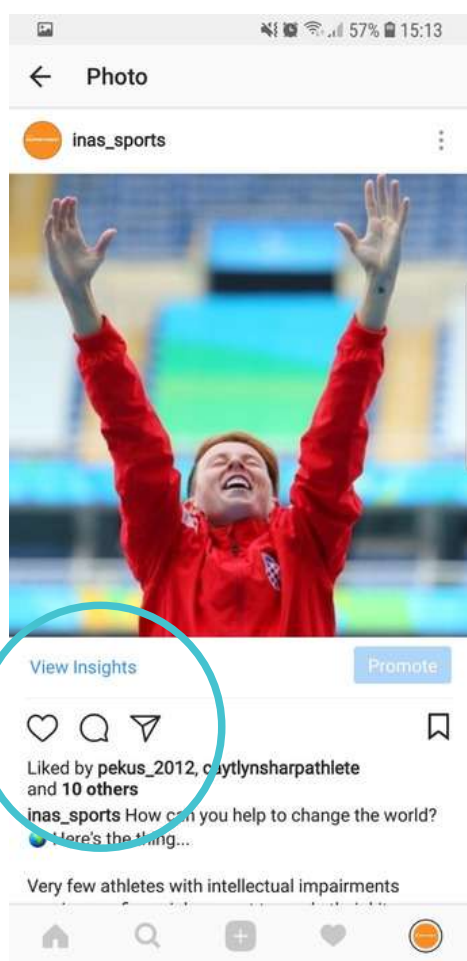
1. Go to their page on Instagram.
2. Click on the three dots or cog in the top right hand corner
3. Click 'block'

You can report messages that are sent to you if you think they are bullying or upsetting. Here is how:

1. Open the message
2. Tap and hold down your finger on the message you would like to report
3. Click 'report'

You can delete comments on your posts that you think are bullying or abusive. Here is how

1. Go to the post with the comment you want to delete.
2. Click on the speech bubble.
3. Tap the comment you want to delete. It will go blue.
4. Click on the trash can in the top right.



Staying safe  
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social media



Important: Blocking someone or deleting their comments will not mean they will stop their behaviour.

You can report a person or organisation if you think they are behaving in a way that hurts or upsets you.

Here is some more information:

1. Log in to Instagram and click on the dots or cog in the right hand corner.
2. Click on 'Help Center'
3. Click on 'Privacy and Safety'. Here you will find lots of information about how to stay safe on Instagram.

Do not tolerate bullying on social media – tell your family or coach straight away if you are worried by anything you see.

Important: You can also access this information online at [www.instagram.com](http://www.instagram.com).



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[www.inas.org](http://www.inas.org)