

Section 2



GUIDE TO SOCIAL MEDIA

- Using Social Media
- **Matrix**
- Scammers

- APPENDIX
- Email account set up
- Facebook
- Instagram TikTok Twitter

Guide to Using Social Media

Instructions for setting up Social Media accounts are found in the APPENDIX.

Here is some information to use Social Media in your search for your loved one.

ASSIGN a Social Media Person to

Work closely with the main Family Contact Person

Set up a Facebook group to post information about your search

Moderate the public Facebook group

Set up and moderate a private Facebook Messenger chat group, and/ or a phone text group

Share all information in the Communication Log

Monitor other Facebook (Instagram, TikTok, Twitter, etc.) groups and posts about your loved one

Ensure all posed information is accurate, current and trigger-sensitive

DO's and DON'Ts

Do:

- Use clear photos of the missing person
- Try to use photos that only show the missing person (crop out others where needed)
- Include a brief physical description of the person and where they were last seen
- Keep posts positive – audiences respond to positivity and it promotes action
- Communicate clearly and concisely so that your message is easy for people to digest
- Post at a time when people are likely to see your message (i.e. not at 3am)
- Appoint 2-4 trusted administrators to help maintain the page

Don't:

- Don't bombard followers with too much information. A maximum of four posts a week is recommended, although you can update more often if you have new information to share.
- Don't feel obliged to respond to any comment or message
- Don't respond to trolls – it's generally best to remove or hide negative comments

Things to be aware of

- Journalists may hear about your story through Facebook and contact you.



- It can take a lot of time and energy to manage the response social media can generate. This is why multiple administrators is important – share the load.
- You may receive unkind or unhelpful comments from people; you or your administrators should delete inappropriate content as soon as you can.
- You should only share the information you are comfortable to make public. Once it's online you will have limited control over it

How to find a missing person <https://youtu.be/KS4-OgLiXNU>

Beware of Scammers!

HOW TO SPOT AN EMAIL / TEXT SCAM:

1. Does the sender use threatening language, or are they making promises that seem unrealistic or too good to be true? This could mean they are trying to lure you into a fake or dangerous situation by playing on your emotions. An example could be a message that say they have information to help you but you need to click on a link to share that information, where they will ask you for unsafe persona information.
2. Does the text/email message include a link to click on or an attachment to open? These are likely to be fake as well, and could ask you to give personal information like a bank account or credit card number, and could lead to your identity being hacked or stolen.
3. Does the text/email message have a lot of spelling or grammar mistakes in it? This is another sign that the message could be a scam sent by a computer program (robo-call), instead of being sent from a real person or professional organization.

If the message you are reading has any of the above “red flags”, then you should delete it or report the abuse (e.g., report to Facebook) if it continues.

A helpful online resource from the Government of Canada where you can learn more about how to identify and report online scams is the Canadian Anti-Fraud Centre, which is safe, free and confidential: <https://www.antifraudcentre-centreantifraude.ca/index-eng.htm>.

EMAIL: Hotmail / Gmail / Outlook Instructions

Type in www.hotmail.com or www.gmail.com or www.outlook.com and look to your bottom left to sign up for an account.



You are redirected to a page where you need to enter

All your information

Choose a name for your account.

Pick a name

Easy to remember,

Write it down to avoid having to search or make up a new account.

Your first and last name is ideal if you are able to.

Choosing your password

Choose so no-one can easily access your account.

Choose something easy to remember and difficult for others to figure out.

When asked for an alternate email address,

If you do not have one, use the option of answering a security question.

After all this information is entered, you will then be forwarded to your new Hotmail account with further instructions on managing it.

Tip: Add all your email contacts immediately to your "address book" so they are easy to access for sending email updates.

Facebook Instructions:

To set-up a Facebook account you need a current email. If you do not have one, please go to the Email instructions in this guide first to get an email account.

Your sign- up information is sent to the email you provide to Facebook.

First, set up a profile in your own name

Next, start a "group" for your loved one.

Groups let you message people, and share information easily

It is important your group is an "open" group with limited privacy so that the most people can see it.

IMPORTANT – you will not be able to be "friends" with your missing loved one as they need to accept your request by signing in.

You must monitor their personal "Profile" (through someone who is already friends with them (like their close friend/partner).

Getting Started

Type in www.facebook.com



First, fill in the blanks with your name, email and information.
Click on "sign up" (note: type your name exactly as you want it to appear).
Facebook then redirects you to a security page.
Enter the security check and click "sign up".

STEP 1:

You are directed to your "**Getting Started**" page
Here you have the option to search for friends
There is an option to skip this step by clicking "skip", at bottom of the page.

STEP 2:

Facebook then directs you to set up your "**Profile Information**"
It asks about the schools you attended/work details etc.
Again you have the option of skipping this at the bottom of the page.

STEP 3:

You are prompted to upload or take a **picture for your profile**
This will be seen on your profile to friends and family,
The option to skip is on the left.
We recommend you load a picture of yourself, or your loved one.

STEP 4:

Next, you enter the **Welcome** page
Where you'll walk through all the profile options.
On this page you are able to search friends by name or email.

An important option on this page is your **personal security options**
Found at the top right of the page
You can set your personal security to be high, and still leave security open if you start a group for your loved one.
Remember that the tighter the security on your profile, the fewer people can see it.



On the left side of the page you have the options to create events, send messages, create groups, etc.

This is where you can create a group for your loved one.

When using this site, please be careful. If you add people you do not know, your profile runs the risk of being hacked.

You can report spam and hackers on your page

In order to share your loved one's information, this may be a risk you choose to take.

Ask friends and family for more tips on security.

The more family and friends you add as friends or invite to the group, the bigger the network

Information can travel quickly across the country.

Send messages to your friends and family asking them to share information widely.

Twitter Instructions

To set-up a Twitter account you need a current email. If you do not have one, please go to the Email instructions in this guide first to get an email account (*see above*). All of your sign-up information will be sent to the email you provide Twitter.

Twitter enables you to communicate quickly. It works sending a text to the world. You can update your Twitter right from your cell phone, anywhere/anytime.

The challenge with "tweets" is that you only have 140 characters to share what to say. If no-one is following your page, your message is not read. So, spend time inviting people to follow you.

Twitter is a great way to communicate brief "sound-bites" however, it will take some time to get up and running and you need to be able to spend some time getting it active. For Advanced Users: one advantage to a Facebook "page" rather than a group, is that you have the option to have all the page status updates go immediately to Twitter. See Facebook instructions (page _____) for more details.

Go to www.twitter.com to access the site.



On the home page you will be prompted to enter your name, email and a password to sign up.

Then they direct you to a confirmation page, where you double check all your information before clicking `creating my account`

This brings you to another security check. Enter the information asked and click create my account.

STEP 1:

Select the topics you are interested in. Find a few people you want to hear from, then follow them as well as their messages

STEP 2:

Search the services you use to discover which of your friends are already using Twitter. Follow any of the friends you find to add their Tweets to your timeline.

You are then directed to your home page, where you have the option of formatting your profile.

Your SOCIAL MEDIA CONTACT can help you with instructions for Instagram, TikTok, Snap Chat, and WhatsApp.

