

You've heard the saying "Sharing is Caring?" In this lesson, we're going to look at how you can effectively use tagging without annoying your followers. Because, let's face it, we've all got lots of things to do, without having to look at notifications from social media!

### **What Is Social Media Tagging?**

It's when someone mentions you in a post. Not just by name, but by using the @ symbol to find your profile. This means that your name is linked to your profile and you will receive a notification to let you know it's happened. Think when a friend adds a photo to Facebook, and you get a notification because you've been tagged.

Firstly don't randomly tag people in your posts... it's annoying! Instead, think of the relevance of the post to the people you do want to tag. Maybe a customer has sent in a great review, which you're sharing. Tagging the customer and saying how much you appreciate the time they took to leave will leave them feeling good or a supplier who's product you used in a build.

### **How do you tag people in posts?**

It's pretty similar on all the main social media platforms. When you tag someone, you create a link to their profile. This means that:

- The post you tag the person in may also be added to that person's timeline. For example, you can tag a photo to show who's in the photo, or post a status update and say who you're with. If you tag a friend in your status update, anyone who sees that update can click on your friend's name and go to their profile. Your status update may also appear on that friend's timeline.
- When you tag someone, they'll be notified.
- Also, if you or a friend tags someone in your post, the post could be visible to the audience that you selected plus friends of the tagged person.
- Tags in photos and posts from people you aren't friends with may appear in timeline review where you can decide if you want to allow them on your timeline. You can also choose to review tags by anyone, including your friends.

### **Instagram**

You've selected your image and filter. You then move on to the next screen where you type the caption. This is where you tag people too.

1. Tap on "Tag people"
2. Tap the photo to bring up the search bar.
3. Search for the person and then tap their name.
4. When you've finished, tap on the blue tick in the top right-hand corner.
5. Then continue to post as normal.
6. Select "Tag people"
7. Tap on the image to start search
8. Search for people you want to tag
9. What a post with tags looks like

As well as tagging people in photos, you can mention them in the post you write.

1. Compose your post.

## SHARING AND TAGGING

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2. Where you want to tag a person, type the @ symbol and then the rest of their Instagram name, with no spaces.
3. When you see the person in the list that comes up, select their name.
4. Finish composing your post as normal.

### Facebook

When you start a new post, all you need to do is type the @ symbol and start to type the person or business name without a space. After a few letters, you should see the account you want to tag. Select this and finish off typing your post.

### Sharing On Facebook Is Also Very Similar

To share something on Facebook:

1. From the top of your Feed, click What's on your mind, [Name]?
2. Add a text update or click the type of post that you'd like to share (e.g. photo/video, feeling/activity).
3. You can also:
  -  Add a photo or video.
  -  Add a location.
  -  Tag friends.
  -  Add how you're feeling or what you're doing.
  - Choose another option to add to your post (e.g. a GIF or a live video).
4. Click the audience selector at the top (e.g.  ) to select who you'd like to share your post with.
5. Click Post.