




Keeping in Touch with Friends & Family

A Communications Technology Overview
September 27, 2017



UWRA ETC Committee Members
Orv Jordahl
Kathy Christoph
Louise Robbins



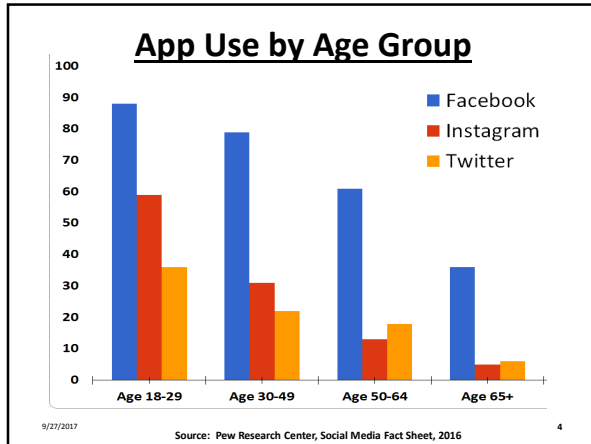
- Hard to keep in touch with friends and family?
- Do you hear about things long after the fact (or not at all) ?
- If so, why is it hard?

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Possible Causes for “Out of Touch”

- Paradigm shift has occurred in use of photos
 - Past: Photos are for life memories
 - Present: Photos used to communicate and depict current status
- Not on a communication channel F&F regularly use
 - Past: Letters and telephone (1:1)
 - Present: Smartphones with cameras & apps (1:1 or 1:many)
Phone calls seldom used.
- Timing
 - Past: Long 1:1 conversations
 - Present: Short “disjointed in time” 1:many status updates

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- ### Common Tools Used Today
- **Text:**
 - Gmail, Text Messaging, WhatsApp
 - Twitter, Facebook Messenger
 - **Photo Sharing:**
 - Google Photos, Facebook, Instagram, Snapchat
 - **Video (and audio) chat:**
 - Facetime, Duo, Hangouts, Skype, WhatsApp, Facebook Messenger
 - **File & Folder Sharing:**
 - Google Drive (and Photos)
- Bottom line: Learn and use tools used by your Friends and Family.**

Gmail

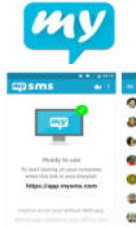
- Most popular email service
- Very good spam filtering
- Works on mobile & desktop devices
- Price: FREE

Tutorial: <https://www.youtube.com/watch?v=rjHW969QWz4>

Text Messaging

- Short/quick communications
- Disjointed in time conversations
- Attach photos & videos to texts
- Normally works through cell plan

➤ Price: FREE



Tutorial: <https://www.youtube.com/watch?v=-D6zhm-1dy>

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Facebook

- Most popular “Social Media” company
- Photos & videos for “what’s happening” much more than “keepsake memories”
- Works on mobile & desktop devices

➤ Price: FREE



Tutorial: <https://www.youtube.com/watch?v=lyQDHtaxis>

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Facebook Messenger

- Facebook’s version of email & texting
- Share photos, videos, text & email
- Audio or video chat 1:1 or in groups
- Tons of emojis, stickers, GIFs, ... to spice up your sharing
- Capture & share photos right within the app
- Works on virtually all mobile & desktop devices

➤ Price: FREE



Messenger – Text and Video Chat for Free

More about Facebook Messenger: <https://www.youtube.com/watch?v=CWTLNtzm4>

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Twitter

- "Follow" breaking news
- Short 140 character posting limit
- # Hashtags and "@" addresses
- Sports, politics, and daily happenings
- Join the conversation yourself
- Follow friends, family, celebrities
- Watch live streaming events
- Attach photos & video to posts
- Works on mobile & desktop devices

➤ Price: FREE

Tutorial: <https://www.youtube.com/watch?v=1s9vul94ess>

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Instagram

- Favorite of teens
- "Fun" Social Media app
- Share the moments of your day
- Photos & videos for "what's happening" not "keepsake memories"
- Add multiple photos and videos to your story. Bring them to life with text and drawing tools.
- Postings disappear after 24 hours.

➤ Price: FREE

Tutorial: <https://www.youtube.com/watch?v=0NpOIEKMNBw>

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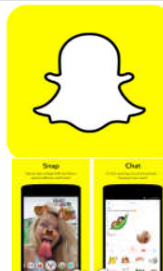
Snapchat

- "In the moment" messaging
- Take photos with "fun" filters, special effects ...
- Similar to Instagram
- Postings vaporize in 24 hours

➤ Price: FREE

Tutorial: <https://www.youtube.com/watch?v=zUmj039NNDU>
Also "SnapChat for Old Farts, How to use SnapChat" <https://www.youtube.com/watch?v=3QEuGhb9BFQ>

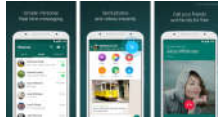
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WhatsApp



- Simple real time multimedia messaging
- Integrated email, text, photos, voice & video chat (Supports group chat)
- Closed system... All friends & family must use WhatsApp
- Automatic end to end encryption
- WiFi recommended, but works over cellular
- Price: FREE



More complete overview: https://www.youtube.com/watch?v=6Hir_lpSBEG
 Tutorial: <https://www.youtube.com/watch?v=KMpM08PKDcs>

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Apple Facetime



- Voice & video calling
- Closed system... All users must have Apple device with Facetime app
- Automatic end to end encryption
- WiFi recommended, but works on cellular
- Price: FREE

Tutorial: <https://www.youtube.com/watch?v=TXLZ-egtl0>
 and from "Granny Tech" - How to Use Facetime: <https://www.youtube.com/watch?v=lwFCB9AFSH4>

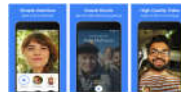
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Google Duo



- High quality voice & video calling
- Mobile only – on both Android & iOS
- "Knock Knock" caller preview
- Use your regular contacts list for calling
- WiFi recommended, but works over cellular
- Automatic end to end encryption
- Price: FREE



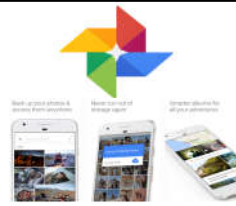
Tutorial: <https://www.youtube.com/watch?v=k20aw3k76Y>

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Google Photos

- Photo & Video sharing app/website
- Automatic back up
- Great editing tools
- Smart organizing without the work
- Access from anywhere
- Free unlimited cloud storage, reduce on device storage
- Great visual search – without tagging
- Automatic videos from photos
- Share photos & videos with friends & family (without email attachments.)
- Display on TV via Chromecast



➤ Price: FREE

Tutorials: (desktop) <https://www.youtube.com/watch?v=qtW10jaY1Cc>
 (mobile) <https://www.youtube.com/watch?v=GuaH3zq566>

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Google Drive

- Safely store files, access from anywhere
- Easily share files & folders with others without need of email attachments
- Set sharing access permissions
- Permit others to view, edit and/or comment on your files
- Free up storage space on your device(s)
- Search for files by name or content
- Integrated with Google Docs, Sheets & Slides
- View Google Photos within Drive
- Enable viewing of files offline
- Use your camera to scan paper documents



➤ Price: FREE

Tutorial: <https://www.youtube.com/watch?v=LW9gh2myDHA>

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In Summary...

- For each app title presented above there may be many alternatives in the iOS and Android app stores.
- To learn more about any of these apps, just head on over to YouTube (or Lynda.com available to wisc.edu accounts) and search for the app of interest. You'll find plenty of content.
- TechBoomers extensive "how to" videos on YouTube: https://www.youtube.com/channel/UCdtwPYK_0LG3l1Op0iAMKQ/videos
- **And remember the bottom line:**
[**Learn and use tools used by your Friends and Family.**](#)

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Questions & Comments

Link to this presentation: <https://goo.gl/bb97nV>

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