

Social Networking; Online

Facebook, Twitter, LinkedIn and Blogging

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What is Social Networking?

- **Social Networking** is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision.
- **Social Networking** is popular online because, the internet is filled with millions of individuals who are looking to meet other internet users, to gather and share first-hand information and experiences about any number of topics.
- **Social networking** websites function like an online community of internet users who share a **common interest** such as hobbies, religion, or politics.
- Once your account is created you can begin to **socialize** by **joining Groups and Finding Friends**.

Social Networking Benefits

- The **'friends'** that you *can* make.
- **Reconnecting** with people from your past.
- **Around the world access.** This means that although you are in the United States, you could develop an online friendship with someone in Denmark or China or California.
- Anyone from anywhere in the world, **13 years or older**, **can become a member.**
- Once inside an online community, you can begin to **create your own network of friends** and **eliminate** members that do not share common interests or goals.

Social Networking Dangers

- **Common Sense**
- Listen to your **inner voice**; it will tell you when something doesn't feel right.
- Basically if you wouldn't be '**friends**' with that person in '**real life**' do not '**friend**' them on the **Internet**.
 - If you wouldn't say hello to them in Publix or at the tennis court... do not connect with that person online.

Why is it so Popular?

- **Online social networks are open-ended and easy to use.**
- Once you've set up a **social network account** and entered some **basic profile information**, you can basically sit back and let the social networking activity come to you.
- The Social Networking website searches out what you've typed into your **profile information** and **makes friend suggestions, page suggestions and group suggestions** for you to **build** your social networking community.

Getting Started

- **Social networking is about making ‘friends’** — some friends you already know may be a member of a social networking site, meaning you already have some built-in social networks.
- Once you branch out beyond your close friends, you can find new friends by joining groups or looking for other people with similar interests in order to build your social network.
- **Members of social networking share information in their profiles** (location, basic interests, political leanings, religion, sexuality, etc) but you can also learn about a person based on the size of their network, the people in their network, their blog posts, and their links.
- **Privacy settings are extremely important.**

Privacy Settings

- **Control your experience.**
 - You may not want **everyone** to see everything about you.
 - Or you may not want to **certain** people to see you.
- Privacy settings help you **control your information** so you can choose who can see what.
- You can decide to **share certain information** (such as your photos and work history) with everyone and other more sensitive information (such as your phone number) with just your friends.

How Do you Choose?

- **The kind of person you are will determine which social networking application you will use and also which ones your friends use.**
 - For example — use the social networking service **Flixster** to help you find movies and news and links about the film industry.
 - **Music lovers** join sites like Lala.com, Last.FM, and others to find new and familiar musicians to add to their collections.
 - If you're between **18 and 65**, **Facebook** is your domain.
 - **LinkedIn is for employment networking**, uploading your resume and writing and receiving recommendations.
 - **MySpace & Friendster** tend to be younger, between 13-24.
 - **Classmates.com** for high school and college.
 - **Meet UP** and **My Life** for social clubs.
 - **eHarmony, Match.com, Jdate.com** and **Plenty of Fish** for dating singles.

What is Facebook?

- The name of the site refers to the **paper facebook**s depicting members of the campus community that some U.S. colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know who is who on campus.
- **Facebook** defines itself as helping you to connect and share with the people in your life.
- **Facebook** is an online community that creates a social network through the aspects of the people in your life:
 - Workplace, high school, university, hobbies, and religion **of people that are online within the Facebook community**.
 - Users select to join one or more participating networks, such as a school, place of employment, geographic region, or social group.

Why Facebook?

- **Get the latest news.** Whenever you land on your home page (which you can get to by clicking “Home” in the upper left hand corner), you’ll see a live stream of posts your friends have made—interesting links, thoughts, photos, and tidbits from their lives.
- **Share. Share links, photos, notes, and short status posts that reflect what you’re reading, watching, thinking about or feeling.** Your friends can understand a lot more about you knowing what’s going on in your life.
 - **Share common interests.** Browse some of the groups in your area. If you find ones that have similar interests as you, get involved in the discussion.
- **Upload your photos. Facebook is the number one photo-sharing site on the internet.** Photo albums are easy to share with people on and off Facebook. As you upload photos, you will learn how to “tag” yourself and your friends so that people will easily be able to see a history of photos of you.

What is Twitter?

- **The idea for Twitter** came from, a guy named Jack Dorsey who had an interest in the simple idea of being able to know what his friends were doing.
- **Twitter's core technology is a message routing system with rudimentary social networking features.**
 - By accepting messages from web, mobile web, instant messages, or from third parties, **Twitter makes it easy for folks to stay connected.**
- **Twitter is a real-time information network** that connects you to the latest information about what you find interesting.
- At the heart of Twitter are **small bursts of information** called **Tweets**.
 - **Each Tweet is 140 characters in length**, comprised of details that provide additional information, deeper context and embedded media. You can tell a story within a Tweet, or you can think of a Tweet as the headline, and use the details to tell the rest with photos, videos and other media content.

Twitter Asks 1 Question

- "What are you doing?"
- **Answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the via the Web.**
 - The answers to "What are you doing?" is for the most part rhetorical. In other words, users do not expect a response when they send a message to Twitter.
 - On the receiving end, Twitter is ambient--updates from your friends and relatives float to your phone, IM, or web site and you are only expected to pay as much or as little attention to them as you see fit.
 - The result of using Twitter to stay connected with friends, relatives, and coworkers is that you have a sense of what folks are up to but you are not expected to respond to any updates unless you want to.
 - This means you can step in and out of the flow of information as it suits you and it never queues up with increasing demand of your attention.
 - Additionally, users are very much in control of whose updates they receive, when they receive them, and on what device. For example, you can have settings for scheduling Twitter to automatically turn off at dinnertime and users can switch off Twitter updates at any point.
 - Twitter is what you make of it--receive a lot of information about your friends, or just a tiny bit. It's up to you.

You don't have to Tweet

- **You don't have to tweet to get value from Twitter**
- You don't have to build a web page to surf the web and you don't have to tweet to enjoy Twitter.
- Whether you tweet 100 times a day or never, you still have access to the voices and information surrounding what interests you.
- You can contribute, or just listen in and retrieve up to the second information.
- **Some people never tweet**, they simply use Twitter as a way to get the latest information on their interests.

What is LinkedIn?

- **LinkedIn is a business-oriented social networking site.**
 - Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.
 - LinkedIn has over 100 million members and connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.
- **LinkedIn is a huge database of professionals.**
- **LinkedIn is the place to find and be found.**

Who Uses LinkedIn?

- **Job Hunters.** In today's professional world, people change jobs and locations constantly. By connecting on LinkedIn, your address book will never go out of date. Your contacts update their profiles, keeping you current with their latest jobs, projects and contact info. You'll stay in closer contact with great tools to communicate and collaborate.
- **Stay in Touch with Colleagues and Friends.** Whether you're looking for a career opportunity, winning new clients or building your professional reputation, LinkedIn connects you to jobs, sales leads and ideal business partners. With our powerful search engine, company research tools and a jobs board that shows who you know at listed companies, **LinkedIn is the place to turn for new opportunities.**
- **Find Experts and Ideas.** Sometimes your immediate circle can't resolve a unique business challenge. Tools like Answers and Groups let you locate and interact with experts through trusted introductions. LinkedIn Search lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge you're looking for.

How does LinkedIn Work?

- **LinkedIn standardizes information** entered by users into predefined categories:
 - Profile Headline
 - Summary
 - Education
 - Company
- In addition to this huge database of information, **LinkedIn provides an awesome search tool** to allow you to pinpoint the person you are looking for depending on a number of specific factors.

Why Use LinkedIn?

- **Getting Back in Touch (Finding & Being Found).**
- **Acquire & Share Expertise.** LinkedIn has over 300,000 LinkedIn Groups that you can join. Each group has its own Discussions Board, News Board, and Jobs postings. Furthermore, the [LinkedIn Answers](#) boards has more than 2,000,000 answers to a variety of questions for you to peruse. The subject matter in both Groups and Answers covers a wide enough of topics that there is value for *everyone* to be participating.
- **Career Management.** Find both potential companies and recruiters as well as be found by them. Even if you are happy in your job, it can't hurt to have a minimal profile on LinkedIn and receive contacts from recruiters in your industry or specialty who may be able to help you out in the future. [LinkedIn is free career insurance!](#)

What is a Blog?

- A **blog** is an interactive online journal that allows its visitors to leave comments.
- **Blogs are usually maintained by an individual** with regular entries of commentary, descriptions of events, or other material such as graphics or video.
 - Entries are commonly displayed in reverse-chronological order.
- Many **blogs provide commentary or news on a particular subject**; others function as more personal online diaries.
- A **typical blog** combines text, images, and links to other blogs.
- A blog may be comprised of news, commentary, diary-like passages or some combination of all three, but the **defining characteristic of a blog is always chronological order**.
 - Whenever a writer creates a new post, it appears on the page directly above the last post. This allows visitors to read the most recent happenings first and scroll down to as many later entries as they like.

Why Does One Blog?

1. **To communicate**
2. **To keep in touch with friends and family**
 - Like a written photo album or journal
3. **To share expertise**
4. **To create community**
5. **To comment on other Blogs**

How Does a Blog Work?

- **Bloggers begin their work by logging in to a Content Management System.**
 - This is the inner workings of the blog, where the writer can create new posts, edit old ones, manage user comments and set up the blog's look and feel.
 - Blogging tools such as **WordPress** and **Blogger** have slightly different systems, but their main functions are the same, allowing writers to manage their blog through an online interface.
 - While Wordpress's software can be hosted on any website, both services provide [web hosting](#) for bloggers who need it.

Who Blogs?

- **80% of Bloggers, are women.**
- **Anyone can start a blog** but not everyone knows how to write a blog people actually want to read.
 - Every effort on your blog impacts your readers from your content to your design and everything in between.
- **The most important part of any blog is what you have to say and how you say it.**
 - People will return to your blog if they like what you write about a specific subject and they like your writing style.
 - Keep it personable so as to invite interaction through blog comments and links back to your blog from other bloggers who like what you write.

On the Go

- **Twitter on the Go.** Experience Twitter on your mobile device by using a free Twitter app for iPhone, iPad, Blackberry, Windows 7 and Android. To get the latest app, go to m.twitter.com on your mobile device.
 - **Facebook on the Go.** Facebook has free apps for iPhone, Palm, Sony, INQ, Blackberry, Nokia, Android, Windows, Sidekick and iPad.
 - **LinkedIn on the Go.** Free apps available.
 - **WordPress on the Go.** WordPress has free apps for iPhone, iPad, iTouch and many others.
- * **To get the latest app, go to the App Store or Market Store.**
- **LinkedIn connects to Twitter.**
 - **WordPress connects to Twitter.**