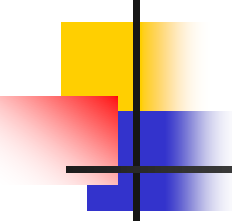


Social Networking

Facebook & Twitter and Skype

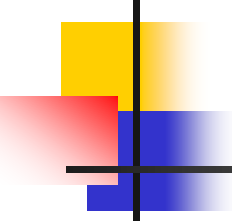
Presenter: Bonnie Hammer

hammerbonnie@gmail.com



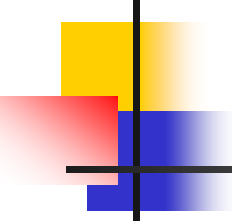
What is Social Networking?

- **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 “liking” **Pages** and Finding Friends.



Social Networking Benefits

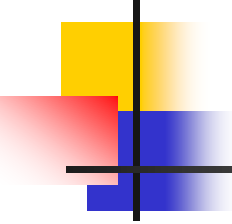
- The **'friends'** that you *can* make.
- **Reconnecting** with people from your past.
- **Around the world access.** This means that although you are in the United States, you could develop an online friendship with someone in Denmark or China or California.
- Anyone from anywhere in the world, **13 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

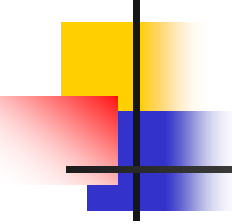
- **Common Sense**

- 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 online.



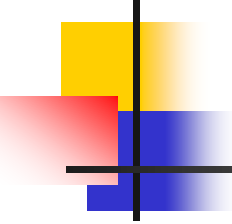
Why is it so Popular?

- **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.
- **Social bookmarking** is an even more refined version of social networking that lets users share specific links and news articles to their friends and other members of the site.



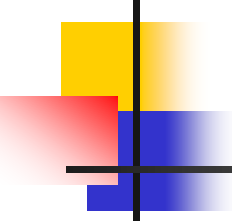
Getting Started

- **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.**



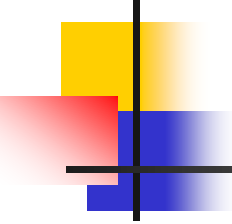
How Do you Choose?

- **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 and Jdate.com for dating singles.



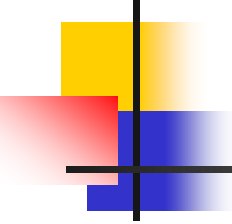
What is Facebook?

- The name of the site refers to the **paper facebooks** 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.



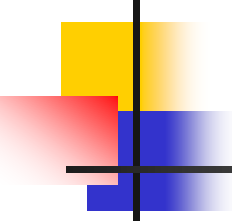
History of Facebook

- **Facebook was launched on February 4, 2004.**
- **Facebook was founded by Mark Zuckerberg, a former Harvard student.**
 - Initially the membership of Facebook was restricted to students of Harvard and then it was expanded to other Ivy League schools, universities, high schools, large companies and anyone **13 or older**.
 - The original web address was www.thefacebook.com
- **The site has more than 500 million active users and 150 million active mobile users.**
- **Facebook is the King of the social networking websites.**
- **It is the most popular website for uploading digital photos.**
- **At the end of 2010, Facebook outranked Google for the most popular search engine.**



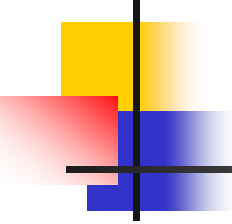
Facebook Vocabulary

- **Friending** or **Friend Me.** Approving and accepting a friend request
- **Network.** People that you know from your life: High School, College, workplace, hobbies, activities, cities that you lived in or live.
- **The Wall / News Feed / Most Recent.**
 - **Status.** How are you feeling? What are you doing? What is on your Mind?
 - **Comments.** Answers to Wall posts that everyone in your network can see and read.
 - **Like.** Thumbs up.
 - A time stamped tickertape of your activities on Facebook. When your friends visit your profile, they will be able to see what you've been up to, or what's coming up in your life.
 - **Places.** Location of where you are doing what you are commenting on.



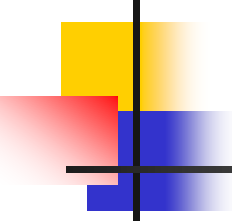
Facebook Vocabulary

- **Messages.** Facebook email Inbox. Much like your regular email inbox, this is where you can send and receive messages directly to whomever you send that message to. More privacy than a comment you would post to your Wall.
 - Inbox messages can only be seen by the sender and the recipient.
- **Chat.** Instant Messaging specifically on Facebook. You are texting to your friends who are online through the Facebook application.
- **Notes.** Small texts and mini messages.
- **Poke.** Let your friends know you're thinking about them, without saying a word. When you send a poke, the recipient gets a message telling them that they've been poked.



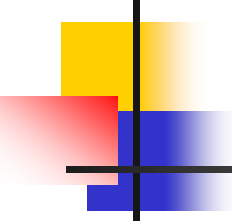
Facebook Vocabulary

- **Profile.** Your personal space on Facebook. This is where your friends can contact you, view and interact with your applications, post photos, add information.
- **Tag or Tagging.** “Tag – you’re it!”. Highlighting a text or flagging a page or marking a photo.
 - Whenever you or a friend posts a photo to Facebook, you have the option of “tagging” or identifying the people you know in the photo, be it yourself, or someone in your immediate group of Facebook friends.
 - The folks that you tag will get a notification that they have been tagged and that photo will appear on their Wall.
- **Notifications.** Comments. Likes. Accepting of friend requests.



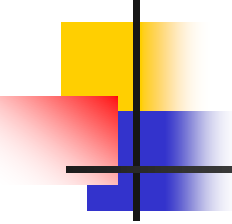
Facebook Vocabulary

- **Applications.** Fun interactive games and programs.
- **Groups / Pages.** Created by companies, organizations, musicians, politicians, etc. Facebook members can become fans of a Page to communicate support for the group, company, etc, and to interact with other members who share their sentiments.
- **Discussion Board.** This is an area where a Page's fans can engage in topic-based dialogue. Usually the topics are questions posed by the Page administrator to spark conversation and interaction.



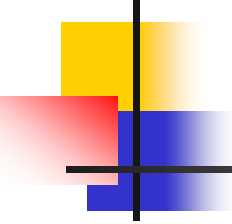
Sign Up

- **In your Internet Browser (IE, Safari, Mosaic)**
 - Type www.facebook.com into the Address Bar
- **Fill in the white text boxes under “Sign Up It’s Free Anyone Can Join”**
 - Type your First Name
 - Type your Last Name
 - Type your Email Address (yourname@gmail.com)
 - Type your Password
 - Select I am (Female or Male)
 - Select your Birthday (Month / Day / Year)
 - **Click the Green Sign Up button**
- **Type in the Security Check password text that you see in the box**
- **Select Register Now**
- **Confirm your new account in your email inbox.**



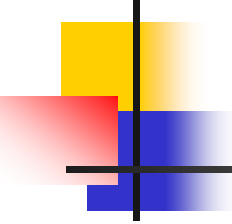
Build Your Profile

- **The more populated you make your Profile the easier it will be for Facebook to find your 'friends'.**
- **Complete ALL Profile fields**
 - Basic Information, Personal Information, Contact Information, Education & Work, Pages, Groups
- **Upload a Profile Picture.** Make it easier for friends to identify you as being the real you. In addition, the picture you select is another way to express who you are to your friends and family.
- *** Save Changes ***



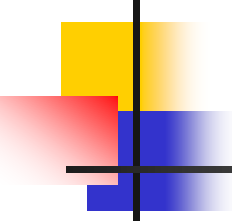
Privacy Settings

- **Control your experience.** Facebook helps you share information with your friends and the people you care about.
- 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.
- You can set privacy for the content you post to Facebook.



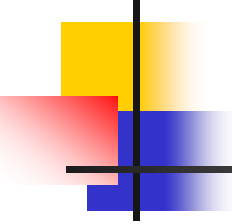
Finding your Friends

- Most of Facebook's features depend on the idea that there are people in your life that you like to stay in touch and connect with. Whether these people are best friends, family, coworkers, or acquaintances, once you connect to them, they are considered Facebook friends.
- **Friend Finder.** Friend Finder asks you for your email address and password. Facebook then runs a check of the emails in your address book to see if any of the addresses match people who currently have profiles on Facebook. You can select which people you would like to send friend requests; friendships on Facebook need to be confirmed by both people before they become official.
- Additionally, since we believe that Facebook is most useful when all of your friends are here, Friend Finder will prompt you to invite your contacts to join. You will be able to select which contacts, if any, you'd like to invite.
- **Classmates Search.** Searching for classmates is an easy way to find good friends that you may have lost track of along the way. You can search either by high school, or by college. Narrow down your results, and choose a class year when searching.
- **Coworkers Search.** Coworker search is an easy way to find people you know from your current or former job. You can find Coworker Search in the same page as Classmate Search.
- **Name Search.** At any time, no matter where you are on Facebook, you can use the quick search box (at the top right corner of the top menu) to search for your friends by name. Simply type in the name you are looking for and hit enter.
- **Find more friends.** Seriously, go read all the fun things you can do once you have your friend list set up. Facebook is all about keeping up with friends both new and old. Check out some of the ways to find friends, or send invites to people you want to connect with on Facebook.



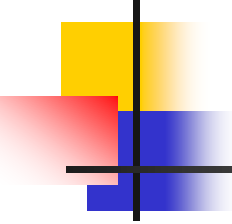
So, now what?

- **Get the 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.
- **Start sharing.** You’ve already filled out your profile, but the most interesting part is what you’re sharing right now. 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.
- **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.
- **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.



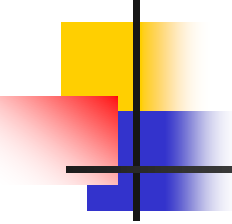
What is Twitter?

- **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 was funded initially by Obvious, a creative environment in San Francisco, CA.**
- **The first prototype was built in two weeks in 2006 and launched publicly five months later.**
- **The service grew popular very quickly and it soon made sense for Twitter to move out on its own.**
- **In May 2007, Twitter Incorporated was founded.**



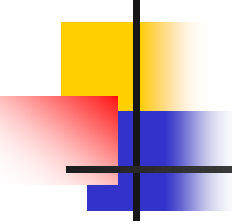
Twitter is...

- **An information network.** Twitter is a real-time information network that connects you to the latest information about what you find interesting. Simply find the public streams you **find** most compelling and **follow** the conversations.
- At the heart of Twitter are **small bursts of information** called Tweets.
- Each Tweet is 140 characters in length, but don't let the small size fool you—you can share a lot with a little space. Connected to each Tweet is a rich details pane that provides additional information, deeper context and embedded media. You can tell your story within your Tweet, or you can think of a Tweet as the headline, and use the details pane to tell the rest with photos, videos and other media content.



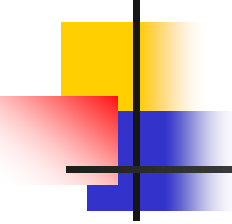
Twitter Asks 1 Question

- **"What are you doing?"**
- **Answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the 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.



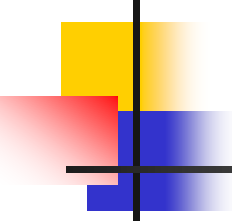
You don't have to Tweet

- **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.



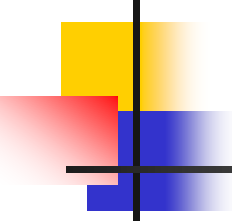
Twitter Tweets

- **Tweets are what you write**
- **Following** someone simply means that you are receiving their Twitter updates.
- **When you follow someone, every time they post a new message, it will appear on your Twitter home page.**
- **New messages are added to your home page as people post them, so you always get the updates in real time.**
- **When you log in, you can see what the latest updates are.**
- **Followers** is someone who is reading your Tweets & updates



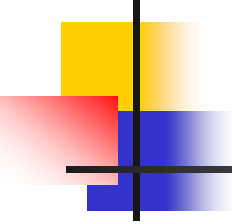
Twitter Vocabulary

- **@Mentions.** Tweets that mention you, or are in reply to you, appear here.
- **Retweets. Retweets by others. Retweets by you.**
- **Trends.**
- **Who to Follow.**
 - **View Suggestions**
 - **Browse Interests**
 - **Find Friends**



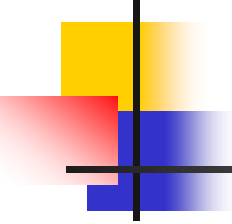
Twitter for Businesses

- Twitter connects businesses to customers in real-time. Businesses use Twitter to quickly share information with people interested in their products and services, gather real-time market intelligence and feedback, and build relationships with customers, partners and influential people. From brand lift, to CRM, to direct sales, Twitter offers businesses a chance to reach an engaged audience.
- For more information, check out [Twitter 101 for Businesses](#), a guide to doing business on Twitter.



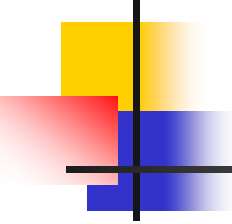
Sign Up

1. **Launch Internet Explorer**
2. **Type www.twitter.com into your address bar**
3. **Under New to Twitter?**
 - **Click on Sign Up**
4. **Fill in the text boxes under [Join the Conversation](#)**
 - **Type your Full Name**
 - **Your Username**
 - **Your Password**
 - **Your Email address**
5. **Check the boxes if you want to receive email and a newsletter**
6. **Click on Create My Account**



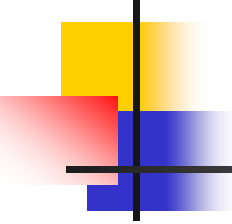
On the Go

- **Twitter on the go.** Experience Twitter on your mobile device by using a free Twitter app for iPhone, iPad, Blackberry, Windows7 and Android. To get the latest app, go to m.twitter.com on your mobile device.
- **Twitter for SMS.** Individuals, businesses and social causes can use Twitter for SMS and text directly to anyone with a mobile phone. Twitter for SMS is an instant infrastructure for mobile communications.
- **Facebook on the go.** Facebook has free apps for iPhone, Palm, Sony, INQ, Blackberry, Nokia, Android, Windows, Sidekick and iPad.



Skype's Main Features

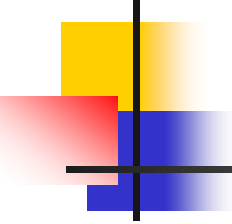
- **Free Skype-to-Skype calls**
- **Call phones and cell phones**
- **Free instant messaging**
- **Send text messages (SMS)**
- **Voicemail**
- **Free video calls**
- **Forward calls to a phone when you're offline**



What you Need

- **A computer**
- **An internet connection**
- **A microphone + A webcam**

1. **Download Skype www.skype.com**
2. **Start Skype**
3. **Find a friend**
4. **Select video call**
5. **View full screen**



Get Skype

- Go to www.skype.com
- Click **Download Now**
- double-click on the **Skype icon on your desktop**
- Click **Don't have a Skype Name?**
 - This opens a Create account window.
 - **Type in your name**
 - **Create a Skype username**
 - **Create a password**
 - * Use the same password that you use for your email address
 - **Follow the directions** and click **Sign in**

Buying a Webcam



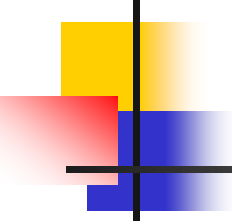
- **Brands:** [Logitech](#) [Microsoft](#) [Creative](#) [HP](#) [Apple](#)
 - [Logitech Webcam C250 - 1.3 Megapixel, VGA ...](#) **\$19.99**
 - [Microsoft HD-5000 7ND-00001 LifeCam Webcam - USB](#) **\$34.99**
 - [Microsoft Wired LifeCam VX-1000 Webcam - ...](#) **\$22.99**



- **Stores:** [Best Buy](#) [Amazon](#) [Walmart](#) [Circuit City](#) [Target](#)
- **Types:** [laptop](#) [hd](#) [mac](#) [drivers](#) [notebook](#)



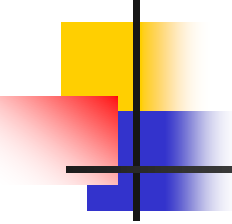
- **Recommended by Skype** <http://shop.skype.com/webcams/>



Installing a Webcam

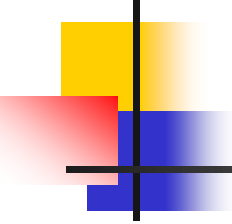
- Insert the CD-ROM into the computer and install the drivers
- Insert the USB cable that is attached to the webcam into the USB slot in either the front or back of the computer
- Follow the install directions on your screen
- **DO NOT install the webcam version**





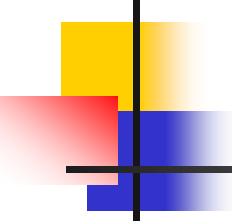
Starting Skype

- 1. Double click on the Skype desktop icon**
- 2. Contacts > Search for Skype users**
 - 1. Skype name**
 - 2. Full name**
 - 3. Email address**
- 3. Audio Settings**
 - 1. Call**
 - 2. Options**



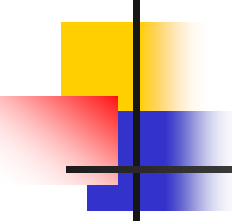
Making Skype Video Calls

- Video calls are free with any of your Skype contacts – all you need is a **webcam**.
- Before you call, check:
 - Your webcam is plugged into your computer.
 - You've installed the software that came with it.
 - It's switched on.
- To start a video call:
 - Sign in to Skype.
 - In your contact list, find the person you want to talk to and click on them. (Make sure they are online - if they have a green check, it means they are online. If they have a grey X they are offline and you won't be able to video call them.)
- In the main window, click to start your video call.
 - Smile, wave, say hello!



Useful Things you can Do

- Show your friend's video in full screen. Click again to exit full screen mode.
- Put all your videos into a separate window that you can drag around your screen. This window will always stay on top of other windows.
- **Take a video snapshot** of your friend during a video call.
- Show the IM window so you can **instant message** the person you're talking to.
- **Share your screen.**
- Add more people to the call to **create a group video call.**



Bonnie's Classes

- **Privately.** Call me directly at 941-350-6396 to come to your house and teach you privately.
- **www.ace-sarasota.com**
 - **Social Networking; Facebook & Twitter**
 - Monday January 31 – February 28, 3:30 – 5PM
 - **Facing Facebook**
 - February 14, 6PM – 9PM
 - **Facing Facebook II**
 - February 28, 6PM – 9PM