

Social Networking in 2011

Facebook, Twitter & LinkedIn

Presenter: Bonnie Hammer
hammerbonnie@gmail.com
@Hammerized

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 as a 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, China or California.
- Anyone from anywhere in the world, **13 or older**, can become a member.
- Once inside an online community, you can begin to **create your own network** of friends based on your **common interests**.

Social Networking Dangers

- Use your 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 courts or on the golf course... **DO NOT connect with them online**.
 - If you didn't like them in real life do not reconnect with them online.

Why is it so Popular?

- ◉ **Online social networks are open-ended and easy to use.**
- ◉ Once you've **set up** an **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** 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 within the site.

Getting Started

- ◉ **Social networking is about making 'friends'.**
 - First **start with the folks that you already know** from your daily life: your tennis club, book club, cycling club or members of your family.
- ◉ 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 websites share information in their profiles** (location, basic interests, politics, religion, sexuality, hobbies, TV shows) 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.**

Choosing the best Site

- The kind of person you are will determine which social networking application you will use and also which ones your friends will use.
 - If you're between 13 and 100, **Facebook** is your domain.
 - **Facebook** is the #1 place to upload and store digital photos.
 - **LinkedIn** is for **employment** networking, uploading your resume and writing and receiving recommendations.
 - **Twitter** lets you **listen in** on conversations to find out what people are talking about or promoting.

What is Facebook?

- The name of the site refers to the **paper face books** 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 on campus.
- **Facebook** defines itself as helping you to connect and share with the people in your life.
 - **Your life** = your past life, your present life and your future life.
- **Facebook** is an online community that creates a social network through the aspects of the people in your life that are online **within the Facebook community**.
 - Users select to **join** or “**like**” one or more **participating networks**: workplace, high school, college, university, hobbies, religion, politics, places of employment, geographic region, or social groups.

History of Facebook

- **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
- Facebook was launched on February 4, 2004.
- **The site has more than** 650 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.
- The movie “The Social Network” won Golden Globes and received an Oscar.

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, hometown.
- ◉ **The Wall / News Feed / Top News / Most Recent**.
 - **Status**. How are you feeling? What are you doing? What is on your Mind? 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.
 - **Comment**. Answers to Wall posts that everyone in your network can see and read.
 - **Places**. Location of where you are doing what you are commenting on.
 - **Like**. Thumbs up.

Facebook Vocabulary

- ◉ **Messages.** Facebook email Inbox. Much like your regular email inbox, this is where you can send and receive **private messages** directly to whomever you are sending your message to.
 - **Inbox messages can only be read between the sender and the recipient(s).**
- ◉ **Chat.** Instant Messaging to those friends that are logged into Facebook at the same time that you are.
- ◉ **Notes.** Small texts and mini messages.
- ◉ **Poke.** Let your friends know you're thinking about them, without saying a word. When you poke someone, the recipient gets a notification that they've been poked.

Facebook Vocabulary

- ◎ **Profile.** Your personal space on Facebook. This is where your friends can contact you directly, view and interact with your applications, where you can post photos, and add information or eliminate it.
- ◎ **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 photograph, 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 your Walls.
- ◎ **Notifications.** Every time one of your friends makes a comment, likes one of your posts, accepts a friend request, tags you in a photo; Facebook will send you a message in the email inbox to which you signed up with that it has done one of these tasks.
 - You can turn this ‘annoying’ feature OFF because you will be notified when you login to your Facebook account.

Facebook Vocabulary

- **Applications.** Fun interactive games and programs created by programmers to specifically run on Facebook.
- **Groups / Pages.** Web Pages within Facebook that are created by companies, organizations, musicians, politicians, clubs, TV shows, sports teams, etc... That are specific to those topics.
 - Facebook members can become fans of a Page to communicate support for the group, company, and to interact with other members who share their sentiments to that organization or club.
 - **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
 - Profile Photo
 - Featured People
 - Education & Work
 - Philosophy
 - Arts & Entertainment
 - Sports
 - Activities & Interests
 - Contact Information
- **Upload a Profile Picture.** Make it easier for friends to identify you.
- 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.
 - **Blocking.** 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.**
1. **Go to Account**
 2. **Privacy Settings**
 3. **Customize Settings**

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.

Friend Finder

- **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.

Twitter History

- **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 the 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 company in San Francisco, CA.**
- **The first prototype was built in two weeks in 2006 and launched publicly five months later.**
- **The service grew 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 put, you can follow the public streams that you find most compelling and listen to the conversations.
- ◉ Or you can **Tweet** your own **small bursts of information**.
- ◉ **Each Tweet is 140 characters in length.**
- ◉ Each Tweet can include text + embedded media, a headline, photos, videos and other 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 website 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.
 - Additionally, users are very much in control of whose updates they receive, when they receive them, and on what device.

You don't have to Tweet

- **You don't have to tweet to get value from 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 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** are folks who are **reading** your Tweets.

Twitter Terminology

- **@Mentions.** Tweets that mention you, or are in reply to you, appear here.
- **Retweets.** Retweets by others. Retweets by you. Are replies to the original Tweet.
- **Trends.** What the world is doing right now. What is hot and happening.
- **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**

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!

On the Go

- **Facebook on the go.** Facebook has free apps for iPhone, Palm, Sony, INQ, Blackberry, Nokia, Android, Windows, Sidekick and iPad.
- **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.
- **LinkedIn.** Has free apps for iPhone, iPad and iTouch and it is also available on the Droid and many other smartphones.
 - **LinkedIn connects to Twitter.** So that you can read your Twitter feed while on logged in to your LinkedIn account.