

# **Social Networking**

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## **Overview**

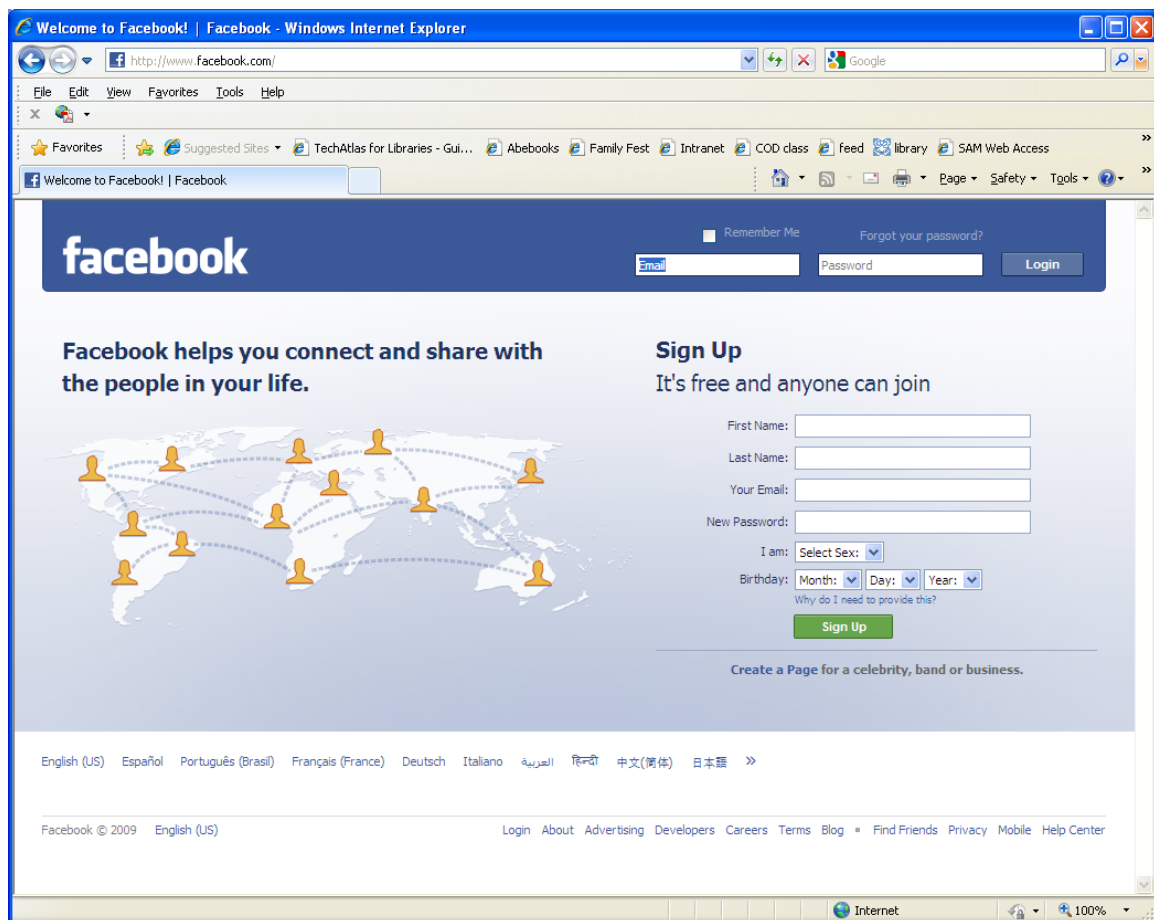
Social networking services are designed to connect different users to one another through several degrees of separation and to exploit the power of loose connections. They're used for entertainment, recreation, social planning, community activism, advertising, keeping in contact with customers, and much more. There are countless different networks of this kind available over the Internet – most of them free for basic service – and they all have their own niche. For example, flickr is a social network that focuses on sharing images and video with people who have related interests. MySpace was a very popular social network that, through colorful themes and easy to use features, focused on a younger audience. Instagram is a social network aimed at mobile phone photography. Today we're going to learn about three of the most widely used sites: Facebook, Twitter, and LinkedIn.

## Facebook

What makes Facebook unique is its openness and adaptability. Facebook allows you to pull information from many of the other social networking sites into one central place. Facebook functions as a messaging service, means of logging in to most other online services, and a location to consolidate services. Meanwhile it creates a huge number of its own applications and features. Let's take a look at a number of the things you can do with Facebook:

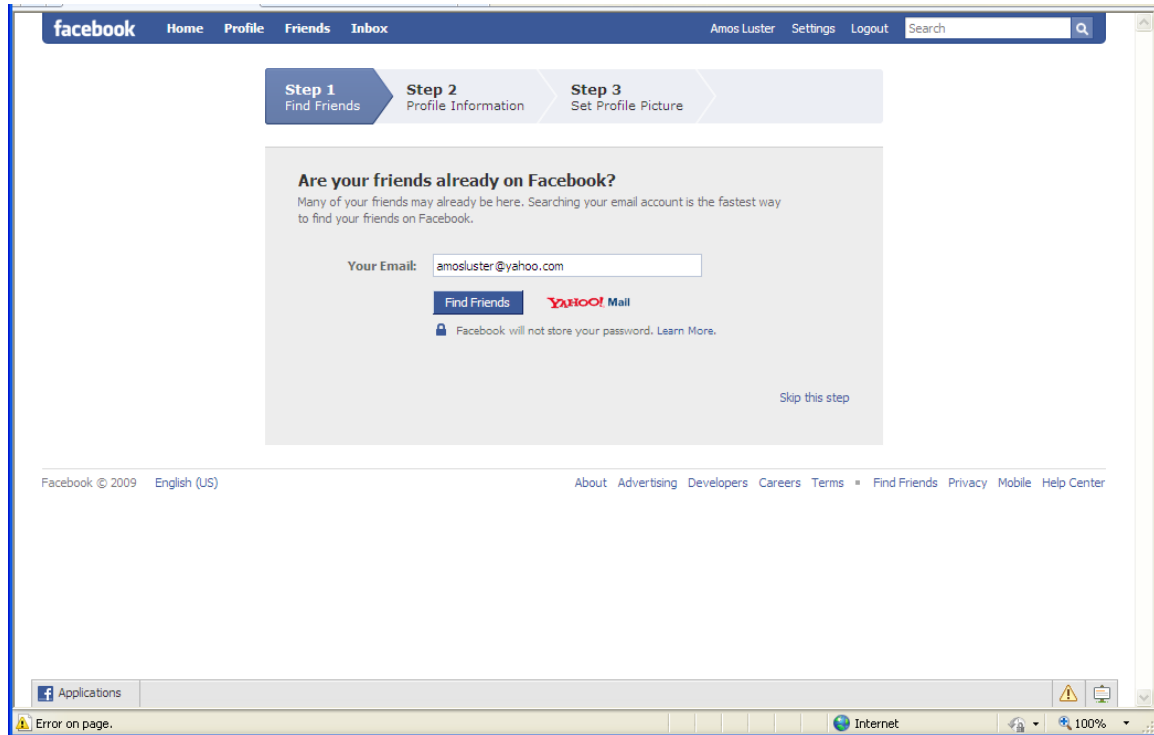
### Creating an Account

To begin go to [www.facebook.com](http://www.facebook.com)



You'll see in the upper right hand corner where you would sign in if you had an existing account. On the right hand side you see the form where you will sign up.

After you fill in the relevant information you'll see this:



Here you can have Facebook search your address book to see if anyone there is on Facebook already. You can also choose to skip this step. There will be several other attempts to find friends for you.

Finally you'll be offered the chance to upload a profile picture. Another step you can skip if you like.

## Your Profile

At the top of the screen you see this directory:

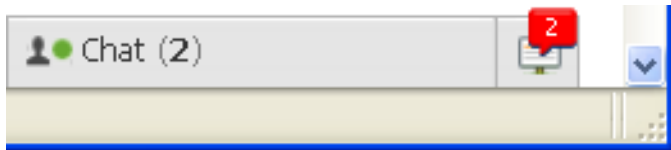


“Home” will take you to the welcome page, just like email. “Profile” takes you to your information. This is where you'd enter details about yourself,

add pictures, and edit any information already up. Once you've added friends they'll be able to see everything you have here.

### Finding Friends

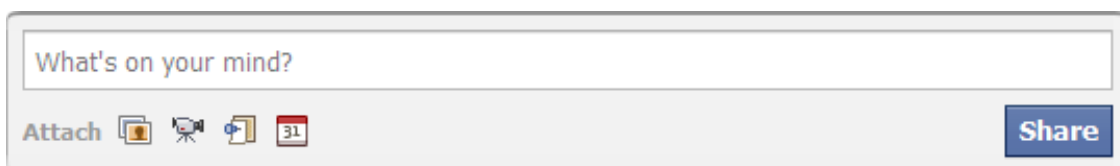
Once you've created an account you want to find friends to connect with. This is done through email contacts, school connections, and simple searching. You are required to have at least one friend to be able to use the majority of the features. Once you have friends established you will see their updates on your wall and they'll see yours. Any responses they post to your updates will result in a red notice in the bottom right hand corner, shown here:



Any time you find someone you want to befriend you have to request their friendship, they will see a notice when they sign in that someone has requested their friendship and they can choose to confirm or ignore the request.

### Updating Your Status

Once you have friends established you can start updating your status. This is always available both on your profile page and your home page. Simply enter text into the status box, shown here:



Notice that you can also attach pictures, movies, web links, and events to your status – so if you want to share a link with all your friends this would be the fast way to do so.

### Walls/Messages

You can also contact people directly by either writing on their wall or sending them a message. The major difference being that anything you write on someone's wall will be visible to all of their friends, while messages are more like email; only the recipient will see it. Both tasks are performed by going to the friends profile page and clicking the appropriate link.

### Joining Groups

Sometimes you will see an option to join a group. You will find groups either through your friends joining them or by using the search bar in the upper right. These might be symbolic groups – in support of something or other, essentially like an online petition – or they might be practical means of following what's happening with a business, club, or area of interest. Once you are a member of a group you will often get notices on your home page that there is "1 new event". You will also see the comments of everyone involved in the group.

### Become a Fan

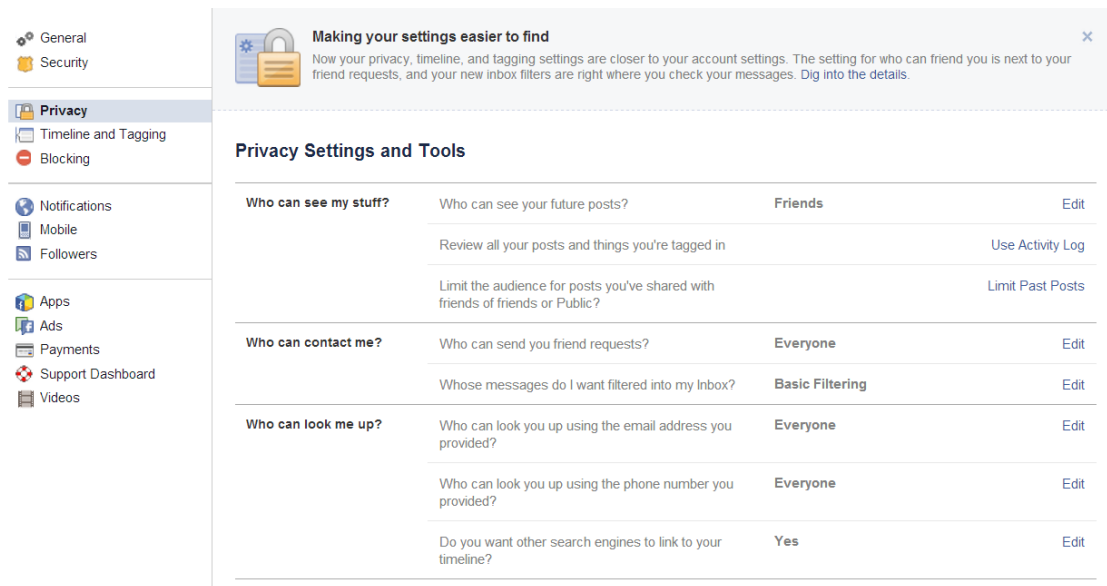
Similar to groups only with less discussion. Many TV shows, movies, authors, actors, etc. have fan pages and by becoming a fan of them you'll get updates as to what's happening. For example, you'll know if the show that night will be new or a re-run.

## Using Applications

Applications are tools you can use within Facebook. Surveys you can take, games you can play, tools to better display your pictures, etc. Once you start using them you'll see them in the Applications menu in the bottom left hand corner of your screen. They will often ask for access to your profile information, whether you agree to offer that is entirely up to you.

## Tips & Details

-Make your account private!



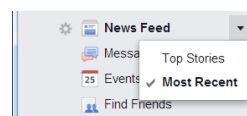
The screenshot shows the Facebook Privacy Settings and Tools page. On the left is a navigation menu with categories: General, Security, Privacy (selected), Notifications, Mobile, Followers, Apps, Ads, Payments, Support Dashboard, and Videos. Under the Privacy category, sub-options include Timeline and Tagging and Blocking. The main content area is titled "Privacy Settings and Tools" and features a notification banner at the top: "Making your settings easier to find" with a padlock icon, stating that privacy, timeline, and tagging settings are closer to account settings. Below the banner is a table of settings:

Who can see my stuff?	Who can see your future posts?	Friends	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
Who can contact me?	Who can send you friend requests?	Everyone	Edit
	Whose messages do I want filtered into my Inbox?	Basic Filtering	Edit
Who can look me up?	Who can look you up using the email address you provided?	Everyone	Edit
	Who can look you up using the phone number you provided?	Everyone	Edit
	Do you want other search engines to link to your timeline?	Yes	Edit

By changing privacy settings you can control who can contact you, read your future and past posts, and find your account using search engines.

-Be aware that many free games charge for in-game items, show caution before giving credit card information.

-Your news feed can be set to "Top Stories" or "Most Recent", choose the one that best suits your preference



## Common Facebook Questions

- If I unfriend someone will they be notified? *No, but you will be removed from their friends list as well*
- Can I control what post I see in my newsfeed? *Yes. By selecting the pull down menu to the right of each post you can choose to hide their feed, unfollow the person in question, or report their post if it contains spam or other offensive material.*
- What is the difference between a page and a group? *A page is like a secondary website, you can create it and allow others to comment but you have total control of the contents. A group is more like a chat room. Be aware that if you join a group you will see posts from other members of the group in your newsfeed.*
- Can I deactivate my account? *Select Settings → Security → Deactivate Your Account. When you deactivate your account your profile and all information associated with it disappears from Facebook immediately and people will not be able to search for you on Facebook. To reactivate the account you will need access to the login email address associated with the account.*

## Twitter

Twitter could be seen at a basic level as Facebook taken to an extreme. It allows you to update your status but restricts it to 140 characters or less. In truth it has evolved into something well beyond that and become a new means of communication. We'll get into the basics of creating an account and learning how to share and follow others with it.

### Creating an Account

Start out by visiting: [www.twitter.com](http://www.twitter.com)



Choose “Get Started—Join!”

The next few steps will feel a lot like Facebook. It will take similar information to create the account and ask to search your address book to see if anyone you know is on Twitter. It will then give you the opportunity to



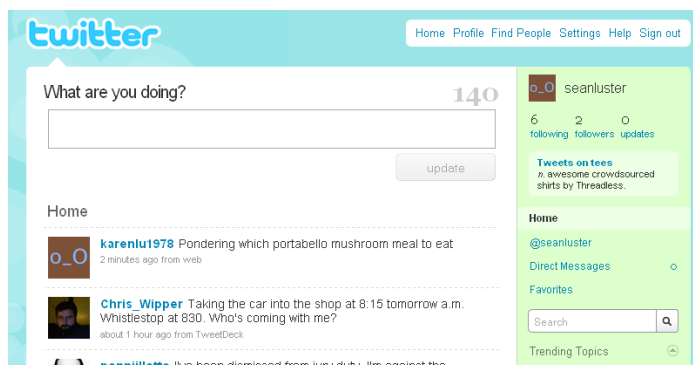
invite anyone you know who isn't on Twitter. Next you'll see a screen like this:



This is a list of people on Twitter and a brief summary of who they are. If you want to follow them you'd simply check the box next to their name before clicking Finish.

### Status Updates / Direct Message

Once you've created your account you will be taken to another homepage:

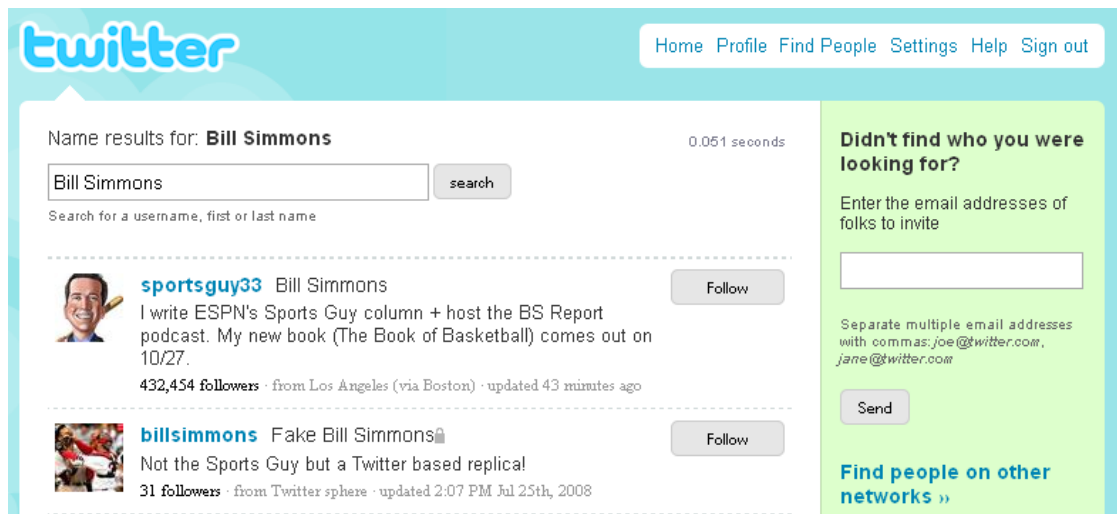


As you can see this is in many ways a stripped down version of the Facebook homepage. Same status bar, same stream of updates from the

people you follow, the difference is in the tools provided at the top and on the right. For the status updates, however, things will work almost exactly the same. Enter in whatever you like in the bar at the top. The big difference is the character restrictions and the inability to add links, pictures, etc. For messages, you need to click on the name of someone you're following and from their profile you can send them a message.

### Finding and Following Feeds

If you choose “Find People” in the upper right hand corner you can track down feeds based on a username, a first or a last name. For people that you know, a first or last name will probably work. Famous people or other services will frequently have specific usernames. These can be found on their site or through other (Google) means. After searching you will get a result like this:



If you found who you're looking for then choose “Follow” from the right hand side. If not, modify your search. You can also find people to follow by visiting other people's profiles and seeing who they follow.

### Replying / @ Replies

If you want to reply to someone in a way that everyone can see, simply click the reply arrow to the right of their post. If you prefer to send them a direct message use this format:

*@theirusername* your-message

The will receive this in their replies folder but no one else will be able to see it.

### Tags & Trending Topics

You can tag your posts by adding the ‘#’ symbol before a certain word in them. This will make them searchable so someone looking for more posts on that topic could click on yours and find everything else that matched. Similar to this is the list of Trending Topics that you find on the right of your feed. These are topics that are currently appearing the most often throughout Twitter. Click on any topic shown to get a list of related posts.

### Pictures and More

All of this can be incorporated into working with your cell phone. This is of course dependent on the service that you have so we won’t be getting into it in tonight’s class but if you have the right equipment you can also use your phone to send “tweet-pics” directly to your feed.

Also, don’t forget that you can make your twitter feed locked for privacy, just like Facebook.

## Final Tips

- @username + message

directs a twitter at another person, and causes your twitter to save in their "replies" tab.

Example: @meangrape I love that song too!

- D username + message

sends a person a private message that goes to their device, and saves in their web archive.

Example: d krissy want to pick a Jamba Juice for me while you're there?

- WHOIS username

retrieves the profile information for any public user on Twitter.

Example: whois jack

- GET username

retrieves the latest Twitter update posted by the person.

Example: get goldman

- NUDGE username

reminds a friend to update by asking what they're doing on your behalf.

Example: nudge biz

- FAV username

marks a person's last twitter as a favorite. (hint: reply to any update with FAV to mark it as a favorite if you're receiving it in real time)

Example: fav al3x

- STATS

this command returns your number of followers, how many people you're following, and your bio information.

- INVITE phone number

will send an SMS invite to a friend's mobile phone.

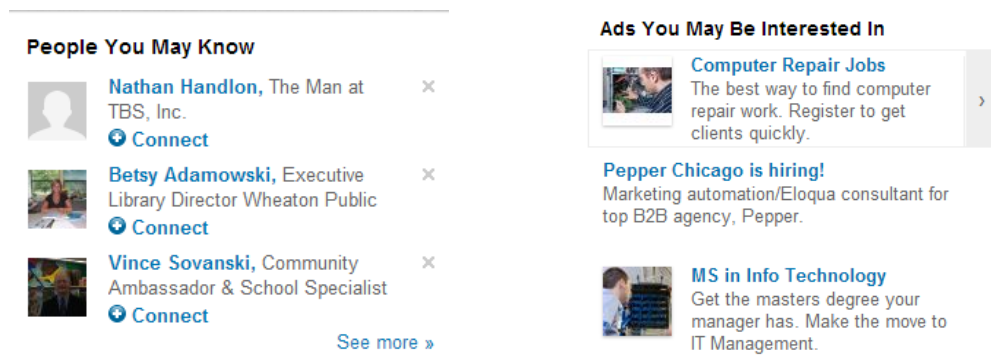
Example: Invite 415 555 1212

## LinkedIn

LinkedIn is a social network designed to aid in job hunting and professional networking. A combination of personal connections, trade or location specific groups, and resume management make it a useful tool for career development.

## Home

The LinkedIn home page provides standard infinite scrolling style update on activity amongst your connections and groups. Some points of interest:



The screenshot shows two sections from the LinkedIn home page. The 'People You May Know' section lists three individuals with their profile pictures, names, titles, and a 'Connect' button. The 'Ads You May Be Interested In' section displays three job advertisements with their respective images, titles, and descriptions.

**People You May Know**

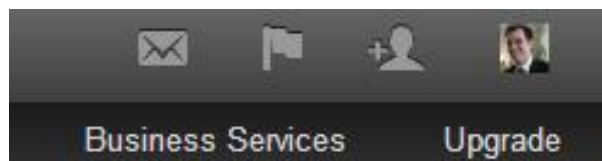
- Nathan Handlon**, The Man at TBS, Inc. [Connect](#)
- Betsy Adamowski**, Executive Library Director Wheaton Public [Connect](#)
- Vince Sovanski**, Community Ambassador & School Specialist [Connect](#)

[See more »](#)

**Ads You May Be Interested In**

- Computer Repair Jobs**  
The best way to find computer repair work. Register to get clients quickly.
- Pepper Chicago is hiring!**  
Marketing automation/Eloqua consultant for top B2B agency, Pepper.
- MS in Info Technology**  
Get the masters degree your manager has. Make the move to IT Management.

The suggestions provided in the advertisement section of LinkedIn tend to be more helpful than most social networks, as they are more often on target due to the extensive personal information you've provided.



- Messages
- Notifications
- Find Connections
- Account Management

## Profile

This is where you enter in your personal and professional information. Instead of uploading a pre-existing resume, LinkedIn works more like a resume wizard, asking you a series of questions and generating the document. Also note LinkedIn offers the option of exporting your profile to a print resume if you need to.

## Network

Used to manage and add to your connections, either through email contacts or searching.

## Jobs

Search for possible jobs and view recommended opportunities. This feature of LinkedIn functions similar to monster.com or jobs.com with the added benefit of having your account connections/endorsements available for employers.

## Interests

Have a company you'd like to work for? A group you're involved with and would like updates about? Alumni organization you identify with? The Interests section manages all that.