

Social Networking Handout 2014

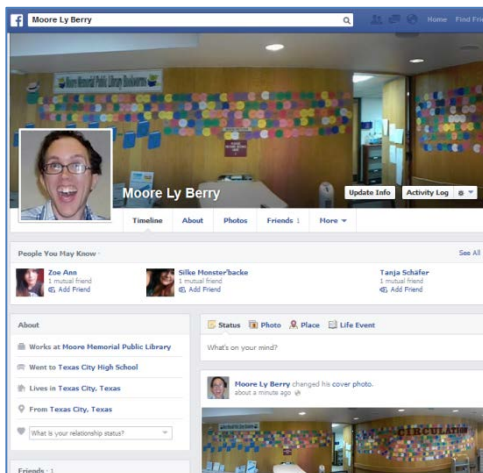
What is a social network? Dictionary.com defines it as “an online community of people with a common interest who use a Web site or other technologies to communicate with each other and share information, resources, etc.” Basically, any website that allows users to add their own content that others can see is a social network or at least has aspects of a social network.



Still confused? You're in good company! Technology is allowing people to shape and share content in new ways every day, so the definition of a social network (or virtually any definition dealing with communication technologies) is still changing.

So what is a social network!? Let's say any website, application (apps for short), or other technology that allows its users to edit, add, and share information.

The Most Social of Social Networks



Facebook: Facebook is the most popular of all social networks. Facebook claims an estimated 1.1 billion active monthly users. That means about 1 out of every 7 people that are alive currently are using Facebook.

Facebook lets you create a profile and 'friend' other Facebook users. You can upload photos and videos, link to articles online, play games, chat, send messages (like a Facebook email to other Facebook users), and more. You can also view what your 'friends' post and comment on their content. "Status updates" allow you to let friends know what you're doing at that moment, make a joke, share some wisdom, or more. You can also 'Share' links to webpages (articles, recipes, etc.), pictures, or video.



You can also 'like' organizations, bands, companies, and brands that you are a fan or admirer of. You can even 'like' us to stay on top of everything we do. Unlike 'friending,' 'liking' won't let them have access to your other content if you set it to private.

Pros: Find friends, family, acquaintances, colleagues, etc. and keep in 'virtual' touch; Make a business or organization page for free marketing; Games, music, video, and other 'free' entertainment

Cons: Privacy issues; seriously addictive; requires users to pay attention to frequent changes; what is put online can haunt you!

Find them at www.facebook.com

LinkedIn: LinkedIn is the number 1 social network for career networking. It has more than 225 million users with 1/3 of that in the US. LinkedIn is aimed at people in "professional" careers and allows you to "connect" with any one you think you may know or people who may know you can request to connect. From there people can connect to other people's connections and build a network of professional contacts. LinkedIn allows you to search for jobs, employers to post jobs, and for users to research employers before they apply.


	Luke Alvey-Henderson
	Young Adult Librarian, Teen Programming Consultant, Data Research Engineer, Other Inflated Title
	Greater Houston Area
	Current Moore Memorial Public Library
Previous	University of North Texas
Education	University of North Texas
	500+ connections
www.linkedin.com/in/lukealveyhenderson	

A mock-up of what a LinkedIn profile can look like.

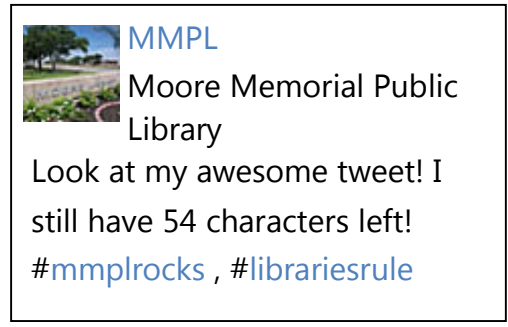
Pros: A great way to build, find or keep business contacts; a free personal job hunting tool

Cons: Only beneficial for professional positions; privacy issues

Find them at www.linkedin.com

Twitter : Tweet. Tweet. No, it isn't Rockin' Robin. It's a social network that lets users micro blog 140 characters at a time. Microblog? A blog is short for web log or online journal. Twitter is a micro blog, because each entry can be a maximum of 140 characters. This includes any spaces, letters, numbers, or symbols. It makes for super brief updates. Users can (and do) tweet about anything. From stray humorous thoughts, inspirational

quotes, what they ate for lunch, protesting injustice or anything else you can possibly imagine and plenty you probably can't! A big appeal of twitter is "direct" access to some of your favorite celebrities, brands, or companies. Companies don't just use it to market, they also respond directly to positive and negative feedback. It can also be a way to market your own small business for free. Twitter users can follow other users to be updated about their recent tweets. You can post links, photos, or videos just like Facebook and like Facebook you can restrict who sees your content. You will often see @ and # in tweets. @ followed by a username directs a tweet to a specific Twitter user. #s are called hashtags. Hashtags make that tweet searchable to anyone looking for all posts using that hashtag. Hashtags are used to connect with other users interested in or concerned about the same thing. Twitter was actually instrumental during the Arab Spring of 2010, to allow people to organize protests and topple restrictive regimes.



Pros: Let your voice be heard, just in small bites; follow people or companies you like to stay on top of trends, organize like-minded individuals

Cons: Does everyone really need to know what you (or Justin Bieber for that matter) ate for breakfast? ; Privacy concerns

Find them at www.twitter.com

Google+: Google's Facebook! It has about 359 million active users. As of May 2013, it had a total of 500 million registered users, 235 million of which are active in a month.

You can group your friends into different "circles" to



A mockup of how you can separate your circles.

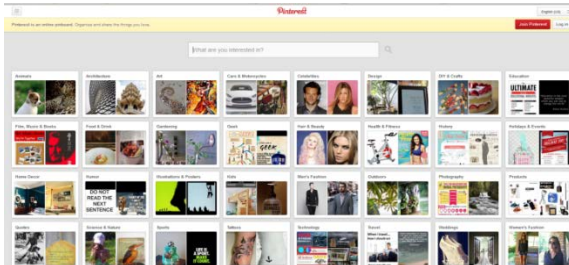
organize them by your relationship to them. Google+ also has very powerful and easy to use photo editing tools, so you can add photos and polish and improve them. One new feature they have over Facebook is group video chats called 'Hangouts'. Up to 10 users can join a video chat at a time. Google+ connects to all your Google products like Gmail, YouTube, search, and more.

Pros: Pretty much same as Facebook, but with extra Googleness and videochat.

Cons: Pretty much the same as Facebook, but also less users means you may not find your friends there.

Find them at www.plus.google.com

Pinterest: Pinterest isn't in the Photo section below, because it's really not used for just sharing photos. People can certainly post their own images and videos and many certainly do, but many of its 70 million worldwide users repin. Pinterest lets users create and manage theme-based image (and links to video) collections such as events, interests, and hobbies. Like 'Birthday Ideas', "Celebrity Mug Shots", "Inspirational Quotes", or whatever your imagination can bring forth! Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos.



Copyright violations as far as the eye can see!

Pinterest has one HUGE problem, though...**COPYRIGHT!!!** Many people think they can post whatever images or videos they want online, because they aren't making money from it. NO! That is a violation of copyright law and puts you in legal danger.

Many (if not most) Pinterest users are repining or pinning images they did not create and therefore may be violating copyright law. To be safe only pin or re-pin items you are sure that are allowed to be shared or that you created. This goes for anything you upload with any form of social media or social network.

Pros: seriously fun to browse for hours or to connect with friends over shared interests or ideas; a great place to find recipes or ideas of all types; learn about new movies, art, music, etc.

Cons: addictive as all get out; privacy (Okay, you get it! Privacy is ALWAYS a concern); copyright violation city

Find them at www.pinterest.com

Photo Sharing

One of the most common activities people do on social networks is share photos. It's a way to visually connect with people all around the world or sitting in the same room on a smart phone (I have seen teens do this!)

Flickr: Flickr is free unlimited photo storage. You get a free terabyte to store high quality images. A high quality image or short video usually tops out under 5mb and that means you could post over 200,000 very high quality photos or short video clips! You can make your photo and albums public or private. Flickr has a vibrant community with hobbyist and photographers of all types uploading their work to the public for comment. This is the social aspect of the site and you'll find all sorts of fascinating things if you go hunting. Flickr also has a nice photo editor that lets you fix red eye, crop, add fun filters and stickers, and more. You can also upload video, but Flickr seems to focus most of its attention to photos.

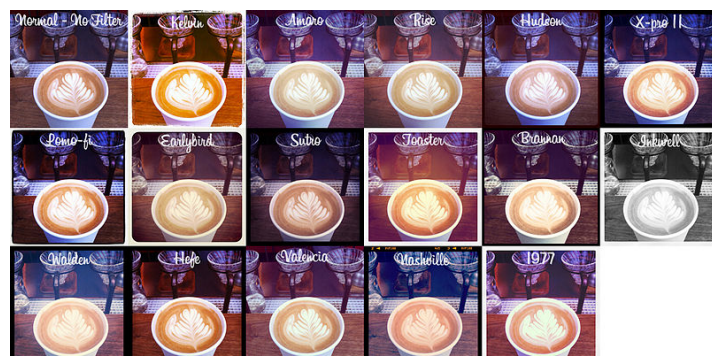
Also check out Picasa from Google. It has very similar features to Flickr, but slightly different tools and layouts. Both are free, so check out both before you add all 33 million photos!

Find them at www.flickr.com and <http://picasa.google.com/> Find our Flickr page at <http://www.flickr.com/photos/moorelibrary>

Snapfish and Shutterfly: These are both commercial sites that sell prints, customizable books, invitations, posters, calendars, clothes, etc. But you can use them without ever spending a penny. You get free unlimited photo and video storage. You can make online photo albums and send the link to friends and/or share them on all major social networking sites. Shutterfly even allows you to make a personal photo and video web page for free. They both also have some basic photo editing software to fix red eye, adjust color, crop, rotate, and other basic tools.

You can find them at www.snapfish.com and www.shutterfly.com

Instagram: This is a free downloadable app for smartphones. You take pictures (or 15 second video) using the app to add all sorts of fun, hip filters



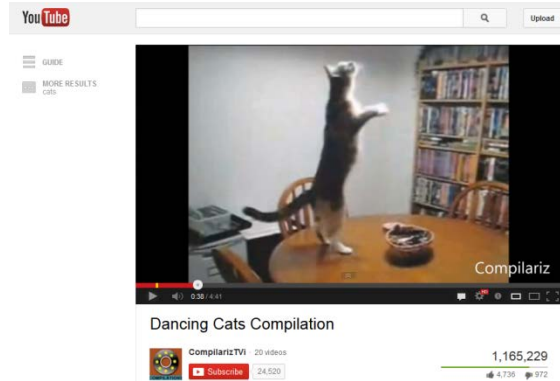
Examples of Instagram filters. Photo by Jessica Zollman

and then post them on Instagram or on your other social networks. Instagram pictures often look like warm, faded Polaroids. It has over 150 million users and like Twitter a lot of celebrities post to Instagram. However, if you don't have a smart phone, then you can't use Instagram at all.

You can download Instagram at the Apple App Store or Google Play.

Video Sharing Sites

YouTube: Post videos about anything for everyone. YouTube was one of the first sites to celebrate user created content and it has built an empire based on it. Over 6 billion hours of video are watched each month on YouTube. 100 hours of video are uploaded to YouTube every minute. It has simple video diaries from users around the world, professional content like music videos and movie trailers, comedy channels, cooking, make up tips, fashion, and anything else under the sun.



These dancing cats have been viewed over 1 million times.

Some of its competitors include www.vimeo.com, www.veoh.com, www.vevo.com, and www.dailymotion.com

You can find YouTube at www.youtube.com.

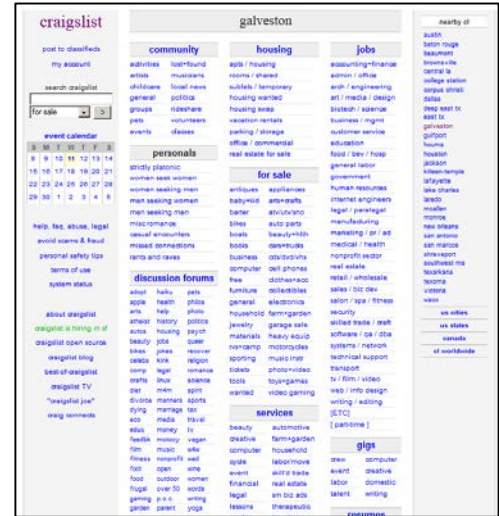
Vine: This is a short video posting site. Like YouTube for people with incredibly short attention spans. You use the app to record and post 7 second videos. Created by Twitter (they just love to keep things short!), this app for smart phones and tablets. Vine debuted just this year and already has 40 million registered users. This seems like it may just be the Next Big Thing, so jump on the bandwagon now to keep up with the cool kids.

You can download Vine at the Apple App Store or Google Play.

Commerce Sites

Many websites that sell goods are actually social networks because the users provide the goods and services. Some are also social in that they allow users to leave feedback.

Craigslist: Craigslist is the Classifieds Section of the internet. Users can post and search ads for goods, services, jobs, and answer personal ads. Craigslist is separated by major cities, so you can look only for items near you or look anywhere in the over 50 countries covered. You'll find some unbelievable deals on Craigslist and you'll also find some outright scams. Like the classifieds sections of olden times, you have to be careful and watch out for crime. The personals section has had some of the most controversy and has been accused of encouraging prostitution. Here are some of



Craigslist's safety tips: Insist on a public meeting place like a cafe

Do not meet in a secluded place, or invite strangers into your home

Be especially careful when buying/selling high value items

Tell a friend or family member where you're going

Take your cell phone along

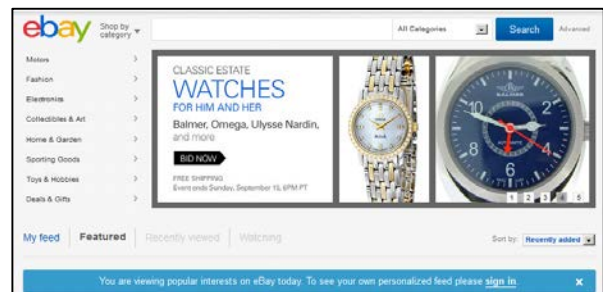
Consider having a friend accompany you

Trust your instincts

If you use craigslist make sure and look at their "Avoid Scams" page:

<http://www.craigslist.org/about/scams> Find Craigslist at www.craigslist.org

Ebay: ebay is an online auction site. Users (for a small fee) post an ad for something they want to sell and people can bid on the item. Highest bid (if any) gets the item at that price. Users can also choose to offer a "Buy Now" option to entice sellers to skip bidding and buy it



outright. Ebay is still the largest and most successful site of its kind in the US and there's precious little you can't find or sell on its online shelves. You'll hear about Ebay Millionaires on the news now and then, but these are rare exceptions. While it is possible to profit on Ebay, few are able to make a living at it. There is somewhat of a learning curve in getting started with Ebay, but ask us for help! We have several books that could help!

You can find them at www.ebay.com

Reviewing Sites

With all that's out there here are some sites that let you get opinions from other users. However, don't believe everything you read. About 15 percent of all online reviews are fake. They're made up by a business to promote themselves or malign the competition. Your best bet is to read loads of reviews and look for the average consensus.

Yelp: Yelp has the best reputation for filtering out fakers. They review food, nightlife, mechanics, home repair, and more. You can search by city to see what's best near you or for traveling. You can also post about your favorite or most hated spots in town.

Find them at www.yelp.com



Angie's List: Angie's List is a user review site of local businesses. They have a heavy focus on home repair, cleaning, auto repair, and other services. They only accept reviews from paid and registered subscribers, so the level of fake reviews is theoretically greatly reduced. That also means you have to pay to view any reviews as well.

Find it at www.angielist.com

TripAdvisor: If you want to travel and find the best spots while avoiding the worst spots, TripAdvisor may be for you. If you are well travelled and want to rant or rave about the best and worst of your experiences you can leave a review on TripAdvisor.

Find them at www.tripadvisor.com



Want to Know More?

As always if you need any more help you can always ask at the Reference Desk. We'll be glad to help you get information on any site and show you our books on social networks. Happy Hunting!