

Social Media: From beginning to....

11/10/11

| Taking the necessary steps



What is social networking?

**It's real people
having real
conversations
about real objects
& ideas**

– David Carr



Platforms.

facebook

twitter

You Tube

flickr™

digg

Technorati™

vimeo

Linked in™



del.icio.us

myspace.com

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook Stats

- More than 800 million active users
- More than 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- Average user is connected to 80 community pages, groups and events
- On average, more than 250 million photos are uploaded per day
- More than 350 million active users currently access Facebook through their mobile devices

About Facebook

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.



What do you use Facebook for?

- Home on the internet
(Personalizing your desk)
- The Facebook “wall” is where it all happens
- Online photo album
- Fun, games & more (selectively)
- Business
- Finding old friends & current connections
- Add friends selectively
- Edit your News Feed preferences
- **START SLOW!!**


Facebook: The Wall

Facebook - Windows Internet Explorer
https://www.facebook.com/?ref=logo
Convert Select
Favorites NewspaperClips.com Key... Race Information This Day in History — Hist... Today in History and Birth... Suggested Sites Web Slice Gallery
Facebook why to use facebook - G... Why Facebook? Why sh... how many facebook us... Factsheet Page Safety Tools

facebook Search Cragin Mosteller Home


RECENT STORIES TOP STORIES

Linda Kleindienst
Too cute not to share.



Joe Sigur's Photos
By: Joe Sigur
Like · Comment · Share · 10 minutes ago · 1
Jim McClellan likes this.
Write a comment...

Linda Kleindienst via The U
Hoping for a return of "Wide Right" again this Saturday....



2000 Miami Hurricanes vs Florida State Highlights
www.youtube.com
Final Score: Miami 27 FSU 24. This is the Wide Right III

Judi Skelton Spann
commented on Peter Schorsch's link: "Tired of bad press about the..."

Erin Geraghty Rock and **Mary DiMarco** are now friends.

Scott Weatherford is attending Christmas Production: Two From Galilee.

Linda Kleindienst likes NPR's link.

Tracy Kusmierz likes Letreze Gooding's status.

Linda Kleindienst shared Joe Sigur's photo.

Linda Kleindienst via **The U**
Hoping for a return of "Wide Right" again this Saturday....
2000 Miami Hurricanes vs...

Adam Putnam Enjoyed a great crowd of farmers at the Florida Ag Expo in Balm this morning. Wi...

Little Rock, Arkansas added a new photo to the album HootSuite Photos.

Search [icon] [icon]

Facebook: Finding Friends

Browser: kate parmelee - Facebook Search - Windows Internet Explorer
Address bar: https://www.facebook.com/?ref=logo#/search/results.php?q=kate%20parmelee&init=quick&xtas=0.42183240386273246
Page: bay county valerie lovett

Facebook Search Results for "kate parmelee":

- Kate Parmelee**
Went to Grand Haven High School
Lives in Grand Haven, Michigan
From Grand Haven, Michigan
Send message
+1 Add Friend
- Kate Madden Parmelee**
Senior Programmer Analyst at Montgomery General Hospital
Studying Computer Studies at University of Maryland University College
From Washington, District of Columbia
Send message
+1 Add Friend
- Katie Parmelee**
Coastal Carolina
Lives in Raleigh, North Carolina
Send message
+1 Add Friend
- Katie Parmelee**
Lives in Las Vegas, Nevada
Send message
+1 Add Friend
- Katie Parmelee**
Briarcliff High School
From Briarcliff Manor, New York
Send message
+1 Add Friend
- Katie Parmelee**
Manassas Park High
Lives in Virginia Beach, Virginia
Send message
+1 Add Friend

Sponsored Ads:

- LSU Beats Alabama**
collegefootballstore.com
Celebrate the LSU Tigers Victory! Shop for Official Score Tees and Other Team Merchandise at CollegeFootballStore .com.
- New York & Company**
WIN A TRIP TO NYC for the holidays, a shopping spree, and a fabulous city adventure! "Like" us and enter to win!
Like · Melissa Christine likes this.
- Zephyrhills Brand Sparkling...**
Like Zephyrhills® Brand Sparkling Natural Spring Water & get a COUPON! While supplies last. Certain restrictions and limits apply.
Like · 17,800 people like this.
- RetailMeNot**
"LIKE" and get notified of the best Black Friday Coupons in 2011!

Friend Activity:

- Cory Tilley and Richard Swartz are now friends.
- Doug Shipman and Jyotsna Dilip Patel are now friends.
- Erin Geraghty Rock It's Wednesday, Wednesday... gotta get down on Wednesday. Everybody's looking forward to the weekend, weekend!
- Judi Skelton Spann commented on Peter Schorsch's link: "Tired of bad press about the..."
- Erin Geraghty Rock and Mary DiMarco are now friends.
- Scott Weatherford is attending Christmas Production: Two From Galilee.
- Linda Kleindienst likes NPR's link.
- Tracy Kusmierz likes Letreze Gooding's status.
- Linda Kleindienst shared Joe Sigur's photo.
- Linda Kleindienst via The U Hoping for a return of "Wide
- Ginny Smith
- Heather McKenna DiGiacomo
- Michelle Lyon Drumb



Facebook: Privacy Settings

Privacy Settings - Windows Internet Explorer
https://www.facebook.com/?ref=logo#!/settings/?tab=privacy
bay county valerie lovelt

Convert Select
Favorites NewspaperClips.com Key... Race Information This Day in History — Hist... Today in History and Birth... Suggested Sites Web Slice Gallery

Privacy Settings why to use facebook - G... Why Facebook? Why sh... how many facebook us... Factsheet

Privacy Settings

Control Privacy When You Post

You can manage the privacy of your status updates, photos and information using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try [editing your profile](#) to see how it works or [learn more](#).

What's on your mind?

Friends Post

Control Your Default Privacy

This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like Facebook for Blackberry.

Public Friends Custom

How You Connect

Control how you connect with people you know.

[Edit Settings](#)

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Search



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Next steps

- Before setting up a professional page – set up your personal page and better understand Facebook.
- Find friends. Allow the friend finder to find your connections.
- **Don't talk..Listen**

Facebook: Business Page

Florida Association of Counties - Windows Internet Explorer
https://www.facebook.com/flcounties
bay county valerie lovett

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Florida Association o... difference between a fa... Difference Between a Pa... how many facebook us... Factsheet

facebook Search Cragin Mosteller Home

Florida Association of Counties

Organization · Tallahassee, Florida · Edit Info



Wall Florida Association of Co... · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...

Julie Sacco Hurst
Thank you to the Florida Association of Counties for meeting with the Florida Network of Children's Advocacy Centers today and listening to our legislative agenda for child abuse victims..
View Post · October 31 at 12:20pm

Florida Association of Counties
FAC News & Notes: October 21, 2011 http://fl-counties.com/NewsAndNotes/Default.aspx

FAC News & Notes: October 21, 2011
Check out my latest campaign by Constant Contact.
HOTEL IS ALMOST SOLD OUT! Make your reservations ASAP in order to get FAC's reduced room rate of \$129.00 for a Studio Unit and \$144 for a 1-Bedroom Unit (plus applicable taxes). Call (800) 320-8115; the group code is 22J6NG. REGISTER BY OCTOBER 28 & SAVE \$50! Click here to visit the FAC portal and re...

25 Impressions · 0% Feedback

Admins (3) [?] See All

- Use Facebook as Florida Association of Counties
- Notifications
- Promote with an Ad
- View Insights
- Invite Friends

You and Florida Association of Counties

- 31 friends like this.
- 12 friends have worked here.
- YPoM - Your Pace or Mine?, Orange County Government - Office o..., KeepItLocalFlorida.org

Recommendations (1) See All

- Akin S. Akinyemi** To know "All About Florida", you've got to "Like" FAC and learn all we are doing... See More

Heather Wolfe Parker likes Susan Steuby Gray's photo.

Robb Gray ▸ Doug Hall
Doug! Happy Birthday! Hope you have a great day! I look forward to seeing you next week -

Heather Wolfe Parker commented on Stacey Rogers Miller's post on Heather Wolfe Parker's wall: "Fun fun! I'm glad you had a go..."

Dietz Osborne today I'm thankful that I'm like LSU... I have two quarterbacks on my team. Alth...

Tom Derzypolski shared a link.
Ford Ironman Florida Race...

Cory Tilley and Richard Swartz are now friends.

Doug Shipman and Jyotsna Dilip Patel are now friends.

Erin Geraghty Rock It's Wednesday, Wednesday... gotta get down on Wednesday. Everybody's looking forward to the weekend, weekend!

Ginny Smith
Heather McKenna DiGiacomo
Michelle Lyon Drumb

Search



Twitter – what to know.

- 100 million active users
- 50% log in every day
- 40% log in every day just to listen
- 17 different languages



Twitter – How to use it.

- Virtual news feed
- Get feedback
- Virtual conversations
- Event updates/news



Twitter – Glossary

- **Tweet** – Tweet, tweeting, tweeted. The act of posting a message, often called a "Tweet", on Twitter. A message posted via Twitter containing 140 characters or fewer
- **Handle** – A user's "Twitter handle" is the username they have selected .
- **Hashtag (#)** –The # symbol is used to mark keywords or topics in a Tweet. It was created organically by Twitter users.
- **Follower**-A follower is another Twitter user who has followed you.
- **DM**-Also called a DM and most recently called simply a "message," these Tweets are private between the sender and recipient.
- **RT** –To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.
- **#FF** - stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.



Twitter – Software

- **Tweetdeck**
- **Seesmic**
- **PeopleBrowser**
- **HootSuite**



VS



- News oriented
- Professional
- Sharing of information
- Collecting of information

- Personal
- Photos
- Social



VS

facebook®

- It is possible to link the sites... **DON'T DO IT!!**
- Try it, explore it...if it isn't you... **DON'T DO IT!!!**

Homework:

- Open your accounts &
- Listen
- Listen
- Listen



VS



- Opening an account:
 - Facebook: Valerie Lovett
 - Twitter: Laura Beaupre