

# Social Networking: An Overview



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# What is it?

Social networking is the ability for people to connect with others in an online environment. This allows networking and connection to be both instant and location-independent. Most sites are not based on any specific affiliation, interest or industry. Within these sites are often smaller groups of people formed with others who share more specific common interests.



# When did all this happen?



Contrary to popular belief, social networking is not new. It's simply an extension of the same social interaction and networking that has been occurring for generations. It is commonly an extension of business networking, and has allowed friends and families to keep in touch more frequently.

# What's the point?

Most of us have hobbies, or things that we are interested in such as books, TV, games or movies. Social networks allow us to reach out to others who have the same interests, as well as keeping in contact with those we already have a connection with. It can also be a very effective business technique.

*Social Networking can be many things to many people, but you won't ever know what it could mean to you until you try it out for yourself.*



# What are the basic components of Social Networking Sites?

**Profile** Best foot forward, folks! Profiles contain a photo of who you are (or a photo of something you like), information about where you live, where you went to school and other interests.

**Friends** Friends are trusted members of the site that are allowed to post comments on your profile or send you messages. You can also see when they post a new picture or update their profile. Friends are the heart and soul of social networking. *(Note that not all Social Networks use the term “friend”.)*

**Groups** Most social networks use groups to help you find people with similar interests or engage in discussions on certain topics. They are both a way to connect with like-minded people and a way to identify your interests.

**Discussions** Most social networking websites support discussion boards for the groups, sometimes allowing members of the group to post pictures or other pertinent tidbits.

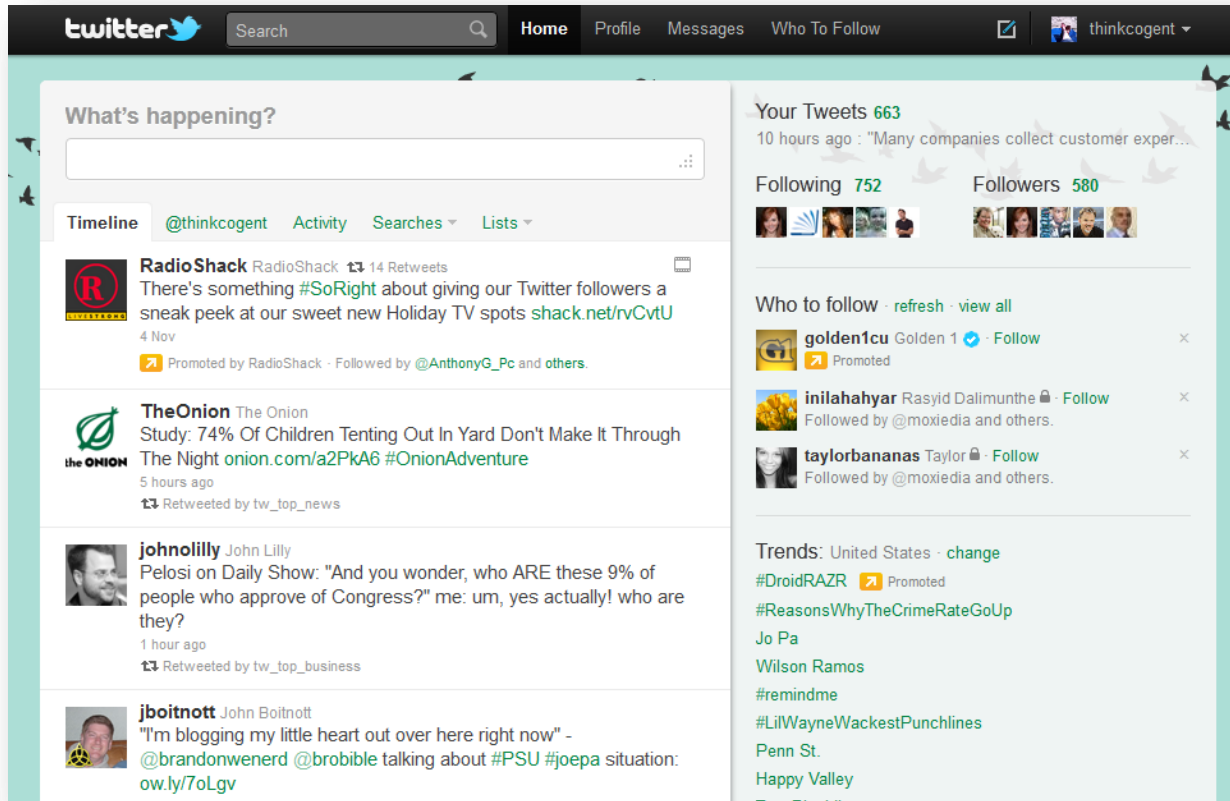
## General interest sites...

twitter

Linked in®

facebook®

Google +



- Updates are limited to 140 characters
- “Friends” (Follows) are not likely people you already know
- People are identified by their @username (ex. @thinkcogent)

## TERMINOLOGY

**Tweeps** Twitter users

**Following** People you follow

**Followers** People following you

**RT** Reposting someone else's post (*RT @name*)

**@reply** (public) Mentioning someone else in a post (*@name*)

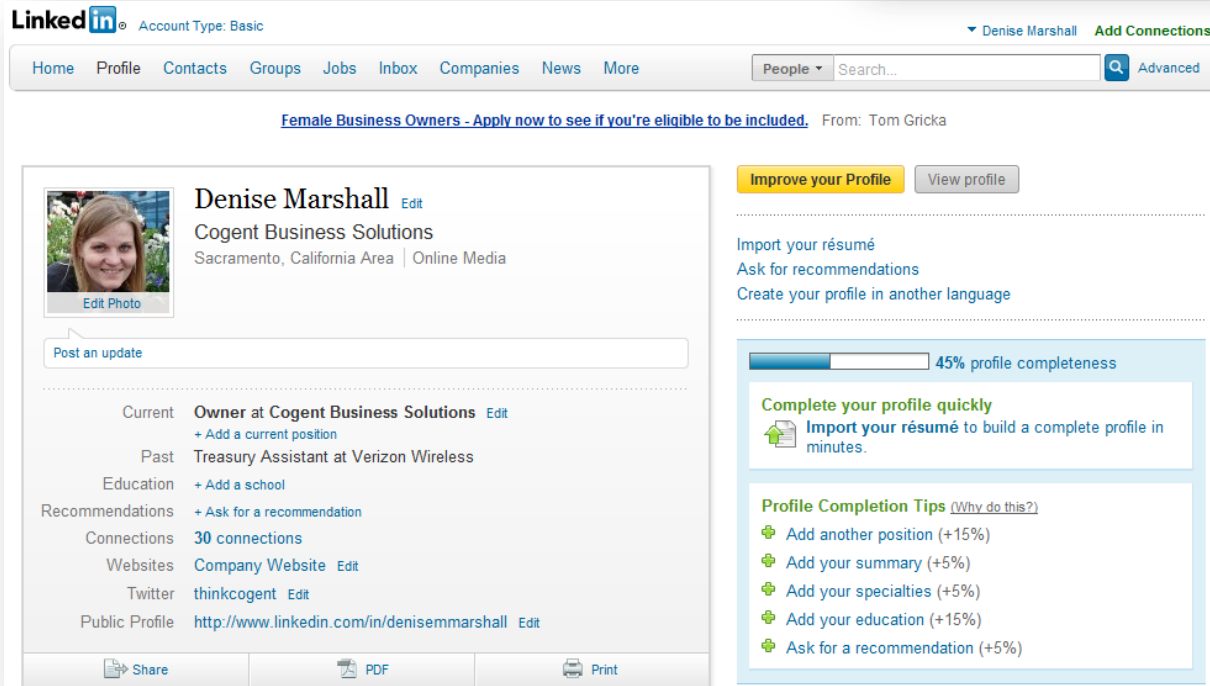
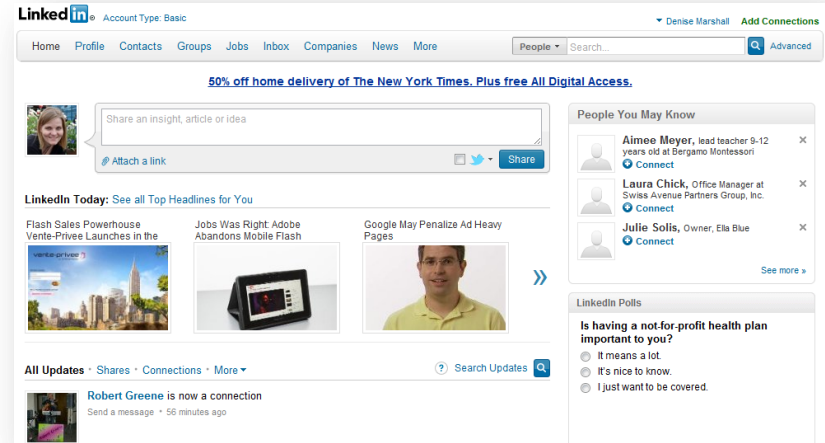
**DM** (private) Direct Message (*d name*)

**#** Identifies Tweets topically (*#keyword*)



## Business-focused social networking

- Connections
- Referrals
- Business/Interest Groups



## TERMINOLOGY

### Connections

People you know, (school, personal, professional, etc.)

### Network

Group of people you can contact through your connections.

### Recommendation

Short comment written about a past working relationship.

# facebook

## TERMINOLOGY

**Friend** People you have confirmed or invited to your profile.

**Like** A link next to posts or photos that allows you to let people know that you appreciated it.

**Poke** Virtual act of poking a friend.

**Wall** Where posts reside.

- Update your status with what you're thinking/feeling/doing
- Friends are likely people you already know
- Notes allow for longer updates
- Multiple apps to access - games are common

The screenshot displays the Facebook interface for a user named Denise Marshall. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Denise Marshall' with a 'Home' button. Below the navigation bar, the user's profile picture and name are visible, along with options to 'Update Status', 'Add Photo / Video', and 'Ask Question'. The main content area is titled 'RECENT STORIES' and features a post from Jen Slenter. The post text reads: 'So, about this "Subscribe" button... I just think it's kinda strange to think about letting people I don't know subscribe to see my thoughts. I know people do it on Twitter all the time, but it's just a little creepy/stalkish to me. I...uhhhhhh...just got distracted by a picture of John Legend on my sidebar. Ok, that's all. Have a great night! :)'. Below the text are interaction options: 'Like · Comment · 4 minutes ago near Sacramento, CA'. The post includes a photo of a person and a video thumbnail. A comment from Denise Marshall is visible: 'Yeah - the subscribe thing is creepy... especially since they don't even have to be your friend to subscribe. 2 minutes ago · Like'. Another comment from Jen Slenter follows: 'Yeah, which is why I have that option turned off. But I did just subscribe to Mark Zuckerberg...cause I was kinda curious what on earth he has to say on Facebook. ha ha about a minute ago · Like'. Below the comments is a text input field for a new comment. To the right of the main feed, there are several sections: '3 events this week', 'People You May Know' (listing Jason Eskeli and Donald Chelini), 'Sponsored' (advertising a sale at Nordstrom), 'VMware CxO Corner', and 'North Social'. On the far right, a vertical list of friends and their recent activity is shown, including comments and status updates from Jen Slenter, MoGo BBQ, Vince Murdock, and others.

# Google +

## TERMINOLOGY

**Plusher** A Google+ user

**Circle** A user-defined list of categories to organize your Plushers

**+1'd** Similar to the “like” button on Facebook

**Sparks** News, videos, etc. based on your interests

**+Public** When something is shared with +Public, anyone can see it

Google+ interface showing a profile for Denise. The main content area displays a post from Martin Marshall, dated Oct 24, 2011, with the text "Getting a little work done on Pier 39 before my NFL event this afternoon." and a photo of a marina. The right sidebar shows options to "Add to Family", "View all", and "Share this circle".

The “circle” functionality allows for a broader networking group while maintaining privacy.

### Stream

Google+ allows you to add people to "circles", and share specific posts with only selected circles...



+ Add circles or people to share with...

# Sites for specific interests...



Eskaton recently launched their own networking site for residents and families.

Welcome  
1:17 PM

**eLiving**

- Home
- Our Staff
- Invite People
- Notices
- Activities
- Newsletters
- Mtg. Minutes
- Media
- Events
- Menu
- Maintenance
- Suggestions
- Log Out

### Upcoming Events

10-08 10:30 AM	Hisayo on the Piano	View
10-11 2:00 PM	Writing Class - west game room	View
10-12 1:00 PM	MLU & Care Center Pumpkin Patch	View
10-12 2:00 PM	Game Time with Kate - soda shop	View
10-13 12:00 AM	Gae's on vacation: 10/13 - 10/18	View
10-14 1:30 PM	Friday Movie "Judgment At	View
10-14 7:00 PM	Northminster Presbyterian Church	View

My Mail

My Info

My Health

My Media

Movies Books Music Games News

Websites Shopping Museums Travel Visit



Ning offers a do it yourself social networking site... create your own custom social networking site!

# Methods of updating status



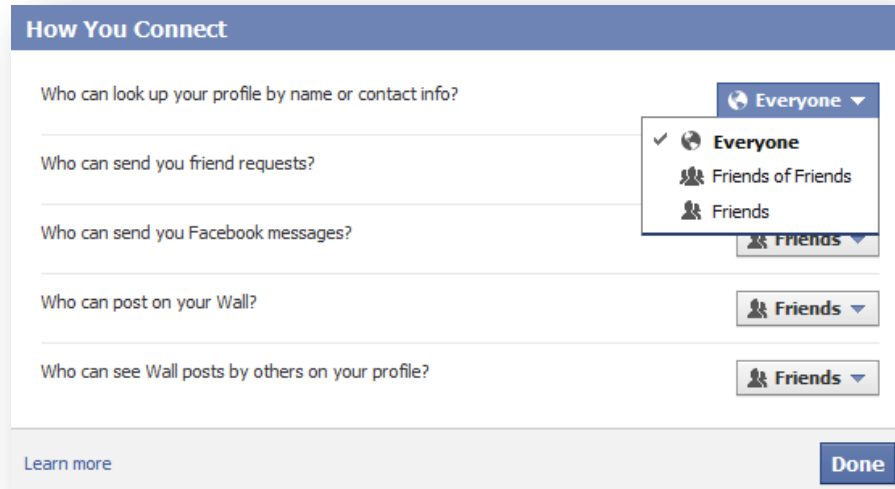
# Privacy



On Facebook, your name, profile picture, gender, networks, username and user id (or account number) are always publicly available.

You can manage the privacy of your status updates, photos and information.

*Remember: the people you share with can always share your information with others.*



The “View As” button on your profile page allows you to see what information is visible when someone who isn’t your friend accesses your profile.

**Photos and Tags** – You can choose to approve (or reject) any photo or post you are tagged in before it's visible to others.

**Public Search** – Control whether your profile shows up if someone enters your name into a search engine.



# Privacy

- Anyone who knows your name can find your public profile.
- Public posts and comments are indexed by Google. Keep that in mind when you chime in on a public thread.
- You can limit posts to just yourself if you create a circle with no one in it. This can be used to bookmark posts or save them to read later.
- When you start a new note, it suggests you share the post with those you shared your last post with. Check this carefully before you post.
- Google+ has Picasa and Blogger integration built in, so if you've uploaded photos to those sites, it's worth making sure those are private if you want them to be.
- As you upload new photos, you can choose public or restrict to individual circles.
- Droid users may want to be careful with the photo "Instant Upload" feature.
- When you "check in" somewhere, and share it publicly, anyone can see where you are with the "nearby" filter in the mobile app.
- "Extended Circles" means sharing to those circled by those you circle, which can mean essentially sharing publicly.
- No one can see the names of your circles except for you.