

# **Social Networks**



**Connecting to the rest of the world**

# Objectives

## Objectives:

- 1. Discuss social networking concepts**
- 2. Brainstorm ways in which online social networking may benefit us**
- 3. Compare and contrast several different types of social networks**
- 4. Discuss privacy in social networks, and demonstrate ways to improve privacy**

# Social Networks- Overview

- Discuss: Social, Media, Networking
- What are your “offline” social networks?
- Brainstorm ways that you can use online social networks



# Compare 4 social networks

- Facebook: Post & view photos & comments
- Twitter: Posts limited to 140 characters
- LinkedIn: Post resume, find a job, join groups
- Pinterest: Share likes on a “board”
- Other uses: support groups, learning languages, sharing thoughts and pictures, practice new language skills, and more.





# Example 1: Facebook

- Post and view notes to friends
- Post pictures
- Share interesting links
- Send out group messages
- Must ask permission to be “friends”
- Clicking “like” puts them on your page

# Facebook in depth

Look at a Facebook account and demonstrate:

- Home Page
- Timeline
- Groups
- Family & friends posts
- Marketing posts
- Friends on Chat and Chat
- Events & Apps
- Notifications

# Example 2: Twitter

- Post notes in under 140 characters
- Post pictures
- Share interesting links
- Can categorize followers by topic
- No permissions needed to follow or be followed



# Twitter in depth

Look at a Twitter page and demonstrate:

- Home page
- Hash tags and search
- Lists (general)
- A sample of a list
- Trends





# Example 3: LinkedIn

- Post and view resumes
- Look for jobs
- Find others with similar occupational goals
- Includes groups, so you can network within your interest
- Find contacts by e-mail address or name
- Must “invite others” to your network

# LinkedIn in depth

Look at LinkedIn and demonstrate

- Home page: post, recommend
- Profile: Endorsements, Experience, Skills, Connections,
- Contacts: Connections, Add connections
- Groups: Your groups, groups like
- Jobs: (Also sends to e-mail!)
- Inbox: (Doesn't release your e-mail)
- Companies: Info on potential employers

# Example 4: Pinterest

- Community based bulletin boards to tell what you want, identify with and recommend
- Create boards on interests
- Pin links to your board
- Find pins and boards which you enjoy
- Repin other pins
- Click on a name and Follow (all or just one board)  
No permissions required

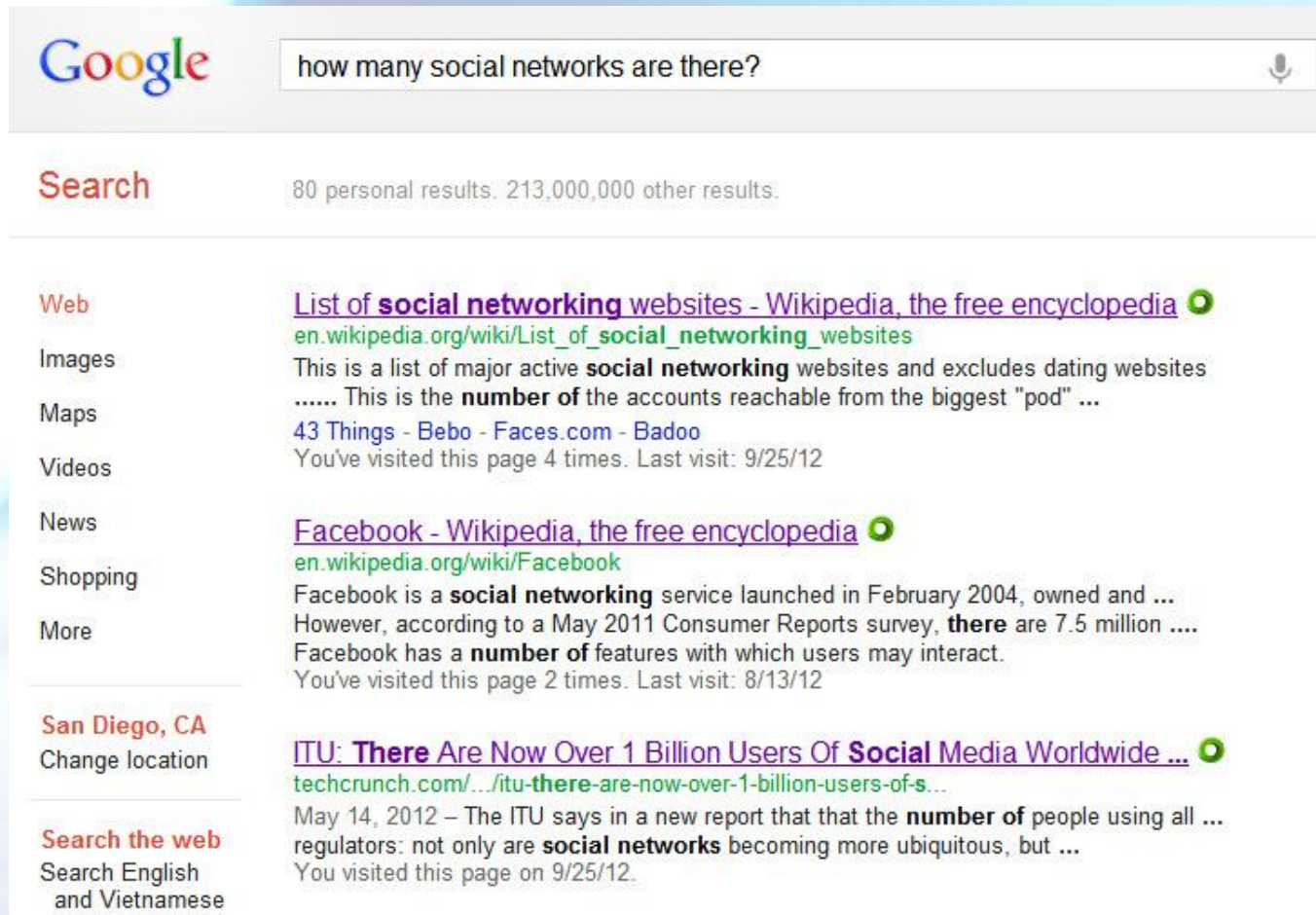
# Pinterest in depth

Look at a Pinterest page and demonstrate:

- Community board: Categories, Everything, Popular
- Add a pin: Find URL, click “select image”, choose board, describe pin
- About: All you need to know!
- Your name: Invitations, Find friends, Profile
- Sample board




# How many social networks are there?



Google

how many social networks are there?


Search 80 personal results. 213,000,000 other results.

Web [List of \*\*social networking\*\* websites - Wikipedia, the free encyclopedia](#)   
[en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)  
This is a list of major active **social networking** websites and excludes dating websites ..... This is the **number of** the accounts reachable from the biggest "pod" ...  
43 Things - Bebo - Faces.com - Badoo  
You've visited this page 4 times. Last visit: 9/25/12

Images

Maps

Videos


News [Facebook - Wikipedia, the free encyclopedia](#)   
[en.wikipedia.org/wiki/Facebook](http://en.wikipedia.org/wiki/Facebook)  
Facebook is a **social networking** service launched in February 2004, owned and ...  
However, according to a May 2011 Consumer Reports survey, **there** are 7.5 million ....  
Facebook has a **number of** features with which users may interact.  
You've visited this page 2 times. Last visit: 8/13/12

Shopping

More

San Diego, CA  
Change location

Search the web  
Search English  
and Vietnamese

[ITU: \*\*There\*\* Are Now Over 1 Billion Users Of \*\*Social\*\* Media Worldwide ...](#)   
[techcrunch.com/.../itu-there-are-now-over-1-billion-users-of-s...](http://techcrunch.com/.../itu-there-are-now-over-1-billion-users-of-s...)  
May 14, 2012 – The ITU says in a new report that that the **number of** people using all ...  
regulators: not only are **social networks** becoming more ubiquitous, but ...  
You visited this page on 9/25/12.



# Whatever your needs, a network for you!

The screenshot shows the Last.fm homepage with navigation tabs for Music, Radio, Events, Charts, Community, and Originals. A search bar is at the top right. Below the navigation, there are sections for 'Find Music on Last.fm' with a search bar, 'Popular Music on Last.fm' featuring artists like The xx and Coltrane, and a 'Recommended for you' section with album covers.

The screenshot shows the Open Diary website. It features a header with 'Open Diary' and '11th Annual Summer Shakedown'. Below the header, there are sections for 'Start a New Diary', 'Site Announcements', 'Member Login', and 'Latest Entries'. A 'Diary Circles' section is also visible, listing various online communities.

The screenshot shows the Goodreads website. It features a header with the Goodreads logo and a navigation bar. The main content area includes a 'Meet your next favorite book.' section, a 'Deciding what to read next?' section with book covers, and a 'Readers online now' section with a grid of user avatars.

The screenshot shows the StumbleUpon website. It features a header with the StumbleUpon logo and navigation links for Home, Profile, and Discover. The main content area includes a 'Check out the new StumbleUpon beta!' banner, a 'Hi, mprinel' greeting, and a grid of content recommendations such as 'THE CORE CHALLENGE', 'Design: Bunking Blog', and 'FITNESS AT HOME'.

Thanks for listening!  
Questions? Comments?  
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