

Do You Remember ?

Bulletin Boards

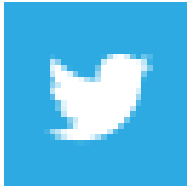
CompuServe

America Online (AOL)



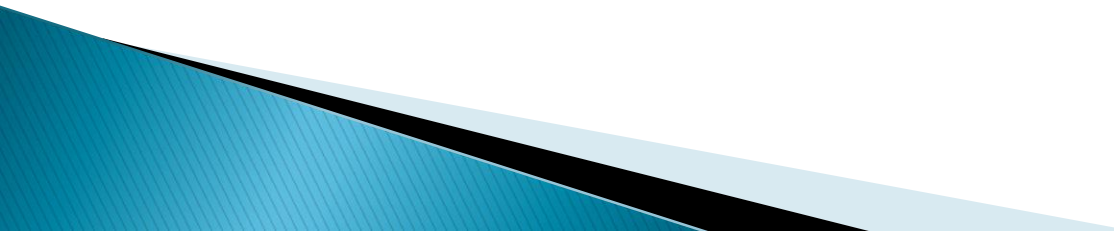


Discovering Social Media



Computer & Technology Club
December 19, 2016

Social Media, What is it?


- ▶ Technology used to find, connect, communicate, and share with others
 - ▶ New types always coming out
 - ▶ Photo & Video sharing
 - ▶ Need: to create an account to use
 - ▶ Need: email to create an account
- 

Social Media, What is it?

► Examples:

Facebook	Reddit	meetup	Foursquare
Instagram	Flickr	VK	Yelp
Pinterest	Tagged	Pheed	Swarm
Twitter	Youtube	ask.fm	TVtag
Linkedin	Tumblr	classmates	myspace
Google +	Vine	Snapchat	Ello

Why should I use it?

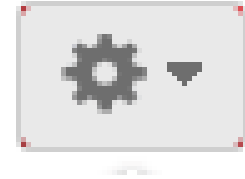
- ▶ Keep in touch with family and friends
 - ▶ Find long lost friends, reconnect
 - ▶ Keep up with news and current events
 - ▶ Discover new ideas
 - ▶ Social outlet
 - ▶ Can be addictive
 - ▶ It isn't for everyone
- 

Security Concerns



- ▶ Default settings are usually for everyone to see
- ▶ Change settings once set up account– (1st thing)
- ▶ Don't advertise vacations or empty house beforehand
- ▶ Can block users and report issues

Settings



- ▶ Where you go to adjust the controls
- ▶ Customize site
- ▶ Set amount of notifications from site
- ▶ Change password, add profile picture

Facebook



- ▶ Connect with family, friends, institutions, and companies
- ▶ Text, pictures, videos, direct messages
- ▶ Photo storage and organization
- ▶ Friends and Likes
- ▶ 1.7 billion active users (Statista – The portal for statistics)

Facebook



Facebook interface showing a user profile (Howard Maltz) and a post from CNET about LED light bulbs. The post includes a photo of several LED bulbs and the text "Five things to consider before buying LED bulbs". The interface also displays a sidebar with navigation options (Home, Find Friends, etc.) and a right-hand panel with trending topics and suggested pages.

Facebook Interface Components:

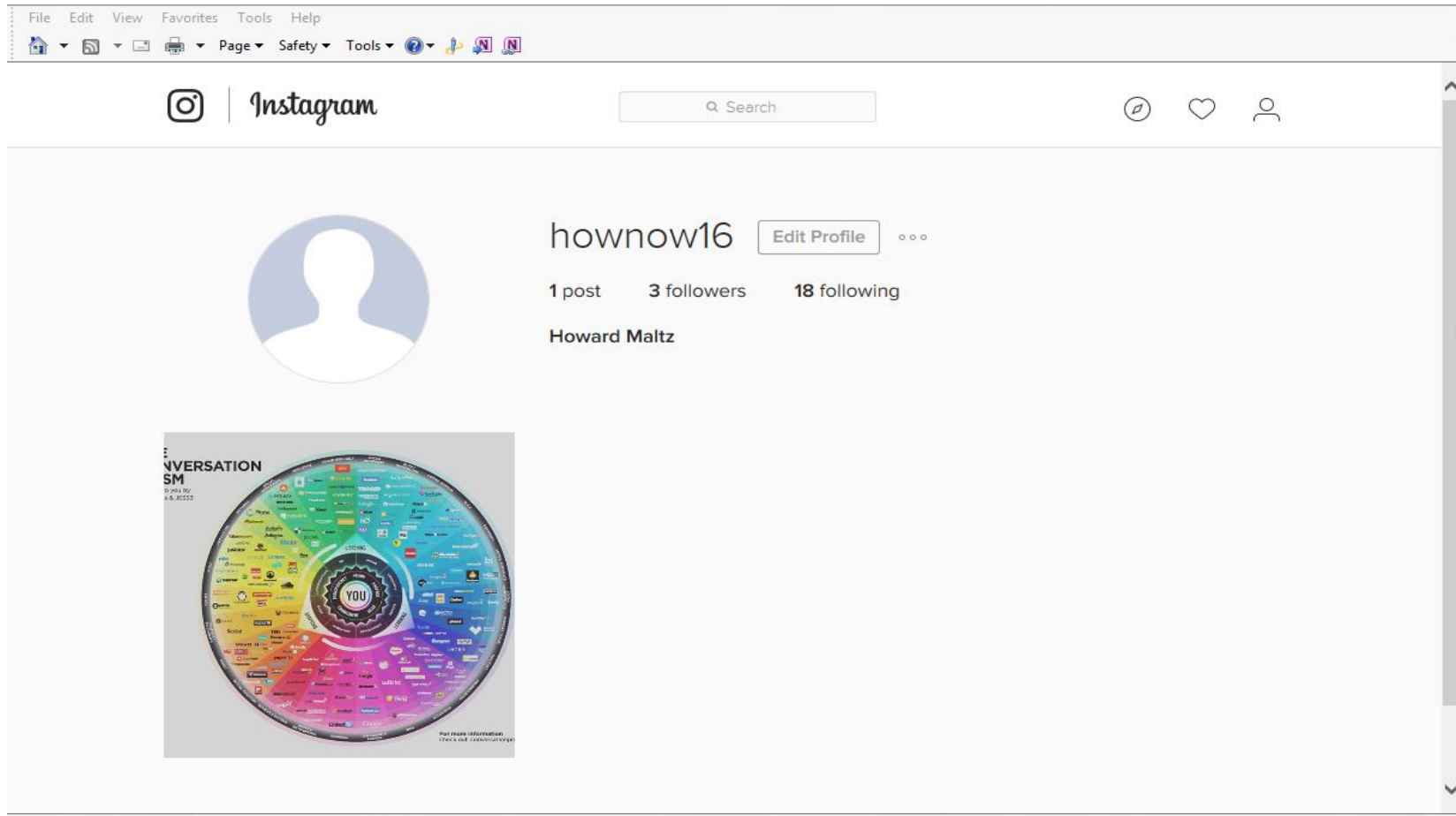
- Top Navigation Bar:** Search bar (Find friends), user profile (Howard), Home, Find Friends, and notification icons.
- Left Sidebar:** Howard Maltz profile, Edit Profile, FAVORITES (News Feed, Messages, Events, Shops, Saved, Buy and Sell Groups), APPS (Live Video, Games, Bubble Shooter, Find Friends, On This Day, Suggest Edits, Games Feed), FRIENDS (Close Friends), PAGES (Pages Feed, Like Pages, Create Page), FUNDRAISERS (Raise Money, Find Fundraisers), and GROUPS (Your Groups, Create Group).
- Main Content Area:**
 - Photo/Video | Photo/Video Album
 - What's on your mind? (Post button)
 - CNET post: "Know what you're getting into before investing in LED light bulbs." (10 hrs)
 - Image of several LED light bulbs.
 - Post title: "Five things to consider before buying LED bulbs"
 - Post URL: WWW.CNET.COM
 - Engagement: 119 reactions (likes, love, wow), 2 Comments, 62 Shares.
 - Buttons: Like, Comment, Share.
- Right Sidebar:**
 - TRENDING: Samsung Galaxy, US Supreme Court, Charlotte Hall.
 - GAMES: Bubble Shooter.
 - SUGGESTED PAGES: The Vinyl 4 (Musician/Band).
 - Language selector: English (US), Español, Português (Brasil), Français (France), Deutsch.
 - Footer: Privacy, Terms, Advertising, Ad Choices.
- Dropdown Menu (Top Right):** Create Page, Create Group, Find Groups, Create Ads, Advertising on Facebook, Activity Log, News Feed Preferences, Settings, Log Out, Help, Support Inbox, Report a Problem.

Instagram



- ▶ **Photo sharing application (app) for smart phones**
- ▶ **Take pics with phone and upload**
- ▶ **Can use to post to other social networking sites**
- ▶ **Can edit photos and add captions**
- ▶ **Follow people that you know or with same interests**
- ▶ **500 million active users** (Statista – The portal for statistics)

Instagram

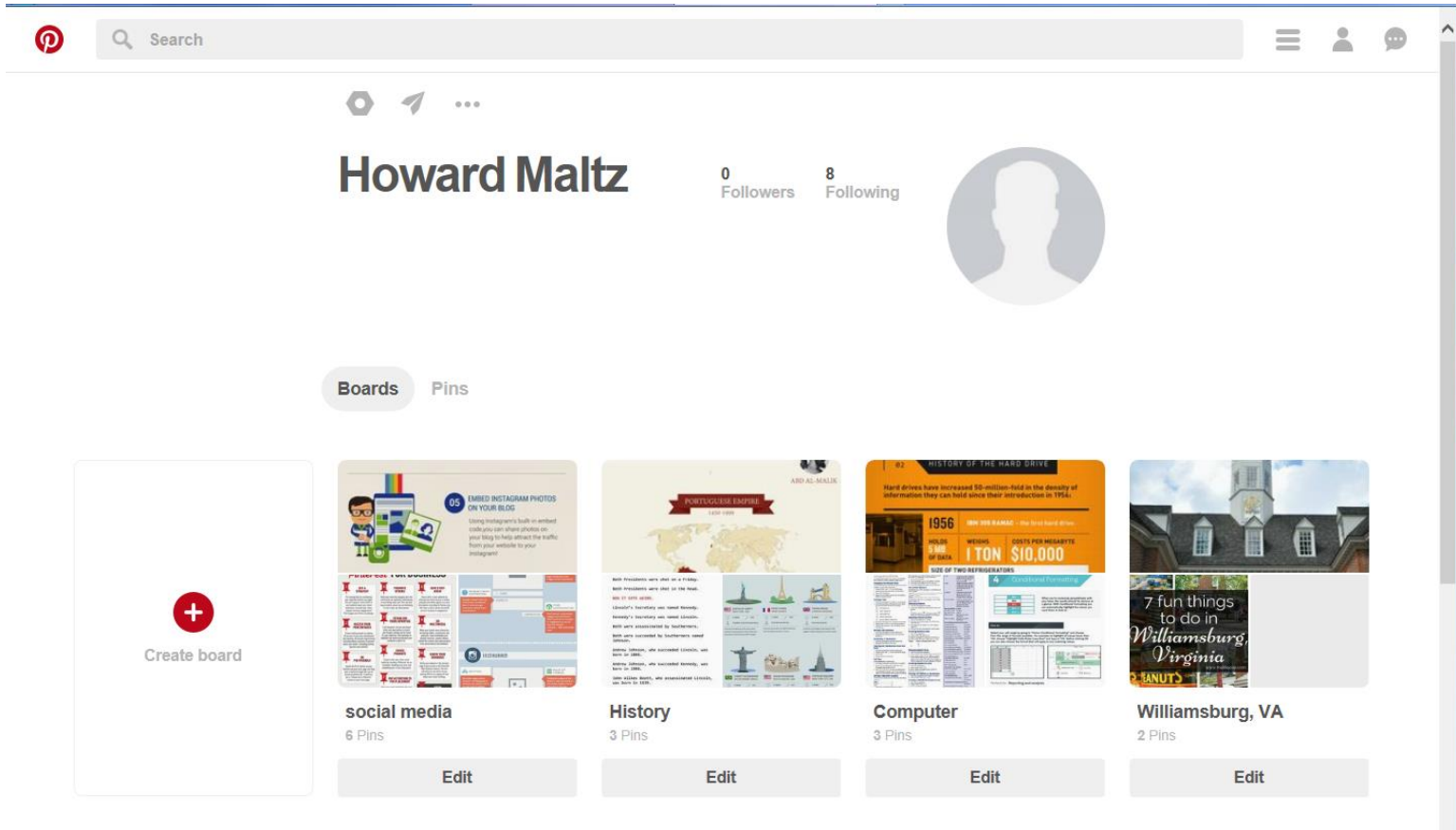


Pinterest



- ▶ Based on interests: hobbies, companies, etc.
- ▶ Use to generate ideas
- ▶ Boards, Pins, Likes, Followers, Following
- ▶ Photo sharing site
- ▶ Links to websites
- ▶ 100 million active users (Statista – The portal for statistics)

Pinterest



Twitter



- ▶ Messages may contain photos, videos, links and 140 characters: Tweet, @, #
- ▶ Followers and following
- ▶ Keep up with current news
- ▶ Direct messaging
- ▶ 313 million active users (Statista – The portal for statistics)

Twitter



Twitter, Inc. [US] twitter.com

Home

Moments

Notifications

Messages

Search Twitter

Tweet

Howard Maltz

@MaltzHoward

TWEETS 2

FOLLOWING 29

Trends · Change

#Turkey

Russian ambassador to Turkey assassinated by gunman

Berlin Christmas

Several killed after truck attack on Berlin Christmas market

#NewsHourChats

#mondaymotivation

@NPR is Tweeting about this

#ElectoralCollege

@Slate and @CNET are Tweeting about this

#Texas

7,961 Tweets

Ankara

383K Tweets

Faith Spotted Eagle

1,923 Tweets

Franz Ferdinand

11.2K Tweets

Maine Democratic

What's happening?

View 1 new Tweet

TechCrunch @TechCrunch · 1m

Hardware Battlefield 2017 tcrn.ch/2h3q90s

2

IBM Social Business @IBMSocialBiz · Dec 9

#IBMConnections gives employees fast access to all the tools they need for easy collaboration.

From blog to chat in no-time flat.

Learn more about IBM Connections. ibm.com

6

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Who to follow · Refresh

Who to follow · Refresh · View all

Morgan Stanley

@Morg...

Follow

Promoted

Sarah Lane @sarahlane

Follow

Tom Merritt @acedtect

Follow

Find friends

Live video · Hide

Cheddar

Watch

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LinkedIn




- ▶ Business oriented (professional) networking
- ▶ Connect with businesses or contacts
- ▶ Job searching
- ▶ Company research
- ▶ Direct messaging








LinkedIn






Search for people, jobs, companies, and more...


Advanced



Home Profile My Network Learning Jobs Interests Business Services Try Premium for free


Choose any internet then add Phone + TV for just \$34.90 more per month. Get it now.





Howard Maltz
Financial Analyst



1 person viewed your profile in the past 90 days

22 connections. [Grow your network](#)


 Share an update

 Upload a photo


 Write an article




See anyone you know? Connect with them



Meena Apte
Financial Planning and Analysis
[Connect](#)




Ivalyn Jones-Actie
Seamstress
[Connect](#)




Aaron Mitchell
Senior Consultant at Booz Allen Hamilton
[Connect](#)

[Find more people you know](#)


People you may know



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Executive Director at The In...
[Connect](#) • [Skip](#)





Steven Meek
Assistant Administrator - Fin...
[Connect](#) • [Skip](#)



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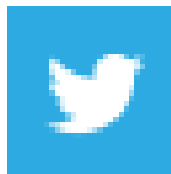
Fisher Investments shared:

Which one to use?

- ▶ Who are you trying to connect to?
- ▶ Which social media are they using?
- ▶ Why are you using it?
- ▶ Use different ones for different things



Facebook



Twitter



LinkedIn



Instagram



Pinterest