



# Social Networking

For Agencies, Centers and Academic Institutions

# Social Networking Impact

- **Video: Statistics Show Social Media is Bigger Than You Think**

# Definitions

- **Social Networking Site**

Any of several websites that provide a virtual community in which people with a shared interest may communicate.

- **What is Web 2.0?**

The second generation of the World Wide Web, especially the movement away from static webpages to dynamic and shareable content and social networking.



What are some examples?



# Advantages

- **Low Costs**

It's cheaper to use online social networking for both personal and business use because most of it is usually free.

- **Build Credibility**

Gain the customers' confidence if you can connect to them on both a personal and professional level.

- **Connections**

You are friends with people who have other friends, and so on. As long as you give as well as you receive, then they will most likely stick with you.

# Disadvantages

- **Lack of Anonymity**

Be careful what you share. Make sure you know the privacy policies of each service you sign up for.

- **Scams and Harassment**

There is a potential for cyber-stalking, online scams, and identity theft with any online sharing system.

- **Time Consuming**

In order to keep content fresh, someone must update these sites regularly

# Who is your audience?

- Who is your audience?
  - Age?
  - Gender?
  - Interests?
- What type of content do you have?
  - Text
  - Photos
  - Videos
  - Events

# Facebook Overview

# Facebook founder

- **Mark Zuckerberg**
- Age: 25
- Net Worth: \$2 billion



# Facebook start



- Spin-off of Hot or Not: “Facemash” 2003
- The Facebook in 2004 Harvard only
- Other Ivy League Schools
- 2005 high school version – now Facebook
- September 26, 2006 open to all 13+
- Overtook MySpace April 2008
- Today? Check! <http://www.quantcast.com/top-sites-1>

# Facebook in Numbers

- <http://www.facebook.com/press/info.php?statistics>
- More than 400 million active users
- 50% of our active users log on to Facebook in any given day
- Average user spends more than 55 minutes per day on Facebook
- Average user has 130 friends
- People spend over 500 billion minutes per month on Facebook
- There are more than 100 million active users currently accessing Facebook through their mobile devices.
- <http://www.alexa.com/siteinfo/facebook.com>

# Top 10 agencies with the most Facebook fans (9/2009)

- [White House](#)  
Fans: 327,592
- [Marine Corps](#)  
Fans: 83,144
- [Army](#)  
Fans: 49,416
- [CDC](#)  
Fans: 21,257
- [State Department](#)  
Fans: 16,386
- [NASA](#)  
Fans: 7,768
- [NASA JPL](#)  
Fans: 6,536
- [Library of Congress](#)  
Fans: 6,520
- [Air Force](#)  
Fans: 3,011
- [Environmental Protection Agency](#)  
Fans: 2,608

# Relavent Examples

- Status is Everything:  
<http://www.facebook.com/StatusIsEverything?ref=ts>
- South Jersey AIDS Alliance:  
<http://www.facebook.com/pages/South-Jersey-AIDS-Alliance/100298721499?ref=ts>
- AIDS.gov:  
<http://www.facebook.com/pages/AIDS.gov?ref=ts#!/AIDS.gov?ref=ts>
- African American Office of Gay Concerns:  
<http://www.facebook.com/pages/AAOGC/113253934778?ref=ts>
- Gay Men's Health Crisis:  
<http://www.facebook.com/pages/GMHC/153587203838?ref=ts>
- Center for Disease Control:  
<http://www.facebook.com/pages/CDC?ref=ts#!/CDC?ref=ts>



# LinkedIn

Networking for Professionals



# LinkedIn

- *LinkedIn* strengthens and extends your existing network of trusted contacts.
- <http://press.linkedin.com/> video
- **Latest LinkedIn Facts**
- LinkedIn has over 70 million members in over 200 countries and territories around the world.
- A new member joins LinkedIn approximately every second.
- Executives from all Fortune 500 companies are LinkedIn members.

# Advantages of LinkedIn

- Find other professionals in your field
- Create a group to
  - Start discussions
  - post jobs
  - share event information
- Join other professional groups
  - Get updates
  - Join discussions

# Blogs & Twitter

Web logs and micro blogs

# Blogs

- Short for “Web Log”
- Usually personal but can also be professional
- Easy to update
- Hard to keep fresh
- Good for:
  - Longer text
  - Pictures
  - Feedback
- Blogger, WordPress and many other free hosts.
- <http://www.alex.com/siteinfo/facebook.com>

# Some Blog Examples

- <http://stillarriving.blogspot.com/>
- <http://hiv-aids.blogspot.com/>
- <http://blog.aids.gov/>
  
- List of other HIV/AIDS bloggers:  
<http://www.hivforum.com/blogs/>

# Twitter

- **Twitter** is a free **social networking** and **micro-blogging** service that enables its users to send and read messages known as *tweets*. Tweets are **text-based** posts of up to **140 characters** displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*.



# Twitter

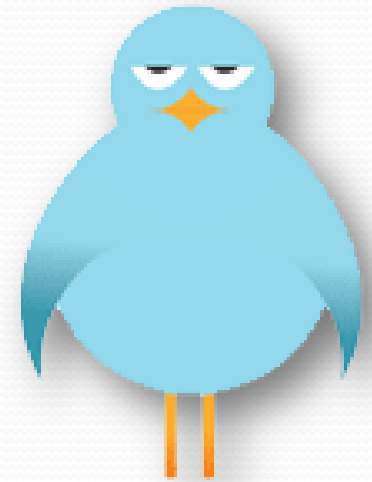
- is a messaging utility for staying connected in real-time. <http://twitter.com/>
- By collecting millions of peoples' immediate thoughts, Twitter is building the Web's best database of "real time" information

<http://www.thebigmoney.com/articles/os-is-and-s/2009/03/09/what-heck-twitter>



# History

- Twitter began in a "daylong brainstorming session" that was held by board members of the podcasting company Odeo in an attempt to break out of a creative slump in 2006.
- Creators are Evan Williams and Biz Stone
- The 140 character limit on message length was initially set for **compatibility with SMS** (short message service) messaging



# Twitter #46 on 9/22/09

## Twitter Moves Into Top 50 US Websites

Posted: September 22, 2009 at 6:07 am

 Print  Email  Subscribe  Free Newsletter  Follow us on Twitter  24/7 Wall St Real Time 500

twitter



It may not be clear how [Twitter](#) will ever make [money](#), but its growth is not in doubt. The microblogging website is now among the 50 largest internet properties in the US according to [new data from](#) comScore covering August [web traffic](#).

[Twitter](#) took the No. 46 place with an extraordinary audience of 20.8 million unique visitors. That makes it roughly the same size as all the sites of Gannett (GCI), the country's largest newspaper chain, combined.

Twitter is growing fast enough that it may only be a matter of time, and perhaps a very short time, until it is the size of News Corp's (NWS) [MySpace](#). Total Fox Interactive unique visitors in August were 77.5 million. Some of these visitors were to the Fox websites. Fox is a unit of News Corp. But, most of the Fox traffic was to its MySpace operation which is, by most [accounts](#), is no longer growing. MySpace rival [Facebook](#) had unique visitors of 92.2 million putting it in the No. 5 spot among all US sites.

There is still a very legitimate question about how Twitter will make money. It is considering putting ads into the messages that its members send to one another. This may cause a revolt among users which could cut the traffic to the service. All social networks face a similar problem. Their members believe that they should control the rules of how the services are used. The lunatics run the asylum and that is hard on the jailers.

Douglas A. McIntyre

 Buz up!  Digg  Fark  Facebook  Tip'd  Tweet This

Read more: [Internet](#), [GCI](#), [NWS](#)

What is Twitter's rank today? <http://www.alexa.com/topsites>

# Twitter Lingo

- **Tweet** - a message on Twitter
- **“at” reply (@)** - a public tweet to another person; your tweet is saved in their "replies" tab.

**Example: @peterbilton Burning up in the Bloustein building today!**

- **Retweet (RT)** - For reposting a tweet from someone else.

**Example: RT @peterbilton Special Event from VTC tonight at 8:00**

# Twitter Lingo

- **Hash tag (#)** - use this to tag your message with a topic or event.

**Example: putting together material to convince faculty how cool Twitter is! #BlousteinITS**

- **Direct message (d)** - sends a person a private message that only goes to them.

**Example: D bearclau are you coming to bar night after work?**

# YouTube



- Founded in February 2005, YouTube is the world's most popular online video community, allowing millions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.
- [http://www.alex.com/data/details/traffic\\_details/youtube.com](http://www.alex.com/data/details/traffic_details/youtube.com)



# Other Popular Social Media

# Wikipedia

- An online collaborative encyclopedia.
- <http://www.alex.com/siteinfo/wikipedia.org>

From Wikipedia, the free encyclopedia

Page statistics	
Content pages	3,319,334
Pages (All pages in the wiki, including talk pages, redirects, etc.)	20,597,669
Uploaded files	847,838
Edit statistics	
Page edits since Wikipedia was set up	392,943,087
Average edits per page	19.08
Estimated <a href="#">job queue</a> length	320,844
User statistics	
Registered <a href="#">users</a>	12,511,786
Active registered users ( <a href="#">list of members</a> ) (Users who have performed an action in the last 30 days)	149,313

# Flickr

- Photo sharing website
- Tag photos for group participation
- Share publically or privately
- Creative Commons licensing\*
- Create quick slideshows to embed on webpages and blogs



\*Most photos are copyright protected

# Wikis and Document Sharing

- Wikipedia <http://www.wikipedia.org/>
- Wikispaces <http://www.wikispaces.com/>
- Google Docs and Spreadsheets
  - Community information gathering/sharing
  - [http://spreadsheets.google.com/ccc?key=pag7Bc\\_zGya6dVK74-oEwSA&hl=en](http://spreadsheets.google.com/ccc?key=pag7Bc_zGya6dVK74-oEwSA&hl=en) example from NMC

# Flickr



- <http://www.flickr.com/>
- 6,551 uploads in [the last minute](#) • 160,129 things tagged with [morning](#) • 2.4 million things [geotagged](#) this month •
- **Flickr** is an image and video hosting website, web services suite, and online community platform. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. As of November 2008, it claims to host more than 3 billion images.

# Others

- **UStream** <http://www.ustream.tv/> Stream video live online for free
- **Skype** <http://www.skype.com/> Make internet voice and video calls online free. Also works with smart phones.
- **Buzz** <http://www.google.com/buzz> Integrated into Gmail, it's Google's answer to Facebook.
- **Ning** <http://www.ning.com/> Create your own network from scratch. Will be paid service starting in July
- **Delicious** <http://delicious.com/> Social bookmarking. Tag web pages. See what others are tagging. Share with friends and colleagues.

# Mobile Phones

- [http://www.huffingtonpost.com/stephanie-camp/what-does-the-millennial\\_b\\_606077.html](http://www.huffingtonpost.com/stephanie-camp/what-does-the-millennial_b_606077.html)
- In the US alone we sent over a trillion text messages in 2009.
- **The phone is the glue in the social life of the millennial**; it is their lifeline to the world. It's the first thing they look at when they wake up, and typically the last thing they look at before they go to bed.

# SMS (TXT) Older population

- In 2009, 60% of 45 year olds were found to be just as likely to use SMS as they were to make voice calls from their mobile device (US & Europe)



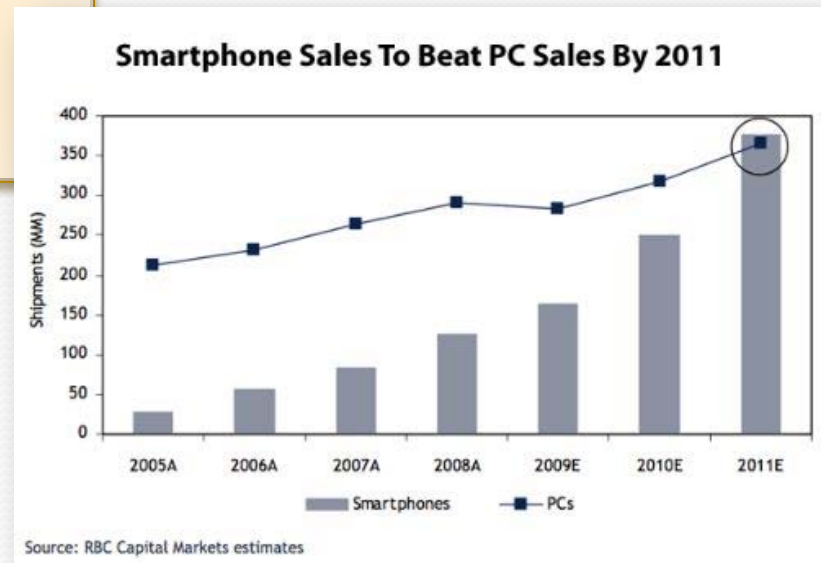
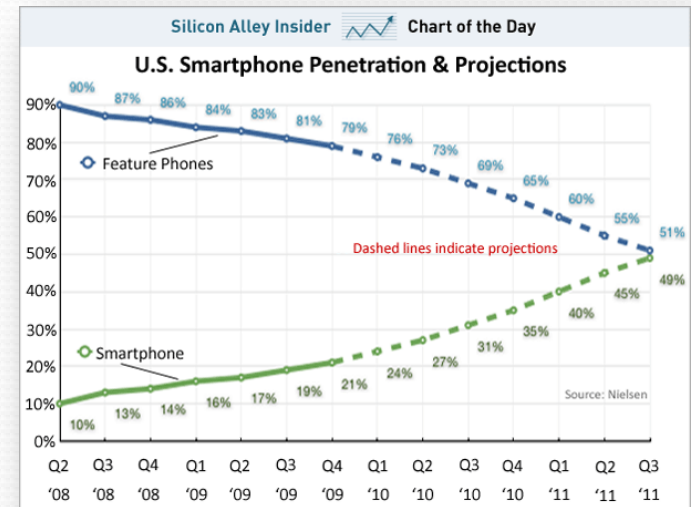
# Smart Phones

- 21% of American wireless subscribers have a smartphone at Q4 2009, up from 19% in the previous quarter and significantly higher than the 14% at the end of 2008
- 14% of mobile subscribers have downloaded an app in the last 30 days
- Average number of apps: Smartphone: 22, Feature phone: 10
  - BlackBerry: 10
  - iPhone: 37
  - Android: 22
  - Palm: 14
  - Windows Mobile: 13

# Smart Phone Sales

Smartphone shipments surged 50 percent in the first quarter from a year ago, notching up the strongest growth in several years with Apple and Nokia taking market share.

Research firm Strategy Analytics said 54 million smartphones were shipped in the period, making up 18 percent of the total handset market.



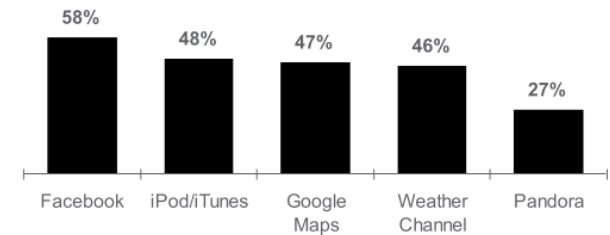
# Most Popular Apps

- iPhones:
  - Facebook (58%), iTunes (48%), Google Maps (47%)
- Android:
  - Google Maps (67%), Facebook (50%), Weather Channel (38%)
- Blackberry:
  - Facebook (51%), Google Maps(34%), Weather Channel (28%)

[http://blog.nielsen.com/nielsenwire/online\\_mobile/the-state-of-mobile-apps/](http://blog.nielsen.com/nielsenwire/online_mobile/the-state-of-mobile-apps/)

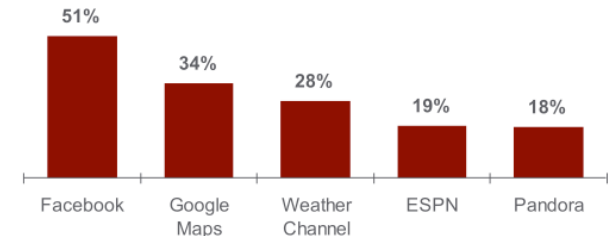
## Most Popular Used Apps on the iPhone OS

Past 30 Day App Downloaders (n=1,121)



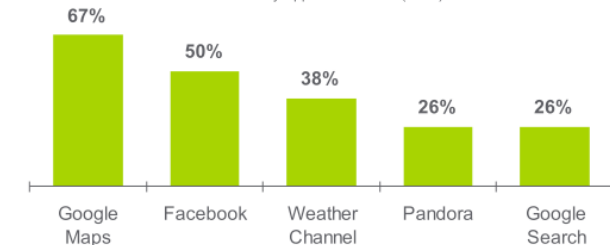
## Most Popular Used Apps on the BlackBerry OS

Past 30 Day App Downloaders (n=665)



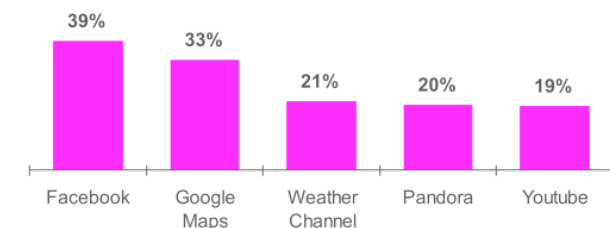
## Most Popular Used Apps on the Android OS

Past 30 Day App Downloaders (n=62)



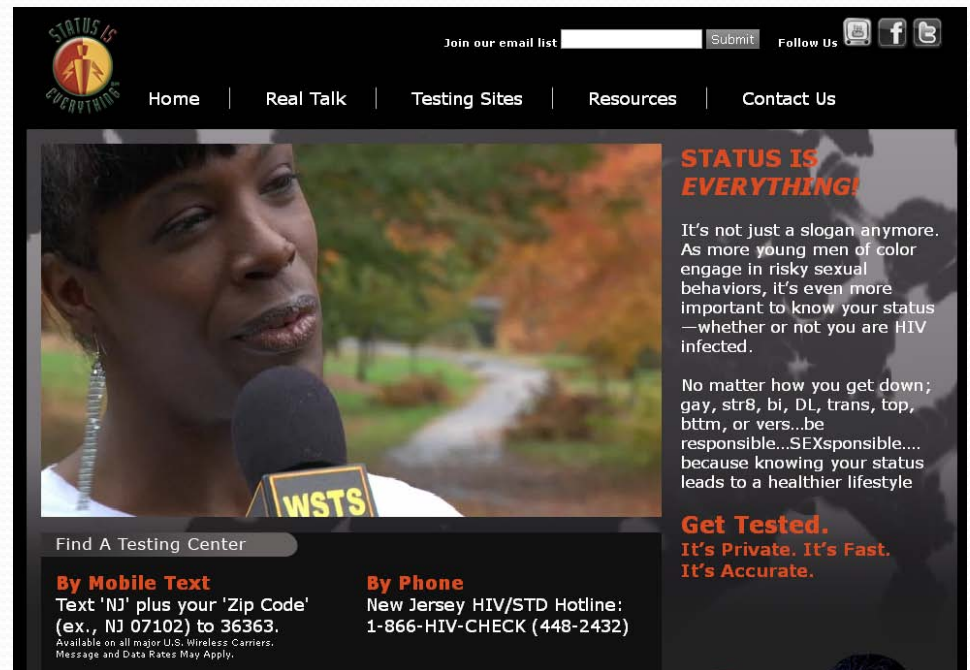
## Most Popular Used Apps on all Other Smartphones

Past 30 Day App Downloaders (n=503)



# Integration of Elements

- Website
- Facebook
- Twitter
- YouTube
- Specialty (Flickr)



The screenshot shows the website for 'Status Is Everything'. At the top left is the logo, a stylized figure with arms raised inside a circle, with the text 'STATUS IS EVERYTHING' around it. To the right of the logo is an email subscription form with a 'Submit' button and social media icons for YouTube, Facebook, and Twitter. Below the logo is a navigation menu with links for 'Home', 'Real Talk', 'Testing Sites', 'Resources', and 'Contact Us'. The main content area features a large image of a woman speaking into a microphone with a 'WSTS' logo. To the right of the image is a text block with the heading 'STATUS IS EVERYTHING!' and a paragraph: 'It's not just a slogan anymore. As more young men of color engage in risky sexual behaviors, it's even more important to know your status —whether or not you are HIV infected.' Below this is another paragraph: 'No matter how you get down; gay, str8, bi, DL, trans, top, bttm, or vers...be responsible...SEXsponsible... because knowing your status leads to a healthier lifestyle'. At the bottom right is a call to action: 'Get Tested. It's Private. It's Fast. It's Accurate.' Below the image is a section titled 'Find A Testing Center' with two options: 'By Mobile Text' (Text 'NJ' plus your 'Zip Code' (ex., NJ 07102) to 36363. Available on all major U.S. Wireless Carriers. Message and Data Rates May Apply.) and 'By Phone' (New Jersey HIV/STD Hotline: 1-866-HIV-CHECK (448-2432)).

- <http://statusiseverything.org/>