

INTRODUCTION TO ONLINE SOCIAL NETWORKING

WE WILL COVER ...

- Definition
- History
- Scope / Impact
- Common US Media
- Facebook in More Detail

DEFINITION

- Using the Internet to share things that are interesting / important to us
- Using it to connect with others who share those same interests

WHAT IS SOCIAL NETWORKING/MEDIA?

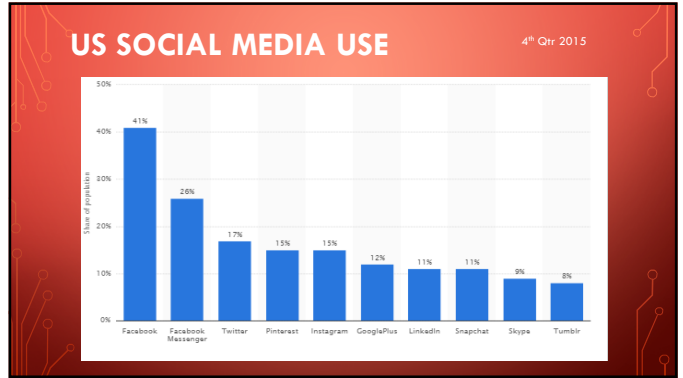
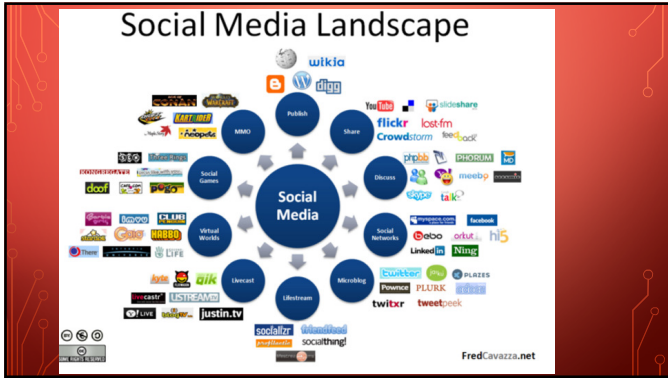
- Basically, using the Internet to **share** information or a story
- **Videos:** You Tube, Vimeo, Hulu
- **Photos:** Google Photo, Flickr
- **Blogs:** Blogger, Blogspot, Wordpress
- **Location:** Google +, Facebook Places, Foursquare
- **Video:** Google Voice, Skype
- **Gas Prices:** Gas Buddy
- **Traffic:** Maze

WHY USE IT?

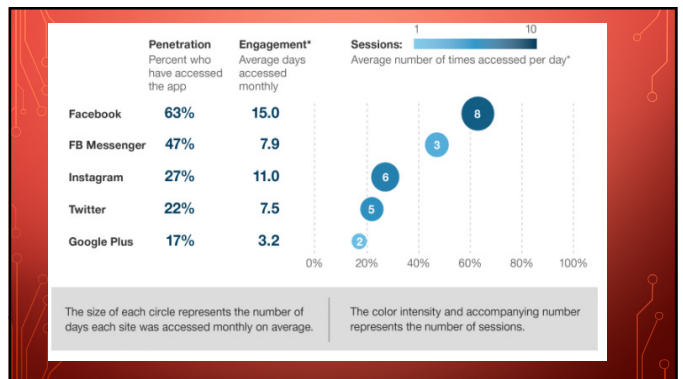
- Reconnect with friends, family
- Find discounts
- Get recipes
- Find people who share hobbies
- Get job hunting tips
- Health care advice
- Make your voice heard!

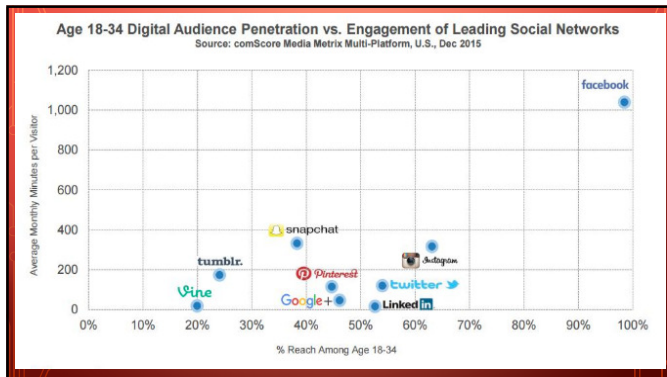
HISTORY

- 1979 USENET
- 1980 CompuServe
- 1988 Relay Chat
- 1997 Six Degrees
- 2001 Wikipedia
- 2003 LinkedIn
- 2003 Skype
- 2004 The Facebook
- 2004 Flickr
- 2005 YouTube
- 2006 Facebook
- 2006 Twitter
- 2007 Tumblr
- 2010 Instagram
- 2010 Pinterest
- 2011 Google +
- 2012 Snapchat
- 2012 Tinder
- 2015 Facebook Messenger



SCOPE AND IMPACT





WHY FACEBOOK?

- The most popular general social media
- User Profiles
- Upload and share photos and videos
- Send Messages
- Keep in touch with family and friends

FACEBOOK: MORE FEATURES

- Marketplaces
- Groups
- Events
- Public Page
- Who's online /Chat

THE FACEBOOK PERSONAL PAGE

- Timeline
- Wall
- Photo Albums
- Status Updates

FACEBOOK PRIVACY

- Set your activity to "friends only."
- Turn OFF public search.
- Be VERY wary of connecting to third party applications via Facebook.
- Check your Settings Menu

FACEBOOK DEMONSTRATION