



Social Media / Networks

“**Social media** are computer-mediated tools that allow people, companies and other organizations to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.”

Top Social Networking Sites Last updated: May 27, 2016

1. [Facebook](#) – Estimated Unique Monthly Visitors – 1,650,000,000
2. [YouTube](#) – Estimated Unique Monthly Visitors – 1,000,000,000
3. [Twitter](#) – Estimated Unique Monthly Visitors – 310,000,000
4. [LinkedIn](#) – Estimated Unique Monthly Visitors – 255,000,000
5. [Pinterest](#) – Estimated Unique Monthly Visitors – 250,000,000
6. [Google Plus+](#) – Estimated Unique Monthly Visitors – 120,000,000
7. [Tumblr](#) – Estimated Unique Monthly Visitors – 110,000,000
8. [Instagram](#) – Estimated Unique Monthly Visitors – 100,000,000
9. [Reddit](#) – Estimated Unique Monthly Visitors – 85,000,000
10. [VK](#) – Estimated Unique Monthly Visitors – 80,000,000
11. [Flickr](#) – Estimated Unique Monthly Visitors – 65,000,000
12. [Vine](#) – Estimated Unique Monthly Visitors – 42,000,000
13. [Meetup](#) – Estimated Unique Monthly Visitors – 40,000,000
14. [fm](#) – Estimated Unique Monthly Visitors – 37,000,000
15. [ClassMates](#) – Estimated Unique Monthly Visitors – 15,000,000

It's a big deal worldwide:



Probably more that you would ever want to know about social networking services and media:

https://en.wikipedia.org/wiki/Social_networking_service

https://en.wikipedia.org/wiki/Social_media

Facebook

- Started in 2003 at Harvard University as a unofficial student directory including pictures and info hacked by sophomore Steven Zuckerberg from the University and dormitory servers/sites
- The leading online social network in the world: **1.6 billion active users!**
- Share personal profile; text, picture, video postings; see other's information and postings; private messaging and chat functions
- Leveraged networking (Friends, Like, Share, Visibility options)
- It changes often, without notice (both user interface and settings options)
- Need to pay attention to security / privacy settings
- Recommend limiting profile and postings to "friends" only

Facebook Resources

Definition: <http://whatis.techtarget.com/definition/Facebook>

Learning to Use:

<http://www.gcflearnfree.org/facebook101/>

<https://youtu.be/YMr4M4ponm8> excellent video on Facebook basics

Search using: "facebook tutorial 2016"

Privacy/Security:

<https://www.facebook.com/about/basics/>

<https://www.wired.com/2016/06/go-check-facebooks-new-privacy-settings/>

<https://consumerist.com/2016/06/02/psa-you-need-to-update-your-facebook-privacy-settings-again-to-opt-out-of-new-targeted-ads/>

<https://youtu.be/e66q4QBjSdo>