

SOCIAL MEDIA EXPLAINED

- TWITTER: I'M EATING A @ DONUT
- FACEBOOK: I LIKE DONUTS
- FACEBOOK: THIS IS WHERE I EAT DONUTS
- INSTAGRAM: HERE'S A LITTLE VIDEO OF MY DONUT
- YOU TUBE: HAHA I AM EATING A DONUT
- LINKED IN: MY SKILLS INCLUDE DONUT EATING
- PINTEREST: HERE'S A DONUT RECIPE
- LAST FM: NOW LISTENING TO "DONUTS"
- GT: I'M A GOOGLE CHALLENGER WHO EATS DONUTS

**Social Networking:
The 21st Century Village**

What we'll cover today

- ▶ Your questions
- ▶ In the news
- ▶ The 21st Century Village
- ▶ What is the web up to today?

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In the news

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Satellite image of Superstorm Sandy October 30, 2012.



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Meanwhile, ...



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The 21st Century Village

- Family
- School
- Work
- Government
- Business
- Health

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Family

[Generation Digital – Where is Human Interaction Heading?](#)

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School



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Work

LinkedIn | Account Type: Standard | Get Help/Feedback | Get Support/Help

Home Profile Contacts Groups Jobs Sites Companies News Sites People

Message your email in the cloud with Microsoft Exchange Online. [Sign up now from \\$149/line.](#)

Share with LinkedIn

LinkedIn Today recommends the sites for you

Why Drupal is a social media marketer's dream

5 Lessons Marketers Can Learn From Obama's Victory

Get insights and ideas shared by Thought Leaders

PEOPLE YOU MAY KNOW

Tim Gault, President and CEO at United Way of Central

Nancy Flanagan, Independent Consultant at Worcester MA Planner

Elizabeth Bailey, Director Program Design & Training, LLC

Get more >

CSR: Profitability that goes beyond the bottom line with Carbon8

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Government

45° 10:40

Status Photo Check In

Worcester Police Department (Official)
Just now · 🌐

Guria Brazil Boutique Robbed at Gunpoint

Worcester, MA (November 9, 2012) - On Thursday, November 8, 2012 at approximately 6:38 PM Worcester Police responded to 458 Park Avenue,

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Business

foursquare

Check in and save

Sync your eligible American Express® Card with Foursquare to unlock savings and experiences as you explore your world

Unlock exclusive Cardmember specials wherever you go. [Connect to Foursquare](#)

Once you've synced your American Express Card, it's easy to start saving:

- 1 Check in at a merchant with an American Express Special
- 2 Tap the Special and press the 'Load to Card' button
- 3 Pay with your synced Card to receive the offer - no codes or coupons required

Get Started Now [Connect to Foursquare](#)

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Health




Bringing the Social Media #Revolution to Health Care
Mayo Clinic Center for Social Media

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Q: Facebook etiquette

- ▶ Respect your friends.
- ▶ Be cautious about posting photos without permission.
- ▶ Be cautious about applications that automatically share what you're doing?
- ▶ It's ok to unfriend someone or not accept a friendship invitation.

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Q: Features of each network

- ▶ Facebook
 - Great for sharing personal and family news and photos
 - You control who sees what
- ▶ Twitter
 - Quick items
 - Public
- ▶ Google+
 - Better conversations
 - Serious photography
- ▶ LinkedIn
 - Career-building
 - Professional in tone
- ▶ Pinterest and Instagram
 - Lots of pictures
 - Many products
- ▶ Blogs
 - Personal or professional
 - Mostly text

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Q: Managing Facebook

- ▶ Is **Mute** the same as **Unlike**?
 - Mute means that you don't want to see certain content from people
 - Unlike or Unfriend means that you don't want to have anything to do with them
- ▶ How do I limit Facebook presence to just WISE or family?
 - Only offer and accept invitations to people in that community
 - Limit visibility of your content
- ▶ Please show how to
 - Mute
 - Turn off everyone friended by someone who wants to friend me


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Q: Photos

- ▶ How do you post pictures from a phone to Facebook?
 1. Add a mobile number to your Facebook account
 2. Send photo as a message to the address provided
- ▶ How do you download photos from Facebook?
 1. Choose the photo that you want to download
 2. Click the Option link at the bottom of the photo and select Download

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WHAT IS THE WEB UP TO TODAY?

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