

# SOCIAL MEDIA FOR BEGINNERS

An Introduction to Today's Most  
Popular Online Communities



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# What Are Social Networking Websites?



- Online communities people use to communicate with friends, family, organizations, and the world
- Tools people use for sending instant messages, finding friends, joining online groups, and sharing photos, videos, opinions, articles and Web information, stories, and more
- You may have heard the terms “social media,” “social networks,” “social networking websites,” “social networking sites,” and “online communities,” and wondered what the differences are, if any. They are synonyms, and refer to the same kinds of websites, and will be used interchangeably in this presentation.

# Why Should I Learn About Social Media?

It's a global phenomenon:

- Social networking is the **most popular online activity** worldwide.
- By the end of 2011, across the world, social networking accounted for 19 percent of all time spent online, or nearly 1 in every 5 minutes was spent on social networking sites.



Nearly everyone in the U.S. is participating:

- 98 percent of Internet users spend time on social networks.
- 95 percent of adults 55+ have engaged with social media.

It may be the best or only way to keep in touch with some people!  
In 2011, as 15-24-year-olds' use of IM services and email fell, their average time spent on social networks jumped.

# Social Media Use in the United States

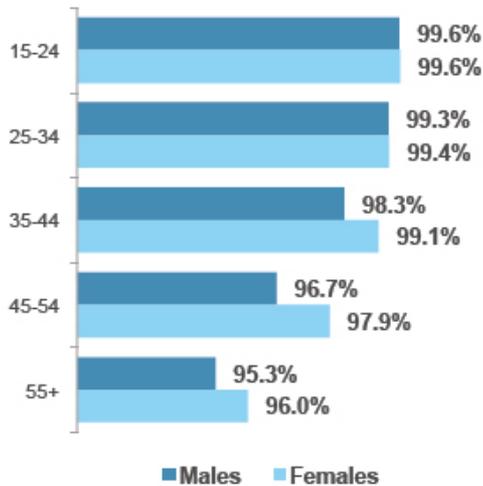


## United States

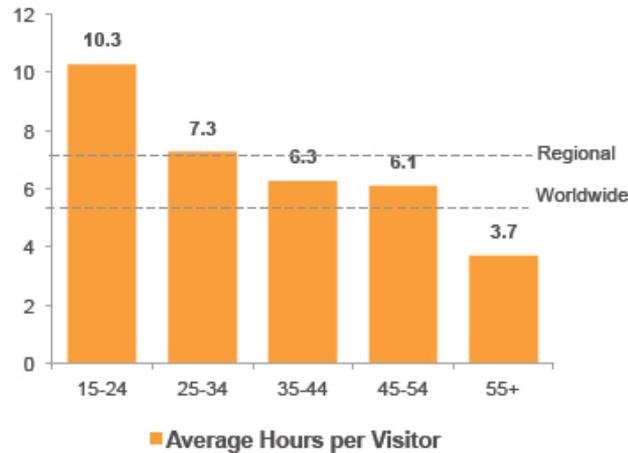
<b>Total Audience (Age 15+)</b>	<b>188.5 Million</b>		
<b>Total Social Networking Audience</b>	<b>185.2 Million</b>	<i>Index to Worldwide</i>	<i>Index to Region</i>
<b>Online Population Visiting Social Networks</b>	<b>98.3%</b>	<b>119</b>	<b>100</b>
<b>Share of Time Spent on Social Networking</b>	<b>16.8%</b>	<b>88</b>	<b>101</b>
<b>Average Time Spent on Social Networks</b>	<b>6.9 Hours</b>	<b>120</b>	<b>99</b>

Top 5 Social Networks	Total Unique Visitors (000)	% Reach	Average Minutes per Visitors
Facebook	156,020	82.8	441.2
LinkedIn	35,302	18.7	15.9
Twitter	33,256	17.6	23.3
Myspace	27,254	14.5	10.4
Tumblr	14,617	7.8	146.2

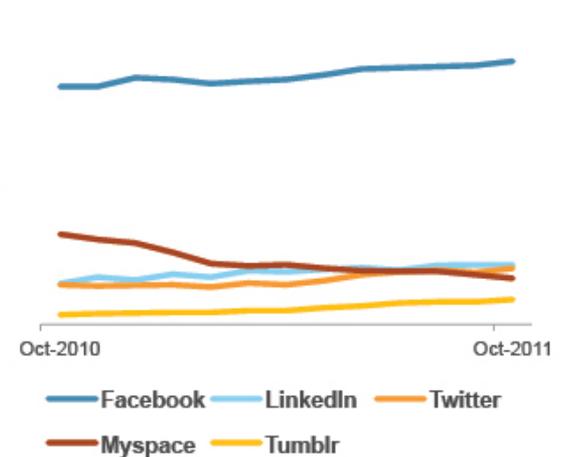
Social Networking Demographic Reach



Average Engagement with Social Networking



Top 5 Social Networks by Unique Visitors



\*Source: "It's a Social World: Top 10 Need-to-Knows About Social Networking and Where It's Headed," comScore

# Who Can Use Social Networking Websites?

- Most social networking sites do not allow children under the age of 13 to sign up. Otherwise, they're typically **free** and **open** to anyone with an email address to join.
- When a website is new, or in what is known as a “beta” phase, the communities may be invite-only and will require being on a waiting list or knowing someone who is a member who can invite you to join.

# *How Much Information Do I Have to Share About Myself on Social Networks?*

- Though your date of birth, full name, email address, and gender may be required to sign up for a site, most online communities do not require you to share this information publicly.
- Most social networks will allow you to use a nickname or alias.

# Introduction to Facebook



- Facebook is the most popular social network, in the U.S. and internationally.
- In October 2011, more than half of the world's Internet users (55 percent) engaged with Facebook.
- Around the world, approximately 3 in every 4 minutes spent on social networking sites were spent on Facebook and about 1 in every 7 minutes spent online took place on Facebook.

\***Source:** "It's a Social World: Top 10 Need-to-Knows About Social Networking and Where It's Headed," comScore

## ***Facebook users can:***

- Find and add friends.
- Find and follow companies, entertainers, politicians and more.
- Create rich profiles with information about their interests, job history, education, religion, politics, relationship status, location (past and present), and favorite music, movies, companies.
- Create and share photo albums, event invitations, and basic blog posts.
- Share videos, links to online articles, and more.
- Send instant messages and private messages and post public messages or messages to friends only.
- Play online games and use other online applications or "apps" for short.
- Use privacy settings to control what information is shared with whom.
- "Check in" to physical places online by mapping their location in a tag in a status update.
- Donate to charity; sign online petitions.
- Create free pages for a company, business, or group.
- Find and join groups.

# Must-Know Facebook Vocabulary

**Profile:** This is where individual members share information about themselves, including their interests, job history, education, religion, politics, relationship status, location (past and present), and favorite music, movies, companies. This information can be updated at any time, but often does not change on a regular basis.

**Wall/Timeline:** This is where members' most recent updates are showcased: photos they've uploaded, events they've attended, friends they've added, and more. "Timeline" is a new Facebook feature and will most likely replace the "wall." To see older activity on the "wall," users had to scroll endlessly through recent posts. With "timeline," users can click to specific months and years to see Facebook activity from that time period.

**Status:** Most people use this space to update their friends on what is happening right now. They'll post photos; mention what they're doing, where they are, or who they're with; ask questions. For example, they'll post things like "Home sick," "Stuck in traffic," "At the park with my family," "I love this new Brad Pitt movie," and "Just voted!" These updates can be as short as one character and as lengthy as thousands of characters.

**Page:** This is how you refer to the accounts of brands and celebrities. Don't go referring to your personal profile as a "page" and you'd better not be caught calling a company's page a "profile"! People will know you're a Facebook newbie if you confuse these two terms.

**Comment:** A reply to a status update or a note on a photograph. For example, if your loved one shares a photo you enjoy, you can click "Comment" and write a message. Note: Depending on your privacy settings, this may be visible to more than just your loved one.

**Like:** To click the thumbs-up button below a recent update to indicate support or approval of the recent activity.

**Share:** If someone has posted a photo, website link, or status update that one of their friends likes, the friends can click "share" to then share it with their own Facebook friends.

**Likes:** This is a section of your profile that shows off what entertainers, politicians, brands, and companies you like or endorse. When you want to follow a brand or entertainer, you "like" their page.

**Check in:** Users can map their physical location at any given time by tagging their location in a status update.

**Chat:** Facebook has its own instant-messaging service. Anyone you have added as a friend will have the ability to IM you, unless you sign out of the chat.

**Poke:** This is a fun way to let someone know you're thinking about them without writing them a private message or commenting on their recent activity. The exact meaning of a "poke" is unknown, and there have been some speculations, but it's usually a light, harmless way to contact someone.

**Notes:** If you want to write a longer message for all your friends to see, the "Notes" application on Facebook will allow you to create and write basic blogs.

**Events:** Snail-mail invitations? Evites? No way. Facebook invitations are the way to go. Facebook invitations are an easy way to keep your Facebook friends informed up upcoming events. You can easily share information about the event—a description, directions, time and date, photos—and require invites to RSVP.

**Unfriend/Defriend:** This is when—either by your choice or the other party's choice—a Facebook friendship ends. This is the act of removing or blocking a one-time Facebook friend. Note: The former friend will not be notified that this has happened.

**App:** These are online tools and games available through Facebook, often built by people and companies who do not work for Facebook, called third-party apps. Most are free but some require giving the app permission to access your personal Facebook data.

**Life event:** A new feature of "Timeline," this is a way to let your friends know about important events that happened before you joined Facebook or events you had otherwise not noted on Facebook, including a marriage, graduation, promotion, etc.

**Activity log:** This is an index of every action you have ever made on Facebook that is visible to your friends. (I.e., it will show that you changed your Facebook photo, but not that you changed your Facebook password.)

**"It's Complicated":** This is a way to indicate an ambiguous relationship status made popular by Facebook.



# Introduction to Twitter

You may have heard of “microblogs” or “microblogging” and wondered what the phrase meant. Twitter is the most popular microblogging site—one driven by short, textual messages or “microblogs.” As of the end of 2011, 1 in 10 Internet users worldwide engaged with Twitter. Close behind LinkedIn, Twitter is the third most popular social network in the U.S. Twitter is often used as a place to report, react to, and engage with topics of national and international import, ranging from wars and natural disasters to elections and celebrity events.

## ***Twitter users can:***

- Find and add friends. Adding friends is NOT a mutual relationship—they do not have to accept you as a friend for you to be able to follow them.
- Find and follow companies, entertainers, politicians, and more.
- Create a short bio—about one sentence in length.
- Share links to anything on the Web.
- Use privacy settings to control what information is shared with whom.
- Track “trending topics”—the most popular topics of conversation on Twitter.
- Search for what all Twitter users are saying about a certain phrase, whether it is “trending” (very popular) or not.

# *Must-Know Twitter Vocabulary*

**Tweet:** A short, 140-character message Twitter users broadcast to their contacts.

**Twit/Tweeple/Tweeps:** Nicknames for people who use Twitter.

**Retweet:** A way to share another user's tweet with your own followers.

**@ Message:** A way to mention or publicly message another Twitter individual.

**DM/Direct Message:** A way to privately message another Twitter individual.

**Hashtags (#s):** Denoted by a # in front of a word, hashtags are a way to link your tweet to an index of tweets on related topics. Ex: #NYC, #reading, #worldcup, #GOP, etc.

**Unfollow:** This is when someone decides to remove a Twitter contact.

**Favorite:** If you like a tweet, then you can "favorite" it, and it will show up on your "Favorites" lists on your profile. The person whose tweets you like will also be notified.

**Lists/Listed:** This is a way to organize the accounts you're following into categories. If you make your lists public, other people can follow them.

**Trends:** This is a list of the top 10 phrases used on Twitter at any given moment.

**Microblogging:** The act of broadcasting short, in-the-moment textual messages sent via platforms like Twitter.

# *Introduction to* **LinkedIn**

The second most popular social network in the U.S., LinkedIn is used for keeping track of and growing a professional network, finding and applying for jobs, posting and viewing online résumés, giving and receiving recommendations, learning more about companies, tracking industry news and moves, and more. There are premium (paid) accounts for job-seekers and recruiters, which give those who pay for the services more insights into the robust analytics LinkedIn is privy to about applicants, job openings, and companies.

## **LinkedIn users with free accounts can:**

- Post their résumé online.
- Find and add professional contacts.
- Find and follow companies to receive important updates about job openings, company news, and more.
- Create and join online professional networking groups by industry, location, age, and educational background.
- Find and apply for jobs.
- Give and receive recommendations.
- Post public messages—status updates similar to Facebook or Twitter, but these are typically professional in nature.
- Send private messages.
- Find out how many times their profile has been seen.
- Post a digital portfolio.
- Ask for introductions to their contacts' contacts.

# Introduction to YouTube™

One of the world's top most visited sites, YouTube also has social networking functions, meaning you do not have to be a filmmaker (amateur or otherwise) to join the community. Users can find and subscribe to YouTube channels – from companies or individuals – and add friends, whether they've personally made videos or not. Users can also create playlists of their favorite videos on the site and create profiles.

- More than 800 million unique users visit YouTube each month
- Over 3 billion hours of YouTube videos are watched each month
- More than 100 million people engage with YouTube videos every week by “liking,” sharing, and commenting on videos

Source: YouTube.com

## YouTube uses for businesses:

- Upload and host videos for free
- Respond to comments about your videos
  - Get free analytics about your videos
- Find and engage with videos about your library, perhaps uploaded by visitors, partner organizations, program presenters, and more

# Introduction to Tumblr

Part website/blog publishing tool, part online community, Tumblr is the fifth most popular social network in the U.S., just after MySpace. Tumblr is what is called a “social blogging” site. This means what it sounds like: A blog post may originate from one author, but it can be shared over and over again across the Tumblr community with new perspectives layered on with each new share. Tumblr blogs are versatile — they can be stand-alone images, videos, audio files, quotes, text-heavy posts, or a means of sharing links. To join Tumblr, every member must create a Tumblr website—but you don’t have to know HTML or other web languages to build your site. You can choose from one of many free templates. If you know web languages, you can create your own customized site or make tweaks to the existing templates.

## ***Tumblr users can:***

- Create their own websites or blogs for free.
- Share photos, videos, audio files, text, quotes, and links.
- Find and follow blogs and websites.
- Track blogs topics by keywords, such as “dog photos,” “Immigration news,” “Republican Primary,” etc.
- Like and share (or “reblog”) what others have posted on Tumblr.
- Ask and answer questions.
- Send private messages.



# *Introduction to Google+*

One of the newest social networks on the market, Google+ is Google's latest attempt at social networking. If you use other Google products, such as Gmail, you've probably been prompted to join.

Google+ offers a unique way of connecting with your various contacts, allowing you to send group messages to particular social circles you designate, such as "family," "coworkers," and "friends." Google+ gets that you act and communicate differently depending on the setting and that when it comes to social networking Facebook's "one-size-fits-all" approach might not be best for everyone!

## **Google+ users can:**

- Find and add friends.
- Find and follow companies, entertainers, politicians and more.
- Create profiles with information about their interests, job history, education, and location.
- Create and share photo albums and status updates.
- Share videos, links to online articles, and more.
- Send instant messages and private messages and post public messages or messages to friends only.
- Play online games.
- Video chat and video conference for free.
- Use privacy settings to control what information is shared with whom.
- "Check in" to physical places online by mapping their location in a tag in a status update.

## **Must-Know Google+ Vocabulary:**

**+1:** A way of showing your support for a friend's status update, or a way of following a company's Google+ page.

**Hang Out:** A Google+ video chat or conference.

**Circles:** A way of organizing your contacts into groups, such as "friends," "neighbors," "college friends," etc.

**Stream:** An activity feed of all of the latest information and updates from the people and companies you're following.

# Introduction to Pinterest

- One of the fastest-growing social networks in the country, Pinterest is a self-proclaimed online pinboard site. People and companies are using it to organize and show off their “favorite things” on digital bulletin boards by uploading photos and graphics directly from their computers and smartphones (there is a free app for iPhone users) and by “pinning” images and graphics from websites.
- Any user can have an unlimited number of boards, and each board can have an unlimited number of pins.
- It is currently in an invite-only phase—meaning Pinterest or someone who is a Pinterest member must invite you.
- To sign up, your account must be linked to an existing Twitter or Facebook account, but you will be able to change this once you’ve set up your account, by editing your profile.

The screenshot shows the Queens Library Pinterest profile. The header includes the Queens Library logo, the name "Queens Library", a bio stating it is an independent, not-for-profit corporation with 62 locations serving 2.3 million people, and social media icons for Queens, New York City. A "Repins from" section features a profile for Anne Garcia. Below the header, statistics show 29 Boards, 399 Pins, 23 Likes, and Activity. On the right, it shows 251 Followers and 114 Following. The main content area displays five boards: "Books & Library Love" (35 pins), "Art in the Library" (17 pins), "Technology in the Libr..." (28 pins), "Proud Moments" (9 pins), and "Our Architecture, Design" (21 pins). Each board has a representative image and a grid of smaller pin thumbnails below it.

# An Introduction to Goodreads



Goodreads, a social network centered around sharing book recommendations with friends and with the larger online reading community, claims to have more than 9 million members. It is free to join—and members can rate and recommended books they’ve already read and save books they want to read to their digital bookshelf, a reminder to perhaps check out a title at Queens Library in the future! Goodreads members can also join online groups, which have online discussion boards, recommended reads for the group, polls, and more. Probably almost every author or book you can think of has a page on Goodreads—usually authors and publishers will keep their pages maintained with information and certainly fans will keep the pages updated with their reviews and more.

# More Popular Online Communities

**MySpace** – Once a social media giant, usage has declined in the last several years. A traditional social network where users have the ability to create profiles and find and add friends, MySpace’s main appeal is the ability to connect with brands and individuals in a social way.

**Foursquare** – An online community where people “check in” to the places they go in their daily lives to earn badges (like “Jetsetter” and “Hair Aware” ) and loyalty rewards from merchants. If you check into the online counterpart of a physical space often enough you can earn the title of “Foursquare Mayor,” which could earn you special rewards.

**Yelp** – An online review site where users can leave their ratings of restaurants, stores, and more. Plus, you can search for local events and list your professional services to your local market. Users can also “check in” to locations to potentially earn discounts from merchants.

**Instagram** – Is a social network that is currently only available through a free iPhone app. Users can take photos and apply a variety of free filters and photo effects, tag the location of the photo, and write a short tweet-like caption, using hashtags. Users can find and follow individuals and brands.

**Flickr** – Is an online photo-sharing site where users can search for photos by topic, location, and more and showcase work.

**Etsy** – Part store, part online community, Etsy is a place to find – or market yourself as one of a community of – local artisans. You’ll find great design items, jewelry, and more here.

**Lastfm** – An online community of music lovers. You can find and create radio stations, create playlists, track your music preferences, and more.

**Digg, Reddit, and StumbleUpon** – These are all communities built around sharing interesting web articles.

**Yahoo Answers** – An online community where users ask questions and seek advice. Members can become “experts” and earn more privileges.

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