

How did they evolve?

- Bulletin Board System
- Online meeting places to exchange files (many pirated) and post messages
- Accessed over telephone lines via modem
- More social than technology
- Because long distance calling rates were applied, mostly local

Begin with CompuServe



- Began in the 1970s as a business-oriented business computer communication solution
- Expanded into public domain in the late 1980s
- Allowed sharing files and accessing news and events
- But also allowed interaction via discussion forums

AOL: True precursor to today's social networks



- Included member created communities, and email with a Windows version and access to the rest of the Internet by its users
- Was the first to come up with a program to tell if your friends were online (buddy list)
- While charging an hourly rate for online previously, in 1996 AOL changed to flat fee and more joined.
- 1997, released AOL's Instant Messenger (AIM) which included buddy list, user profiles, voice chat, file transfer and more.

And the rest came rushing in

- Following AOL and CompuServe:
 - Yahoo
 - Amazon selling books
 - And the social network to end all social networks, Classmates.com



classmates[®]

Followed by:

- LinkedIn (2003), networking resource for business members; today with more than 297 million members
- MySpace (2003): Targeted young users with music, music videos and a funky feature-filled environment. Advertising focused on showing Friendster users what they were missing. Today, less popular among casual users, although continues to be popular with bands and musicians.



The Elephant in the Room



- Facebook (2004) began as a site for university students.
- In 2006 opened to general public
- Secret of success? Possible reasons may be ease of use, easily-accessed features, cool name
- The open API platform makes it possible for developers to create apps which work within Facebook
- The “Like” button became iconic

Riding on the coat tails...

- Twitter (2006): Originally thought of as a text platform where users can keep tabs on what others are doing. This is why the 140 character limit was imposed. Users began to provide feedback, which resulted in @handles, #hashtags and RT (retweet).
- Google+ (2007): A social layer of Google, including Hangouts (video calling option). Although it was very popular in theory, never really took off like Facebook.
- Followed by a growing list of social networks (I counted 210 on Wikipedia)
https://en.wikipedia.org/wiki/List_of_social_networking_websites

Why do we need social networks?

- To feel connected
- Easy to access
- Share common interests
- What reason can you think of to have a social network?

Ways social networking can benefit us

- Networking: workforce and communities
- Business : brand loyalty, communication, targeted advertising
- Banking: marketing, customer service, sending money and paying bills
- Health: virtual doctor's visits, social networks for patients, and online health information
- Civic participation and engagement: online town halls, publicized gatherings, and our President's tweets.
- Disaster response: digital responders, tweets, person finder, assistance
- Highlights things like human rights and climate change: shrinking world!

What do you need to join a social network?

- Most are free
- Username (unique to that social network)
- Strong password
- Other things you may need to provide to the network depends on type of social network. Examples:
 - Address
 - Camera and phone
 - Contacts

What information do they want from us?

- Most social networks supported by ads, which rely on data provided by the social network (or other sources)
- Data includes social information (yourself, company, accomplishments), searches on Google, purchases on Amazon, calls on Skype, location on phone. All sources combine to create a unique portrait of you.
- Also can use data of family, friends and colleagues.
- Analytical tools to make predictions about you

Examples of data networks collect from users

- Your age and gender
- Your occupation and work interests
- Things you have purchased
- Things you have reviewed online (like Yelp)
- Your location
- Things you have liked, shared, posted
- Who has responded to your posts and likes?
- What do these people have in common with you?

Protecting your privacy on social networks

- Be wary of posting such information like first pets, mother's maiden name, complete birthday or place of birth. These can be used to access financial sites (think of your secret question!)
- Don't use any password which can be found on social media (don't use your pet's name if you feature your pet in posts on Facebook)
- Note that pictures can be copied and pasted, allowing criminals to use pictures of you to set up accounts
- Beware of Fake accounts. If you are already connected to someone, be apprehensive if you receive a request to reconnect. It can be a fake account.

Safety on the social network

- Caution with links in posts
- Post is permanent!
- Don't trust who it is from (they may be hacked)
- NEVER send personal or financial information to businesses using social media
- Do not mention in a public social media post that you are home alone.
- Privacy changes all the times. Keep up on new information.
- Maintain good virus protection and keep operating system and browsers up to date.

A hand is shown holding a smartphone. The screen of the phone displays a globe. Surrounding the phone and hand are numerous colorful, circular icons representing various social media and digital communication platforms. These include icons for Facebook (a white 'f' on a blue circle), Twitter (a white bird on a green circle), Instagram (a camera on a yellow circle), YouTube (a white play button on a red circle), and many others like a heart, a music note, a speech bubble, and a person silhouette. The background is a light blue gradient.

Some of our favorite social networks

Facebook

facebook

- Post and view notes to friends
- Post pictures
- Share interesting links
- Send out group messages
- Must ask permission to be “friends”
- Clicking “like” puts them on your page
- <https://www.facebook.com>

News Feed

- Messenger
- Watch
- Marketplace

Shortcuts

- SDCEHealthOnline 8
- Talking and Bey... 6
- College of the E... 3
- SDCEOnline 2
- SDCEHealthOnline...
- Families of Aussie ... 20+
- dowling high schoo... 1

Explore

- Groups
- Events 1
- Pages
- Friend Lists
- Fundraisers
- On This Day 3
- Manage Apps
- Photos
- Pages Feed 20+
- Town Hall
- See More...

Create

- Ad
- Page
- Group
- Event
- Fundraiser



Like Comment Share

Sue Morrison, Lyndsey DiGiorgio and 61 others

View 1 more comment

Diane Carpentier Dabrowski Pretty sunset tonight!
Like · Reply · 5h

Claudia Tourigny Ron and Al its time to put the boats in!!!!
Like · Reply · 5h

Julie Mimeault Parker
Like · Reply · 4h

Diane Mangiulli It's about time.....don't you think?
Like · Reply · 23m

Write a comment...

Cindy Rawls likes Goal SD.

Goal SD
Like Page

Your Page (1)

2 event invites

Trending

- Rudy Giuliani**
Rudy Giuliani says Trump reimbursed Cohen for Stormy Daniels payment - msn.com
- Hobby Lobby**
U.S. returns smuggled Hobby Lobby artifacts to Iraq - politico.com
- CDC**
One Person Has Died In The E. Coli Outbreak Linked To... - buzzfeed.com
- See More

Suggested Pages

Stuart and Stephanie like this.

Valdiviez Fine Art Photography
Professional Service

Like Page

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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- YOUR PA
- S
- CONTACT
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- M
- E
- M
- C
- A
- M
- D
- S
- E
- E
- H
- GROUP C
- C



Twitter



- Post notes in under 140 characters
- Post pictures
- Share interesting links
- Can categorize followers by topic
- No permissions needed to follow or be followed
- <https://www.twitter.com>



Mary Burns

@mburns91941

Tweets 929

Following 323

Followers 147

Trends for you · Change

#DemandBiggerRibs

Never settle for tiny ribs when you can have meaty, juicy Big Ribs!

Promoted by TGI Fridays

Rudy Giuliani

Rudy Giuliani says Trump repaid Michael Cohen for Stormy Daniels payment

#BLOOM

131K Tweets

Hannity

145K Tweets

#TheAmericans

3,235 Tweets

#StormyDaniels

Rudy Giuliani says Trump repaid Michael Cohen for payment to Stormy Daniels

Ivanka

15.4K Tweets

#VGKvsSJ

#lastword

4,686 Tweets

#11thHour



What's happening?



Open Culture @openculture · 2m

Download 1800 Fin de Siècle French Posters & Prints: Iconic Works by Toulouse-Lautrec & Many More goo.gl/FEhGP5



3

10



Funnel @funnel_io · 12 Jun 2017

Data From All Your Advertising Platforms Into Google Sheets. Learn more goo.gl/BEzLkM



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Follow



Gizmodo @Gizmodo

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Advertise with Twitter

LinkedIn



- Post and view resumes
- Look for jobs
- Find others with similar occupational goals
- Includes groups, so you can network within your interest
- Find contacts by e-mail address or name
- Must “invite others” to your network
- <https://www.linkedin.com>

[Online Ed.D. Degree](#) - Our full Doctorate tuition is 1/3 the cost of comparable online programs. Ad ...



Welcome, Mary!

[Update your profile](#)

3

Who's viewed your profile

106

Connections

Grow your network

Access exclusive tools & insights

[Free Upgrade to Premium](#)

Share an article, photo, video or idea

[Write an article](#)

[Images](#)

[Video](#)

[Post](#)

Sort by: Top

Find more connections like Sherman E., Hank, and BARBARA

We'll import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. [Learn more](#)

[Continue](#)



Adriana Gallardo

MBA/MA Community Development and Planning
2d

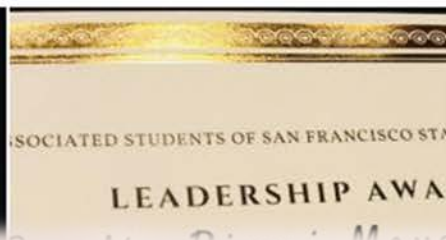
@ 13th Annual Leadership Recognition Reception



Evodie Biemi

Intern at ASI Project connect
1w

I am grateful for being part of the AS Project Connect internship program. I would like to thank the coordinator of Project Connect [Adriana Gallardo](#) and [San Francisco State University](#) for making this program available.



What people are talking about now

- [Amazon \\$12B bid on Flipkart](#)
2h ago • 2,934 readers
 - [Boy Scouts to lose the 'Boy'](#)
31m ago • 30,169 readers
 - [Foreign students numbers are falling](#)
5h ago • 7,944 readers
 - [Cambridge Analytica is shutting down](#)
5h ago • 19,532 readers
 - [Bloomberg to charge \\$35 per month](#)
5h ago • 16,005 readers
- [Show more](#)

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[+ Follow](#)

Pinterest

Pinterest

- Community based bulletin boards to tell what you want, identify with and recommend
- Create boards on interests
- Pin links to your board
- Find pins and boards which you enjoy
- Repin other pins
- Click on a name and Follow (all or just one board) No permissions required
- <https://www.pinterest.com/>



gardening



- Ideas
- For Beginners
- Vegetable
- Outdoor
- Flower
- Design
- Vegetable in Pots
- Herb
- Backyard
- Fall

- All Pins
- Your Pins
- Buyable Pins
- People
- Boards

GARDEN CLUB
GARDEN CALENDAR

JANUARY

- Set goals and make plans for your outdoor spaces.
- Add tropical houseplants indoors to improve air quality.
- Treat yourself to gardening gloves.

FEBRUARY

- Start tomato and other vegetable seeds in peat pots.
- Grow salad greens and herbs indoors with seed starting trays.
- Apply pre-emergent to prevent weeds in lawns.

MARCH

- Build raised garden beds and cultivate vegetable garden beds.
- Perform a soil test in your garden and amend soil with compost.
- Plant spring flowering shrubs like azaleas.
- Apply lawn fertilizer, repair and seed bare patches.

APRIL

- Plant vegetables outside once soil warms to 60° Fahrenheit in the day.
- Feed new seedlings with a balanced fertilizer.
- Direct sow veggies like cucumbers & watermelon after last frost.
- Spread mulch to control weeds & conserve water.

MAY

- Pick up a hanging basket or orchid for your favorite mom.
- Deter mosquitoes from the yard by eliminating standing water.

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The best bra is one you never think about.

THIRDLOVE

thirdlove.com 16.5k

Find a better-fitting bra with our Fit Finder mini quiz.

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GROWING CALENDAR

PLANT	START INDOORS	TRANSPLANT OUTDOORS
Basil	April 15	May 20
Tomatoes	April 15	May 20
Broccoli	March 15	May 1
Cauliflower	March 15	May 1
Peppers	May 1	June 20
Parsley	March 1	May 1
Cabbage	March 15	May 1
Pumpkin	May 1	May 20
Beets	**	April 15
Kale	March 1	April 15
Celery	Feb 15	March 15
Cucumber	May 1	June 15
Onions	Feb 15	April 1
Lettuce	March 1	April 1
Melon	April 15	June 1
Spinach	**	March 15



22 Ways for Growing a Successful Vegetable Garden 76.9k 10

Spring is fast approaching, so are you planning to grow a...

Marian Forte Sepúlveda Horta

- +
- ?
- Privacy



Meetup

The Meetup logo consists of a red rounded rectangle at the top, a white rounded rectangle in the middle containing the word "Meetup" in a black, lowercase, sans-serif font, and another red rounded rectangle at the bottom. The logo is positioned in the upper right corner of the slide.

Meetup

- Features offline (face to face) group meetings in various areas of the world.
- Centered around a common interest (politics, books, movies, pets, health, careers)
- Join with your zip code and tag topics you are interested in
- Actually founded by a New Yorker in response to the aftermath of the September 11 attacks of 2001
- <https://www.meetup.com>

Find a Meetup

96 Meetups in your groups · 2,790 Meetups nearby

All Meetups



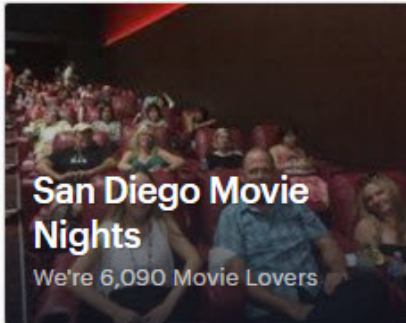
within 25 miles of San Diego, CA

Groups

Calendar

YOUR MEETUPS

Sort by Most active



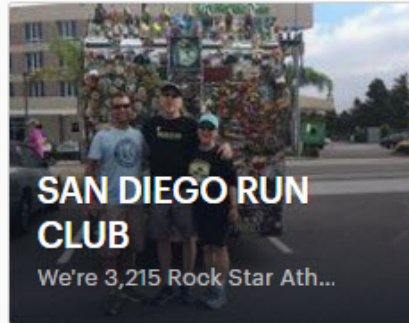
San Diego Movie Nights
We're 6,090 Movie Lovers



ACTIVE SINGLES ADVENTURES 30'S - 50'S EVENT AND TR
We're 5,554 Active Singles



San Diego Boardgames Group
We're 3,533 Game Players



SAN DIEGO RUN CLUB
We're 3,215 Rock Star Ath...



The San Diego Off Leash Dog Meetup
We're 1,832 Off Leash Me...



San Diego Baby Boomers - the original! 🙌
We're 1,167 SD Boomers



SD EdTech
We're 213 Members



UCHUG (Under the Computer Hood Users Group) SD
We're 181 Members

Show all

Next door



- Private social network for neighbors and community
- Used for reasons such as safety, recommendations for services, lost pets, items for sale, and even to meet neighbors
- To join, address has to be verified, users must use their real name, and website is protected by password and encrypted with HTTPS.
- Information is not shared with advertisers
- <https://www.nextdoor.com>

Home

- Inbox
- Neighbors
- Map
- 26 Events Calendar
- Recommendations

LOCAL

- Mt Helix
- Local Agencies

CATEGORIES

- Classifieds
- Crime & Safety
- Documents
- Free items
- General
- Lost & Found
- Pet Directory
- Recommendations

GROUPS

+ Add a group...

Mt Helix + Nearby Neighborhoods

671 NEIGHBORS · 7294 NEARBY NEIGHBORHS



Post a message, event, poll, or urgent alert to neighbors



Welcome back to Nextdoor, Mary!

Show

You have 1 more thing to do to get the most out of Nextdoor. See what's next...



Foxtails!! Need removal

from Mariposa Park · 23 Apr

10

I have been working to get rid of the foxtails in my back yard. My gardeners just weed whack them, but don't pick them up, so they are getting in my dogs' fur and in my grandkids' socks. My head & heart say to go pull them all out, rake them, etc, but my back says NO. I have actually taken my shop vac into the back yard and sucked up all the dry ones. Does someone want to earn a little extra money ... [View more](#)

Shared with Mariposa Park + 23 nearby neighborhoods in General

THANK · 1

REPLY · 18

★ Joanne thanked Paula

View all 18 replies



from Eucalyptus Heights · 11h ago

Next year, spray them with roundup as soon as they start growing

Instagram



- Share your life through a series of pictures
- Uses filters to transform the memory
- Uses moments to see friends' lives as they happen
- Can be linked with other social networks such as Flickr, Facebook and Twitter.
- <https://instagram.com>



marcellopez_
Parc des Buttes Chaumont

4d



4,011 likes

marcellopez_ Paris France

#bleu#colorfull #super_europe #igers #wonderful_places #beautifuldestinations
#bestvacations #travelawesome #bestplacetogo #vacations #viaparadise
#fantastic_south #fantastic_places #absolutelybeautiful #alices_mom #superdaddy



Instagram



25 likes

mrsknatt #bigboybed arrived in the wrong color. Designer Mommy flipped out. Engineer daddy insisted it gets put together anyway. #pricelessmoment @kellenarthur
themurreyfam Boys and their bunkbeds 😊
simplycat_82 What color was it?
mrsknatt Black @simplycat_82 and I do NOT do black furniture!



laurasykora
Lincoln Park Community Lake

1w



20,711 likes

laurasykora Showed @minilaurasykora something new... think she nailed it. ❤️

load more comments

wellxplored I absolutely love these photos you post with your little mini me!!

ansleygordon @bbalzerini legit goals

holistic_in_balance Beautiful ❤️

cpvidence 🌿🍃❤️❤️❤️🍃🌿

♡ Add a comment...



