Social Networks
Everything you need to know
What are social networks?

• Websites
• Bring people together
• Using computers or devices
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
Social networks evolved as services were added
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
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.
Some of our favorite social networks
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
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](https://www.twitter.com)
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
Welcome, Mary!
Update your profile

3
Who's viewed your profile

106
Connections
Grow your network

Access exclusive tools & insights
Free Upgrade to Premium

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

mbprine@gmail.com

Continue

Adriana Gallardo
MBA/MA Community Development and Planning

@ 13th Annual Leadership Recognition Reception

2d

Evodie Biemi
Intern at ASI Project Connect

1w

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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/
Try our best-selling bra before you buy! The best bra is one you never think about.

GROWING CALENDAR

<table>
<thead>
<tr>
<th>PLANT</th>
<th>START GROW</th>
<th>TRANSPLANT OUTDOORS</th>
</tr>
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<tr>
<td>Basil</td>
<td>April 15</td>
<td>May 20</td>
</tr>
<tr>
<td>Tomatoes</td>
<td>April 15</td>
<td>May 20</td>
</tr>
<tr>
<td>Broccoli</td>
<td>March 15</td>
<td>May 1</td>
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<tr>
<td>Cauliflower</td>
<td>March 15</td>
<td>May 1</td>
</tr>
<tr>
<td>Peppers</td>
<td>May 1</td>
<td>June 20</td>
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<tr>
<td>Parsley</td>
<td>March 1</td>
<td>May 1</td>
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<tr>
<td>Cabbage</td>
<td>March 15</td>
<td>May 1</td>
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<tr>
<td>Pumpkin</td>
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<td>May 20</td>
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<tr>
<td>Beets</td>
<td>**</td>
<td>April 15</td>
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<tr>
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<td>March 1</td>
<td>April 15</td>
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<td>June 15</td>
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<td>March 1</td>
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<tr>
<td>Melon</td>
<td>April 15</td>
<td>June 15</td>
</tr>
<tr>
<td>Spinach</td>
<td>**</td>
<td>**</td>
</tr>
</tbody>
</table>

22 Ways for Growing a Successful Vegetable Garden

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

YOUR MEETUPS

San Diego Movie Nights
We're 6,000 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
Mt Helix + Nearby Neighborhoods

671 NEIGHBORS  7294 NEARBY NEIGHBORS

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

Welcome back to Nextdoor, Mary!
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

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 16 replies

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
Which social network is your favorite? Are there any social networks would you like to add???