Twitter, LinkedIn & Facebook

Growing & Communicating with your Network

By Melissa Lockhart

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Social Network

- a network of friends, colleagues, and other personal contacts
- an online community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources, etc.: a business-oriented social network.
- a website or online service that facilitates this communication.

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http://dictionary.reference.com/browse/social+network

There are multiple definitions out there as to what a Social Network is. I thought that the three provided by dictionary.com wrapped it all up.
1) It's a network of friends, colleagues and other personal contacts.
2) It's an online community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources, etc. A Business oriented Social Network.
3) A website or online service that facilitates this communication.

Facebook

- Definition#1
  - a network of friends, colleagues, and other personal contacts
- Facebook's Mission
  - To give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

So the first Social Network definition is the epitome of Facebook. Even the Facebook mission states that people use Facebook to stay connected with friends and family.

How to get started?

- www.facebook.com
  - Create a Profile
- https://www.facebook.com/about/pages
  - Create a Page
- https://www.facebook.com/about/groups
  - Create a Group

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To get started with Facebook, you will need to begin by creating a Profile. The term profile only applies to a personal Facebook account. You can set this up by going to www.facebook.com and completing the form on their homepage.

Once you create a personal profile you will have the ability to also create Facebook Pages and Facebook Groups.

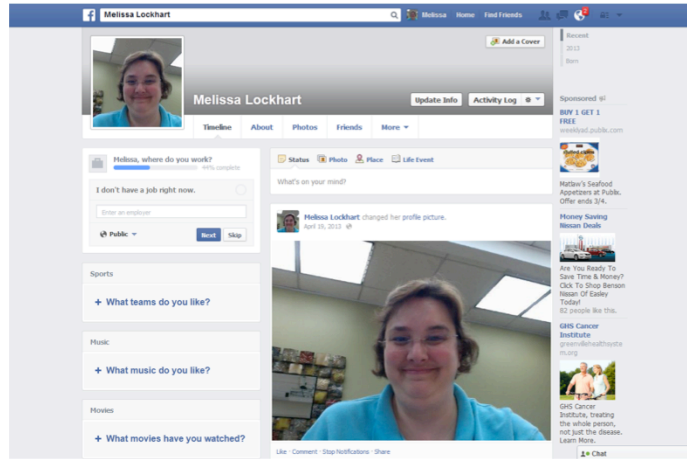Facebook Profiles are composed of several different elements.

On the far right you will have advertisements, news and trends that you can follow.
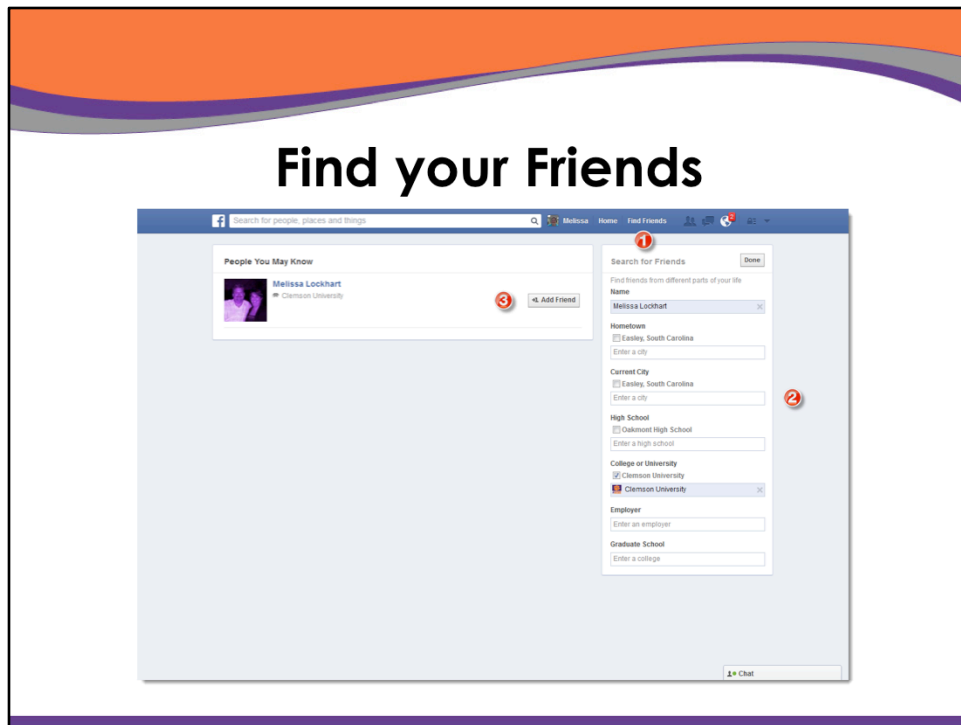In the middle you will have your News Feed that contains your status updates as well as your friends updates.
Then on the left are other things you can do with your account:
- Find Friends
- Schedule Events
- Create or Like Pages
- Play Games or Use Facebook Applications
- Create or Participate in Facebook Groups

To add additional information about yourself to your profile, you can click on your profile in the top left corner to navigate to your timeline.

Facebook Timeline

There are a couple of options for communicating through Facebook. The first thing you need to do though is Add your Friends.

To find your friends click on the Find Friends link in the top right corner.
Then use the filter on the right to begin searching for your friends based on:
- Their name
- Their hometown
- The current city they live in
- Their high school
- The college or university they attended
- Current or past employers

Once your list gets filtered down you can click on Add Friend to add the selected person to your friends list.

Communicating with your Network

- Live Chat
- Private Messages
- Status Updates or Posts

Once you have built your network of friends you can communicate with them by using the live chat, private messages or just by posting a status update on your Timeline.

LinkedIn

- Definition#2
  - an online community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources, etc.: a business-oriented social network.
- LinkedIn's Mission
  - Connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do..

So in the second Social Network definition they summarize it by saying that it is a business oriented social network, which is what LinkedIn is. Even the LinkedIn mission states that it's a way to connect the world's professionals to make them more productive and successful.
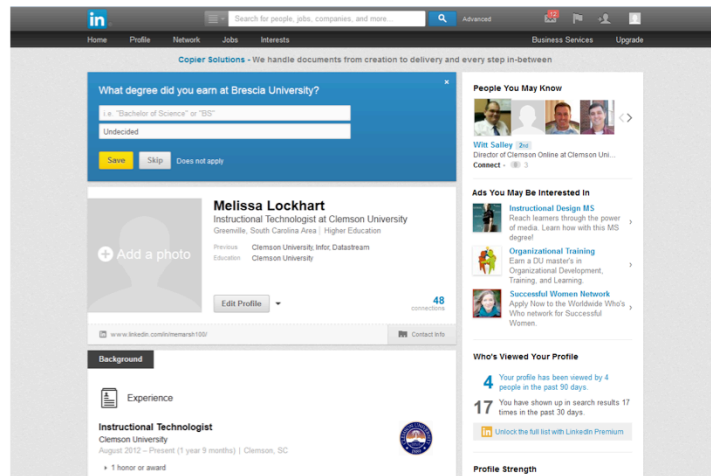
How to get started?

- www.linkedin.com
  - Create a Profile

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To get started with LinkedIn, you will need to begin by creating a Profile. The term profile only applies to a personal LinkedIn account. You can set this up by going to www.linkedin.com and clicking the Join Today link.

You may be wondering what is the difference between a Facebook Profile and a LinkedIn Profile.
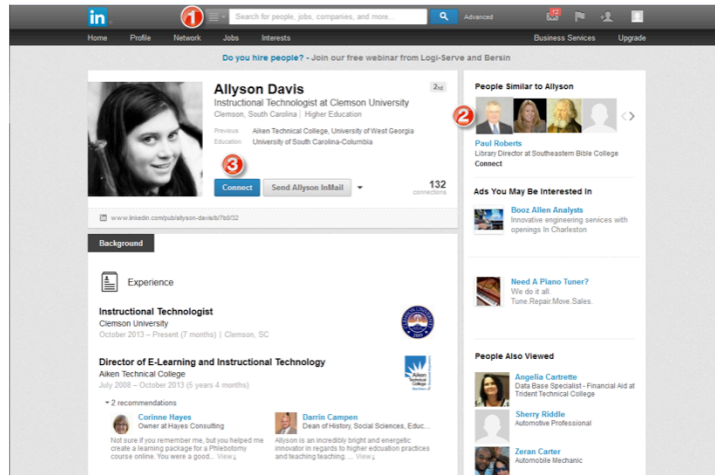
Your LinkedIn Profile is in Essence your resume. It contains background information about you, your education, your jobs current and past, your Skills, your honors and awards, organizations you are or have been involved with, interests.

On your profile page on the right side of the page you can see People you may know based on the information you filled out in your profile, Ads for Jobs that may fit with the type of job skills you completed in your profile, a list of people who have viewed your profile.

On the left side you can build your profile by editing your profile or answering questions that are asked at the top of the page.

Make Connections

There are a couple of options for communicating through LinkedIn. The first thing you need to do though is Make Connections.

To find your connections use the search bar at the top of the screen to search for people, jobs, companies and more.
Then once you find the person you are looking for select them from the list.
The other option is to look at the Similar People or People you May Know section and select one of them.
If that is the person you are wanting to connect with, click Connect.

Communicating with your Network

- Private Messages
- Status Updates or Posts

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Once you have built your network of friends you can communicate with them by using the live chat, private messages or just by posting a status update on your Timeline.

If you don't have a LinkedIn you can click on Join Today at the top right corner then fill out the simple form on the next page. Then agree to the user statement. You can also sign up through your Facebook.

When you first sign in it brings you to the homepage where all status updates are. It is similar to Facebook, it provides you with updates not only from you but from the community. Your connections and the connections they make are shown. If I have recently visited someone's profile I can see that on the right side of the page. I can see ads that were made by LinkedIn members. Then the top right has people I may know that I can connect with. You may not want to connect with everyone you know like you would on Facebook. LinkedIn is about building your professional network, which means you may not want to connect with anyone and everyone, you want people that can give you good references, etc.

I can go to someone's profile if I want to, I can see his skill sets, I can endorse him if I want to. I can see his education and the different recommendations people have made for him. You can see the connections you share or have in common.

LinkedIn Profiles

I can see that I have 12 messages in my inbox. There are invitations that have been sent to me, personal messages, messages from recruiters, other business people that I am trying to make connections with.

I can also come to the Jobs tab at the top and see jobs that are available and that I might be interested in based off of the skillsets I have put down. You can look for companies that have the same interests as you and people that have the same background as you.

Facebook

- See what is trending, found through hashtags
- When putting a post you can tag people in it, use hashtags and put a location

On my profile I have information about what town I live in, who I'm married to, I have pictures of my friends and family and I have places that I may have been. You can add significant life events and you can see how long someone has been on Facebook when on their profile. You will probably want to find friends. You can type their name into the top search bar and click on them when they pop up. When you go to their profile you can request to be their friend. You won't be able to see more information on their profile until they accept you as their friend. To see your friends click on your name at the top to take you back to your timeline. You can then select friends at the top of the page and it will display a list of all of your friends. You can group your friends by how close they are to you and where you know them from by hovering over the box that says friends next to them and selecting the category you would like. When you receive a friend request you can come to this friends page and click on friend requests to see who has requested you. You can chose to add that friend or ignore them. It also provides you with a list of people you may know based on who you are friends with. You update your status by typing in the box at the top of your home screen, that says what's on your mind in it.
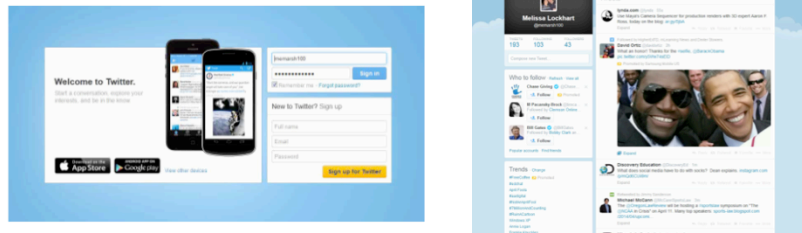
Facebook

- Page accounts are for businesses
- Create pages for companies
- We have a page for Clemson trainers, to train people

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When you create profiles on these networks you may be sharing information that you don't want to be sharing with the whole world. This is why it is important to check your security settings. If you are worried about security settings then at the top right corner there is a lock you can click on. There are some options to see who can see your stuff, what they can see, and who can contact you. You may want to go in there and change some of those settings. Depending on their terms and agreements they may be able to make changes to those security permissions without notifying you.
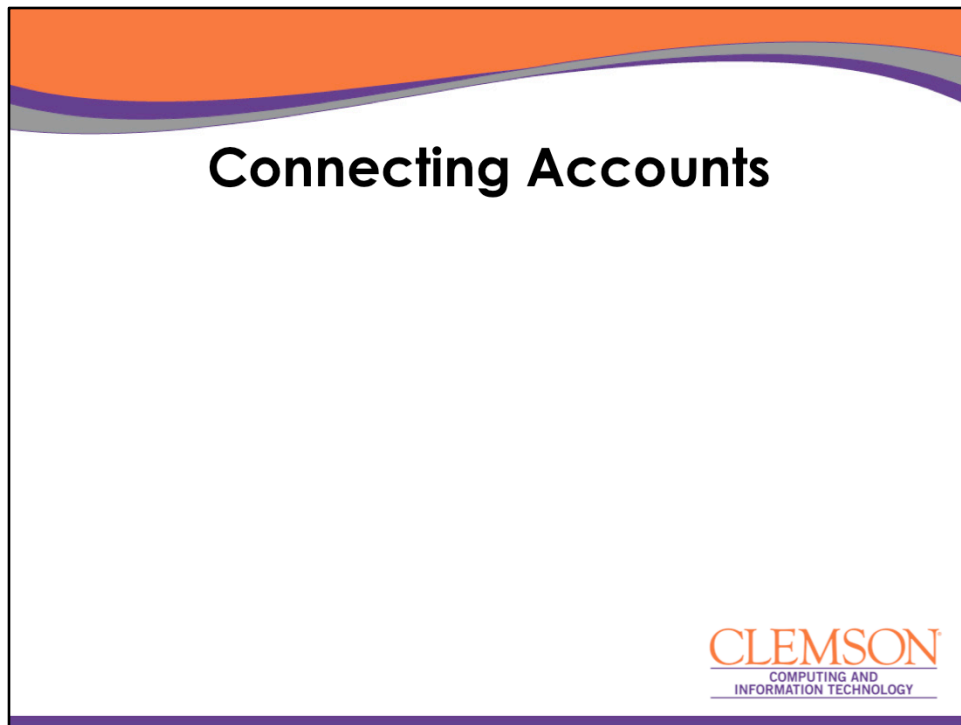
Some people wonder why you would want to use Twitter and there are a lot of different reasons. I am in an online class that is using a hashtag to share research articles with each other. This semester we are doing hashtag events with CCIT where we are adding the key words Cu tech talks to our events as we are teaching them so people know what is going on. Most of the time people will provide updates to each other from here.

At the top of the home page I can type in someone to search for. When I click on them and go to their profile and I can check out their page then decide if I want to follow them by clicking on follow on the top right. Once I follow them I will see any of the tweets that they start posting. In the search bar I can also search for a specific hashtag instead of someone's name.

At the top of your Twitter page you will notice that it has your name and also a name that starts with @, that is your handle. If you are searching for someone, the first thing it searches for is handles so if you know that handle, type it in. That handle will take you directly to their profile. When making a tweet you can tag someone in it by putting their handle in and you can use hashtags that will show up along with other tweets using that hashtag when when you look for that hashtag specifically. You can also put pictures into your tweets but a lot of people use pictures from their phones on Instagram. You can see how many tweets you have had by clicking on tweets under your name, it will also show you anything that you have been mentioned in. Next to tweets you can click on following to see how many people you are following and beside that, followers to see how many people are following you.

On the lower left there is a list of words that are trending. I can click on trend and see all of the words that are trending under that keyword. Each tweet will mention that keyword in some way in their tweet.

Connecting Accounts

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You can connect all of your accounts so that what you post in Twitter shows up in Facebook and what you post in LinkedIn shows up in those accounts, etc. To connect your Twitter to other accounts, go to settings at the gear at the top right of the page. Then go to profile in the column on the left and there will be a button to click that says link to Facebook.

Upcoming Tech Talks

- 4/8 Lecture Capture from your Classroom or your Office
- 4/15 Printing & Plotting with PawPrints and Mobile Print
- 4/22 Social Media and FERPA
- 4/29 Maverick OS
- 5/6 Listservs

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