

Social Networking

Share

Show me yours...and I'll show you mine...

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Social networking has encouraged new ways to communicate and share information.

Social networking websites are being used regularly by millions of people.

Social Networking

BLOGS



A blog (a contraction of the term "weblog") is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Users are allowed to post responses and have access to prior blog content through archive links. Blogs are first and foremost, a publishing tool, a means to provide a voice to the individual blogger

MicroBlogs

Microblogging is a form of multimedia blogging that allows users to send brief text updates or micromedia such as photos or audio clips and publish them, either to be viewed by anyone or by a restricted group which can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, email, digital audio or the web.

TWITTER - Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

How are Blogs different from Forums?

Forums are online communities with many authors that represent many view points. Blogs offer their readers a single point-of-view usually that of the author's or blogger.

FORUM INDEX	TOPICS	POSTS	LAST POST
ADP - Please Read The Acceptable Use Policy	1	1	by ImagineForumAdmin (i) on Mon Apr 03, 2009 11:36 am
New and Exclusive New DigiCambuyer.co.uk goes live!	1	1	by ImagineForumAdmin (i) on Wed Aug 26, 2009 11:04 am
THE MAGAZINE	TOPICS	POSTS	LAST POST
About the magazine Check out all the latest news and announcements Moderators: Perfectchil, mark_the_ed, philb, stevies33	127	571	by andyadlock (i) on Wed Sep 02, 2009 6:45 am
Hot Sites Let us know about those inspirational URLs that you admire. Moderators: Perfectchil, mark_the_ed, philb, stevies33	81	421	by Quiky (i) on Thu Sep 10, 2009 11:20 am
Your views Here's your chance to tell us what you think of Web Designer (be nice!) Moderators: Perfectchil, mark_the_ed, philb, stevies33	116	523	by Quiky (i) on Wed Sep 09, 2009 7:45 am
Suggestions General topics or features you'd like to see in future issues perhaps? Moderators: Perfectchil, mark_the_ed, philb, stevies33	71	291	by Quiky (i) on Wed Sep 09, 2009 7:39 am
Site Showcase List your websites for constructive feedback from others Moderators: Perfectchil, mark_the_ed, philb, stevies33	278	1596	by tw42 (i) on Thu Sep 10, 2009 8:43 pm

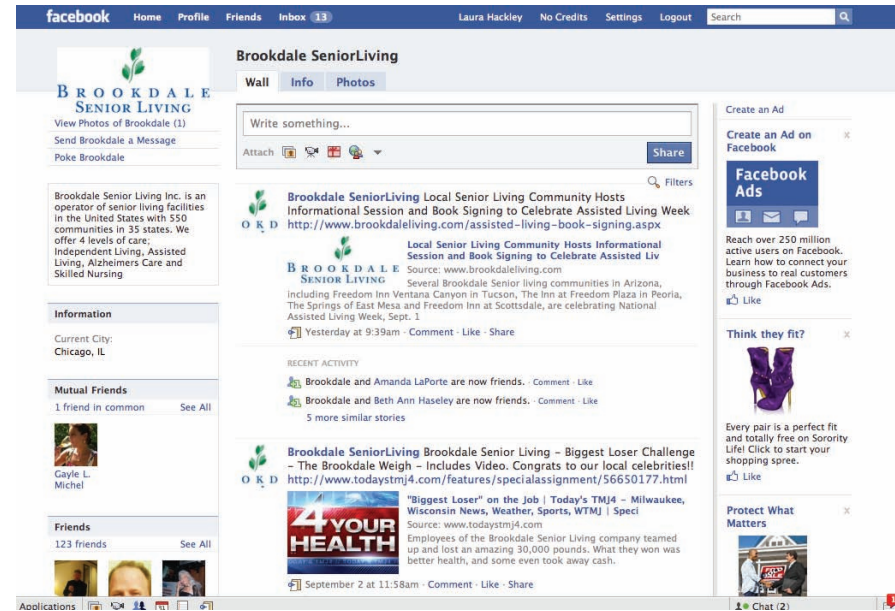


Social Networking

Personal Space Networking

FACEBOOK & MYSPACE

are social networking websites where users create their own space or profile. They can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region.



Facebook blew the social networking world away with its add-on applications, allowing people to make money directly on their pages, cross-promote with other networks, and illustrate things in-page instead of with clumsy links. It has applications for eBay, Second Life, and Twitter, and the ability to post links, including affiliate links.

LINKEDIN is a business-oriented social networking site mainly used for professional networking. The purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called Connections.

Social Networking

Photo Video

YOUTUBE

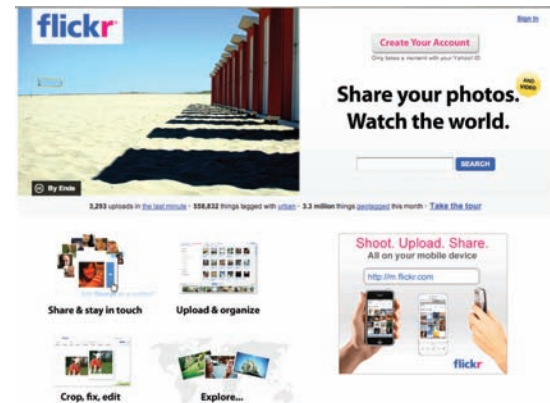
YouTube is a video sharing website on which users can upload and share videos. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos.

YouTube made it possible for anyone with an Internet connection to post a video that millions of people could watch within a few minutes. The wide range of topics covered by YouTube has turned video sharing into one of the most important parts of Internet culture.



FLICKR

Flickr is an image and video hosting website, web services suite, and online community platform. In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers as a photo repository.[2] As of June 2009, it claims to host more than 3.6 billion images



PHOTOBUCKET

Photobucket is an image hosting, video hosting, slideshow creation and photo sharing website usually used for personal photographic albums, remote storage of avatars displayed on internet forums, and storage of videos. Photobucket's image hosting is often used for eBay, MySpace, Bebo, Neopets and Facebook accounts

Major search engines - like Yahoo and Google both have their own photo and video sharing space.

Social Networking

Content Sharing



DIGG

Digg is a social news website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories. Voting stories up and down is the site's cornerstone function, respectively called digging and burying. Many stories get submitted every day, but only the most Dugg stories appear on the front page. Digg's popularity has prompted the creation of other social networking sites with story submission and voting systems.

STUMBLEUPON

StumbleUpon is an Internet community that allows its users to discover and rate Web pages, photos, and videos. It is a personalized recommendation engine which uses peer and social-networking principles.

Web pages are presented when the user clicks the "Stumble!" button on the browser's toolbar. StumbleUpon chooses which Web page to display based on the user's ratings of previous pages, ratings by his/her friends, and by the ratings of users with similar interests. Users can rate or choose not to rate any Web page with a thumbs up or thumbs down, and clicking the Stumble button resembles "channel-surfing" the Web. StumbleUpon also allows their users to indicate their interests from a list of nearly 500 topics to produce relevant content for the user.

There are many content sharing resources that work off a rating system. Many search engines have their own functionality like Buzz it from Yahoo.

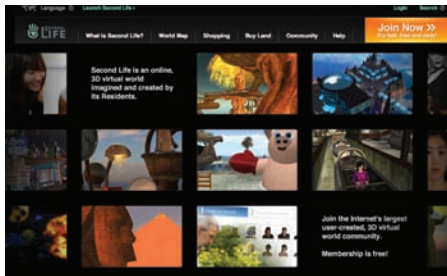


ZIMBIO

Zimbio is an online magazine publisher that allows users to build interactive "wikizines", or web magazines, on whatever topic they choose. The site commonly covers headlines in entertainment, style, current events, and more.

Social Networking

Let's Get Creative



SECONDLIFE

Second Life is a virtual world that enables its users, called Residents, to interact with each other through avatars. Residents can explore, meet other residents, socialize, participate in individual and group activities, and create and trade virtual property and services with one another, or travel throughout the world, which residents refer to as the grid.



RESTAURANT CITY

Restaurant City lets you run your very own restaurant and employ your friends to work for you as waiters and chefs. And with a wealth of different decorations, furniture and equipment to choose from you can really make your mark with a completely unique restaurant.

The main goals are fourfold: Decorate your restaurant on the inside and out; keep your employees (whom you hire from among your Facebook friends) fueled on water, apples and sandwiches; arrange the furniture in your restaurant to optimize your workers' swift, forward-moving progress; and keep the game's mindless diners happy with a menu you have created by buying and trading various ingredients. If you do all of this, you will make money and your popularity rating will soar.



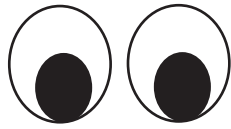
XTRANORMAL.com

Type in text and create a movie to share

Social Networking

Monitoring

Who's watching?



Standard Web analytics track numbers on frequency of visitors or page views.

Metrics that are more important when measuring social media marketing include:

- RSS/newsletter subscribers
- amount of social bookmarks received
- activity of comments added to your blog
- number of new links secured by social media marketing
- monitoring the viral aspect — what blogs, forums etc are talking about you
- monitoring referring links



Social media can be a powerful marketing tool. As social media has risen to a role of prominence on the Web, it is important for marketers to be in the mix and employ social media marketing, but just having a presence isn't enough. You must be aware of how your message is spread and where your efforts are best suited. And that means adopting a new set of metrics.

Can someone else monitor this for me?

SentimentMetrics: This service locates, stores and reports on blogs and websites that mention your brand. This service is niche-specific as it targets conversationally-based sites along with monitoring buzz about them. SentimentMetrics is useful after submitting content you created for social sites like Digg, Propeller, reddit, del.icio.us, StumbleUpon or any other niche social media site.

Andiamo Systems: Andiamo monitors all mentions on a social level — from social networking sites and blogs to forums and message boards. This metric system specializes in word-of-mouth and buzz marketing, a perfect application for social media marketing.

Memorandum.com and **Blogniscient.com** search the blogosphere for specific terms. So does Google Alerts and Yahoo Alerts.

Copernic Tracker, WebSite-Watcher and **WatchThatPage** all monitor Web pages for any changes and can collect new content. These services are good for keeping up with keywords and changes and for monitoring your reputation on sites you choose.

Moreover.com will help you monitor developments and changes in a specific industry.

Social Networking

What do we do now?

Open the Door and let the world in!

RECOMMENDATION

Define Social Media goals for both Team Member communication and consumer communication.

Define what limitations may exist with current IS/Server set up.

Set new standard for use of social media - don't lose people aspect.

Obtain detailed recommended program for social media roll out over the next year...from r&r of course.

Incorporate Blogs

Expand presence on personal space sites and use dynamically.

Set up video and photo sharing space through third party.

Release 1-2 fun custom applications

Get input from demographic on what else they want

The best way to learn about Social Media effectiveness is to use it. Have a program built for you that defines easy simple goals and builds on advanced goals.

Define what you want to accomplish before hand even if that goal is broad or general. What social media tools you incorporate will be determined by your goals.

Do you want to improve communication internally?

Do you want to communicate better to a consumer audience?

Do you want to exemplify something about the company?

Also decide what comfort level you have with the open exchange of information - free as a bird or nervous nelly. This determination will also dictate what aspects of social media you utilize.

Custom or Standard - Fun or Functional?

The best social media mix includes standard and custom applications in both engagement and monitoring. Standard being more affordable than custom.

Once you dive into the pool of social networking start a dialogue among your followers, visitors, team members....etc....about what aspects they like and don't. Many custom applications are born out of the ideas of the social community.