SOCIAL NETWORKS
WEB BASED SERVICES

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Popular Social Networks

- **E- Mail/Texting**
  - Group mailing lists, Texting with Mobile Devices
- **Twitter**
  - Real-time 140 character limit, popular
- **Facebook**
  - Real-time no character limit, photo sharing, popular
- **Linkedin**
  - Company relationships, job search
- **Google+**
  - New, Real-time, no limit, photo sharing, Circle Groups
- **Pinterest**
  - Sharing websites, photos, grouped by interest

Using Social Networks

- Who has used a Social Network?

- Who has used one frequently?
  - Which ones have you used?
  - What is the benefit to you?

E-Mail/Texting

- Private groups
  - You setup and design
- Limited to those in your e-mail list
- People respond back, usually to only the sender
- Text, Pictures, Files can be used in the communications
- Texting with mobile phone devices
- Most popular of social networking systems

![twitter logo]

- Text called "Tweets" limited to 140 characters
- Started in 2006
- Unregistered users can read the Tweets
  - Tweets are public
  - You can follow Tweets
- Only registered users can send Tweets
- 140 Million Tweets daily
- Can reference another topic or person by using a hashtag (#,@)
- Can retweet (RT) a tweet so your followers can see it
- iPhone and Android Twitter App for mobile web users
- Most useful to follow movie or TV stars, politicians and other celebreties

facebook

- Users have personal profile
- Users can add other Facebook users as friends
- Users can join common-interest User groups
- Can categorize people such a people from work, close friends, etc.
- Users can comment, "Like" a User's posting
- Most used social network
  - Over 40% of the US population has a Facebook account
  - 900 million active users in April, 2012
- Most visited website in the world
- Useful for following friends and relatives
- iPhone, Android App for mobile web users

Linked in

- Professional Network
- 160 Million Users
- Useful to indicated references and to get jobs
- Users can maintain list of connections, people they have some level of relationship
- Linkedin Answers allows users to ask questions of the community and for the community to answer
- Mobile apps are available
- Supports the formation of interest groups
- Companies can post job openings

Google+

- User can create a circle of friends such as close relatives, IBM friends, etc
- Users can limit correspondence to those in one of their circles
- Integrated Google User Profiles
- New and not as popular as Facebook and Twitter
  - 13% of US Adults have joined Google+
- Mobile Apps for iPhone and Android
- Hangouts are places to facilitate group video chats
- Events to invite people to events and show photos of events

- **Pinterest** is a [pinboard](#)-style [social](#) [photo sharing](#) website
  - Allows users to create and manage theme-based image collections such as events, interests, hobbies and more
- Users can repin images to their own collection
- New social networking site, Started in March 2010
- iPhone App March 2011
- January 2012 had 11 million unique users
- 83% of users are women

More Social Web Sites and Virtual Communities

- **Many more social networks**
  - Many get in the news
    - Digg, Friendstr, MySpace, Bebo, Napster
  - Most are not as well known and as popular yet in the United States

- **List of Social Networking Sites**
  - http://en.wikipedia.org/wiki/List_of_social_networking_websites
- **Virtual Communities with over 100 Million Users**
  - http://en.wikipedia.org/wiki/List_of_virtual_communities_with_more_than_100_million_users