Social Networking and Social Media (reviewed as of 10/2018)

Definition of Social Network by Dictionary.com: a network of friends, colleagues, and other personal contacts: Strong social networks can encourage healthy behaviors. 2. Computers. a. an online community of people with a common interest who use a Web site or other technologies to communicate with each other and share information, resources, etc.: a business-oriented social network. b. a Web site or online service that facilitates this communication.

Definition of Social Media by Dictionary.com: noun (usually used with a plural verb) Computers. Web sites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts: Many businesses are utilizing social media to generate sales.

Social Networking: the general idea of connecting through a community or gathering of personal contacts. Pre-computers: face-to-face – John knows Bill, Terry knows Sue, etc.

Social Media: the tools used to create social networks (prior to computers – only via phones, newsletters, news articles, church groups, clubs, bulletin boards, other groups of people such as schools, libraries, and other community groups – now add computers with Internet access, and tools therein/sites such as Facebook, LinkedIn, Pintrest, and more)

As is true with ANY social networking site, including Facebook, Twitter, MySpace, LinkedIn, or others, make sure you familiarize yourself with PRIVACY SETTINGS AND ACCOUNT CONTROLS. Social Networking Sites listed here are free sites to use, but you must “play” by their rules. This may take a good half hour to an hour or more to properly set your privacy and account settings, and these are subject to change whenever the company decided to do so, so it is up to you to monitor them. Secondly, remember whatever you post is NOT entirely private, no matter how you have set your privacy and account controls. And Facebook says this about your posts, according to the website, https://www.plagiarismtoday.com/2015/05/13/does-facebook-really-own-your-photos/: “...In short, Facebook has a (broad) license to use your work, but there is no copyright transfer and Facebook does not own your images in any way...” Read Facebook’s terms of service for verification.

Social networking Sites or social media go beyond the popular sites of Facebook and Twitter. Social networking sites include photo sharing sites (Flick’r, Snapfish etc.), video sharing sites (YouTube for example), and online dating sites (match.com, cupid.com, etc) or sites such as Pintrest or LinkedIn.

Facebook (www.facebook.com)

- Founded and developed by Harvard student, Mark Zuckerberg, in 2004. Now offices in CA & NY
- Growing all the time, at first including only college students, now anyone age 13 and older can join as well as businesses etc.
- This website details the size of the business, Facebook, and what it offers its employees as well as some history of the business. http://computer.howstuffworks.com/facebook5.htm
- http://computer.howstuffworks.com/internet/social-networking/information/facebook-timeline.htm This site, also from howstuffworks, details some of the changes on Facebook. You can explore other related articles on this site for more information.
- As of Friday, May 18, 2012, you can buy stock in Facebook – it went public – as is typical of new companies in the stockmarket, Facebook did not do extremely well at first.
Facebook Structure – What does Facebook look like on a PC? (as of July 2017)

Tutorials on Facebook -- learn from the sites below, about privacy settings, video conferencing, deactivation, secret features, malware, and difference between a business page and a personal timeline.

1. How to set up a Facebook Account with Anson Alexander (2014)
   - http://www.youtube.com/watch?v=6cbDDg7rH0k
2. Five Important Facebook Settings Tips (2017)
   - https://www.idropnews.com/how-to/5-facebook-app-settings-everyone-know/33884/
3. Privacy Settings – Facebook Privacy Settings Tutorial 2017 from Anson Alexander
   - https://www.youtube.com/watch?v=Ajrt_U_UrUQ
4. Facebook Video Conferencing
   - http://www.youtube.com/watch?v=305ak8XaWlU – how to use Facebook Video Conferencing (July 2011 about 2 minutes from theshadowfan on YouTube)
   - http://www.youtube.com/watch?v=6hQrMfShKcl from Socialmediastudio in 2011
5. How to deactivate your Facebook Account
   - https://www.youtube.com/watch?v=qUl5vTMs0s (from Darrell Eves 2013 – includes making a backup)
6. Top Ten Hidden Secrets of Facebook (2014)
7. Avoid Malware Problems with Facebook from CNet
   - http://www.youtube.com/watch?v=LmHBntxcQDE (about 4 minutes – CNet June 2011)
8. Creating a Facebook Business Page
   - http://www.youtube.com/watch?v=eRFxToaRRTY Create a Facebook Business Page (6 min.) 2013:
   - http://www.youtube.com/watch?v=ylJKn25p44 Create a Facebook Business Page in 7 Steps (10-11 minutes) 2013:
   - http://www.bloggingbistro.com/can-i-create-a-facebook-page-thats-not-connected-to-my-personal-timeline-and-other-common.facebook-questions/ Nice 2013 blog from professional, Laura Christianson, on difference between a personal timeline and a page (such as for a business). Many tutorials and walk-throughs on setting up a business page.
   - http://steiderstudios.wordpress.com/2012/01/15/how-to-set-up-a-facebook-business-page/ A blog with a number of pages to read (2012)

9. Check the social network website itself for its own help features and security steps
   - http://www.facebook.com/security
   - http://www.youtube.com/watch?v=kZ9160NOKJw – video from Facebook on security (from TheOfficialFacebook on Jan. 2011 about 5 minutes long) There are several other informative videos listed here from this source as well.

10. Four Ways to Explore Facebook Safety & Security Settings
    - https://www.facebook.com/safety (from Facebook)
    - http://www.sileo.com/facebook-safety/ Facebook Safety Tips to Stop Social Networking Hangovers
    - http://www.internetsafetycenter.com/facebook-security-facebook-safety-settings-profile-safety-settings Although from a security company, it has some very good points to read and review.

11. A list of many types of Facebook tutorials you can explore
    - http://www.youtube.com/results?search_type=&search_query=facebook+tutorial&aq=f

12. “Facebook” article from NY Times with links to other “Facebook” articles

13. Create a YouTube Tab on your Facebook Page – especially helpful for a business page. http://www.youtube.com/watch?v=W0kZKU8kESS

14. Installing Static HTML APP for business use – Facebook Tab Landing Page:
    - http://www.youtube.com/watch?v=2a1wOPBeToc

Note: problems such as malware can come from sites like Facebook through Apps (for example, the many games and entertainment areas), so use apps judiciously and carefully.

Note: Search for more current answers to some of the issues posed above by either searching through a search engine like Google, or go to YouTube and search.

Twitter (www.twitter.com)
- Creator, Jack Dorsey, in 2006 and also Biz Stone and Evan Williams are notables
- No restrictions on joining
- Twitter calls itself an information network
Twitter Structure – What does Twitter look like on a PC once you are signed in? (as of February 2017)

1. Learn about Twitter here: – visit
   - https://twitter.com/about (from Twitter website)
   - https://support.twitter.com/articles/215585# (from Twitter 2017)
   - https://www.recode.net/2017/11/7/16615914/twitter-longer-tweets-280-characters-update-available-everyone (announcement of Twitter’s increase in characters from 140 to 280)
   - https://www.youtube.com/watch?v=Js9vuL94ess (Anson Alexander Twitter Tutorial 2017 about 15 min. long)
   - http://ansonalex.com/category/tutorials/twitter-tutorials/ (Anson Alexander series of 5-6 Twitter tutorials about 12 minutes each or less, done 1/2013)
   - http://www.gcflearnfree.org/twitter101/what-is-twitter/1/ (From GCF LearnFree.org 2016 – no video just reading material)
   - http://www.youtube.com/watch?v=ddO9idmax0o (3 ½ minutes from CommonCraft 2008)
   - https://www.lifewire.com/tutorial-intro-to-using-twitter-2654622 (step-by-step read on setting up a Twitter account. In this Lifewire tutorial, there is a guide to help one decide who to follow and why. See the link “Choosing a Twitter Strategy” and “Twitter Language” for starters.)
   - http://www.howstuffworks.com/twitter.htm -- how Twitter works by howstuffworks

2. Get a general idea of Twitter from this CNBC Video about “Twitter” by David Pogue
3. An important website about hashtags and to help learn more about Twitter
   - www.hashtags.org

4. NY Times Article about “Twitter” – also how Twitter is more resistant to releasing information to the government than Facebook, Google, or other social networking sites.

5. About Twitter’s role regarding results of the 2009 Iranian election

6. Using Twitter for Business:
   - https://business.twitter.com/

Consider other Social Networking Sites such as...

- **LinkedIn**: great for job networking
  - http://www.linkedin.com/
  - http://www.pcmag.com/article2/0,2817,2120736,00.asp Good article written in May 2011 about “Linkedin” social networking site – this site is more of a professional one where you can get contacts for jobs, etc. LinkedIn was founded in 2002.
  - http://www.linkedin.com/about-us (from LinkedIn)

- **Google Plus**: you can put people into “circles”
  - https://plus.google.com/up/start/?continue=https://plus.google.com/&type=st&gpcaz=29a1e596

- **Pinterest**: Started in 2010. (Post your likes such as favorite recipes along with pictures, or include anything you find online that you like) According to ABOUT on Pinterest: “Pinterest is a tool for collecting and organizing the things that inspire you. We are located in sunny California.”
  - Tutorial: http://www.youtube.com/watch?v=LiaOHR_duJU (15+ minutes)
A History of Social Networking Websites
(keep in mind this is a WIKI site – it can be modified by anyone at anytime, but basically, the main information should give you a good basis for understanding social networking – Wikipedia has been looked at a little more positively in the past year or two due to some changes within the organization)

• http://en.wikipedia.org/wiki/Social_network_service

Pros and Cons of Social Networking:


For discussion: What’s the difference between…and what are the similarities between...

• Social bookmarking... allows you to store, tag, manage, organize, and share websites of interest with others – tagging is a most important feature of social bookmarking and a good place to start is at www.delicious.com . Visit this tutorial to see how social bookmarking works and benefits others with common needs and interests: http://www.commoncraft.com/video/social-bookmarking
• Online dating services... match.com, zoosk.com, and many others.
• Blogs

More about Facebook and Twitter in 2016 and 2017 – some notes in no particular order

Ever-evolving information about the Russian interference in the U.S. election.

Fireeye – According to this Cybersecurity Firm, there were all sorts of blasting-out of rapid-fire synchronized sending of false messages.

Washington Post article 9/7/2017 shows how fake news was propagated on social media sites, especially Facebook, with paid ads from Russian Company with Trolls.


Reporter, Adrian Chen, said he created a list of Russian trolls in Dec. of 2015 from a podcast. Chen wondered then if it was a plan to elect Donald Trump. Lee Foster is from Fireeye Cybersecurity Firm. Said he noticed lots of experimentation and techniques to spread this kind of false information. Foster finds them harder to identify as these farms succeed with their practicing as time has gone on. Promoting discord among elections and disrupting things, seemed to be Russia’s attempts to seed material into receptive audiences who then might spread this sort of thing.

New York Times: Russians used fake social media accounts to influence 2016 election.
Backup: Ken Vogel of the *New York Times*

Disclosures questioned re: ads paid for by Russians via Professional Troll farm in St. Petersburg. (The Internet Research Agency – name of the Company that trolled social media site Facebook perpetuating false news and that bought ads on Facebook) Botts spreading misinformation – who is sponsoring them? Determine any illegalities

Issie Lapowsky of *Wired* talked on Lawrence O’Donnell about this issue with Russian ads on Facebook.

*Twitter to NY Times*: We “should not be the arbiter of truth.”

**Sept. 1 – Russian Hacking Efforts, Wider than Previously Known, Draw Little Scrutiny**

**Sept. 6 – Fake Russian Facebook Accounts Bought $100,000 in Political Ads**

**Sept. 7 – The Fake Americans Russia Created to Influence the Election**

*Facebook’s* own response to the problem with Foreign Interference in our elections in the U.S.:
https://www.facebook.com/help/1991443604424859

**Oct. 11, 2017**
Senators *Mark Warner* ( D ) Virginia and *Richard Burr* ( R ) North Carolina summarize some findings of the congressional committee regarding Russian interference: http://abcnews.go.com/Politics/sheryl-sandberg-meeting-lawmakers-investigating-russia-linked-facebook/story?id=50417638 Russian interferers generated paid advertisements and created false accounts in social media to create chaos and confusion. *Facebook turns over 3,000 Russia-linked ads to Congress – some talk about showing the ads to the public – I believe some were, but I’m not 100% sure if all were shared at this point. More research needed on the topic.*

**Oct. 31, 2017**
Lawyers meeting with congress – lawyers from Facebook, Twitter, and Google. Still ongoing in 2018

- From *Recode*: https://www.recode.net/2017/10/31/16562342/facebook-russia-congress-google-twitter-lawyers-ads
- *Recode* also generated this article with some examples of Russian posts and tweets deemed false and misleading: https://www.recode.net/2017/10/31/16587174/fake-ads-news-propaganda-congress-facebook-twitter-google-tech-hearing