

Poughkeepsie Public Library District

PPLD Public Computer Center

**Christopher Short
Technology Trainer**

cshort@poklib.org

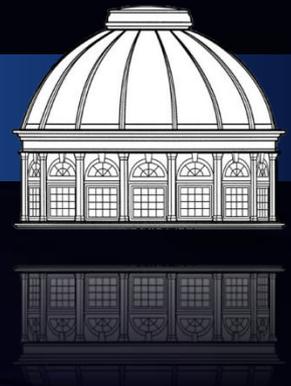
845.485.3445 x3379

www.linkedin.com/in/shortcp

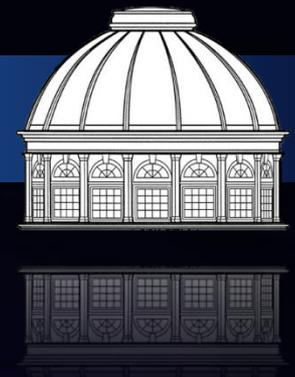
Social Networking Basics

Web 2.0 Navigation

Agenda



- **What is Social Media?**
- **What makes it so special?**
- **The 250 Friendship Rule**
- **Why Log On? - Leverage it's power!**
- **The Social Ladder**
- **Most Popular Sites and Stats**
- **General Social Media Security**



What is Social Media: Wikipedia

- Social media are media for social interaction, using highly accessible and scalable publishing techniques.

What does that mean?

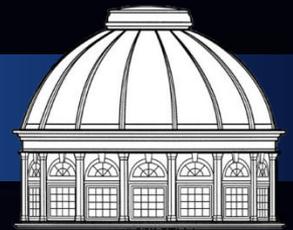
- Using online technology tools to communicate easily via text, audio, video, images, podcasts, and other multimedia communications.

What makes Social Media special?

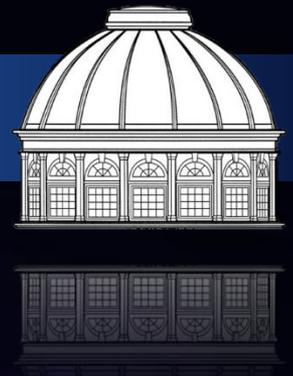


- Reach: Provides scale and enables everyone to reach a global audience
- Accessibility: social media tools are generally available to anyone at little or no cost
- Usability: Most social media does not need special skills
- Recently: Instantaneous response / posting
- Permanence: Can be altered instantaneously by comments or editing

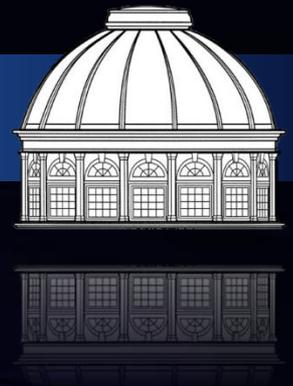
Leveraging the tools of today



The 250 Rule



3 ways to connect



Profile – Our identity

Snapshot of who we are, personal marketing



Friends – Who we identify with

I like what you like, free information transaction



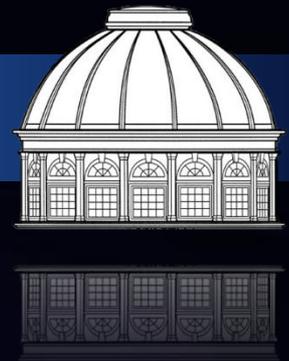
Groups – How we identify with others

How we belong to something greater than self or local boundaries

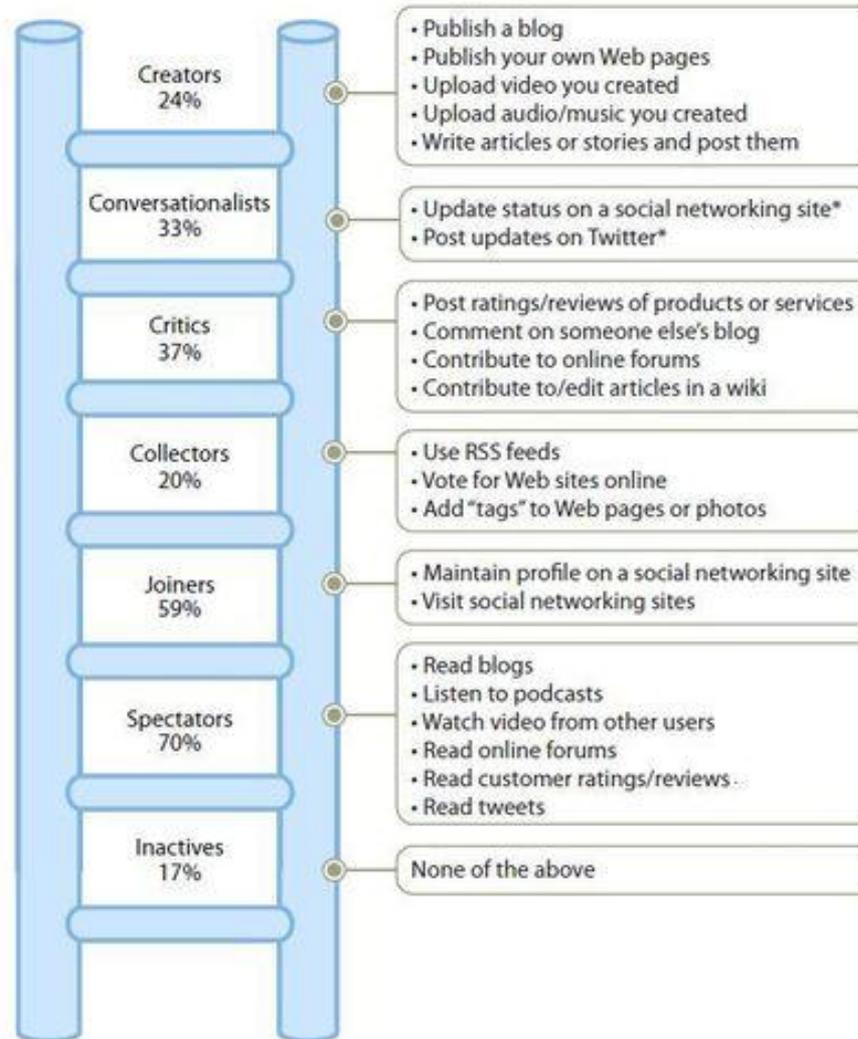
10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



The Social Ladder

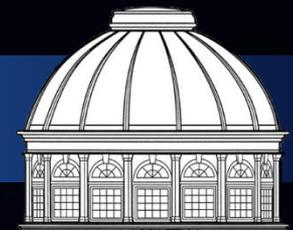


Groups include consumers participating in at least one of the indicated activities at least monthly.



Base: US online adults

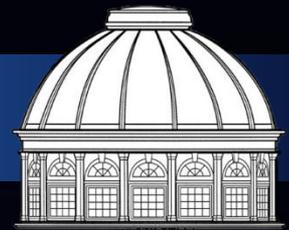
Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.



SPECTRUM OF ONLINE FRIENDSHIP

PASSIVE INTEREST	ACTIVE INTEREST	SHARING	PUBLIC DIALOGUE	PRIVATE DIALOGUE	ADVOCACY	INVESTMENT
<p>I follow your work, visit your site, read your blog, follow you on Twitter, etc.</p>	<p>I've voiced my interest in your work by leaving comments, posting Twitter replies, posting Facebook wall comments, etc.</p>	<p>I publish links to your work on my own websites and profiles</p>	<p>We exchange public messages through referrals on our websites and profiles</p>	<p>We exchange private messages through email, IM, direct messages, etc.</p>	<p>I explicitly encourage my friends to follow your work</p>	<p>Your wins are my wins because I share your arguments, and I care about the success of your ideas</p>

Social Media is here to stay!



librarian.net
putting the rar in librarian since 1999

[faq about talks](#)

search

remembering Norman Horrocks
October 24th, 2010 | Posted in librarians | 1 Comment -
Tags: normhorrocks, obit, obituary

Norm Horrocks died last week and I've been thinking about him all week. When I told my boyfriend passing, he asked "Is that the guy you introduced me to who yelled 'Yoo hoo' at us from the go said it was, Norm, always eager to make people feel happy and welcome, had spotted me and w spotted him. He made quite an impression.

I first met Norm when I was serving on ALA Council where he took me aside and assured me tha confusing as it looked and that I could make valuable contributions there. I was lucky to get to at the Nova Scotia Library Association conference in Antigonish a few years ago, where he gave to wear and we reflected on how much we both loved Nova Scotia. Norm could always make yo integral to the profession and that he was the profession's smooth and dashing liason to you pr

Every time I'd run into Norm at library functions, he was a delight and brightened my day. He w cultured which made a great backdrop for his goofy jokes and wry asides. He deeply cared abou associations and especially librarians. He seemed to make it his personal mission to be an emmi

facebook

Poughkeepsie Public Library District

Get Started Wall Info Photos Discussions Events +

What's on your mind?

Attach: [Image] [Video] [Link] [App]

Share

Poughkeepsie Public Library District + Others Just Poughkeepsie Public Library District

Just Others Settings

Poughkeepsie Public Library District Visit our site and find the calendar of events link. You will be surprised to see all that we have going on!

Poughkeepsie Public Library District Home Page public.org

While you noddled, nearly napping, suddenly there came a tapping, as of some one gently rapping, rapping at your chamber door... hoping you will join us for this year's Big Read: Great Tales and Poems of Edgar Allan Poe. This year's events run through the afternoon of Halloween, October 31 - 9.

Now in the UK Friends' Act

yelp Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's) Near (Address, Neighborhood, City, State or Zip) New York, NY

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events

Are You Looking For Yelp New York?

Atlanta	Dallas	Orange County	Portland
Austin	Denver	Los Angeles	Sacramento
Berkeley	Detroit	Miami	Saint Louis
Boston	Honolulu	Minneapolis	San Diego
Brooklyn	Houston	Oakland	San Francisco
Chicago	Las Vegas	Phoenix	

Yelp New York

Yelp is the fun and easy way to find and talk about great (and not so great) local businesses

YouTube

The New York Public Library

OnTheBeatWC 47 videos [Subscribe]

flickr

Create Your Account Only takes a moment

Share you Watch th

5,145 uploads in the last minute • 6,292 things tagged with hasco • 4.4 million things gasted this month • Take the tour

twitter

The best way to discover what's new in your world.

Psychic Octopus Mentawai Walkman Stef Blok Payne Tomado Warning TRENDING TOPICS Isaacs P

See who's here

Top Tweets

- LFC TV Liverpool FC mengucapkan belasungkawa dan turut berduka cita untuk para korban tsunami di Mentawai, Sumatera, Indonesia. YNWA (MO) about 1 hour ago
- DamnIt'sTrue SARCASM: The ability to insult idiots without them realizing it. #DamnIt'sTrue 4 hours ago
- CERN With 368 bunches per beam the LHC yesterday doubled target collision rate for 2010 giving 6000 inverse nanobarns of data in just one fill 4 hours ago

New to Twitter? Easy, free, and instant updates. Get access to the information that interests you most. Sign Up

A #NewTwitter Catch a glimpse of the new Twitter.com.

WIKIPEDIA

English The Free Encyclopedia 3 443 000+ articles

日本語 フリー百科事典 710 000+記事

Deutsch Die freie E 1 136 000

Español

LinkedIn Account type: Basic

Home Profile Contacts Groups Jobs Inbox More

Become an IBM Consultant - The IBM Business Analytics and Optimization

Edit Profile View Profile

Christopher Short Edit

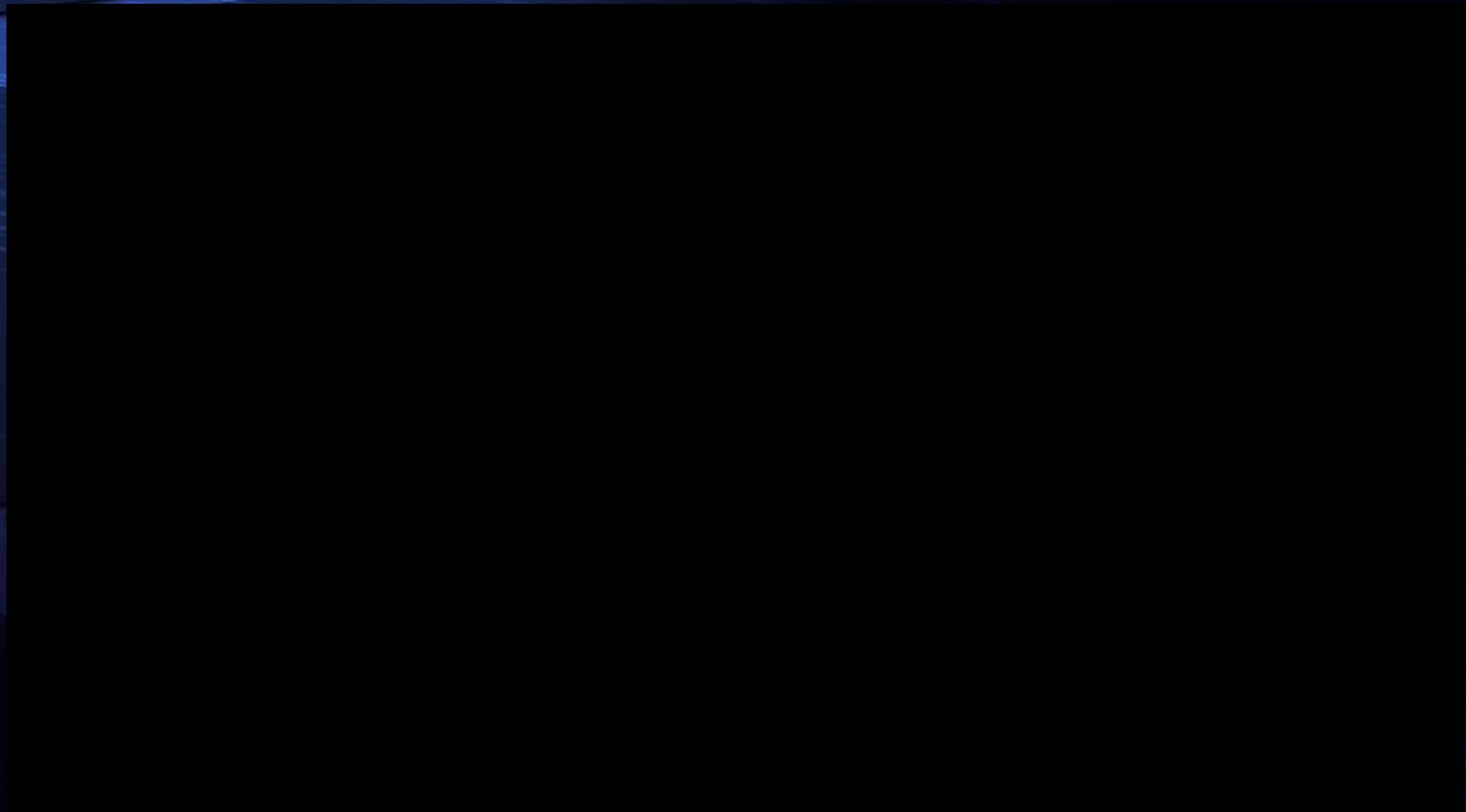
Technology Training and Education Development Specialist

Greater New York City Area | Professional Training & Coaching

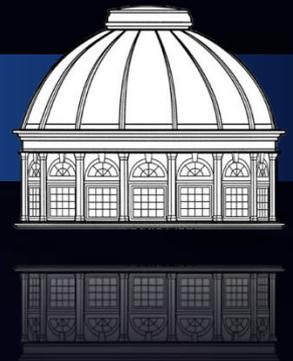
Post an update

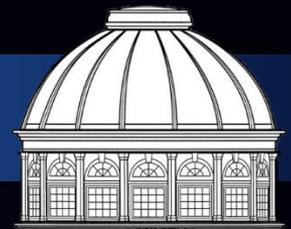
Current

- Technology Training and Education Development Specialist at Poughkeepsie Public Library District Edit



On the Mark!

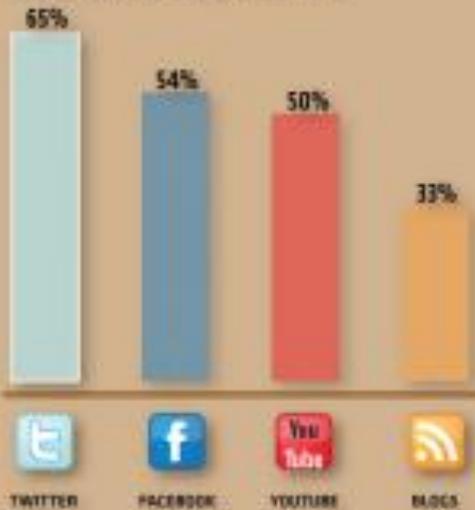




FORTUNE 100 COMPANIES

HOW ARE THEY LEVERAGING SOCIAL MEDIA?

THE % OF FORTUNE GLOBAL 100 COMPANIES WITH:



COMPANIES USING AT LEAST ONE:

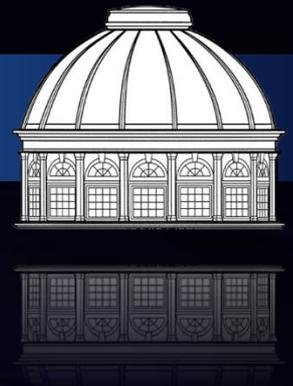


COMPANIES USING ALL:



Jobs in Facebook?

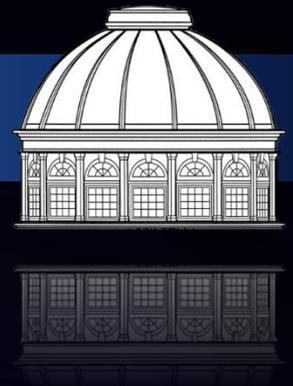
-Stephanie Marcus of Mashable



- Read your News Feed
- Get Active in a Group
- “Like” or “Friend” Companies you want to work for
- Participate in a Contest
- Start a Dialogue and Develop Connections
- Social Media Job Listings: Mashable.com

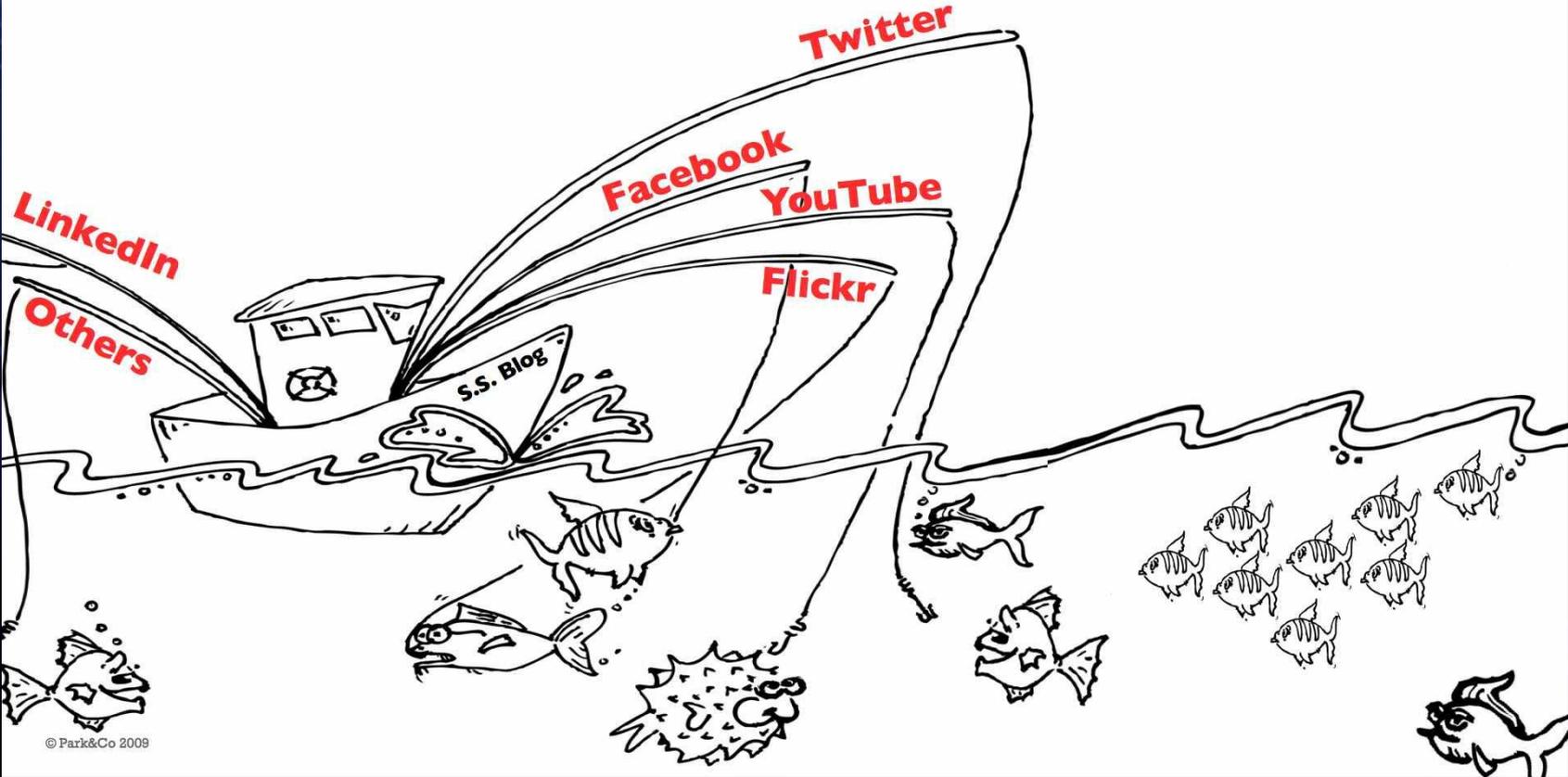
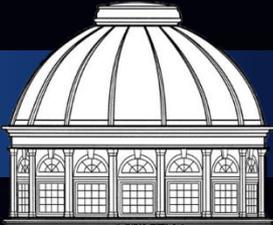
Real Results Online

-Jennifer Van Grove, Mashable



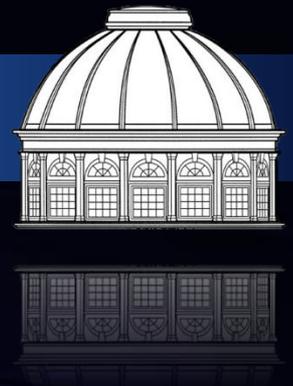
- Risks worth taking
 - Put yourself out there and connect
 - Ping friends of friends
 - Match application style to the position
 - Twitter updates in application email
 - Creating opportunity with chance encounters
 - Listen to the tweets
 - Join the conversation!
 - Fish where the fish are!

Lets Go Fishing!



© Park&Co 2009

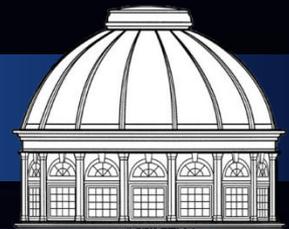
Friends and Family



Find me on

facebook®

Current PPLD Facebook Page



facebook

Search

Home Profile



Edit Page

Promote with an Ad

Suggest to Friends

The Poughkeepsie Public Library District is a special legislative district created to provide public library service to the residents of the City and Town of Poughkeepsie, New York.

Information

Location:
93 Market Street
Poughkeepsie, NY, 12601

Phone:
(845) 485-3445

Mon - Thurs:
9:00 am - 9:00 pm

Fri - Sat:
9:00 am - 5:00 pm

Poughkeepsie Public Library District

Get Started Wall Info Photos Discussions Events +

What's on your mind?

Attach:



Share

Poughkeepsie Public Library District + Others **Just Poughkeepsie Public Library District**

Just Others

Settings



Poughkeepsie Public Library District Visit our site and find the calendar of events link. You will be surprised to see all that we have going on!



Poughkeepsie Public Library District Home Page

poklib.org

While you nodded, nearly napping, suddenly there came a tapping, as of some one gently rapping, rapping at your chamber door. . . . hoping you will join us for this year's Big Read: Great Tales and Poems of Edgar Allan Poe. This year's events run through the afternoon of Halloween, October 31. Fo...

21 hours ago · Comment · Like · Share · Promote · Flag

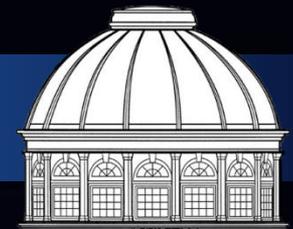


Poughkeepsie Public Library District This was taken early in the AM when the fog was rolling across the river. Thanks Julie!

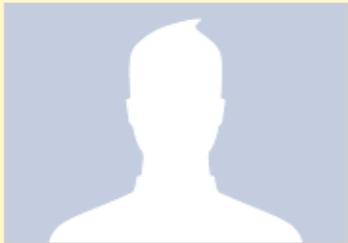


Great Shots

Current page for John Adriance



facebook Search Home Profile



[Upload a Photo](#)
[Take a Photo](#)

[Edit My Profile](#)

Write something about yourself.

Information

Birthday:
June 3, 1987

Current City:
Poughkeepsie, NY

Friends

0 friends

Find people you know

Likes

John Adriance

Wall Info +

What's on your mind?

Attach: [Share](#)

[Options](#)

John Adriance The Big Read Poughkeepsie 2010 highlights "Great Tales and Poes of Edgar Allen Poe" Oct 3rd-Oct 31st. Become a fan of Poe today!

 **Edgar Allen Poe**
Page: 154,775 people like this.

18 hours ago · [Comment](#) · [Like](#) · [Share](#)

RECENT ACTIVITY

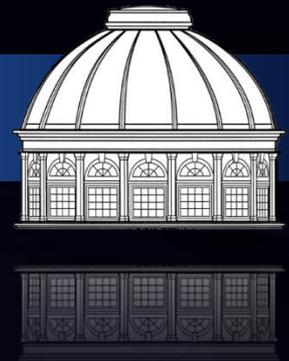
John likes The New York Public Library and 5 other pages.

John attended Juggling 101. · [Comment](#) · [Like](#)

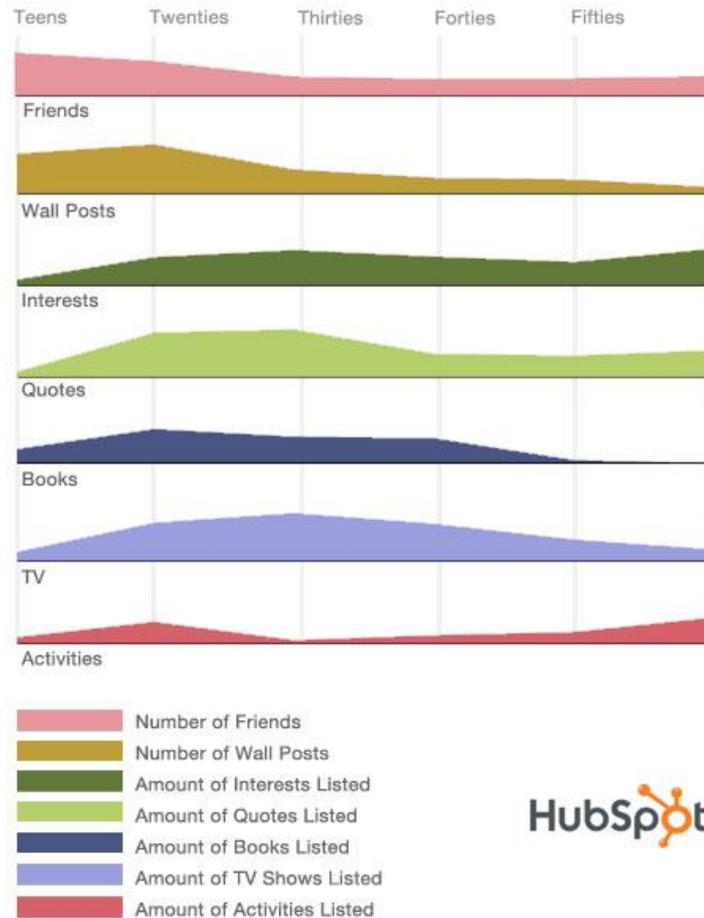
John updated their current city to Poughkeepsie, New York. · [Comment](#) · [Like](#)

John joined Facebook.

Facebook Statistics

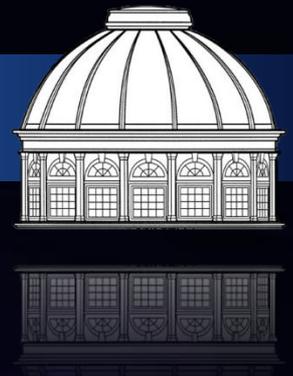


Facebook Profile Activity By Age

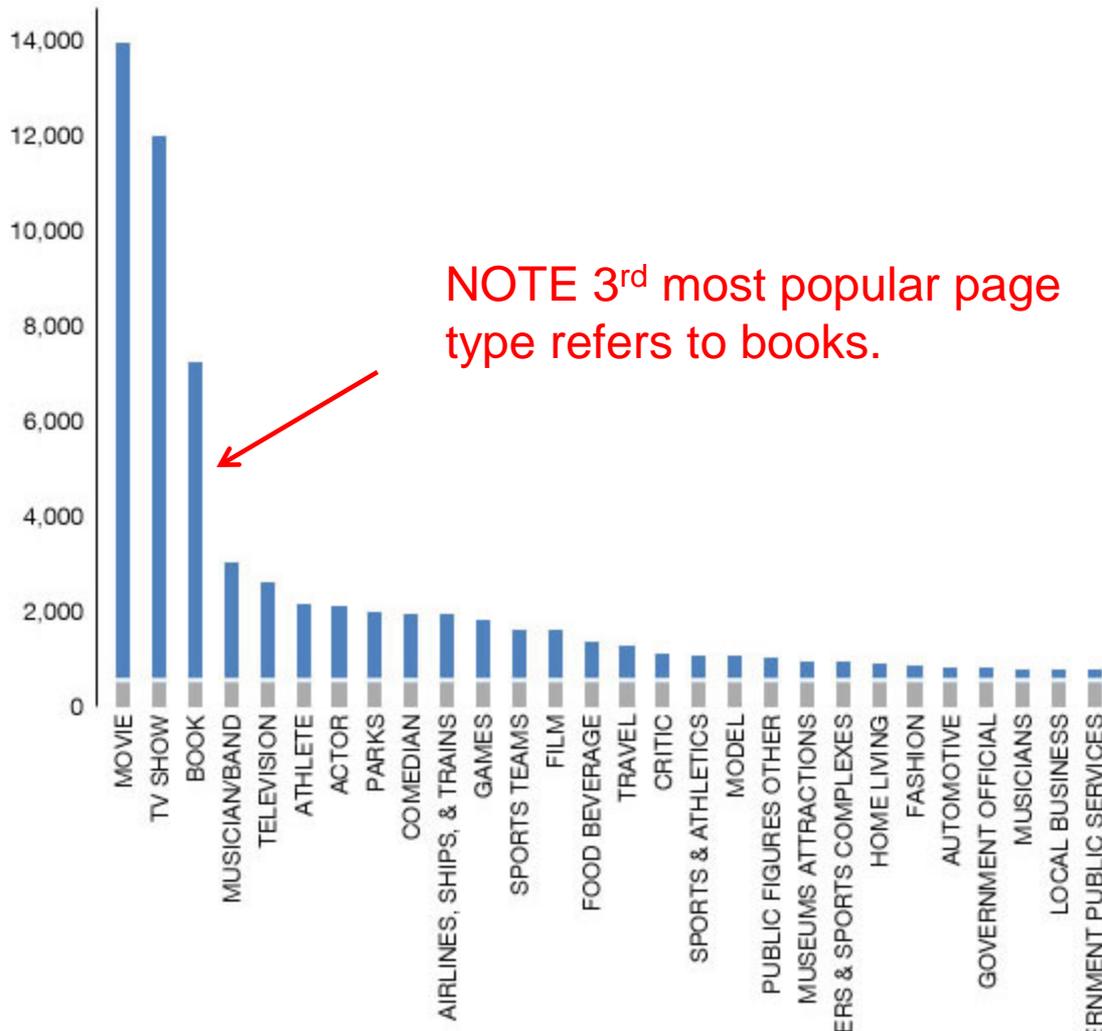


Learn more at HubSpot's Science of Facebook webinar on June 29th:
<http://hubspot.com/science-of-facebook>

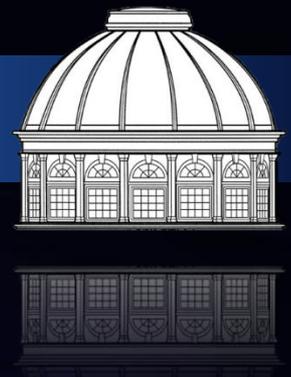
Facebook Statistics



Most Liked Facebook Page Types

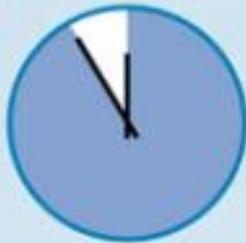


Facebook Statistics



The **average** Facebook user:

per day



spends >55 minutes on Facebook

has 130 friends on the site

sends 8 friend requests

clicks the Like button 9 times

writes 25 comments

becomes a fan of 2 Pages

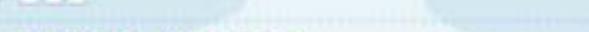
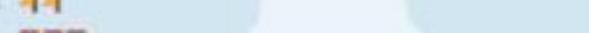
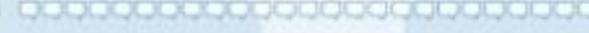
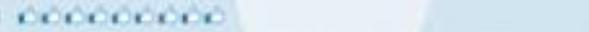
is invited to 3 events

is a member of 12 groups

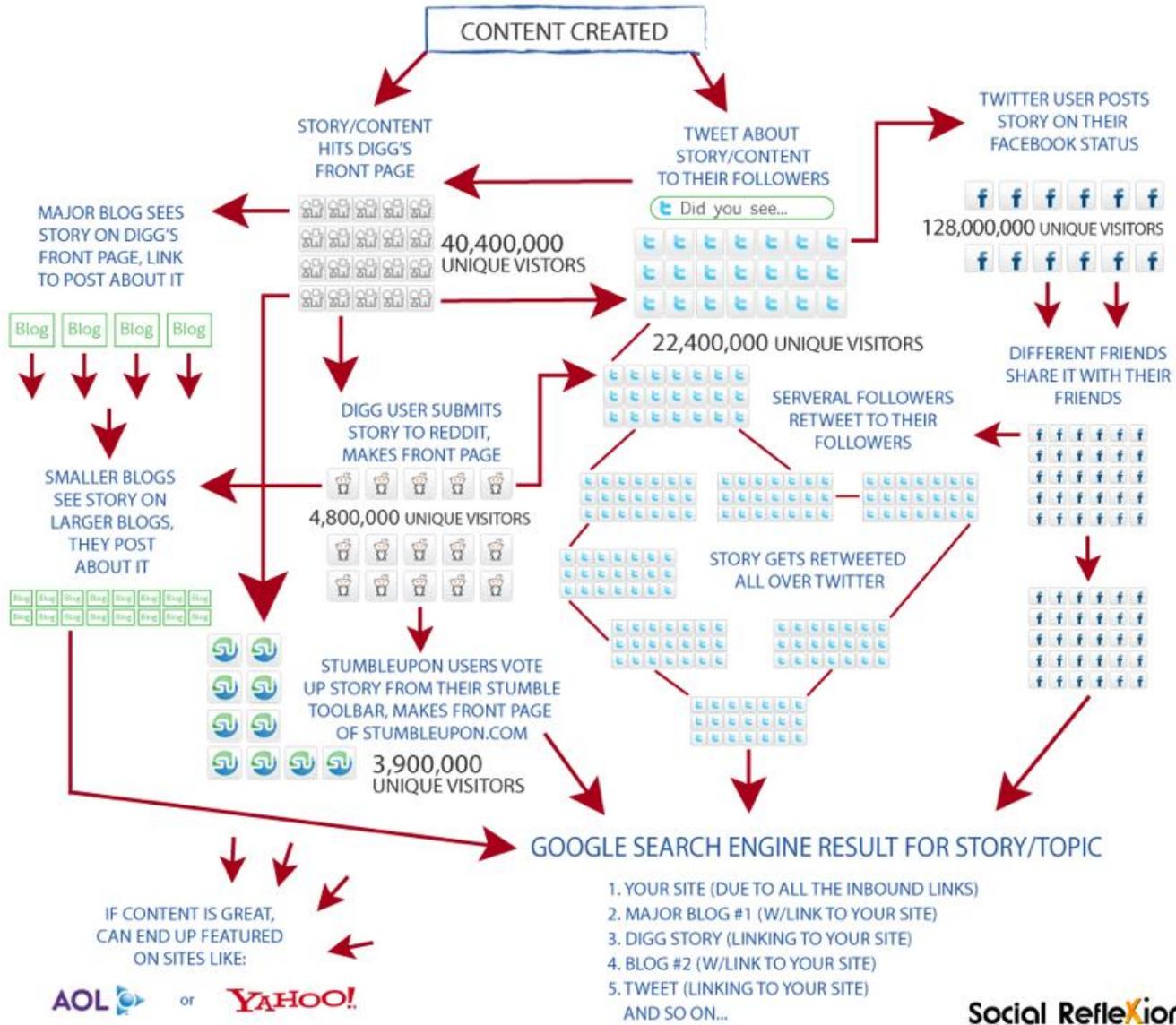
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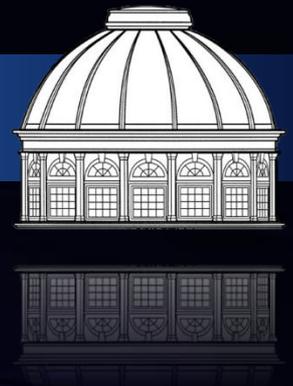
per month



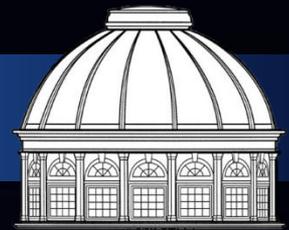
THE SOCIAL MEDIA EFFECT



Professional Networking



LinkedIn and your Career



In the Business World

41%

of people using
LinkedIn for marketing
have generated business with it

70%

of people use
LinkedIn for job-hunting
to find potential employers

80%

of people use
LinkedIn for recruiting
as a primary tool to find employees

FOLLOW HUBSPOT ON



www.linkedin.com/companies/hubspot

Sources:

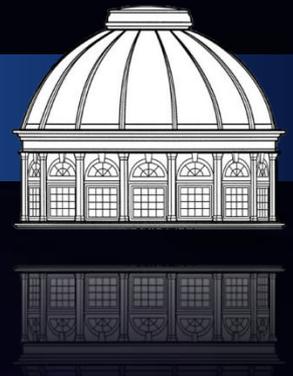
LinkedIn, Linked Strategies,
Vincos, Global Recruiting
Roundtable, Anderson Analytics,
Tech Crunchies, Freelance
Switch, Socialnomics

Design by

Roshni Mirchandani



Fish where the fish are!



Fact Outlook

A new member joins LinkedIn
EVERY SECOND

00:00.01
00:00.02
00:00.03

LinkedIn has over
70 in **200**
MILLION MEMBERS COUNTRIES
WORLDWIDE

Executives from all
FORTUNE
500
companies are
LinkedIn members

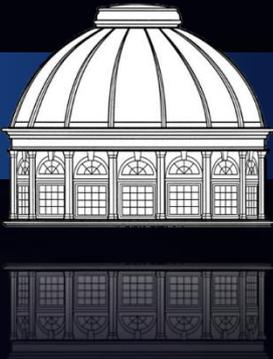
Increasing Activity

560,000 professionals visit the
LinkedIn homepage } **EVERY DAY**

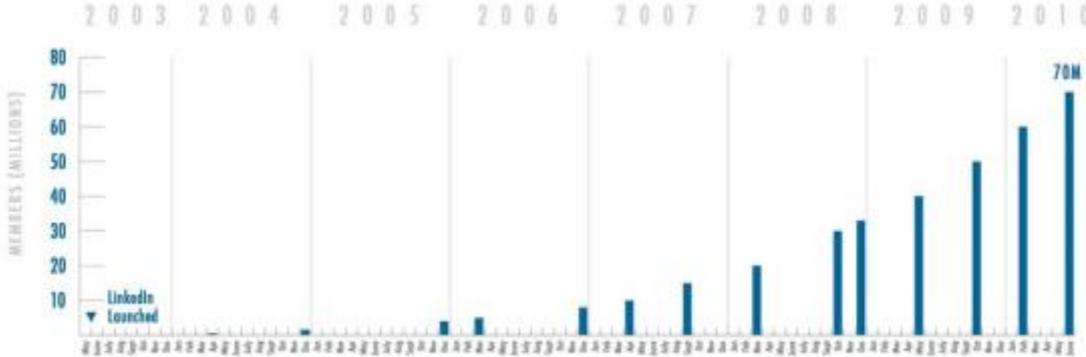
450 million pages are viewed } **EVERY WEEK**

42 pages are browsed per member } **EVERY MONTH**

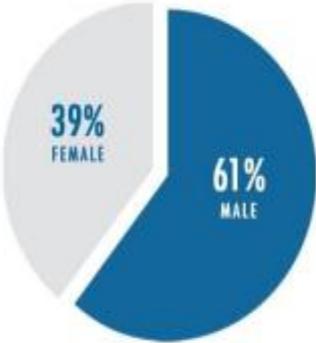
LinkedIn Growth



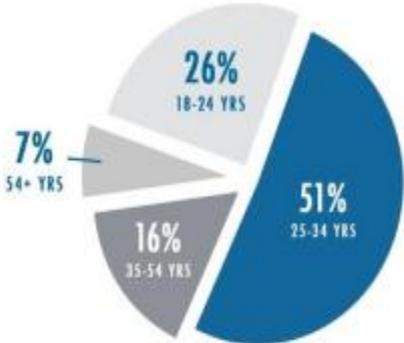
Growing Membership



Member Demographics

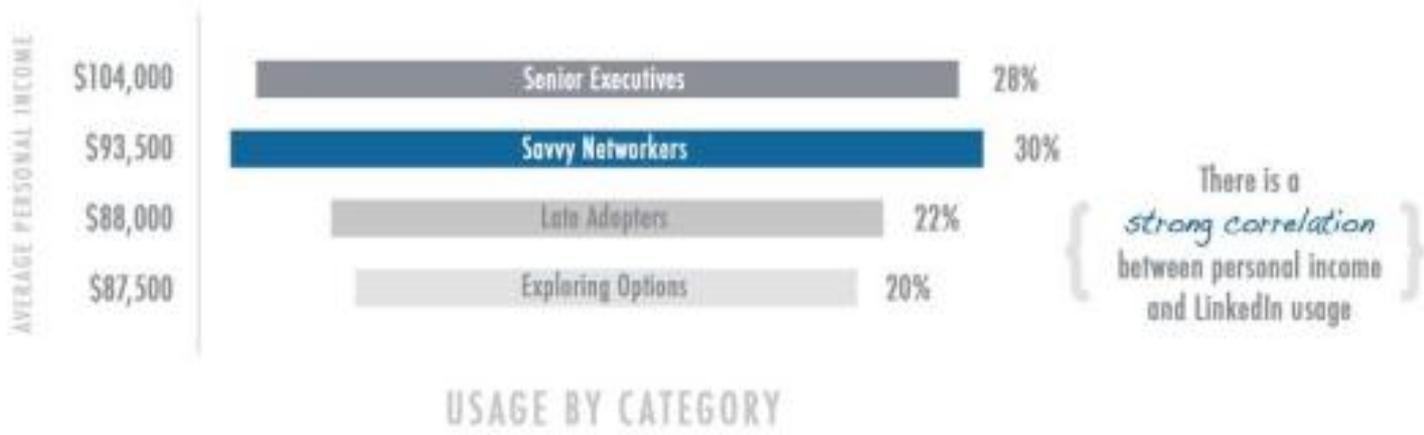
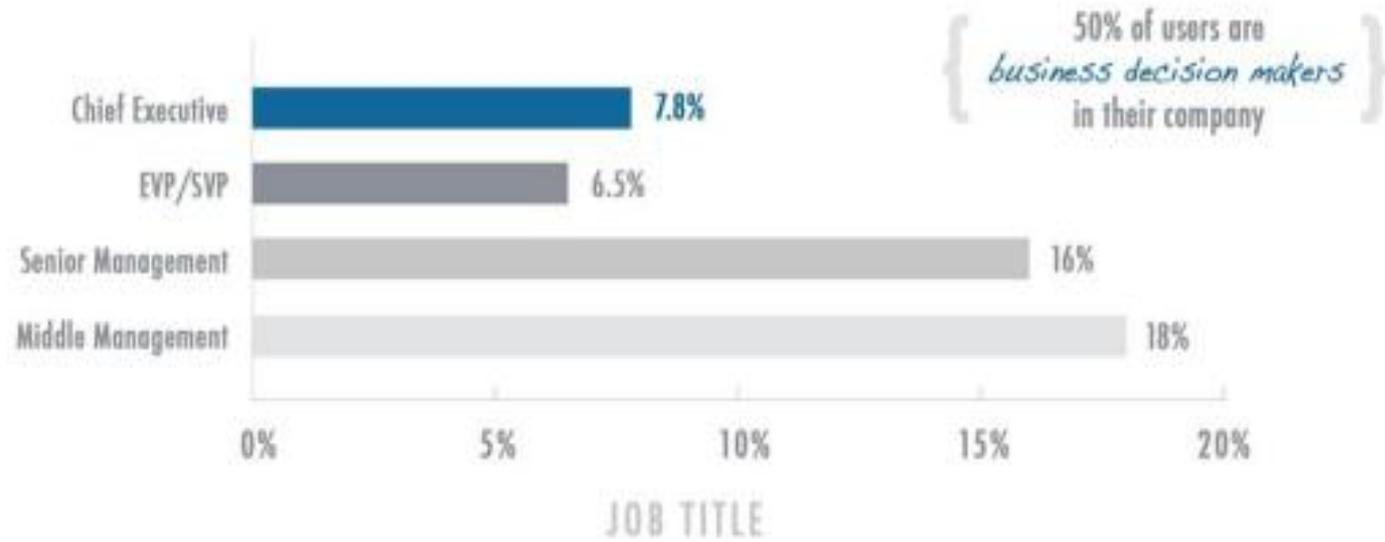
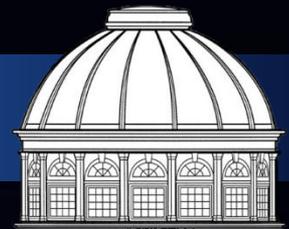


GENDER

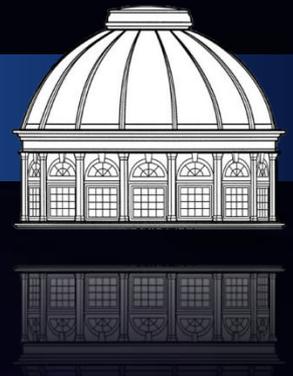


AGE

Who's Who



To Tweet or not to Tweet...



profile of a twitter user



newbie

Understand

Person in front of me reading the latest Stephen King, I'm reading it over their shoulder.

Just had cereal for dinner.

Quick to join and then unsure what to do with such a new form of expression. The Newbie is mostly likely a parent or a friend who signs up because their friends and family are doing it and they want to see what the fuss is all about.

Inevitably, they 'tweet' pointless messages such as 'Having a sandwich. I like ham' or 'Taking the dog for a walk' before realising no-one cares and they abandon the service after three months.

Motivation: **Curiosity** about Twitter



brand

Observe

I so need one of these right now <http://bit.ly/8syTVM>

Just wearing my new t-shirt I bought on coolretroshirts.com - looking good

Realising they can promote themselves or their wares with the service, The Brand joins Twitter to use it as a marketing tool as well as keep in touch with friends.

Of course, the social aspect is only there to convince people he or she is not using their followers as advertisers.

Motivation: **Greater brand awareness**



smore

Tolerate

Learn all there is to know about building your brand on Facebook from me right here

Love playing this friggin game <http://bit.ly/583cDQ>

a.k.a The Social Media Whore. They want everyone to know what they're doing in their professional life and they use every form of social media technology to let people know.

Be it plug their articles on Facebook, or informing people of publications on Twitter, Smores are more often than not, self-delusional about how much people really care about their professional life.

Motivation: **Making a buck and gaining followers**



b1tch

Block

Sharon Stone is guesting on 30 Rock, she looks like a dude in drag

Kate Hudson and A-Rod splitting up - boo hoo, who cares

You know the type; they use Twitter to voice their views on the world and who is annoying them at the moment.

Essentially, a way for people to moan at you despite you not even being there. Despite the name indicating that it's primarily women that do this, there are also a large number of male users who do likewise, mainly for shock value (which is funny at first), but quickly becoming rather disturbing...

Motivation: **Generating reactions**



maven

Follow

100 hacks to help you create the ultimate home office

How does twitter travel around the internet? <http://bit.ly/66Pz7n>

An expert in a certain field - marketing, media, recruiting - who uses Twitter to promote their work and build up a network of like-minded people.

Following a Maven can often be insightful, fascinating and make them an invaluable resource... if you're interested in their field that is.

Motivation: **Recognized as an expert**



mensch

Adore

How to create a custom twitterbackground <http://bit.ly/1BLqQ>

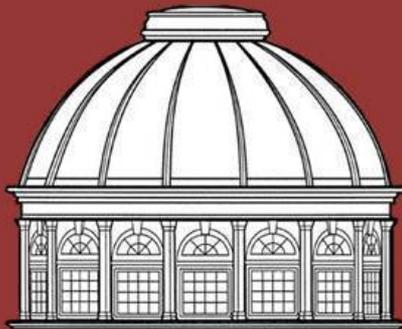
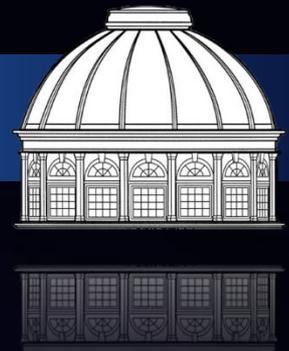
@you How the oil market is being controlled - <http://bit.ly/3HuDUUQ>

Mensches often simply observe until people need their expertise or know that they can help them find the answer.

When you need an answer to something (the more technical the better), they'll be there to help in an instant.

Motivation: **Helping others**

Current PPLD Twitter Page



Poughkeepsie
Public
Library
District

twitter

Home Profile Find People Settings Help Sign out

What's happening?

140

[Add your location](#)

Latest: Visit our site and find the calendar of events link. You will be surprised to see all that we have going on! <http://fb.me/HEuWDQcx> about 22 hours ago

Tweet

Home



PPLibD Visit our site and find the calendar of events link. You will be surprised to see all that we have going on!
<http://fb.me/HEuWDQcx>
about 22 hours ago via Facebook



PPLibD This was taken early in the AM when the fog was rolling across the river. Thanks Julie! <http://fb.me/trcy1PHa>
about 22 hours ago via Facebook



PPLibD Come to "Summer Journal/Altered Book and a Movie" Friday, July 30 from 2:00 pm to 4:00 pm. Recycle an old book...
<http://fb.me/z8q8GXoM>
10:22 AM Jul 15th via Facebook



PPLibD Come to "Hip Hop Dancing" Thursday, July 29 from 6:00



PPLibD
8 tweets

0 following 0 followers 0 listed

Tweet-beat

n. The best tweets about what's happening now

Home

@PPLibD

Direct Messages 0

Favorites

Retweets

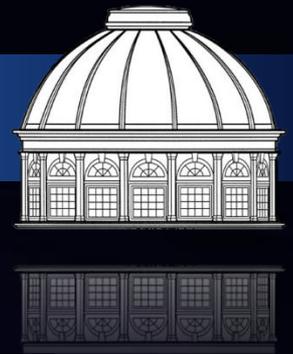
Search

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

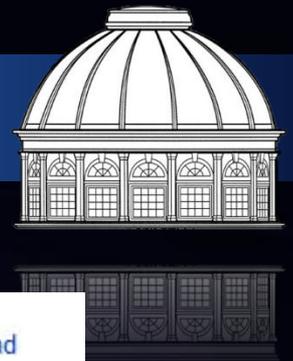
New list

You in Prime Time



You  **Tube**

Adding Video



You Tube Search | Browse | Upload

The New York Public Library

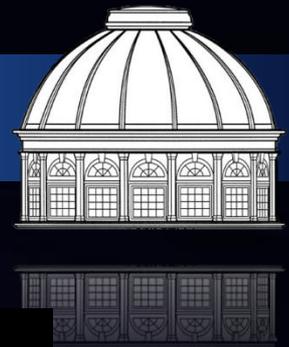
[OnTheBeatTWC](#) 47 videos [Subscribe](#)



0:29 / 8:27 360p

The video player displays a wide-angle shot of the main reading room in the New York Public Library. The room is characterized by its high, vaulted ceiling with intricate architectural details. Rows of wooden tables and chairs are arranged on both the ground floor and a mezzanine level. Numerous hanging lamps provide warm, ambient lighting. The floor is polished and reflects the overhead lights. The overall atmosphere is one of a grand, historic space.

YouTube by the numbers...



Key YouTube Stats

Exceeds **2 billion** views a day

Nearly double the prime-time audience of all 3 major U.S. broadcast networks combined

24 hours of video uploaded every minute

Average person spends
on YouTube



15 minutes a day

More video is uploaded to YouTube in 60 days than all
3 major US networks created in **60 years**

70% of YouTube's traffic comes from outside the U.S.

Marc Metekoohy
May 17th 2010

THE STATE OF

YOUTUBE

MONTHLY
UNIQUE
VISITORS



2+ BILLION

Videos viewed every day, globally



An average of

24 HOURS

of video are uploaded to YouTube every minute.



= 150,000 full length films over the course of a week.

That's almost double the combined
prime-time audience of all three
major US television networks.



1:12:20

Average time spent on
Youtube per month in U.S.

5,799,702,000

VIDEOS STREAMED

in the U.S. in June, 2010

Second place: **hulu**

598,812,000

Videos streamed in the U.S. in June, 2010

WHO'S USING YOUTUBE?

U.S.A. DEMOGRAPHICS

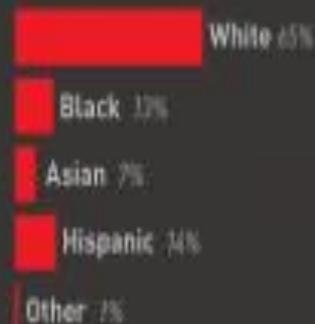
GENDER



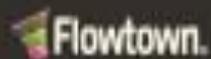
AGE



RACE

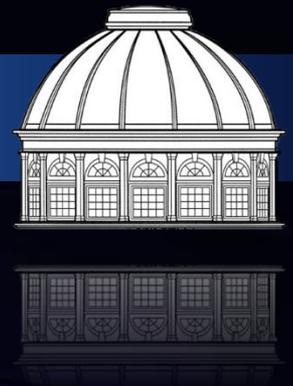


ANNUAL HOUSEHOLD INCOME

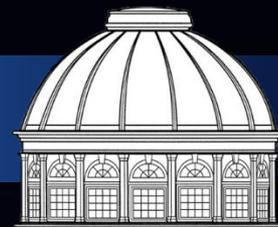


Sources: quantcast.com, siteanalytics.com/pale.com, Google News, Nielsenwire, YouTube, & Wikipedia

It's worth a thousand...



flickr™



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Share with your family & friends

Your photos are wherever you are

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Do More

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Need help?

Visit our FAQ

Get help by email

Share your photos with your friends and family

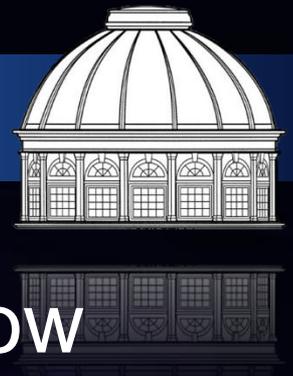
Your photos are yours. Feel comfortable sharing your photos with Flickr's flexible privacy controls.



It's easy to find people you know on Flickr

- 1 Search by name or email
- 2 Import your contacts from Yahoo! Mail, Gmail, or Hotmail
- 3 Invite your friends

Why post?

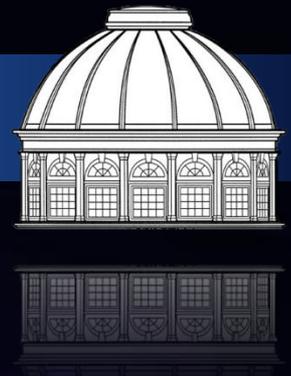


- Tell a story with your photos and allow others to comment
- Add notes to explain or comment right on the photo
- Favorite the photos you like best
- Add people to your photos for reference
- Add tags to help others find them

Social Media Security

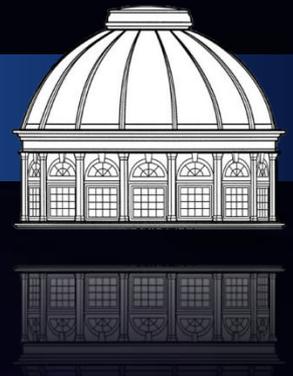


General Security Do's and Don'ts

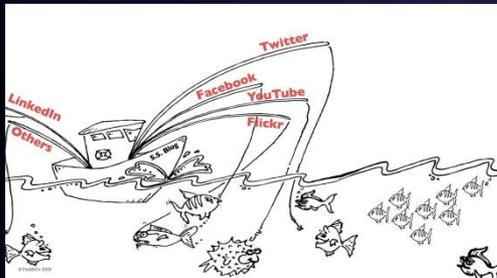
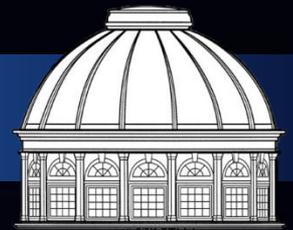


- “Friend” your Kids
- Watch what you say, watch what you post
- Check your privacy settings...often!
- What is your companies social media policy?
- The Mom test...

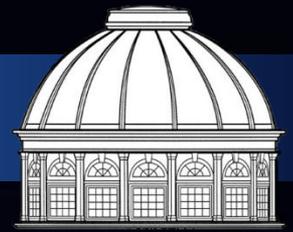
Reading the front page...



Review



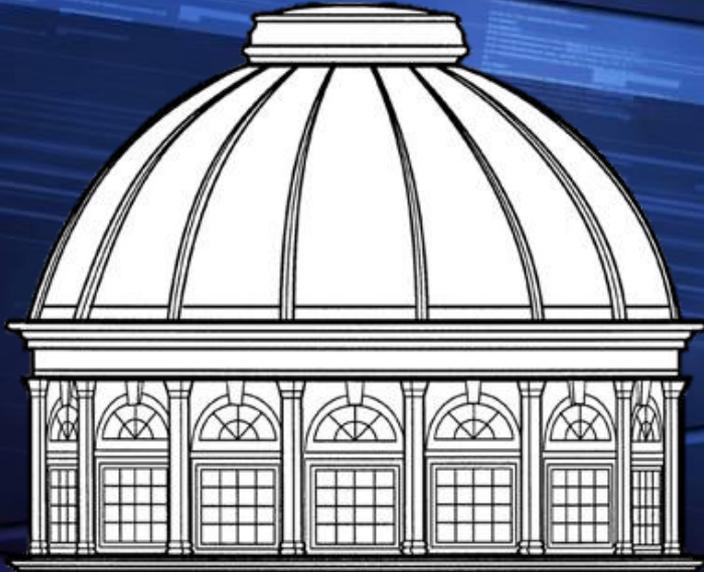
Social Media; A new way to connect.



PPLD Public Computer Center

NAME

TITLE



Poughkeepsie Public Library District

Thank You !

www.poklib.org