

Social Networking: Facebook and Twitter

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Linked In

<http://linkedin.com>

MySpace

<http://myspace.com>

★Facebook

<http://www.facebook.com>

Facebook Terms

Profile

Your personal Facebook (FB) page

Account and Privacy Settings

Control the information shared through FB

“Friends”

Other FB members who you would like to have access to your profile (full or limited)

Status updates

Short messages letting your friends know what you are up to (some people are quite literal; others use humor)

Wall/news feed

The Wall is one way friends on FB send personal messages (note: Wall messages are seen by any friend who looks at your profile) Another way to send messages is to use your Inbox – these messages are sent only to one friend.

The News feed lists your latest actions within FB (and sometimes outside of FB with related applications). Examples include when you “friend” someone, send gifts, send a

wall post, add photos, etc.

A list of quick icons at the bottom

Photos

You can create photo albums on your profile. You can add comments plus “tag” (identify and link) other friends that may be in your photos.

Applications

A drop-down list of internal FB tools (like Groups and Photos) and any external applications you have installed. This is a quick way to move between FB tools. Some applications are silly and just for fun. Others can be useful for pulling together content from useful websites. You can hide notifications from friends’ applications by clicking on the “Hide” menu that appears when you roll your cursor over the upper-right of a feed.

Ads and Pages

To access and create “Fan” pages which look and act like a person’s profile but are for a product, service or celebrity. A fan page status will show on anyone who is a fan’s news feed.

Groups

You can join any public group to find like-minded people and discuss pertinent topics. Some groups are private and you’ll need an invitation to join those groups. You can also create public and private groups. Each group has a group profile and in addition to photos and a group Wall, there is a discussion board tool and a webpage link tool. There is no automatic notification of group activity to group members.

Events

You can create an event and invite friends/fans to attend. They will receive email notification of the invitation and can reply within FB whether they can attend or not.

Privacy setting tips for Facebook

When you create a Facebook profile/account, the default settings are very open. Basically, everyone in your “Network” (for example, “Wisconsin Staff”) can see your profile and all the information you have put on it. To set tighter restrictions on who can see what is in your profile, click on “Settings” in the upper right corner. Click “manage” in the Privacy line. Then go through the settings, one-by-one to set a level that is comfortable with you. Here are some recommended privacy settings:

1. Set most of the settings to “only my friends” or “only me”.
2. For Search, allow it to search for you, but uncheck the option that people who search can see “my friends” list. Uncheck the option that allows public search engines to find you in Facebook.
3. Tagging photos (clicking on an image in Facebook and typing in the name of the person/“friend” in the photo) – you can “tag” other Facebook members in photos, but this opens up some privacy concerns. When you tag someone in a photo – even in a private group – the photo is accessible through that person’s profile. So, I recommend for privacy concerns, please don’t tag photos that you don’t want to become more public. This doesn’t mean that you can’t comment on a photo; just don’t use the tag tool. Of course, the best way to not have a questionable photo public is to not post it in Facebook (or on the Internet).
4. Click the “Notifications” tab. For the news and mini-feed (short messages that update your friends on your Facebook activity), uncheck the following options: Remove profile info, remove my relationship status, leave a group, leave a network and show times in mini-feed.
5. Deleting a Facebook profile – Facebook profiles are “deactivated” when you leave Facebook. What this means is that the information and files are still stored on Facebook’s servers unless you request in writing to delete your account permanently.

Teaching with Technology Tips and Tools

<http://fyi.uwex.edu/edtech/>

Wordpress for Cooperative Extension

<http://fyi.uwex.edu> (external)

<http://blogs.ces.uwex.edu> (internal)

★Twitter

<http://www.twitter.com>

Tweeps (People) to follow

Twitter for folks participating in this presentation

<https://twitter.com/socialnetdemo>

Dean Rick Klemme

<http://twitter.com/deanklemme/>

UWEX Ag and Natural Resource Education

<http://twitter.com/UWExtensionANRE>

University of Wisconsin Cooperative Extension Technology Services

<http://twitter.com/cetechservices/>

Molly's personal account

<http://twitter.com/immendorf/>

Twitter Tools

TwitPic: add photos to your tweet

<http://twitpic.com/>

Twitterholic: who's hot on Twitter?

<http://twitterholic.com/>

Twubble: find Tweep

<http://www.crazybob.org/twubble/>

TwitterAnalyzer

<http://twitteranalyzer.com/>

TwitterFan Wiki

<http://twitter.pbworks.com/Apps>

Try it

Twitter about this presentation

Go to <http://twitter.com/>

Username: socialnetdemo

Password: socialiscool

Follow at:

<https://twitter.com/socialnetdemo>

Twitter Tips

@username - can send public replies by including this in your tweet

ex. “@UWExtensionANRE Congrats to the UW-Ext FARM Team for receiving the 2009 Donald R. Peterson Technology Transfer Award for exhibit at WFTD”

#keyword –common keywords for tracking

#uwexce for work-related messages, ex. , “Visiting Jefferson County today. #uwexce”

RT – retweet (copying and pasting another tweet)

ex., “RT @uwexccd The Center for Community and Economic Development will receive the 2009 Chancellor's Award for Excellence in Civic Engagement”

Text messaging

After you link your phone to your Twitter account, send your tweet as an SMS (text) message to 40404

Shorten URLs (web addresses)

Copy the URL to the clipboard (Ctrl-C on your keyboard)

Go to <http://bit.ly>

Paste the URL into **Enter your long link or file here:** field (Ctrl-V on your keyboard)

Click the **Shorten** button

Highlight the new bit.ly URL and copy it to the clipboard (Ctrl-C on your keyboard)

Go back to [Twitter.com](http://twitter.com)

Paste the URL into the tweet field (Ctrl-V on your keyboard)

Notes:

- You choose who to follow
- You may block someone from following you (good for spammers)
- USA.gov best practices (includes security advice and records retention suggestions)
<http://www.usa.gov/webcontent/technology/microblogging/twitter.shtml>