

# Social Media

Instructor: Don Bremer

*Presented and co-sponsored by:*



11 East Superior Street, Suite 210

Duluth, MN 55802

218-726-7298 (main)

888-387-4594 (toll free)

[www.umdced.com](http://www.umdced.com)

[ced@umdced.com](mailto:ced@umdced.com)



MINNESOTA SMALL BUSINESS  
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## Workshop Outline for Social Media

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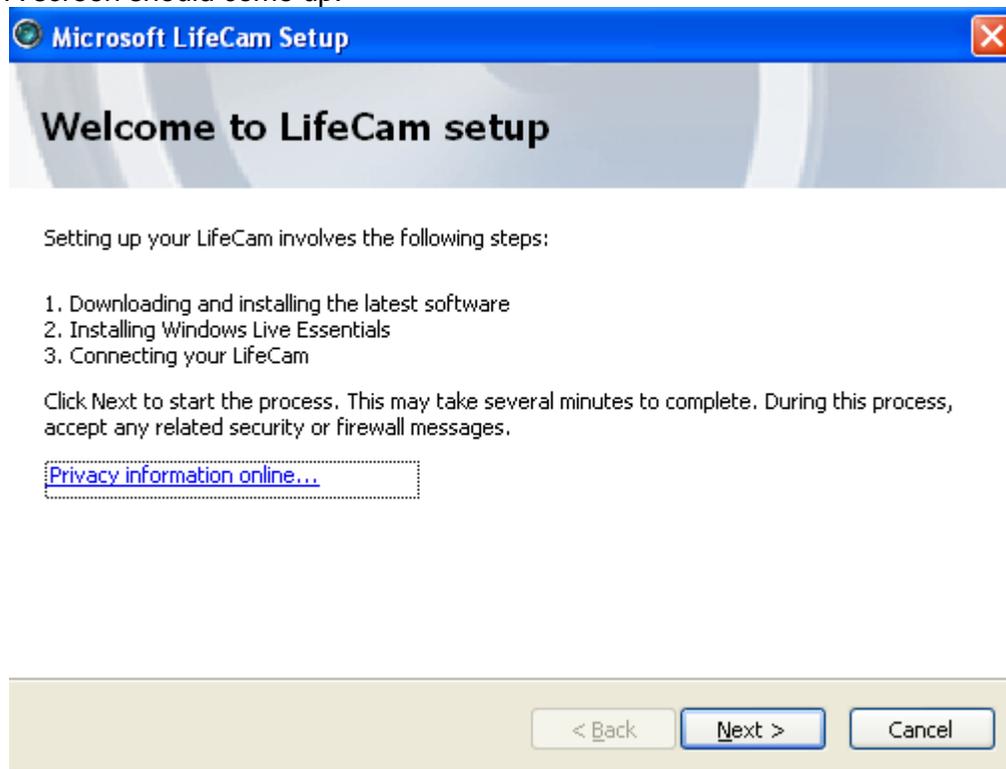
# Installing the camera

Although the cameras in the lab will probably be different than the ones you have or will get, installing them usually follows the same rules:

1. Install the software
2. Plug in hardware when requested
3. Have fun!

Installing the software

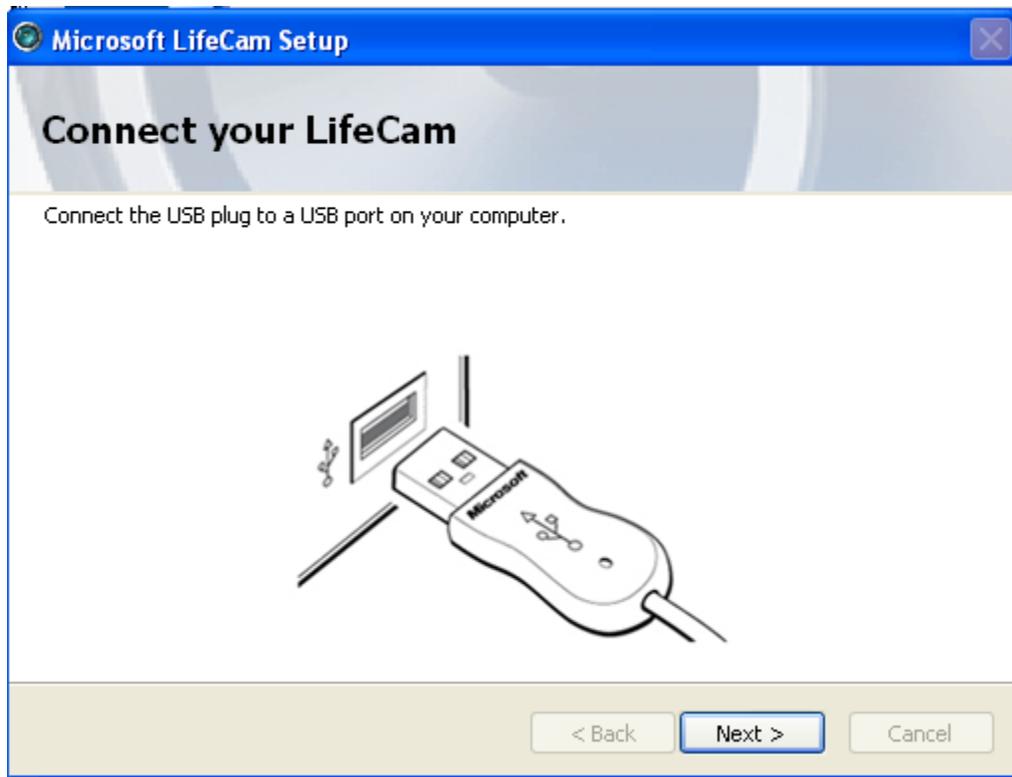
There is a CD that comes with the Lifecam. Take it out of the case and put it into the CD drive. A screen should come up:



Note: If a screen doesn't come up the program doesn't come up on your computer, go to: Start->My Computer->CD Drive. Clicking on the picture of the CD drive should make it come up. If lots of files came up, look for the one that says "setup".

Click Next and click on the checkbox that says you accept the licensing agreement.

It will now install the software to use the camera and download any patches needed to run it. After about 2 minutes in the lab, you will see this screen:



This is the time to plug the camera in!

Lots of message bubbles will come up on the lower, right-hand side of the screen, such as this:

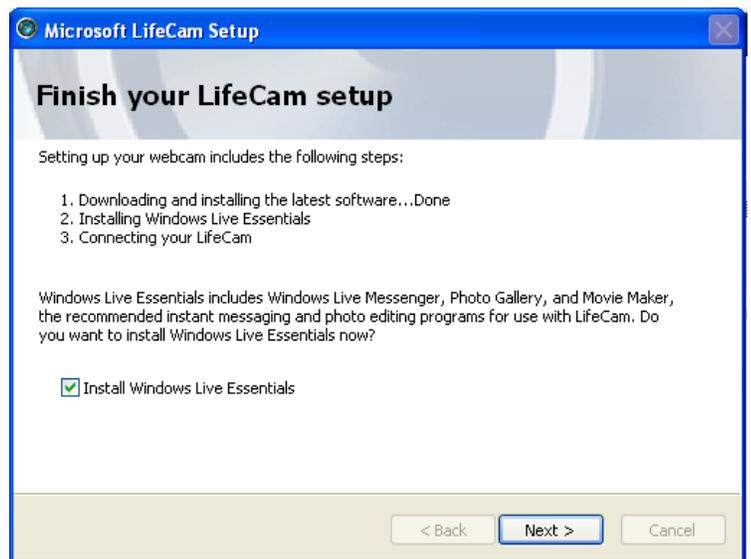


This is normal and you should just let it keep going.

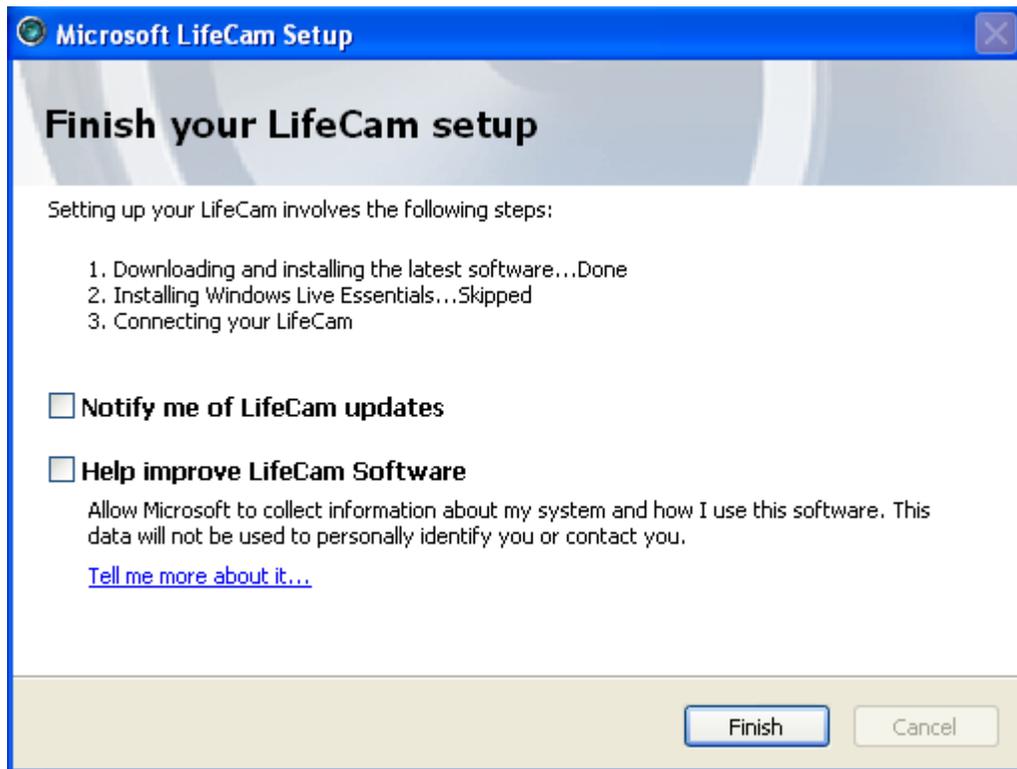
After all of the warnings are done, the screen will show the Next button and you can click it at this time.

A new screen will appear:

The next screen is asking if you would like to install Live Essentials. Although not necessary to do for this class, you may wish to do it on the computer you will install your software. It has some fun things including "Movie Maker" - a personal favorite of mine for personal movies.



For this class in the lab, un-check “Install Windows Live Essentials” and click Next.



The last screen will ask about updates and improvements. Although the updates may be of great use as everything changes so fast, it is up to you whether you want to help improve LifeCam Software.

Set-up is Done! That wasn't so hard was it?

## The LifeCam Software

This software came up at the end of the installation.



If you see a picture, it worked! If not, there are a few simple steps to follow:

1. Make sure it's plugged into a USB socket
2. Re-boot the computer
3. Re-install the software

If those steps don't work - the camera may be defective. You may wish to call technical support for the item before returning it to the store.

The three buttons on the bottom of the LifeCam software, from left to right are:

- Picture Capture
- Audio Capture
- Video Capture

These are automatically saved to your computer under My Pictures/ My LifeCam files. But we are here to see *other* people, not us. We now need a way to connect up with them.

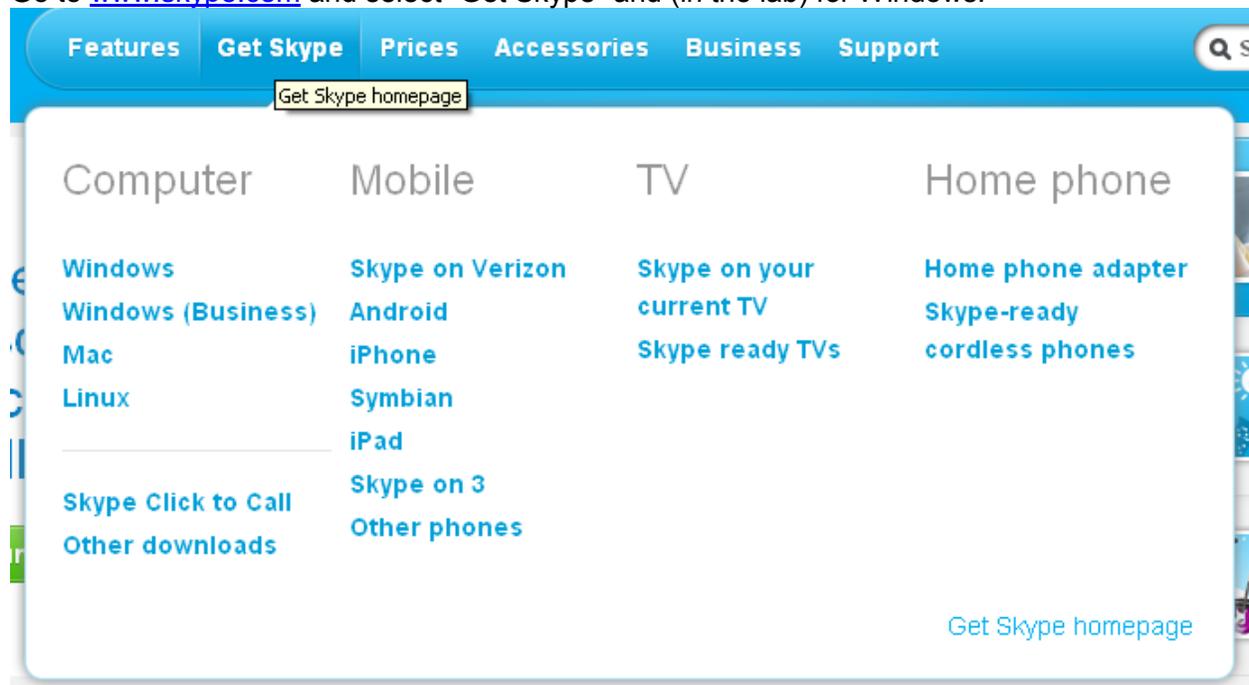
# Skype

The first way to connect up with other people is Skype. This is a free service that allows you to make video calls and makes it pretty easy to find other people.

Skype can do a whole lot more than just make free video calls. You can also make very inexpensive phone calls to people without computers. But, since this class is about video conferencing and social media, we are going to skip that for the time being.

## Installing Skype

Go to [www.skype.com](http://www.skype.com) and select “Get Skype” and (in the lab) for Windows.



*What is the difference between Windows and Windows (Business)?*

“There are two types of Skype account - personal and business. Personal accounts belong to the individual using that account, whereas business accounts are created in Skype Manager™ and belong to the Skype Manager that created them” – From Skype.

There are no differences in features (that you get for free), only in the way people join the service “under”



### New features:

- See Facebook friends in your Skype contact list
- Instant message with your Facebook friends
- New and updated emoticons
- Easier, smarter call controls

[Download Skype](#)

## Social Media

you. This has no difference in how you connect or call other people. So, in this class, we will do Windows.

Next you need to create an account. Don't worry about not doing it correctly or that you may not want to do it in this class – it doesn't cost you anything!

[Sign in](#) [Create an account](#)

**Mobile phone number**  
United States +1 218-555-1212  
Mobile phone number must be at least 9 digits long.  
Note: only your contacts can see your mobile number.

**First name\*** Ima **Last name\*** CEDStudent1  
**Your email address\*** CEDStudent1@gmail.com **Repeat email\*** CEDStudent1@gmail.com  
Note: no-one can see your email address.

**How do you intend to use Skype?**  
Mostly personal conversations

**Profile information**  
Note: anyone on Skype can see your profile information.

**Birth date** 1 January 1980  
**Gender** Male  
**Country/region\*** United States  
**City** Duluth  
**Language\*** English

**Skype Name\*** CEDStudent1  
Note: only choose a name you have a right to use.

**Password\*** \*\*\*\*\* **Repeat password\*** \*\*\*\*\*  
Password strength: Medium.  
Between 6-20 characters, include Latin letters and numbers. Note: no-one else can see your password.

Inform me about new products, features, and special offers. When you sign up for SMS notifications, our first SMS will allow you to get Skype on your mobile (where applicable, your operator may charge you for receiving SMS messages).

By SMS  
 By email

Notice, I unchecked the all of the “notify me of special features” – Less email from them.

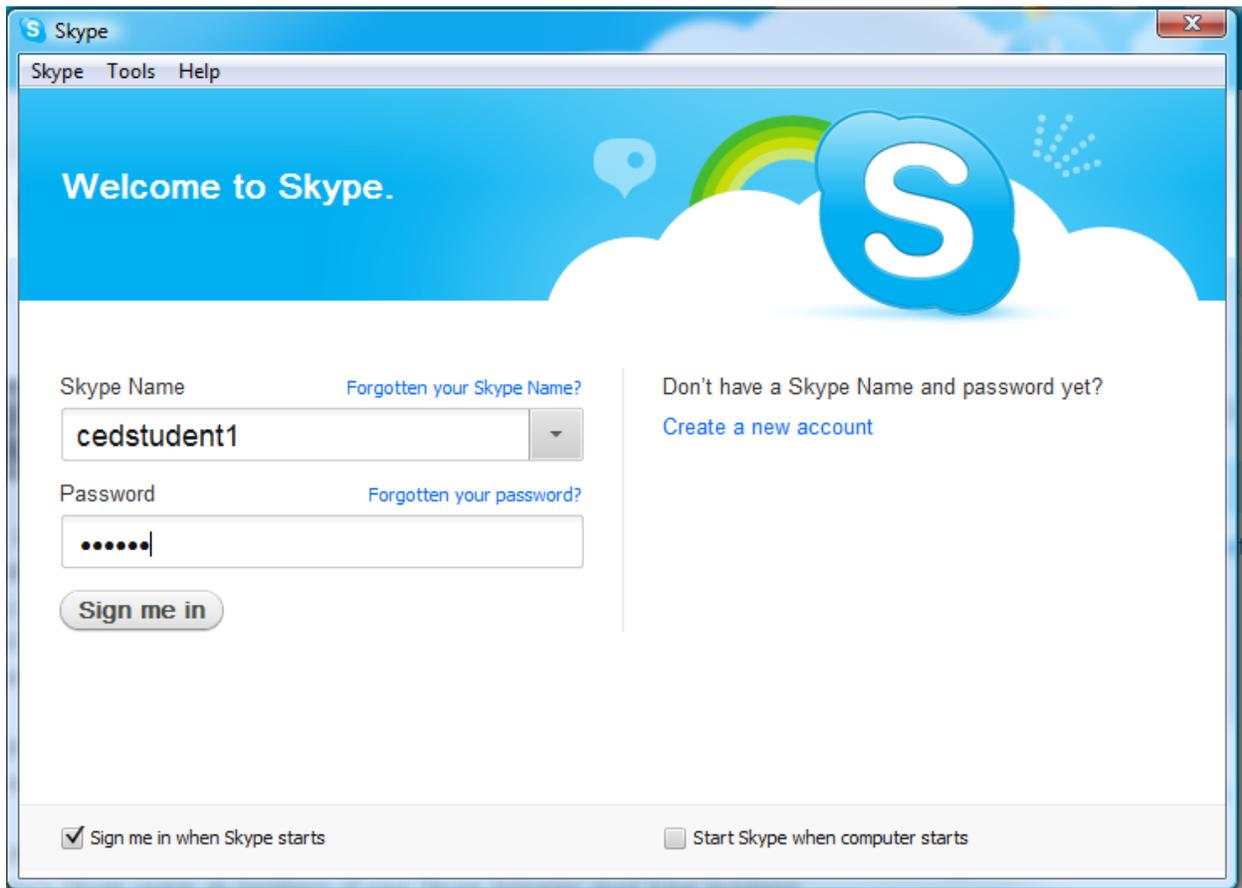
Now, we will be going through the installation process. The only page of note is this:

It's pretty nice just to click on the phone number and it will call – but it has made my browsers “unstable” – so I ended up removing it.



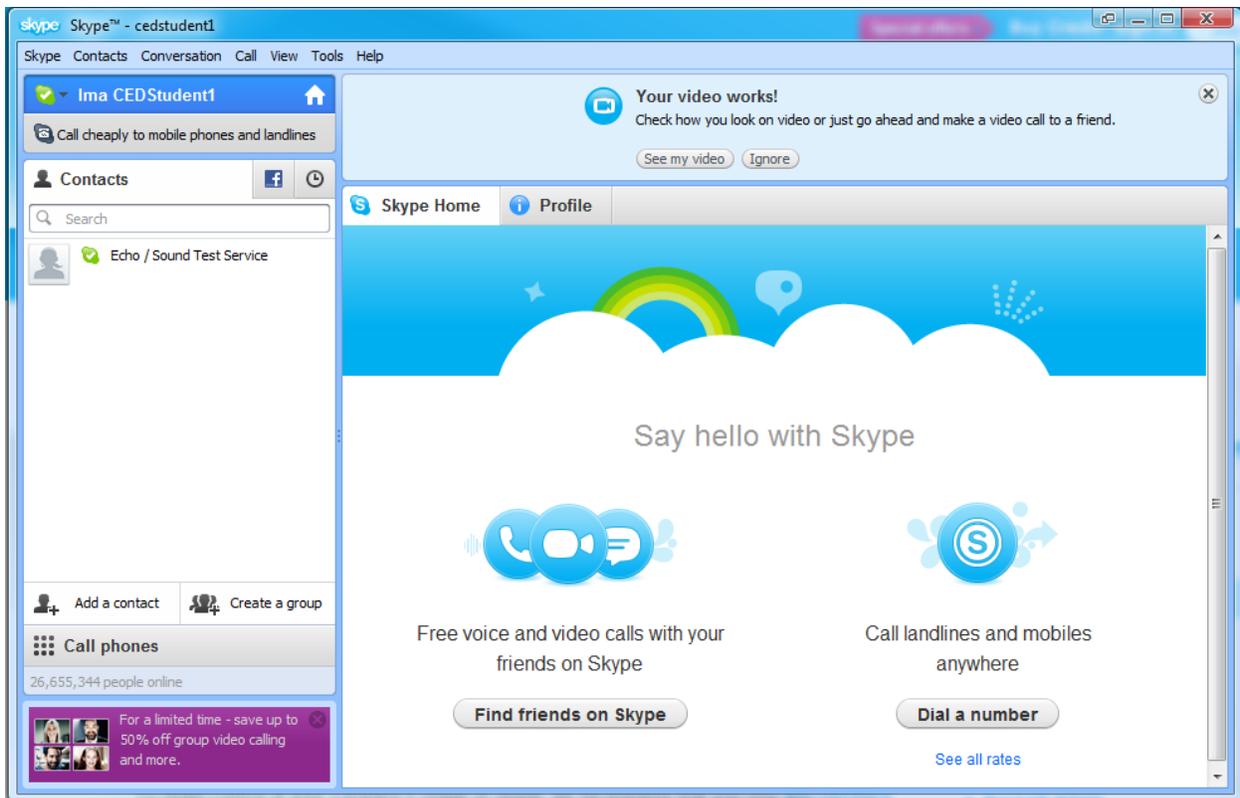
## Social Media

Time to log in. Use the name and password you selected in the installation.



And you are in!

## Social Media



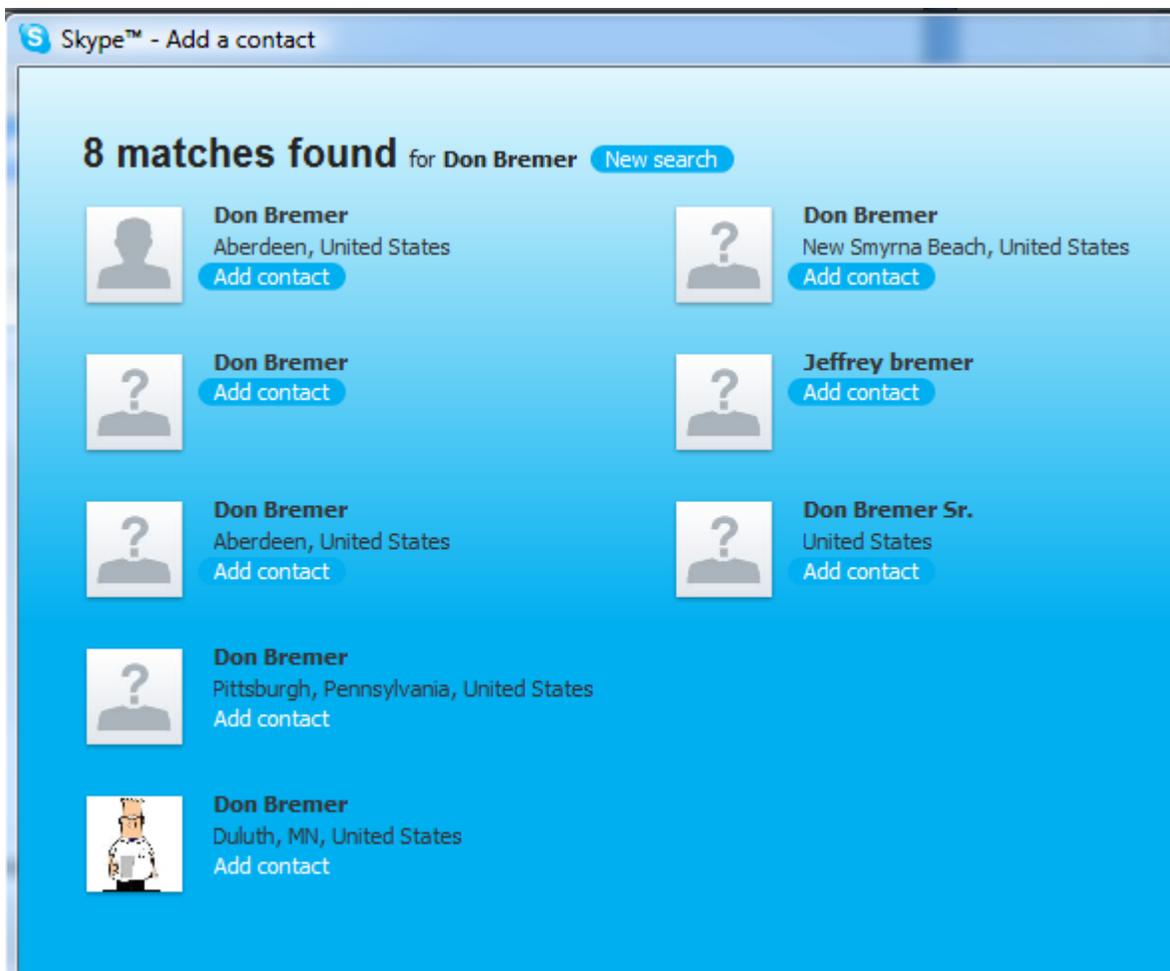
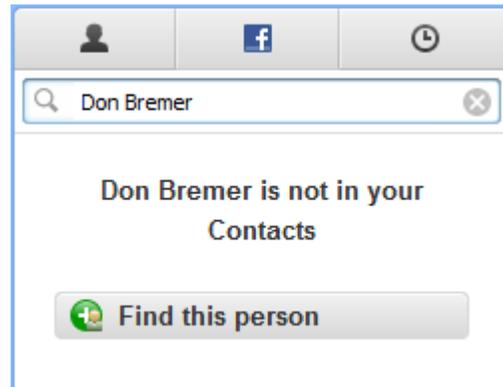
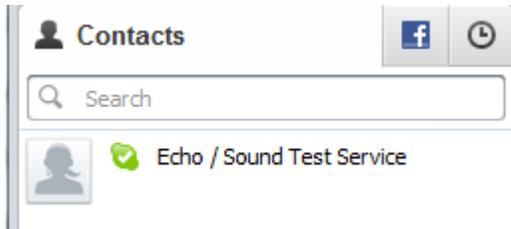
Up at the top, it says that the video works. Let's take a look. Click on the button that says, "See my video"

We should see ourselves! And, it will ask if we want to set our profile picture. This is a very good way to make sure that the person who is trying to contact you finds the \*right\* you. After all, there may be 50,000 John Smiths in the United States, alone.

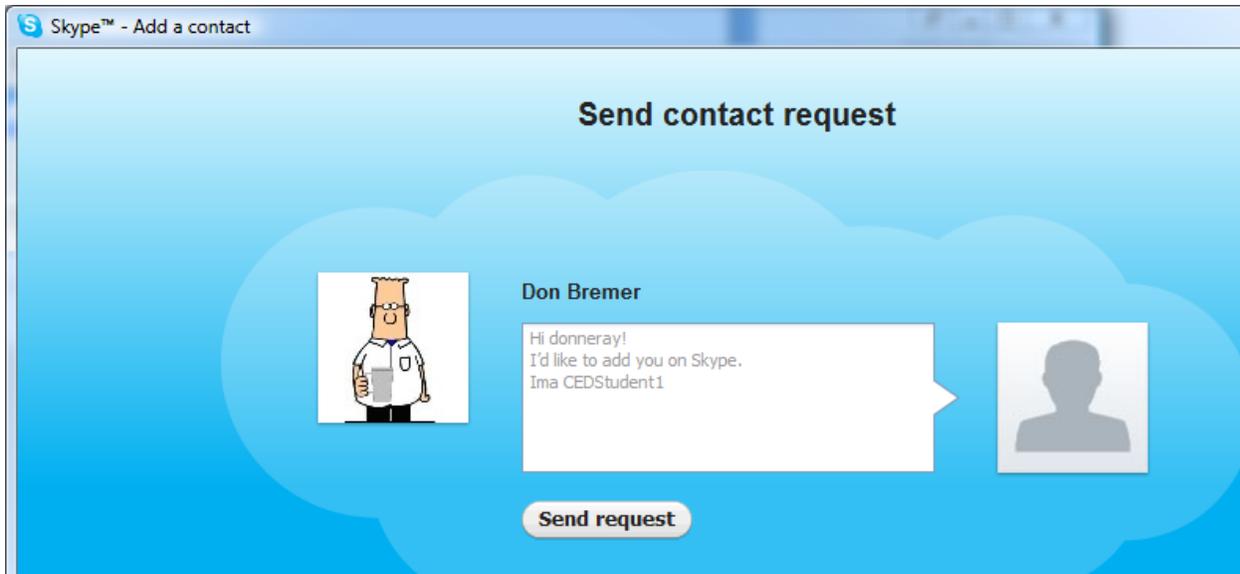


## Calling someone on Skype

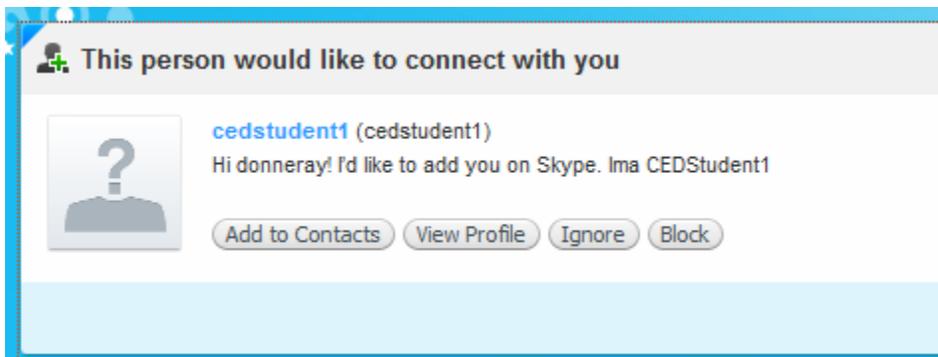
It's as easy as using the Contacts to find someone:



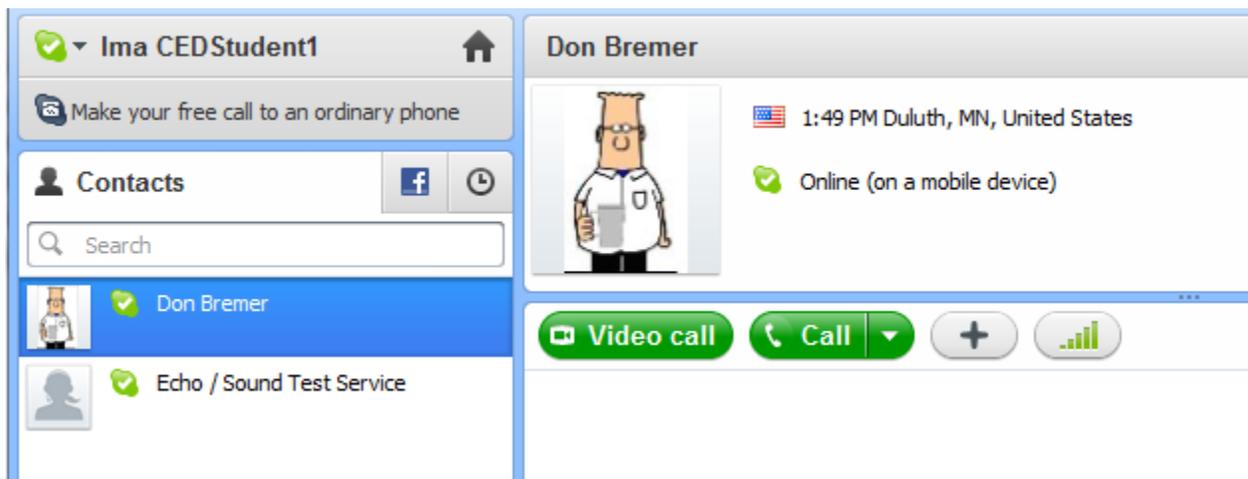
## Social Media



In this class, Student 1 can call Student 2, etc.



Add them to your contacts and you can now call:



## Social Media

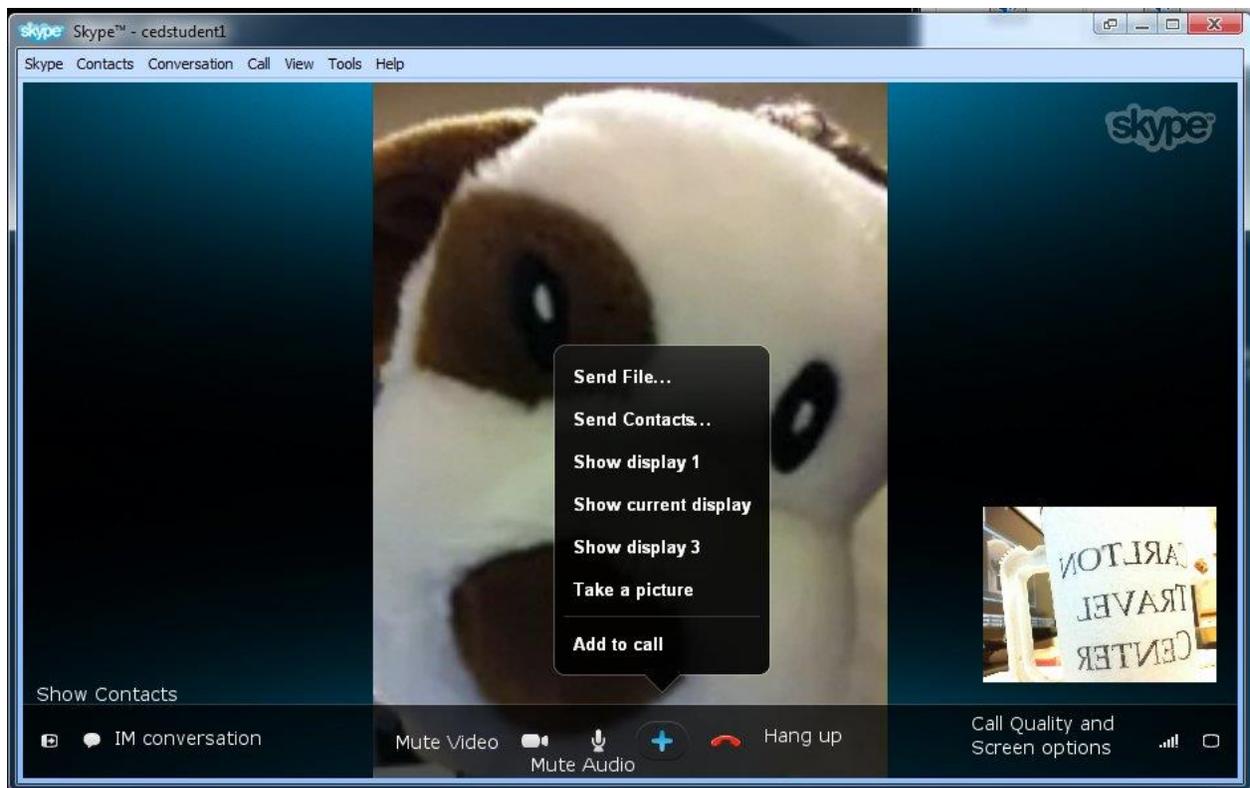
Click on Video Call

And, without going to the premium accounts (which cost money), you can only video chat between two people.



Now there is a whole lot more you can do then just view video:

## Social Media



- Show Contacts – Opens a panel on the left side of the screen which allows you to add other contacts to the call
- IM Conversation – If you would like to use text communication during the Skype call
- Mute Video – For those times when you are getting out of the shower.
- Mute Audio – For those times when you are laughing at the people getting out of the shower.
- Send File – You can actually use this to send files directly to the person that you are talking to. Very helpful!
- Send Contacts – Sending kids contacts to Grandma so she doesn't have to find them.
- Show Display X – This is very useful in helping troubleshoot a computer problem. The person can actually show their desktop and you can guide them through the problem they are having.
- Take a picture – This is a way to take a picture during the conversation
- Add to Call – add a person to the call.
- Call Quality – Gives you technical information on how the call is working
- Screen Options – Allows for full screen video calling and/or a Pop out window.

Now, what if you would like to record your call? Say for America's Funniest Home Videos? You can do that using G-Recorder.

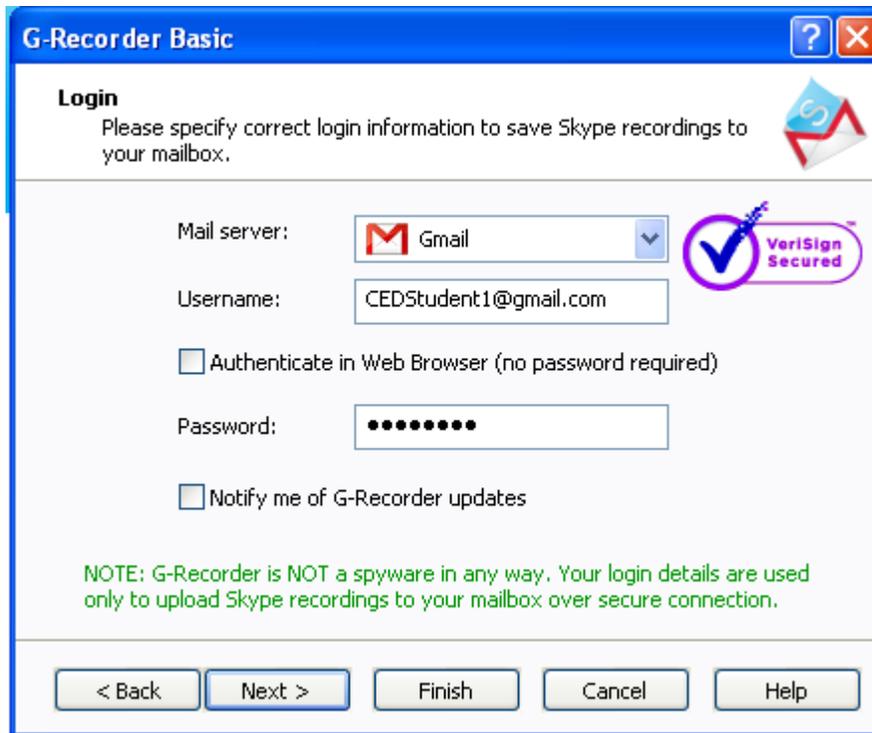
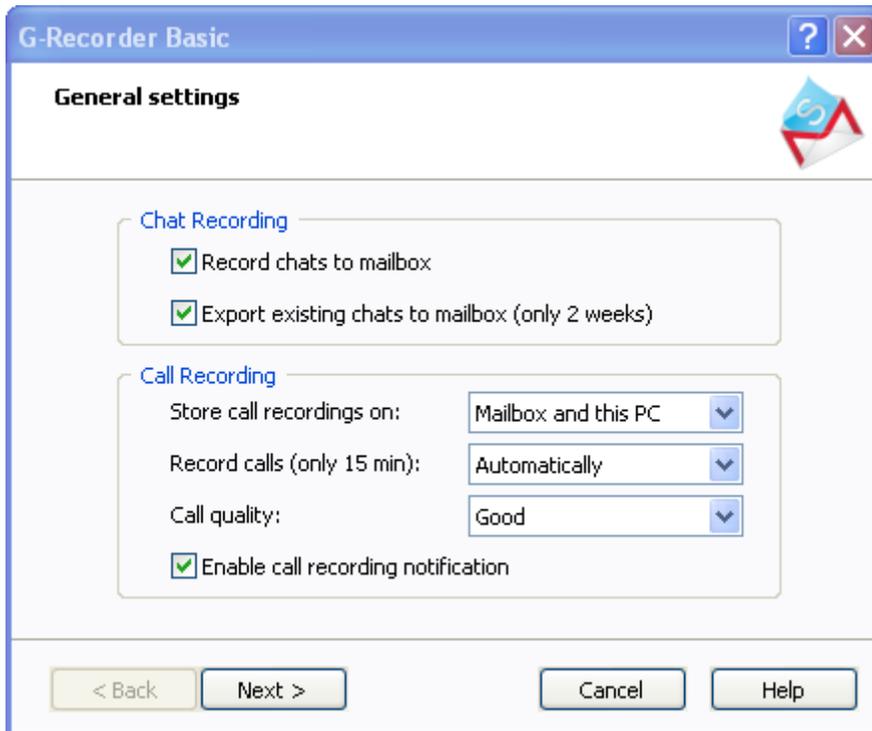
# G-Recorder

[www.g-recorder.com](http://www.g-recorder.com)

G-Recorder is a simple yet powerful call recorder. Besides doing a very good job recording Skype chats and Skype audio calls it allows more:

- Saves audio calls and chat history to your computer and to your email box
- Provides easy access to your recordings anytime you connect to the Internet from any computer
- Available for Windows and Mac
- Records any type of Skype calls: PC to PC, Skype Out, Skype In, and conference calls
- Allows adding notes to your recordings to help you find required recording afterwards
- Exports existing chat history to mailbox

Features / Version	G-Recorder Basic (Free)
Get 14-days Free Trial	<a href="#">Download</a>
Record chats to Gmail	+
Record audio calls to local computer	10 minutes only
Disable call recording notification	+
Multiple computers support	+
Export recorded Skype calls to Gmail	+
Export existing chat history to email box	
Support of free email services (Gmail, Yahoo and AOL)	
Support of corporate emails servers (including Google Apps, MS Exchange and Zimbra)	
Searchable call and chat notes	
Forward calls and chats to any email	
Get 14-days Free Trial	<a href="#">Download</a>



# Facebook

Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends".

## Sign up for Facebook

It's easy! Just fill out the form on the front page!



The image shows a screenshot of the Facebook sign-up form. At the top, it says "Sign Up" in blue, followed by the tagline "It's free and always will be." Below this is a horizontal line. The form fields are: "First Name:" with the text "John"; "Last Name:" with the text "Cedstudent"; "Your Email:" with the text "CEDStudent1@gmail.com"; "Re-enter Email:" with the text "CEDStudent1@gmail.com"; "New Password:" with seven black dots; "I am:" with a dropdown menu showing "Male"; and "Birthday:" with three dropdown menus showing "Jan", "1", and "1980". Below the birthday fields is a link that says "Why do I need to provide my birthday?". At the bottom of the form is a green "Sign Up" button.

At this point, it can be pretty lonely out there. So, facebook is taking the nice step of helping you find friends. I usually try to skip this step, since I don't think the guy who I wrote 2 months ago about a computer part *wants* to be my friend. But, if you only mail friends and relatives, this may work.

**Step 1**  
Find Friends

**Step 2**  
Profile Information

**Step 3**  
Profile Picture

### Are your friends already on Facebook?

Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.

 **Gmail**

Your Email:

[Find Friends](#)

---

 **Windows Live Hotmail** [Find Friends](#)

---

 **Yahoo!** [Find Friends](#)

---

 **Other Email Service** [Find Friends](#)

[Skip this step](#)

You can also fill out where you went to school and where you are employed. This helps you find people and for people to find you.

**Step 1**  
Find Friends

**Step 2**  
Profile Information

**Step 3**  
Profile Picture

### Fill out your Profile Info

This information will help you find your friends on Facebook.

**High School:**

**College/University:**

**Employer:**

[Back](#) [Skip](#) [Save & Continue](#)

Last thing – profile picture. Just like in Skype, sometimes people have to know what you look like to make sure they have the right John Smith. With our new web cam, it makes it easy and will do it for us!

Upload a profile picture



Upload a Photo

From your computer

OR

Take a Photo

With your webcam

## Navigating around Facebook

There are a lot of features and things to do in facebook, which seem to be changing on a weekly basis, but here are a few major things at the end of 2011.

**News Feed** – This shows all of the statuses and information generated by your friends. Some may be actual pieces of information from your friends, others may be applications that automatically post things to their newsfeed.

**Messages** – These are “emails” that are directed toward a specific person and are usually things you don’t want your friends to see

**Events** – Everything from birthdays to parties. Anyone can create an event.

**Find Friends** – Looking for specific people to “friend”

**Apps and Games** – The things that keep people coming back – think Mafia Wars and Farmville.

**Photos**- Instead of pinning people down and showing them pictures of your trip, they can look at them at their leisure.

**Music** – Spotify, et al. See what your friends are listening to an perhaps widen your musical tastes.

**Notes** – Things you may want to keep on your wall longer than just a post

**Questions** – Ask Questions of your friends.

**Links** – Links you find interesting

**Pokes** – Just saying “I was thinking of you” without all the words.



FAVORITES

 **Welcome**

 News Feed

 Messages

 Events

 Find Friends

APPS

 Apps and Games

 Photos

 Music

 Notes

 Questions

 Links

 Pokes

LISTS

 Close Friends

## Timeline in Facebook

At the end of 2011, Facebook rolled out the Timeline. It combines (some) people's love of scrap-booking and the need to share it with the world.

### Your Cover

Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



**Matt Brown** [Update Info](#) [View Activity](#) 

### Your Stories

Share and highlight your most memorable posts, photos and life events on your timeline. This is where you can tell your story from beginning, to middle, to now.

Status Photo Place Shop Like Home App More

What's on your mind?

 **Matt Brown**  
August 29 

Recent Activity

-  Matt likes Mountain Biking.
-  Matt subscribed to Tom Watson's updates.

### Your Apps

The movies you quote. The songs you have on repeat. The activities you love. Now there's a new class of social apps that let you express who you are through all the things you do.

 **Matt Brown** completed a run.  
August 6 via RunKeeper

# 3.61 miles

Duration: 38'27" | Pace: 10'39"/mile

 Like -  Comment

 **Netflix**  
August

#### Movies Watched

-  **Super Size Me**  
Documentary filmmaker Morgan Spurlock puts his touch...
-  **Exit Through the Gift Shop**  
The story of how an eccentric French shop keeper...

## Social Media

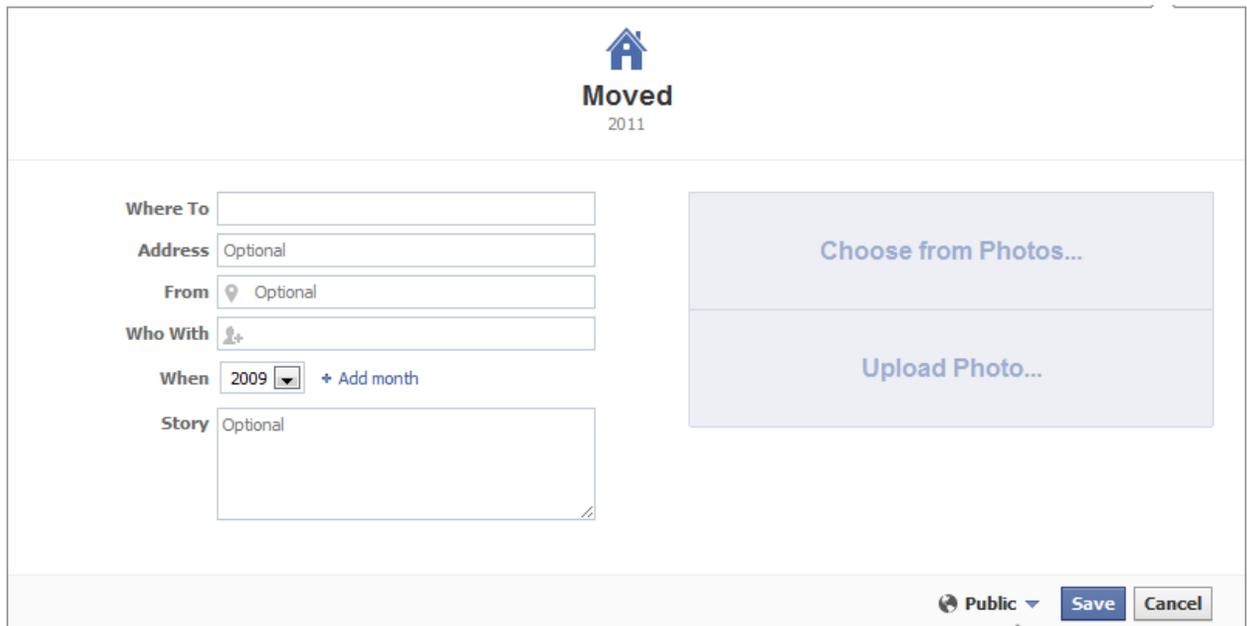
The great thing is that you can go back in time and put pictures and events in to your time line before Facebook existed. Using the year bar on the upper right-hand side, you can go back to a certain time and add some information in.

So, I'm going to go back to 1996 and said that I moved to Duluth...

1. Click on Life Event in the upper right hand side and Select Home& Living



2. Selected on Moved...

A screenshot of the Facebook 'Moved' event creation form. At the top, there is a house icon, the word 'Moved', and the year '2011'. The form has several fields: 'Where To' (text input), 'Address' (text input with 'Optional' below it), 'From' (text input with a location pin icon and 'Optional' below it), 'Who With' (text input with a person icon and a plus sign), 'When' (dropdown menu showing '2009' and a '+ Add month' link), and 'Story' (text area with 'Optional' above it). On the right side, there are two large buttons: 'Choose from Photos...' and 'Upload Photo...'. At the bottom right, there is a 'Public' privacy selector, a 'Save' button, and a 'Cancel' button.

## Social Media

### 3. Added all the appropriate information

  
**Moved to Duluth, MN**  
From Merrillville, Indiana on October 1996 with Deserie Bremer

It was warmer than Chicago

Where To	<input type="text" value="Duluth, MN"/>
Address	<input type="text" value="Optional"/>
From	<input type="text" value="Merrillville, Indiana"/>
Who With	<input type="text" value="Deserie Bremer"/>
When	<input type="text" value="1996"/> <input type="text" value="October"/> + Add day
Story	<input type="text" value="It was warmer than Chicago"/>





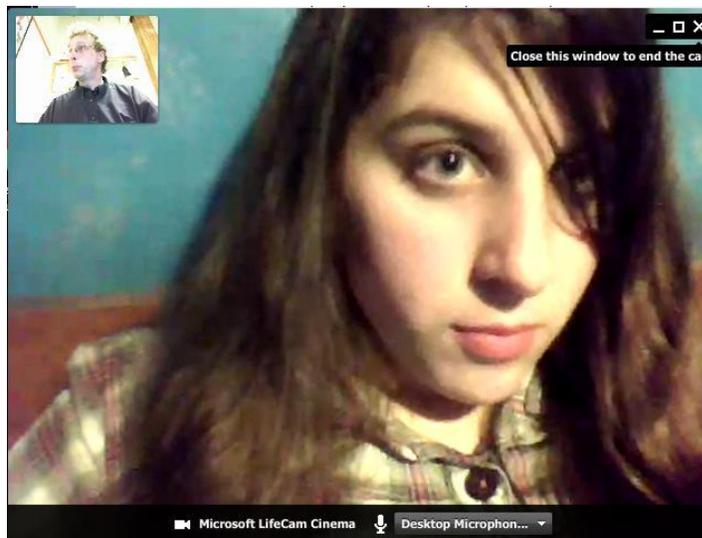
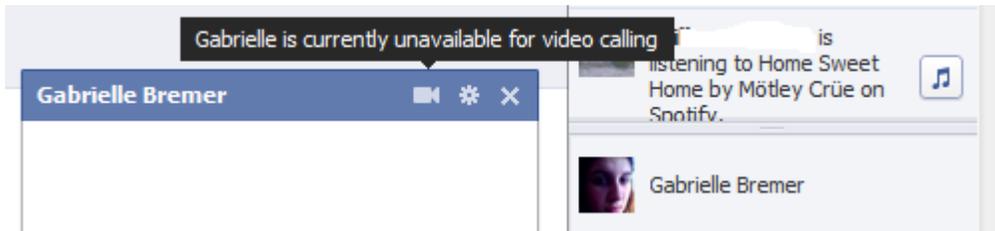
Remove...

### 4. Make sure the right people should see this (the level of privacy on the lower right side) and hit save.



## Facebook and webcams

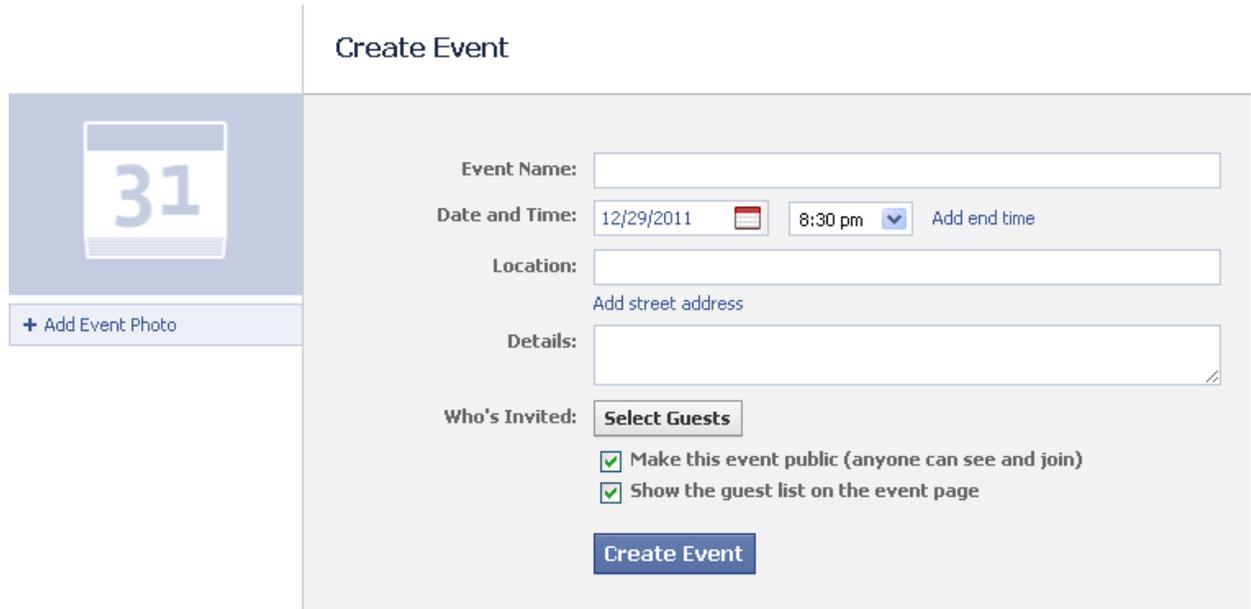
Skype isn't the only way to use a webcam. You can also webcam with anyone on facebook with a video cam. Just like text chat, without the text.



## Create Event

Just go to Create Event on the upper right hand of your screen

You will see:



Event Name:

Date and Time: 12/29/2011  8:30 pm  Add end time

Location:   
Add street address

Details:

Who's Invited:

Make this event public (anyone can see and join)

Show the guest list on the event page

+ Add Event Photo

Fill it in, invite guests, and let the good times roll.

## Creating a Page instead of an Account in Facebook

What if you have a company and want to get the word out about sales and other items going on in your store. You could friend everyone as a store, but if you get a major following, that could be a full time job! Instead, you can create a public page – then, if people “Like” you, they start to follow you:



How to create a page for your business:

1. Go to : <http://www.facebook.com/pages/create.php>
2. Pick which type of Page you want
  - a. Local Business or Place
  - b. Company, Organization or Institution

## Social Media

- c. Brand or Product
  - d. Artist, Band or Public Figure
  - e. Entertainment
  - f. Cause or Community
3. Picking Local Business, it now asks:
  - a. Category of Business
  - b. Business
  - c. Street Address
  - d. City/State
  - e. Zip
  - f. Phone
4. Step 1 – Profile Pic
5. Step 2 – Inviting People
6. Step 3 – Basic Information

### Local Business or Place

Join your fans on Facebook.

Business Services

Computer Learning Bits

11 E. Superior Street

Duluth, Minnesota

55812

218-555-1212  **Get Started**

I agree to Facebook Pages Terms

The screenshot shows the Facebook interface for a page named 'Computer Learning Bits'. The page is categorized under 'Business Services' in 'Duluth, Minnesota'. The main content area features a 'Welcome' message and two primary actions: '1 Invite your friends' (with a sub-message 'Start building your fan base by suggesting this Page to friends who might like it.' and an 'Invite Friends' button) and '2 Tell your fans' (with a sub-message 'Let your current customers and subscribers know about your new Page.' and an 'Import Contacts' button). On the right side, there is an 'Admins (1)' section with a 'See All' link and a list of admin actions: 'Use Facebook as Computer Learning Bits', 'Notifications', 'Promote with an Ad', 'View old Insights', and 'Invite Friends'. The left sidebar shows navigation options like 'Get Started', 'Wall', 'Info', 'Friend Activity', and 'Photos'.

The best part about pages is they aren't tied to you as a person. You can make someone else the admin if you leave the company.

Making John CEDStudent the admin of Comptuer Learning Bits:

1. Click on "See All" for Admins of the page you are an admin.
2. Type in New Name
3. Save Changes
4. It will ask you to verify the new person by typing in your password
5. Viewing the page now shows 2 admins.
6. You can now go in and remove yourself as admin

This screenshot shows the 'Admins (1)' section of the Facebook page. It displays a single admin profile with a cartoon avatar. To the right of the profile is a 'See All' link.

This screenshot shows the 'Add another admin' dialog box. It features a list of current admins: 'Don Bremer' (with a cartoon avatar) and 'John Cedstudent' (with a placeholder profile picture). Next to 'John Cedstudent' is a 'Remove' button. Below the list is a text input field for 'Add another admin'. At the bottom of the dialog are 'Save Changes' and 'Cancel' buttons.

## Facebook Groups

Have things you only want to share with a small group of people? Just create a group, add friends, and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once, and more.

### Control who sees your group

**Secret:** Only members can see the group and what members post.

**Closed:** Anyone can see the group. Only members see posts.

**Open (public):** Anyone can see the group and what members posts.

### Share with the group

- Post updates, questions, photos, and more
- Chat with the group
- Create shared docs
- Schedule group events

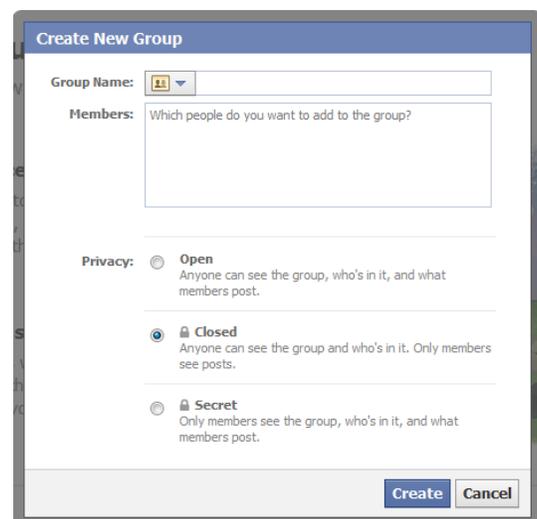
### Stay in the know

- Get notified about new posts so you never miss an update
- Connect off Facebook using the group's shared email address.

1. Go to : <http://www.facebook.com/groups>
2. Select on Create Group
3. Fill out the required information and begin!

## Facebook and Privacy

I started out writing this class with the intention of showing all about privacy in Facebook. I soon realized that this was a moving target! So, to find all the questions that a person will have at a particular time, we can go to the help center. This is at the bottom right of the footer of a page.



# Facebook and iPhone

From wikihow:

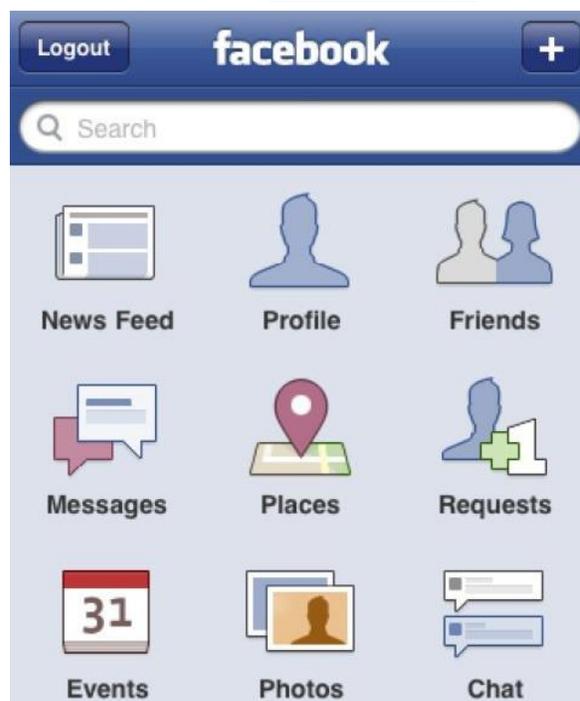
1. **Open up iTunes**
2. **Go to the iTunes Store.** Type "Facebook" into the search box.
3. **Download the app titled "Facebook".** Don't worry - it's totally free! Just click the "Free App" button underneath the Facebook icon. Then sign in to your iTunes account and you're good to go. The app is about 4MB, so it shouldn't take long to download.
4. **Transfer the app to your device.** Plug it into the computer and either sync the apps, or transfer the Facebook app manually.
5. **Look for the Facebook app on your home screen.** Open it. You will then either have to sign in with your Facebook account, or sign up for a new one. Once you have signed in, you will be taken to your wall.
6. **Click the button in the top left corner.** It looks like a pattern of nine squares. That will take you to the main home screen of the



up.  
you'll  
of nine

Facebook application. At the bottom there should be an icon labelled "Photos". Click on it.

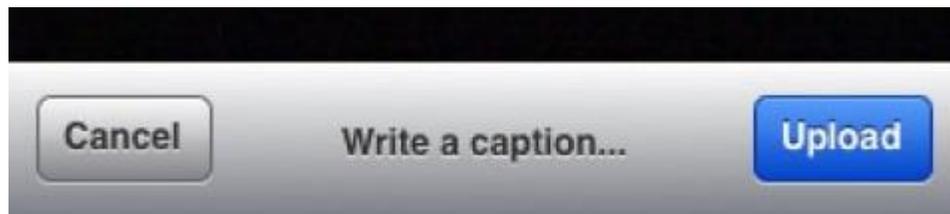
7. **Choose the album that you want your photo(s) to be uploaded to.** Choose one of your existing albums listed, or click the plus-shaped button in the top right corner to create a new album.



8. **Click the camera button on the top right corner.** You will then be prompted to either "Take a Photo" or "Choose From Library". Taking a Photo means that you take a new one now with the camera on your device. Choose From Library means that you select photo(s) that you have uploaded onto the device, or previously taken using its camera.
  - a. When taking a new photo: Take a new photo like you would any other photo - just press the camera button at the bottom when you're ready. Once you have taken the photo, you can choose to either "Retake" or "Use".
  - b. When choosing an existing photo: Pick an album to choose the photo from. Default albums are "Camera Roll" for photos that you have taken with the device and "Photo Library" for photos you have imported from your computer. After opening the album, select a picture.



9. **Write a caption (optional).** Just click the bottom of the screen where it says "Write a caption..." and write something brief describing your photo.



10. **Tag the people in the photo (optional).** If there are any people who are your friends on Facebook in the photo, click the spot in the photo where they are. Then type their name in the search bar and select it. This will tag them in the photo. You can also tag other people or objects by just entering in some text.
11. **Click Upload!** Your photos will now be on Facebook to share with your friends.

## How to Post to Facebook Pages Instead of Profile Pages in Wordpress

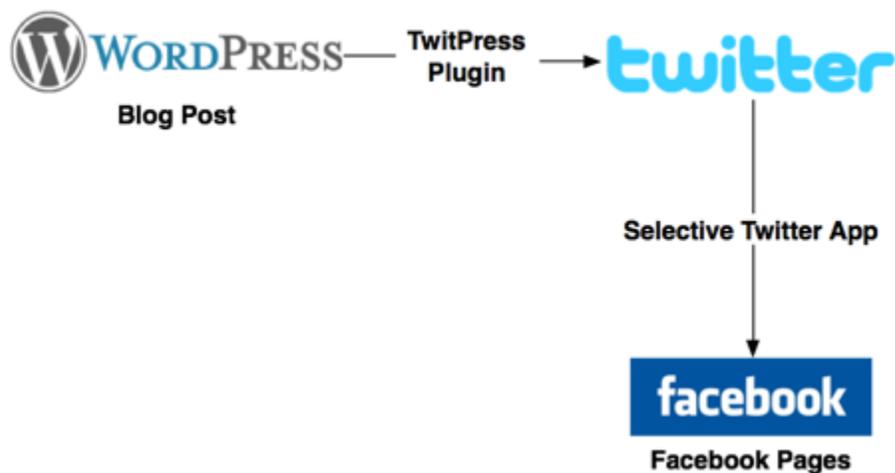
There are many WordPress plugins that allow you to post an update to social media sites.

But when it comes to Facebook, its a little tricky. That's because you can have a Facebook Profile page and a Facebook Public Profile page a.k.a. Facebook Fan Pages.

Because your Facebook "Friends" are different from your "Fans" – a common question I get asked is how to automatically post an update to Facebook Fan Pages instead of the Facebook Profile Page.

This is very powerful because your blog posts will be broadcast to the activity stream of your fans and if they comment or "like" the link, it will then be broadcast to all of their friends stream creating much welcomed syndication to your blog post.

Here is the overview:



### Setting it Up:

1. First, download the TwitPress plugin and install the TwitPress plugin on your blog.

2. Add the "Selective Twitter Status"

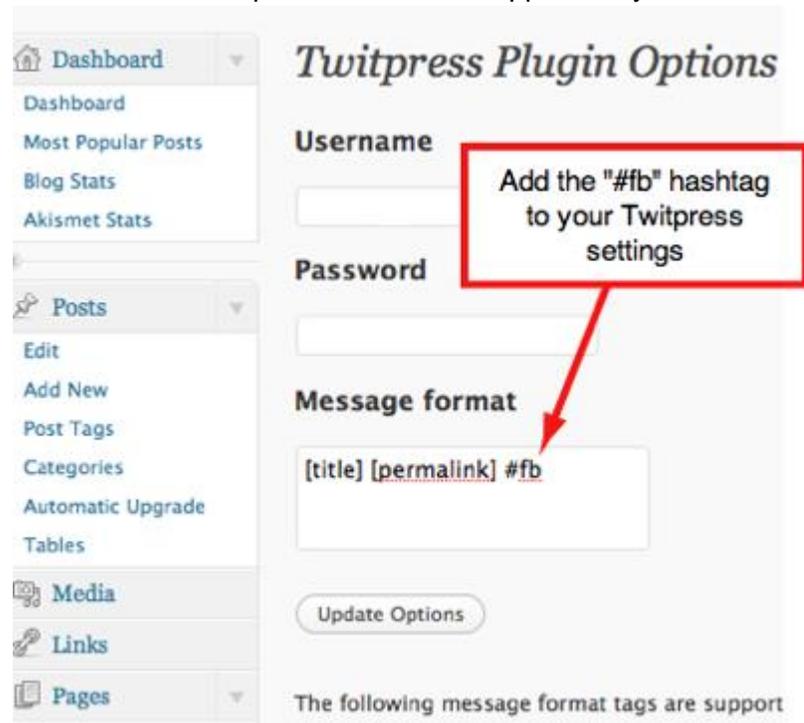
(search for the name in quotes) app to your Fan Page. Note, please make sure you choose whether you want to add the app to your profile page or your fan pages. Then go through the "grant permissions" process to allow this app to post to your Fan Page Status stream.

### Making it Work:

Here You have two choices. If you want ALL your blog posts to be automatically posted to your Facebook Fan Page, then just add the "#fb" tag in the Twitpress plugin edit menu.

## Social Media

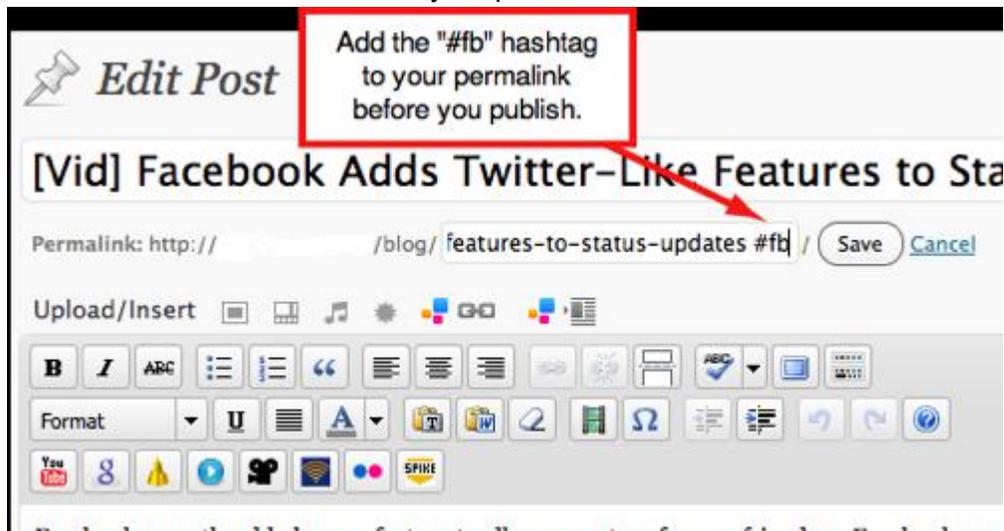
Now, all of your posts will have the "#fb" added to the permalink and will appear on your Facebook Fan Page automatically as a status update.



Now, if you want to DECIDE which posts to add to your

Facebook Fan Page each time you post, here's what to do:

1. After composing your blog post, click on the Edit Permalink option below the post title
2. Add the "#fb" text to the end of your permalink



# Twitter

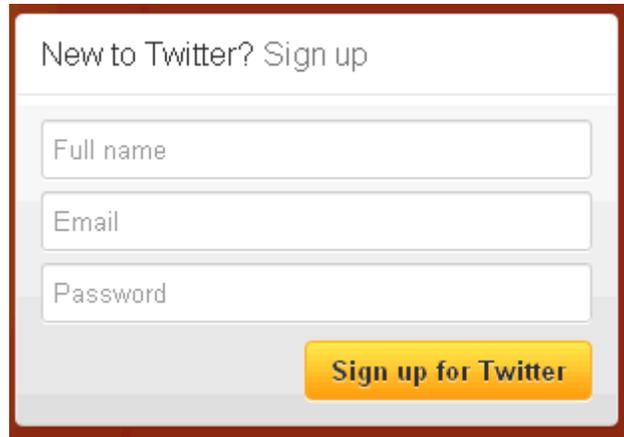
Ok, we have ways of contacting our friends through Facebook – why do we need Twitter? It was originally a system for dispatch and routing – like text messages (hence, the similarity). But, with all of the dispatch going on in so many levels, there had to be a way to “follow” only the dispatches you wanted.

But, this being the social age, people wanted to tell what they were doing instead of telling them what to do. So, we now “follow” the people we want to hear.

## Signing up

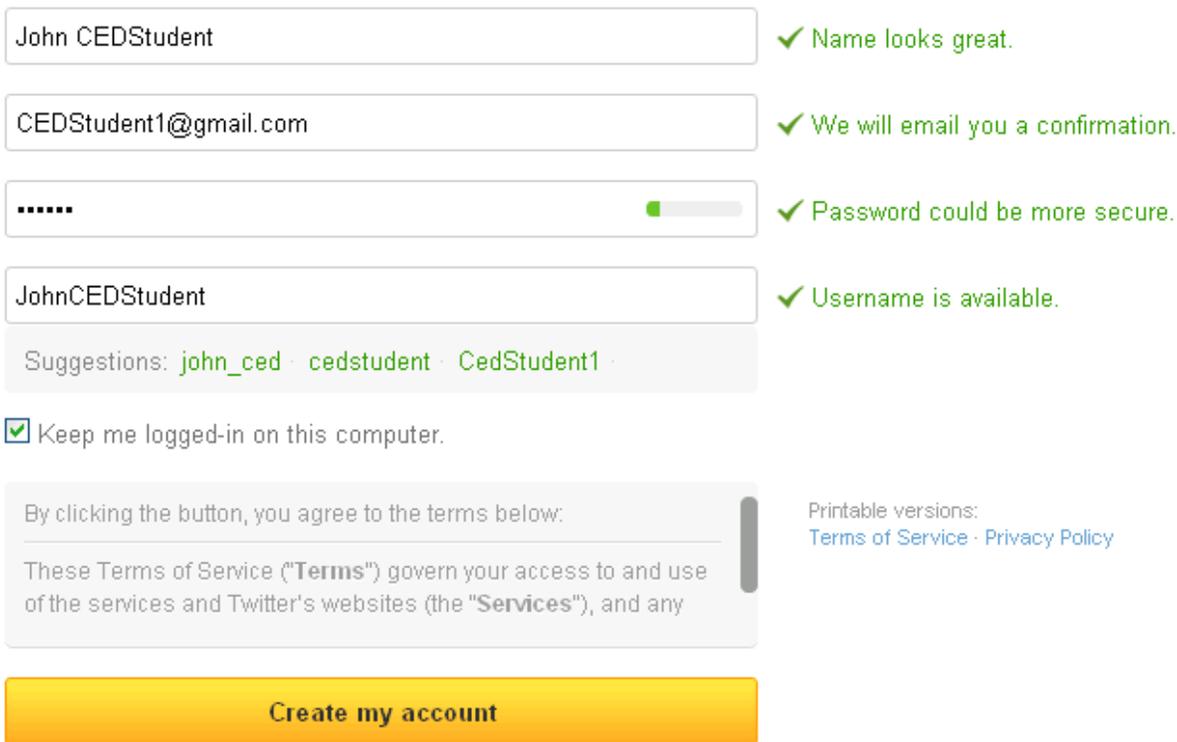
This is pretty easy. Just go to [www.twitter.com](http://www.twitter.com) and sign up!

The Username (JohnCEDStudent) is going to be how people follow you, so try to pick something that makes you easily identifiable! You're in!



A screenshot of the Twitter sign-up form. The form is titled "New to Twitter? Sign up" and contains three input fields: "Full name", "Email", and "Password". Below the fields is a yellow button labeled "Sign up for Twitter".

## Join Twitter today.



A screenshot of the Twitter sign-up process. The form is filled out with the following information:

- Full name: John CEDStudent (Feedback: ✓ Name looks great.)
- Email: CEDStudent1@gmail.com (Feedback: ✓ We will email you a confirmation.)
- Password: [Redacted] (Feedback: ✓ Password could be more secure.)
- Username: JohnCEDStudent (Feedback: ✓ Username is available.)

Below the form, there is a checkbox labeled "Keep me logged-in on this computer." which is checked. At the bottom, there is a yellow button labeled "Create my account".

By clicking the button, you agree to the terms below:  
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

## Your Bio

Perhaps you would like to say something about yourself so that your friends actually know it's you they are talking to. To do this, go to your profile (by clicking on your name on the home page) and then edit your profile.

### Profile

This information appears on your public profile, search results, and beyond.

Picture



No file chosen

Maximum size of 700k. JPG, GIF, PNG.

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Web

Have a homepage or a blog? Put the address here.

[You can also add Twitter to your site here.](#)

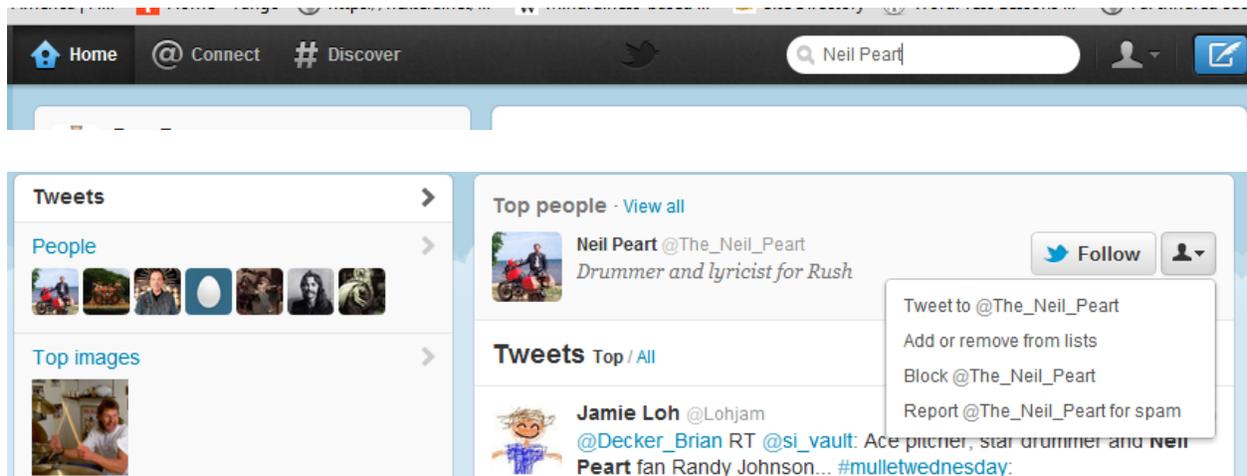
Bio

About yourself in fewer than 160 chars.

Facebook

## Finding People

Originally, Twitter was about following what certain people did. So, how do you find people? Go to the website and put in a name to search...



The People on the left is everybody who matched. The part on the right are the top people/person who is followed. Usually, who you are looking for. With the Person/drop down menu, you can see the things you can do – Tweet to, Add, Block, or Report.

So, find the people you may want to follow, add them, and see what they say...

## Tweeting Yourself

Alright, you want to say something. What are the rules? Only 1 – text based quotes of up to 140 characters.

Go to the website (or your phone) and say...  
“This social class is getting me all technofied”

There you go! You just tweeted!

If you would like to direct a tweet to someone, in the tweet, you put the person’s name with an @ sign in the front of it:  
“@DonBremer this is an awesome class”

Um, great. What is this all about?

## Discover

Now, this would be great if you knew who to follow. How do dis-similar people get together and cause a revolt? That's done through a hash tag (#). This is a way to take what you are saying and put it into a larger context.

For example, the Egyptian uprising had a hash tag of #25Jan for organizing the protests during "National Police Day". If anyone wanted to hear about the conversation and perhaps "follow" the dispatches, they just needed to type in #25Jan and see what people were saying...



Do you need any special permissions or clearances to create a hash tag? Nope! Just use it #UMDCEDSocialClasses.

So, if you see someone you are following using a has tag, you can also tune into that hash tag and see what it is all about...

In a Minnesota way – Twitter is a constant conversation with people all over the world where you can either listen to specific people (the @ sign) or about topics that interest you (the # sign).

## Am I stuck with 140 Characters?

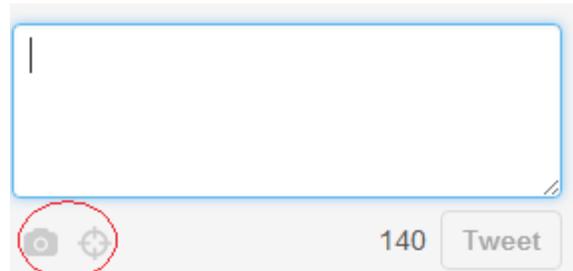
Kinda, sorta. A way that people get more information into that space is by taking long URLs that they may be giving people and "shortening" them. TinyPaste/Bit.ly etc. are examples of these services.

"@billboard: Dave Grohl of @foofighters mouths off, Why rock isn't dead, and never will be: bit.ly/yghiWJ" Now, he has it right!!!

## Social Media

Well, what about more text? TwitBlogs is a combination of Twitter and Blogging where you get the features of both worlds. You can use your Twitter user credentials to login to TwitBlogs. Once you login, you can compose your posts like in normal blogging with title, basic formatting, tags etc. Once you are done with the composing you can publish the item. The post published will be available as a tweet with a link to the post. You have the option to directly use Twitter from TwitBlogs as well. If you want the best of both blogging and Twitter, then twitblogs is the perfect twitter companion for you.

What about Tweeting pictures? Or locations? Can do! Those are the icons on the lower left of the tweet section.

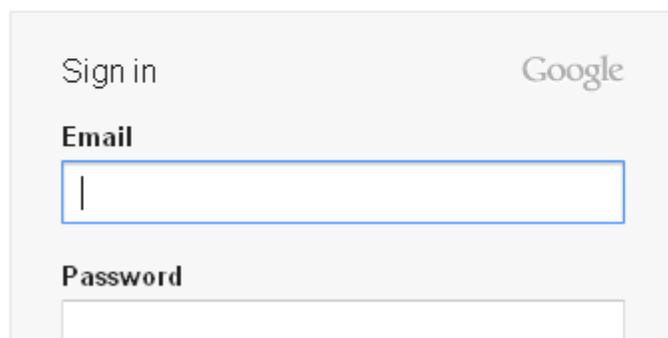
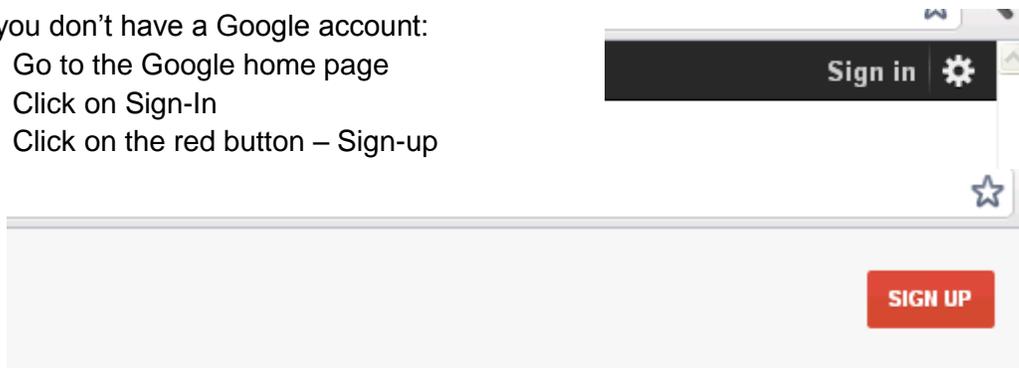


## Google+

G+ is the newcomer to the social game. This is like facebook, with the weight of Google behind it! The great part is that if you already have a Google account – you have a Google+ account – all you need to do is log into it!

But, if you don't have a Google account:

1. Go to the Google home page
2. Click on Sign-In
3. Click on the red button – Sign-up

A screenshot of the Google sign-in form. The form is titled 'Sign in' and features the Google logo. It contains two input fields: 'Email' and 'Password'. The 'Email' field is currently empty and has a blue border. The 'Password' field is also empty and has a blue border.

## Social Media

Then, click on the +You link and start up...

## The Google+ Interface

Stream – Like the newsfeed in Facebook

Photos – Like photos in Facebook

Profile – Your profile to the world

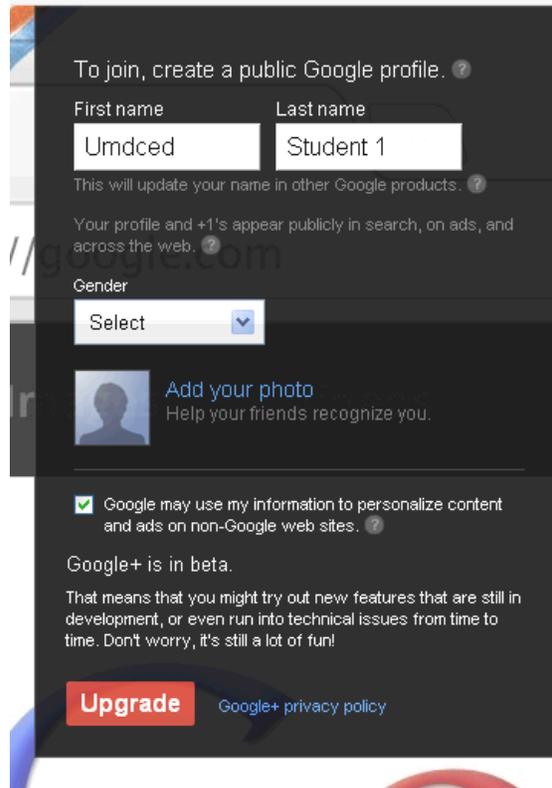
Circles – Your friends and who you would like to follow. This comes in when you want to look at a particular subset of your life.

Games – Just like Facebook (now)

The cog – Notifications and settings

Hangout – A video call amongst multiple friends

Google Pages – Like Facebook pages.

A screenshot of the Google+ profile creation interface. At the top, it says "To join, create a public Google profile." Below this are two input fields for "First name" (containing "Umdced") and "Last name" (containing "Student 1"). A note below the name fields states: "This will update your name in other Google products." Further down, there is a "Gender" dropdown menu with "Select" chosen. Below the gender menu is a placeholder for a profile picture with the text "Add your photo" and "Help your friends recognize you." At the bottom, there is a checkbox that is checked, labeled "Google may use my information to personalize content and ads on non-Google web sites." Below the checkbox, it says "Google+ is in beta." and "That means that you might try out new features that are still in development, or even run into technical issues from time to time. Don't worry, it's still a lot of fun!" At the very bottom, there is a red "Upgrade" button and a link to "Google+ privacy policy".

## About the +1 button

The +1 button lets you start great conversations. When you click +1 you're publicly recommending pages across the web. You can also use +1 to share with the right circles on Google+. +1's can help improve Google Search too, since you can see which pages your social connections have +1'd right beneath search results and ads.

## Hangouts

Hangouts are the best way for you to say, "I'm online and want to hangout!" Hangouts lets you:

- Chill with friends that are scrolling through the web, just like you!
- Use live video chat that puts you in the same room together!
- Coordinate plans, whether it's working on a project or meeting up for coffee.
- Maybe you're bored. Start a hangout, invite your circles, see who's around!

## About circles

Google+ Circles helps you organize everyone according to your real-life social connections-- say, 'family,' 'work friends,' 'music buddies,' and 'alumni'. Then, you can share relevant content with the right people, and follow content posted by people you find interesting. For example, you might post an announcement about your engagement and show it only to people in your friends and family circles, or maybe you see a post from the circle you created for your book club that there's a recent article on your favorite author.

## Social Media

The screenshot shows a Google+ profile for 'Don'. The top navigation bar includes 'Stream', 'Profile', 'Games', 'Photos', and 'Circles'. The main content area features a 'Stream' section with two posts. The first post is by Tim Kaiser, dated 11:33 AM, with a limited audience, sharing a link to a Jazz Police article and a photo of a musician. The second post is by Wil Wheaton, dated 'Yesterday 8:51 PM (edited)', with a public audience, discussing Chris Brown and violence against women. The right sidebar contains a 'Hangouts' section with a 'Start a hangout' button, a 'Suggestions' section with three user suggestions (Greg Anderson, Matt Herrick, and Cherry Lee), and a 'Google+ Pages' section with a 'Create a Google+ page' button. The left sidebar shows 'Your Streams' with various categories like 'Friends', 'Family', and 'Acquaintances', and a 'Games' section with 'Flood-It!' and a list of contacts including Don Bremer.

### Choose the people in "Your circles"

"Your circles" is the collection of circles for the people you typically share with. Since you may not want to share with every single person you have in a circle, you can customize "Your circles" to distinguish between the circles you regularly share with, and those you're just following. For example, people in your "Celebrities" circle may share interesting content, but you want to just maintain a one-way relationship with them.

To modify which circles to include in "Your circles:"

1. Click your full name or email address in the Google bar.
2. Click **Account Settings**.
3. On the side of the page, click Google+.
4. In the 'Your Circles' section, click **Customize "Your Circles."**
5. Select the circles you want to include.

## Creating a Page

First, what kind of page are you creating?

### Create a page

#### Pick a category

-  Local Business or Place
-  Product or Brand
-  Company, Institution or Organization
-  Arts, Entertainment or Sports
-  Other

#### Add your info

 Creating a page brings you closer to your customers, fans, and followers on Google+.

-  Start real face-to-face conversations with Hangouts
-  Create circles to share the right message with the right people
-  Help people recommend you on Google Search and ads with the +1 button

©2012 Google - [Terms](#) - [Content Policy](#) - [Privacy](#) - [English \(United States\)](#) / [Set region](#) - [Create a page](#)

Businesses will have to be a little more legit, as they match you to a phone number which may have been given when you created a local business in Google

#### Add your info

#### Select your business or place

1 result matching phone number: **(218) 591-0099**

-  **Donneray Consulting**  
15 East 1st Street, Duluth, MN 55802, United States
-  Not found?  
[Add your business to Google](#)



You may then set up your page in a very similar fashion to Facebook.

## Using the Camera-A hangout

You can start a hangout from the stream whenever you want. You can either go to [plus.google.com/hangouts](https://plus.google.com/hangouts) or simply click the Start a Hangout button on the side of your stream.

You'll be taken to a "green room" where we'll help you get your camera set up and choose additional circles or individuals to add. No one can see you while you're in the green room. Once you click the Hang Out button your video feed will be broadcast.

No one owns a hangout. That means that anyone in the hangout can invite anyone else. So while your hangout could start with a group of people that you know, it could evolve into a completely different crowd.

You can invite circles or specific people to join you in a hangout when it's first created.

1. Click **Start a Hangout** from the stream.
2. Add the circles or people you want to alert that you're hanging out.
3. Click **Hang out** to start the hangout and send the notifications to the people you chose.

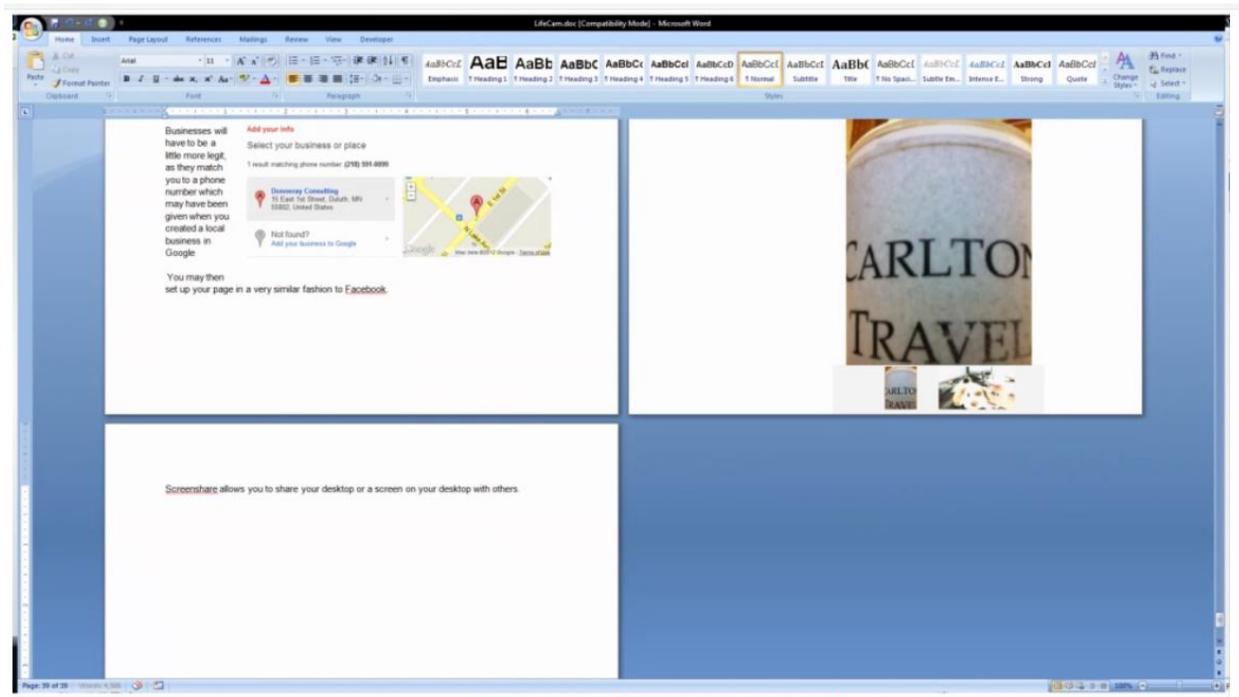
You can also invite additional people to a hangout after it's already begun. Click **Invite** at the top of the hangout window, add the circles or people you want to share with, and click **Invite**.

While you can invite as many people as you want to join a hangout, you can't have more than 10 people in a hangout at once. If additional people try to enter, they'll be told the hangout is currently full.



## Social Media

Screenshare allows you to share your desktop or a screen on your desktop with others.



This is great for troubleshooting computer problems.

## LinkedIn

LinkedIn is a business-related social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking. As of November 2011, LinkedIn reports more than 135 million registered users.

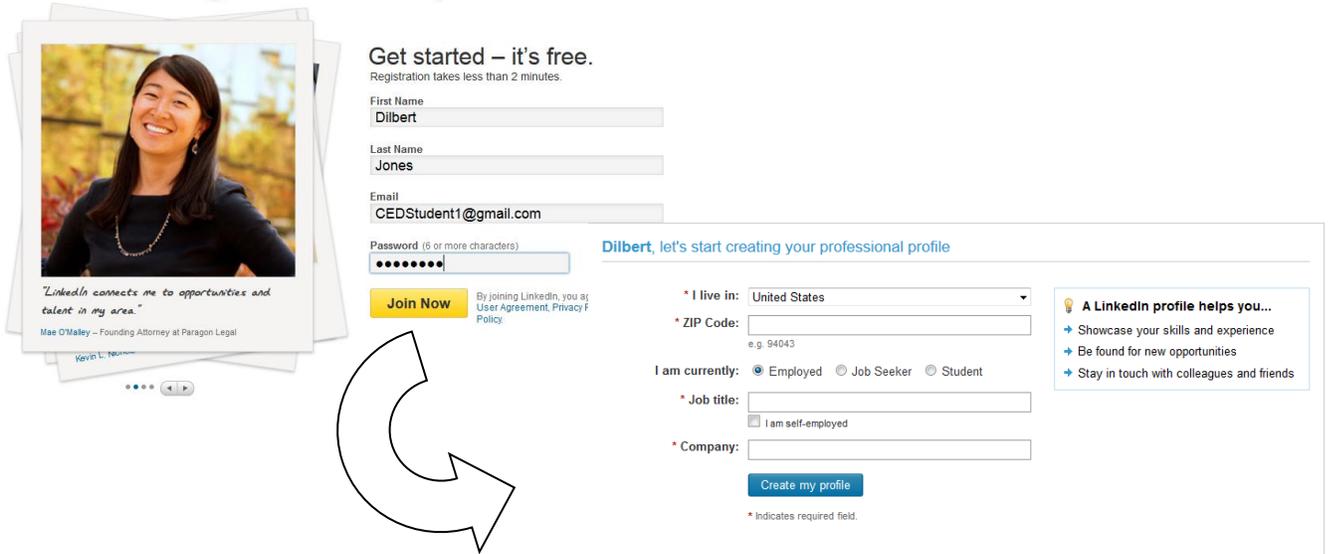
Just like Facebook, you have a profile – but this is based more toward work related endeavors. Your profile is like a resume containing Experience, Education, Recommendations, and much more.

Like Facebook, you have connections to people you know and trust. But, these people are usually in your business realm. This means that making connections with people in LinkedIn are usually going to help you with a professional problem.

# Setting Yourself Up

It's right there on the front page – very inviting!

Be great at what you do.

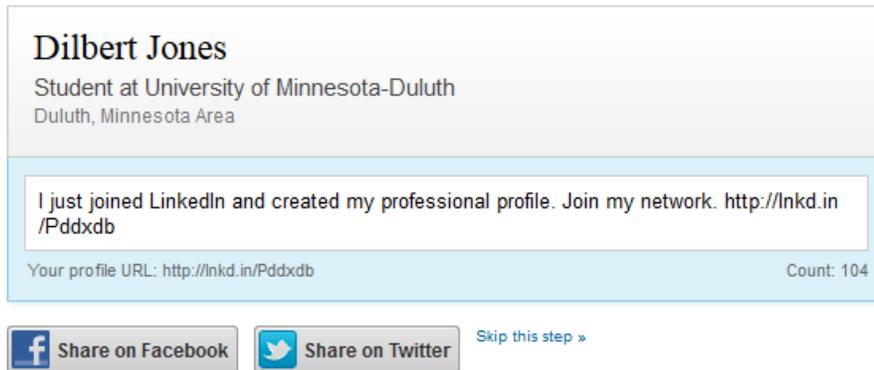


The screenshot shows the LinkedIn registration flow. On the left, a stack of profile cards is shown, with the top one for Mae O'Malley. The main area is the registration form titled "Get started – it's free." with the subtext "Registration takes less than 2 minutes." The form fields are: First Name (Dilbert), Last Name (Jones), Email (CEDStudent1@gmail.com), and Password (6 or more characters). A "Join Now" button is present, with a note: "By joining LinkedIn, you agree to our User Agreement, Privacy Policy." To the right, a section titled "Dilbert, let's start creating your professional profile" contains fields for "I live in:" (United States), "ZIP Code:" (e.g. 94043), "I am currently:" (Employed, Job Seeker, Student), "Job title:", "Company:", and a "Create my profile" button. A note at the bottom says "\* Indicates required field." A callout box on the right lists benefits: "A LinkedIn profile helps you..." with points: "Showcase your skills and experience", "Be found for new opportunities", and "Stay in touch with colleagues and friends". A large white arrow points from the "Join Now" button towards the profile creation section.

I'm saying that I'm a Student from UMD. It goes out and tries to find matches for me. After that, it creates an announcement for me:

**Congratulations! You've just created your professional profile.**

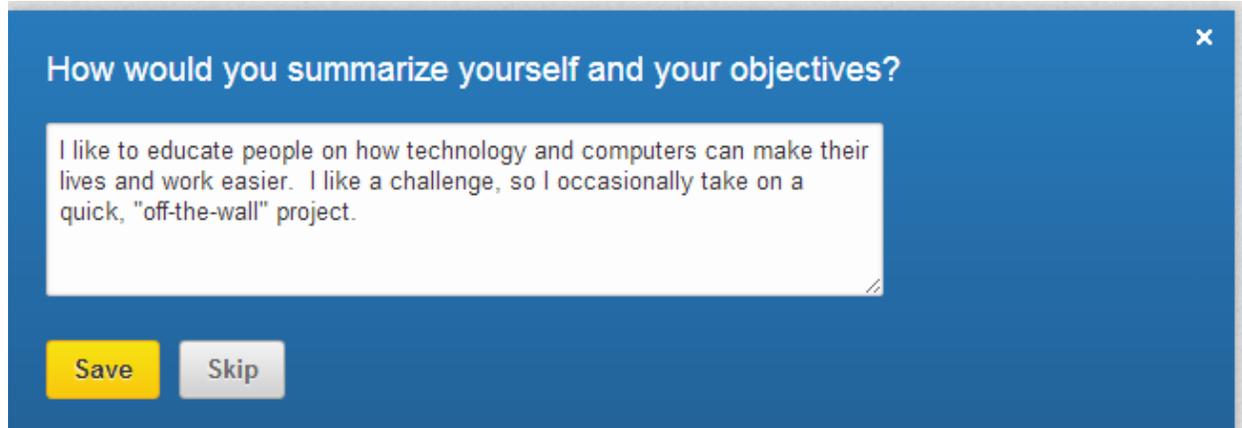
Step 4 of 6 



The screenshot shows a LinkedIn announcement for Dilbert Jones, a Student at University of Minnesota-Duluth. The announcement text is: "I just joined LinkedIn and created my professional profile. Join my network. <http://lnkd.in/Pddxdb>". Below the text, it says "Your profile URL: <http://lnkd.in/Pddxdb>" and "Count: 104". At the bottom, there are buttons for "Share on Facebook" and "Share on Twitter", and a link "Skip this step »".

During the startup phase, it will ask questions about working history, experience, qualification, and skills and expertise. Fill these out as much as you feel comfortable. After all, someone may come looking for you because you have a unique skill or qualification.

Set up your professional headline (summary) carefully. This is what people see when they search you!

A screenshot of a LinkedIn profile summary prompt. The background is blue. At the top, the text reads "How would you summarize yourself and your objectives?" with a close button (X) in the top right corner. Below this is a white text input field containing the text: "I like to educate people on how technology and computers can make their lives and work easier. I like a challenge, so I occasionally take on a quick, 'off-the-wall' project." At the bottom of the form are two buttons: a yellow "Save" button and a grey "Skip" button.

How would you summarize yourself and your objectives?

I like to educate people on how technology and computers can make their lives and work easier. I like a challenge, so I occasionally take on a quick, "off-the-wall" project.

Save Skip

Now, this is a really small summary. I recommend putting everything about you that isn't shown when looking at a resume. This includes common misspellings of your name (for me: Bremmer with 2 m's!). Put in any abbreviations (if I went by Donald – Don would go in there) and maiden names if appropriate.

Think about how other people will look you up (and why you are on LinkedIn!). This is probably the most important rule and requires you to think how other people think. For example, everyone around here knows UMD, but most people will look for University of Minnesota and *may* put in Duluth!

I have many different email addresses – so I can put multiple emails in my profile just in case someone was looking for me from another long term project I had. This is another good idea for your summary.

Another important detail is to change your Public Profile URL so that it uses your full name. This will help with Google searches and help connect to a Wordpress blog if the need arises.

Final thing about setup: try to find other people. This gives you a good idea about how others may try to find you and gives ideas about on how to modify your profile to become more easily found.

## Solving Problems

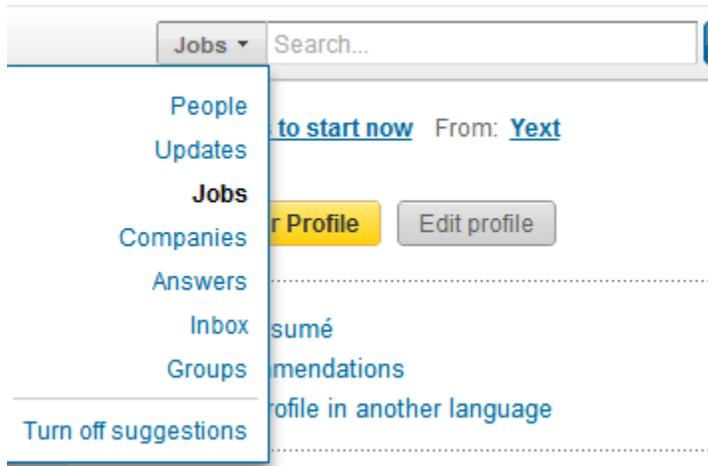
For example, you are having problems with a tax problem. You can go on to your LinkedIn profile – find those people who may have a business like yours, and ask them for suggestions. Perhaps, if they can't give you the solution, they might be able to "Link" you with their accountant or someone more familiar with the problem than you.

In this respect, rather than ask "Uncle Morty", you can get someone who may do this professionally. This gives you the best part of Social Networking – the ability to answer questions about things in your job quicker and more efficiently.

## Social Media

Now, this works if you know someone who may know the answer. What if your question is quite unique or something that your connections don't want to tell you – something like looking for a programming job.

In the upper right hand side of the page, there is a search box:



You can type in what you are looking for and under what category and information should be rolling in. This is information that should be closer to what you are looking for than a simple web search. And you may find out that there are connections just “one off” from you (req #10233BR below)

A screenshot of a LinkedIn job search results page. The search term is "programming". The page shows several job listings, including "Jr. Programming Engineer" at CyberCoders, "Manager/Sr. Manager SAS Programming" at Seattle Genetics, "Programming Manager, Food Network Digital" at Scripps Networks Interactive Inc., "Manager, Clinical Programming" at Allergan, "Programming Manager" at AOL/5min, "Application System Analyst III (Req #10352BR and Req #10233BR)" at Essentia Health, and "Programmer Analyst II/Senior" at Allele. The search filters on the left include "Keywords: programming", "Job Title:", "Company:", "Location:", "Country: United States", and "Postal Code:". The "Refine By" section shows "Relationship" with "All Relationships" selected and "Company" with "All Companies" selected. On the right, there is a "LinkedIn Premium" banner with the text "See a job you like, but aren't sure where to start?" and a "Learn More" button.

## Social Media

### Web search:



About 16,400,000 results (0.32 seconds)

#### [Programmer Jobs | Dice.com](#)

[www.dice.com/Register](http://www.dice.com/Register)

The **Programmer Jobs** You Want Are Out There. Register at Dice.com.

#### [Programmer Jobs - Programmer Salaries Avg. \\$90,000](#)

[www.thingamajob.com/](http://www.thingamajob.com/)

Browse Full & Part Time **Positions!**

↳ [Browse IT Jobs](#) - [Create a Job-Seeker Account](#) - [QA Tester Jobs](#)

#### [Software Developer Jobs | Monster.com](#)

[www.monster.com/](http://www.monster.com/)

Search Software Developer **Jobs**. Post Your Resume & Get Found Today!

#### [Jobs For Programmers - computer careers, software developer...](#)

[www.prgjobs.com/](http://www.prgjobs.com/)

The web's top employment site for **programmers**. Search for **jobs** in C++, Visual Basic, Java, Oracle, WWW, Cobol, even Telecommute! Thousands of resumes ...

↳ [Search For Computer Jobs](#) - [Resume Search](#) - [Post Resume](#) - [Java](#)

#### [Getting Entry Level Programming Jobs](#)

[www.prgjobs.com/prgentry.html](http://www.prgjobs.com/prgentry.html)

Recently, CNN announced a poll which declared **programming jobs** at the top for recent college graduates and the poll put recent computer science grads at an ...

#### [Coding Horror: The Non-Programming Programmer](#)

[www.codinghorror.com/.../the-nonprogramming-program...](http://www.codinghorror.com/.../the-nonprogramming-program...)



by [Jeff Atwood](#) · [More by Jeff Atwood](#)

Feb 22, 2010 – I find it difficult to believe, but the reports keep pouring in via Twitter and email: many candidates who show up for **programming job** interviews ...

Ads - Why these ads?

Ads - Why these ads?

#### [Game Programmers](#)

[www.westwood.edu/](http://www.westwood.edu/)

1 (866) 214 6154

Learn Video Game **Programming**.

Get Info Now on Westwood College.

#### [Robert Half Technology](#)

[roberthalftechnology.com/Programmer](http://roberthalftechnology.com/Programmer)

**Programmer/Analyst Jobs** Available

Contact Your Local RHT Office Today

#### [Sologig - IT Jobs](#)

[www.sologig.com/Contract\\_IT\\_Jobs](http://www.sologig.com/Contract_IT_Jobs)

Find Software Developer **Jobs**

Apply Online to Contract IT **Jobs**

#### [Programming Job-Hiring](#)

[programming-jobs-to-careers.com/](http://programming-jobs-to-careers.com/)

**Programming Positions** Open.

Hiring Now - Apply Today!

#### [C++ Jobs at Amazon](#)

[www.amazon.com/](http://www.amazon.com/)

amazon.com is rated ★★★★★

Build and **program** in a scale the

world has never seen. Join Amazon!

#### [Programming](#)

[www.indeed.com/Programming](http://www.indeed.com/Programming)

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Okay – what else is there?

## LinkedIn Groups

These Groups provide areas where like-minded individuals who work in the same industry, company, or share a same interest can explore ideas, or take part in a conversation.

Your Groups (2) [Reorder](#)



SBDC Network



ideas worth spreading

TED: Ideas Worth Spreading



**TED** Ideas worth spreading

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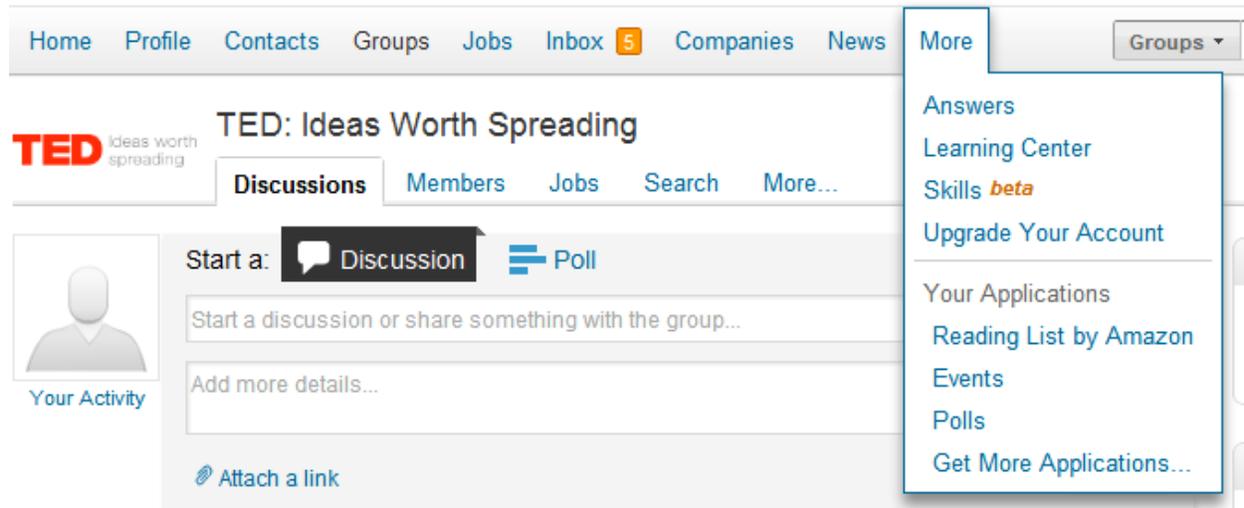
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## LinkedIn Answers

To help those seeking resources, information and answers to burning questions, LinkedIn created the “Answers” section. As a member of the LinkedIn professional network, you can ask and answer questions relevant to your professions. When you submit a question, it is made *public*.

## Social Media



## Company Pages

In addition to personal profile accounts, organizations may create company pages. These can be used to make announcements, share discussions, and promote job opportunities with your company. To create a company page for your business, go to the main Companies page at: [linkedin.com/companies](https://www.linkedin.com/companies) and select "Add a Company".

## Pinterest

Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections or 'like' photos. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting" via a global platform of inspiration and idea sharing

Pinterest users can upload, save, sort and manage images, known as pins, and other media content (i.e. videos) through collections known as pinboards. Pinboards are generally themed so that pins can easily be organized, categorized and discovered by other users. Pinterest acts as a personalized media platform, whereby your own content as well as anyone else's uploaded pins can be browsed on the main page. Users can then save their favourite pins to one of their own boards using the "Pin It" button. Content can also be found outside of Pinterest and similarly uploaded to a board via the "Pin It" button which can be downloaded to the bookmark bar on a web browser.

There are several ways to register a new Pinterest account. Potential users can either receive an invitation from a friend already registered, or request an invitation directly from the Pinterest website. An account can also be created and accessed by linking Pinterest to a Facebook or

## Social Media

Twitter profile. When a user re-posts or “re-pins” an image to their own board, they have the option of notifying their Facebook and Twitter followers; this feature can be managed on the settings page. Users who choose to log into Pinterest via Facebook must currently be using Facebook's "Timeline" format.

On the main Pinterest page, a "pin feed" appears, displaying the chronological activity from the pinterest boards that a user follows. When browsing for new boards and relevant pins, users can visit a "Tastemakers" page that recommend pinboards with content similar to previous pins saved by a user. For both guests and Pinterest users, there are currently four main sections to browse: everything, videos, popular and gifts. These subcategories provide an organized system of browsing, which helps fellow users to connect and share interests.

Quick links to Pinterest include the "pin it" button that can be added to the bookmark bar of a web browser, "Follow me" and "Pin it" buttons added to personal website or blog page, and the Pinterest iPhone application available through the App Store.

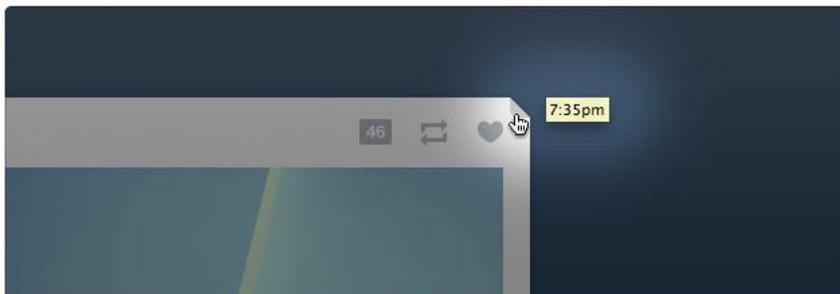
The website has proven especially popular among women. The most popular categories on Pinterest that got the most popular pins are food & drink, DIY & crafts, and women's apparel. Pinboards can be used by educators to plan lessons. Teachers can pin sites for later referral. Students can pin and organize sources and collaborate on projects.

## Tumblr

It is the new, cool, Facebook. After all, how cool can Facebook be if your Mom and Dad are on it?

All kidding aside, it is very much like Facebook. But, unlike Facebook, you can:

- Post items quickly using a “Bookmarklet” – not needing a like button a la Facebook.
- Post via email
- Phone in an Audio post  
Dial 1-866-584-6757, leave a message, and your followers will hear you within seconds.  
Configure "call in audio" for your tumblelog
- Peek at post times



- You can add hashtags like Twitter to find other like items on Tumblr

# Instagram

Instagram is an online photo-sharing and social networking service that enables its users to take pictures, apply digital filters to them, and share them on a variety of social networking services, such as Facebook or Twitter. A distinctive feature is that it confines photos to a square shape, similar to Kodak Instamatic and Polaroid images, in contrast to the 16:9 aspect ratio now typically used by mobile device cameras.

Right now, you can only create an Instagram account using our app on your iOS (ex: iPhone) or Android device. To sign up for an Instagram account:

1. Download the Instagram app in the App Store for your iPhone/iPad, or in Google Play for an Android device
2. Once the app is installed, tap the  Instagram icon to open it
3. Tap **Register**
4. Create a username and password and fill out your profile info (ex: email, name)
5. Tap **Done**