

Social Media 101

BY
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Ryan Doom

- Owner and CEO of Web Ascender
- Programming and building websites since 1995
- MSU College of Engineering (Computer Science)
- Critical Internships and Employment

Web Ascender – Primary Services

- Website Design
- Website Development
- Internet Marketing

Primary Focus

- Content Management Systems
- DotNetNuke, WordPress, Joomla!
- E-commerce Systems
- Online Communities
- Forums / Discussions boards
- Microsoft .NET & PHP

What are we talking about today?

- **Social Media** is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.
- **Social Networking** uses software to connect individuals and build communities of people who share interests and activities or who are interested in exploring the interests and activities of others.

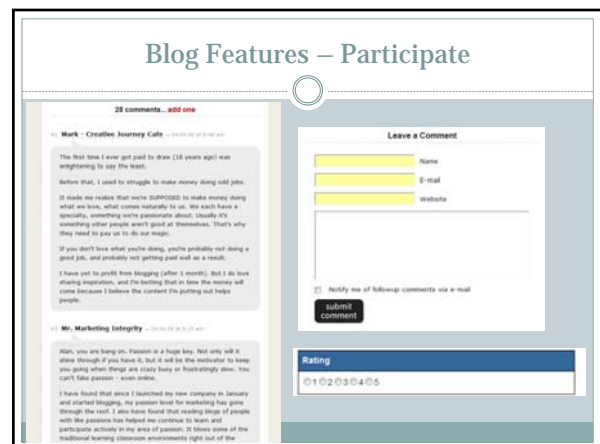
Simply put. Social Media is

- “A way of using the internet to collaborate, share information, and be notified of content that you actually care about. It’s a world where anyone can be a publisher, a reporter, an artist, a filmmaker, a photographer, an activist and more.”



- ### Technologies in Social Media
- Blogs
 - RSS
 - Podcasts / Video
 - Wikis
 - Social Bookmarking & Social News
 - Social Networking
 - Photo Sharing
 - Virtual Worlds

- ### Blogs - weblogs
- Easy to update web page that entries are usually listed in chronological order.
 - Content is usually news, educational or the individuals opinions on a subject matter.
 - Encourage participation from others



Who needs a blog & why?

The image shows two individuals. On the left, a woman with curly hair is sitting at a desk with a laptop, looking towards the camera. The text 'You?' is overlaid on the image. On the right, a man in a dark suit and tie is pointing his right index finger upwards. The text 'Your Business?' is overlaid on the image.

Starting a Blog is easy

- Contact a web developer you know
- Or
 - Wordpress.com
 - Blogger.com
 - LiveJournal.com
- Make sure to set your Blog up on your own domain name

Blogging is a Foundation

- For updating content regularly and with ease
- For allowing visitors to interact
- Allows users to get notified of new information

RSS

- Really Simple Syndication
- Each blog and new websites have RSS

The image shows an orange RSS icon on the left. On the right is a screenshot of a blog post from 'copyblogger'. The post title is 'The Art of Blogging: Business or Pleasure?' by Alan Johnson. Below the title is a subscription form with fields for 'email updates' and a 'subscribe' button. There are also 'resources' listed at the bottom of the screenshot.

RSS – is data

- RSS is just a link to a webpage that is only the content of the blog posts
- It gets updated every time their blog is updated
- You must use an RSS reader to subscribe and organize your feeds

RSS Reader – Turns this into

The image shows a screenshot of an RSS reader application. It displays several feeds. The 'copyblogger' feed is prominent, showing the same article as in the previous slide. Another feed, 'ryandoom', is also visible, showing an article titled 'Top Website Usability Tips'. The interface includes various navigation and display options for the feeds.



What's the point again?

- You don't have to visit 100 websites every couple days to get your news and figure out what is new.
- You get notified when blogs you follow post
- Easy to browse and read your blogs quickly
- Manage which blogs you are interested in and which ones you are not.
- Bottom line – You get the information **you want** fast & easy.

Popular RSS Readers

- Bloglines.com
- Google Reader
- My Yahoo
- NewsGator
- FeedDemon
- IE 7 & Firefox

Wiki

- Software that allows users to create, edit, link and collaboratively organize content on a website.
- It is not a blog where you control the content and others comment. Everyone can participate in the content.



The Power of the Wiki

- You can think of it as a document anyone can edit
- Content is instantly added or fixed
- Easy to access because it is web based
- You can have moderators of certain areas and pages
- Creates multiple versions of the page
- You can use one for your company to organize information
- Cost of the Wiki software that runs Wikipedia

What can you do with a Wiki

- You could add a non-biased entry of your business into Wikipedia
- Would a Wiki make sense at your company?

Podcasts

- Podcasts are Audio versions of Blogs
- Podcasts are syndicated just like a Blog so you can subscribe
- Listen to them on your computer or your MP3 player

Video

- Video Blog, Vlogging, Vlog, Video Podcasting
- Similar to Blogging and Podcasts but Video
- Often videos are embedded into a traditional Blog


YouTube.com

- The most popular internet video site
- Serves over 100 million videos a day
- Upload Videos
- Subscribe to users who post videos of interest
- Comment
- Rate




Could you use YouTube?

- If you blog you could video your blogs and post them on YouTube
- Create short amusing marketing skits for products
- Artists, Musicians, Speakers, Trainers post up short useful tips that encourage users to visit their website



Social Networking



Common Social Networking Features

- Getting users together for a single purpose
- Building a profile about yourself
- Connecting with 'friends' or joining groups
- Sharing information (photos, events, content, IM)


Social Networking for Business

- Linked In
- Build a network of people you know
- Get introduced to someone a friend knows
- Private Messaging
- Question & Answers
- Recommend
- Job postings
- Groups



Social Networking for Business

- Facebook
- Popular for friends, business associates, politicians
- Connect with users
- Events, Private Messages, Photos,
- Companies or organizations make groups
- Marketplace
- Custom Applications



Facebook – Support



Social Bookmarking

- Del.icio.us
- What's hot at the moment
- Bookmark, Tag, Organize
- Share



Social News

- Digg



Photo Sharing

- Upload and Organize your Photos
- Share with family, friends, subscribe
- Show them on your website & on social networking sites like Facebook and MySpace
- Make products with your photos on them



Virtual Worlds

- Second Life
- Create Groups
- Connect with Friends
- Instant Message
- Build, Buy
- Advertise



Ego Surfing / Vanity Searches

- With all this information out there, you should keep an eye on what people are saying
- Googling yourself & your company
- What you can do – setup “Google Alerts”
- Alerts you when new information comes up on a topic you care about.
- Reputation management

Your Action Plan

- Setup a blog for: Yourself, with friends or for your company
- RSS: Get an RSS Reader, and subscribe to websites in your field of interest
- Wiki – Setup a Wiki, or just post your companies information on Wikipedia
- Make a LinkedIn.com account - add me
- Visit Digg.com and add a feed to your RSS Reader
- Second Life ...
- Setup a couple Google Alerts on your name, business and some topics you are interested in

Questions?

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