

A Quick Introduction to Social Networking

Emily Knox
Social Networking by Facebook:
Case Studies for Libraries
ATLA Annual 2008

What is social media?

According to NetLingo.com, **social media** is “The name for the convergence of user-generated commentary (UGC) with content, video, photos, and music sharing, presented in a simple, user-friendly format that allows participation on a mass scale.”

In other words:

**Interactive Online
Presences**

Types of Social Media

Social Networking Blogs Wikis
Picture Sharing Microblogging
Groups Video Sharing

MySpace Facebook Blogger
Wikipedia Flickr Picasa Twitter
Yahoo Groups Google Groups
YouTube

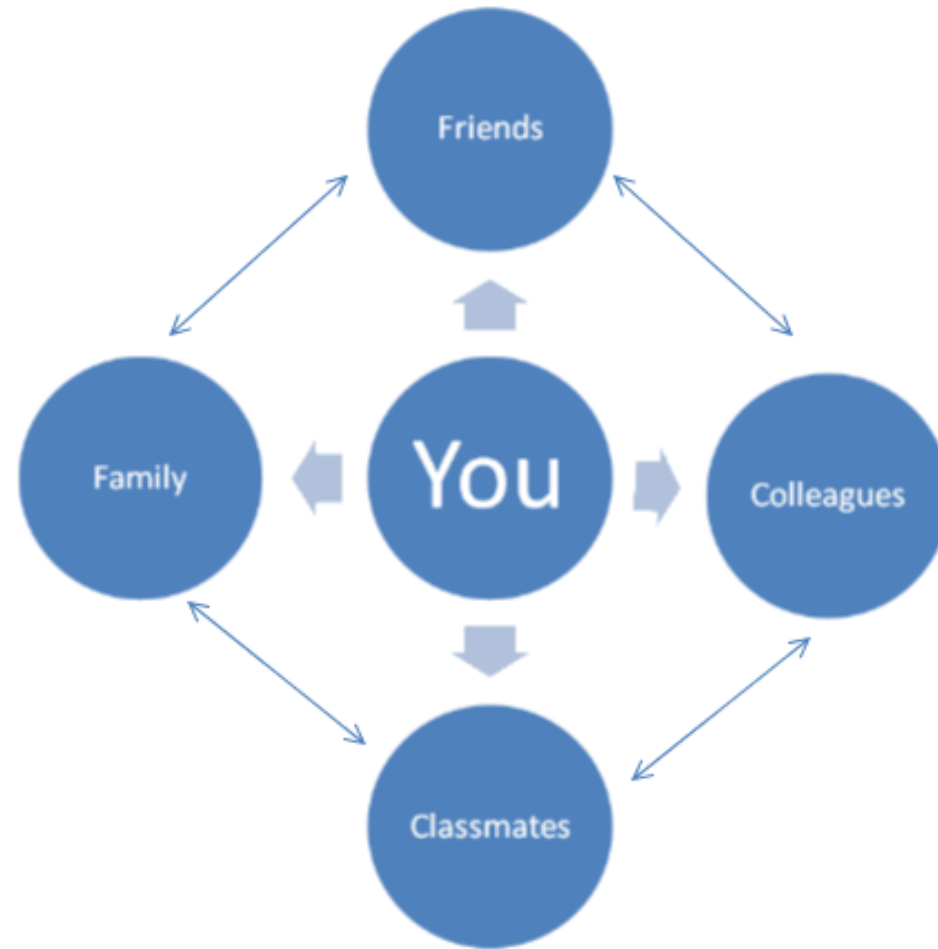
What is Social Networking?

goodreads®



All logos
copyrighted

Your social circle...



...transferred online.



Two Components

Your Profile

Your Connections



Social Networking for Libraries

Your Library Profile

Your Patrons' Profiles

