Social Networking Online Intermediate

Twitter & LinkedIn

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**Welcome!**

Welcome to the Intermediate Social Networking class at Beaverton City Library! We hope this class will help you become more familiar with social networking and boost your confidence in participating in this exciting online adventure. Please remember to be patient with yourself during this class---we want it to be fun as well as informative!

Social networking online is communicating electronically with friends, family and other like-minded individuals. While there are many methods of social networking online, we will be focusing on learning about and participating in the social networking community that is called “Twitter” and “LinkedIn”. We will first discuss the importance of using common sense while online and we’ll also point out safety guidelines and precautions for keeping safe. Ideally, you would take this class after the Introduction to Facebook & Social Networking Online class. Twitter and LinkedIn both resemble Facebook in the registration process, profile creation, status updates, and feed.

By the end of this course, you will be able to:

* Network online safely and confidently
* Make friends online
* Create an online personal profile
* Participate in an online community

There are so many aspects of social networking that we cannot cover them all today, but the above list will help get you started in the online community in a safe and fun environment in our classroom. Please ask questions as you think of them, and be sure to have fun!

**Remember:**

Depending on your software, your screens may vary slightly from the screens shown in this handout. Also, most web pages will evolve over time. Hopefully this class will help you navigate the online community with confidence.

**Introduction**

Objectives

* Discuss social networking terminology
* Learn the benefits of social networking online
* Review common sense and safety online

**Let’s talk about Social Networking Online**

**Social networking online** is communicating electronically with friends, family and other like-minded individuals usually through an online community such as Facebook, Twitter or LinkedIn (there are many others as well).

**Chatting** is a way to communicate online in *real time* using typed messages (also called instant messages). It’s a bit like email except that the person you’re ‘chatting’ with is typing messages to you and you are returning typed messages in answer after they send their text message. It is offered through most email programs and social network sites.

A **Blog,** or **web log,** is a website that displays postingsfrom individuals about certain topics or issues and then displays them in reverse chronological order, with the most recent post appearing first. Blogs can be created on any topic.

**Social networking communities** allow members to create a personal profile from which they can chat, blog, and post photos all on one website. In this class, you will join the *Twitter* and *LinkedIn* communities and learn some of the features available to you as a site member.

Social networking communities allow you to reconnect with old friends, make new friends, share postings, photos, and links and many other things that you’ll discover as you use the social network community of Twitter and LinkedIn that we’ll show you today.

**Use Your Common Sense and Be Safe Online**

It’s important for you to understand how to network wisely, and to protect yourself against scams, hackers, and viruses. Follow the tips below when communicating online.

* Install and maintain virus protection software.
* Reliable websites post statements regarding your privacy. Read *privacy statements* before using websites to be sure they will keep your enrollment and payment information confidential.
* Keep passwords in a safe place and never share them with others.
* Remember that online conversations are not private. Never type anything that you wouldn’t put on a public bulletin board.
* Think before you post a photo or type personal information or feelings online. It is nearly impossible to remove information from the internet once it has been posted.
* Never send financial information over the Internet such as social security, bank account, or pin numbers.
* Don’t provide contact information such as your full name, phone number, or address when creating an online profile or chatting with people you have only met online. Retaining a certain amount of anonymity online will help keep you safe.
* Never conduct financial transactions with people you have only met online, i.e. cashing checks or wiring money.
* Be sure to completely log out of email and online communities when you are finished so that no one else can use your account.
* Trust your gut if you have suspicions. If you ever feel uncomfortable or threatened by anything online, log out of that site or stop opening mail from that sender. If necessary, report that sender to the website.
* To learn more about safety online and common interest scams, or to learn how to file a complaint against an online fraudster, go to the Federal Trade Commission’s website [www.onguardonline.gov](http://www.onguardonline.gov).

**Let’s Look at Twitter**

Objectives

* Create a personal profile on Twitter
* Follow other users and accept followers
* Learn about your personal profile and how to edit it

**Registering with Twitter**

Twitter is another popular social network. Like Facebook, you register with Twitter, create a profile, and begin to tweet and follow people who tweet.

Go to [www.twitter.com](http://www.twitter.com) To Sign up: You will need an email address.



Write down your Twitter Login Information here:

User Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Twitter Password:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Create your Twitter Profile:**

* The next screen has to select a user name. Sometimes popular names have been taken, so there will be alternative suggestions listed. When you’ve selected, hit <***Next***>.
* The twitter page is a place holder and in the upper left corner will be a prompt to <***Get Started***>, click <***Next***> to begin.
* Build your timeline is next, where you can search for people, companies and groups to follow. They recommend selecting 5 to follow, but you can skip at any stage of this process. Click <***Next***> to continue.
* Follow well-known people, celebrities and other famous people. Also recommends that you follow 5 people.
* You can then have Twitter search through your contacts in your email to find contacts to follow.
* Finally, you have the option to upload a picture that will go with your profile and to write a short biography. When you’re finished, select <***Done***>.

**Notes on Twitter:**

* Tweets are short status updates. They only allow for 140 character limits, similar to texting. You can tweet text, or include pictures or links to external sites. You can use the @, “at” sign to tweet directly to another Twitter user.



* The house icon is your home page that has several sections. In the upper left corner, there’s a link to your profile page, a count of how many tweets you’ve tweeted, how many people you’re following and how many followers you have. Below that is a suggestion of who to follow and a link to find friends. “Trends” the last section on the left which includes popular words and terms that have been hash tagged, or #.
* The tweets, or status updates, are located on the right. As you scroll down, the page will load more tweets. There is usually a picture icon of the tweeter to the left, their registered name in bold, their actual twitter handle with an @ (at sign), and then the tweet contents below.
* In the upper navigation bar to the left, the @ (at sign), are a list of interactions you’ve had with others. For example, say a fellow tweeter wanted to make sure you read a tweet. One way of doing that would be to mention you specifically by name in the tweet. (e.g. @Snow772)
* The # (hash tag) page contains recent tweets that have been tailored for you. These usually contain tweets that have pictures or links that have small thumbnail display. Similar to Facebook.
* The icon of a person’s head is a link to your profile where you can see all the photos you’ve uploaded, and all the tweets you’ve made. You can also quickly update your profile.
* The right side of the upper navigation bar includes a search bar where you can search for specific people, trends, or a general keyword search.
* Next to that is an icon of a gear, which, similar to Facebook, includes settings, help, and sign out.
* Lastly there’s a feather quill in a box in blue. That opens up the “compose new tweet” dialog, below. On the bottom left are two buttons. The camera icon allows you to attach a photo to your tweet. The pin icon allows you to upload your location or check in. Note the 140 character limit. This will keep track of your tweets character number. Click <***Tweet***> when you’re ready to submit.



* Remember that your tweets are public. While they can be deleted, like Facebook posts, your followers will still view it while it’s up.
* Because of the 140 character limit, some tweets will use abbreviations of words that may seem unfamiliar. It takes some time and practice to read them. The library and Google are good resources for making sense of it.

**Following and accepting Followers**

* Give your twitter username to the person sitting next to you and get theirs. In the search bar, type in their name. Once you’ve found the correct twitter account, click the <***Follow***> button next to their name. Then go back to your home page and you’ll see that you’re following a new person.
* You will receive a notification that you have a new person following your tweets, once your classmate has started following you.

**Let’s Look at LinkedIn**

Objectives

* Create a personal profile on LinkedIn
* Find other users and make connections
* Learn about your personal profile and how to edit it

**Registering with LinkedIn**

LinkedIn is a professional networking site. You must have an email address to create a free account.

1. Type www.linkedin.com into your web browser address box and hit **Enter**. The LinkedIn home page will appear.
2. Enter your information under **Get started** and click enter when finished, similar to Facebook.
3. Write down your LinkedIn login information below:

User Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

LinkedIn Password:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



1. A confirmation email will be sent to your email.

**Creating your LinkedIn Profile:**

* Once you’ve registered and followed the link in the confirmation email you can begin. One step is importing your email contacts by entering your email address and password. You can skip this option.
* Do you know these people? Possible connections are listed with their name, position, and profile picture. Check the boxes to select and when ready, click <***Add Connection(s)***>. You can also skip this step.
* You’ve just created your professional profile. You can share on Facebook or Twitter, or skip this step. Next, select your account type. Most stay with the Basic Account, which is free.
* Now you can improve your profile by adding information like: Industry, current position, past work experiences, skills, degree information, school history, and add a photo of yourself for your Profile picture.

**Notes on LinkedIn:**

* Keep in mind that this is a professional network. Some of the aspects are very similar to Facebook, such as the Profile editing and posting updates.
* Posting can be a status, a new connection, new skills and expertise endorsements, or profile updates. Like Facebook, you can like the status of others and have that activity show up in your newsfeed.
* LinkedIn can use your email to expand your professional network. It’s a good idea to double check who you send emails to. Because your email keeps track of every email you’ve sent out, this includes a number of people you may not know in a professional capacity.
* LinkedIn will draft an email for you inviting people to join your LinkedIn network. Unlike Facebook, you don’t have an option to personalize unless you specifically click someone’s name.
* There will also be a request to invite people in your address book that don’t yet have a LinkedIn profile. This is optional.
* Under “Build your custom homepage” they have four suggestions to get you started; all are optional. 1. Grow your network, 2. Join three groups, 3. Follow at least three people, 4. Follow three companies.



* Your <***Home***> page will show the status updates of the people, companies and groups in your network. Like Facebook, it’s shown with the most recent posts first.
* Your LinkedIn <***Profile***> resembles a resume. That means that your job experience, education, skills and other notable achievements can be added. You can also add a photo, like in Facebook.
* You can manage your network connections under the <***Network***> tab, similar to the idea of your friends on Facebook.
* LinkedIn also has a job search section, <***Jobs***>, which is private. It resembles most job search sites with keyword search, job title and company. Location is a main sortable category, as well as relationship type (e.g. 1st connection).
* <***Interests***> on LinkedIn have three sections: companies, groups and influencers. These is where you would select companies or groups that you are interested in following and would like to see on your home page.
* The search bar allows you to search for companies, people, updates, jobs, groups and your inbox. You can also do a keyword search.



* The upper right corner of LinkedIn has a envelop icon. It’s your mail management for LinkedIn network invites and messages. This way not everything has to be forwarded to your email.
* The flag icon next to it is your notifications, for example when new connections are made when someone accepts your invitation.
* The icon of a person’s head with a plus sign is your connections page, where you can invite your contacts to connect.
* The icon on the far right of a person’s head is your profile quick link. If you were to add a picture, it would be there instead, similar to Facebook. The sign out is located here. That is also the location of the help center.
* When you select a connections name to view their profile, similar to Facebook, under the <**Skills & Expertise**> section is a list of skills and the people who have endorsed that this individual does have this skill. For example, in your profile if you saw 1 Social Networking and the user’s picture to the right, that person endorsed you for the skill of social networking. Listing skills & expertise on your profile will prompt your connections to endorse you for that skill.

**Connecting on LinkedIn**

* Write down your account user name on a slip of paper and hand it to your classmate. When you have received a classmate’s user name, enter it into the search bar. Once you’ve found the correct one, click <***Connect***>.
* Next you have a form to fill out to invite your classmate to connect on LinkedIn. The form asks “How do you know Xxx?” with several options including: colleague, classmate, friend, other, we’ve done business together, or I don’t know Xxx. It’s considered rude to send an invitation to connect without knowing someone well. Otherwise it could be considered spam. This form also allows you to include a personal note. When you’re ready to invite, click <***Send Invitation***>.
* Once your classmate has accepted your invitation, you will see an invitation from them in your message section, the envelope in the upper right. Hover your mouse over their invitation to see two options <***Accept***> or <***Ignore***>. Click <***Accept***> to finalize your connection.
* Now your new connection can endorse your skills and expertise, have their status show up in your feed, and you can endorse them too!

**Titles at Beaverton Library that May Be Helpful:**

*All a twitter: a personal and professional guide to social networking with Twitter* by Morris, Tee (2010). Library shelf location (call number): 006.754 TWITTER 2010

*The complete idiot’s guide to LinkedIn* by Gunelius, Susan (2012). Library shelf location: 006.754 LINKEDIN 2012

*Facebook & Twitter for seniors for dummies* by Collier, Marsha (2010). Library shelf location: 006.754 FACEBOOK 2010

*Find a job through social networking* by Crompton, Diane (2011). Library shelf location: 650.1402 CRO

*LinkedIn for dummies* by Elad, Joel (2011). Library shelf location: 006.754 LINKEDIN 2011

*Twitter: tips, tricks and tweets* by McFedres, Paul (2010). Library shelf location: 006.754 TWITTER 2010

*Twitter for dummies* by Fitton, Laura (2010). Library shelf location: 006.754 TWITTER 2010

*Using LinkedIn* by Rutledge, Patrice-Anne (2010). Library shelf location: 006.754 LINKEDIN 2010

**Glossary:**

**Address Box:** Shows the location of a file on the computer or a web page on the Internet.

**Back Button:** An icon on the browser toolbar that allows you to view previously viewed web pages.

**Blog:** *Web log,* an online journal in which entries are displayed in reverse chronological order.

**Browser:** A program that displays web pages on the Internet, such as *Internet Explorer* or *Safari.*

**Buttons:** Small boxes, circles, or icons that perform a command when you click on them.

**Chatting:** Real-time, text-based conversations online.

**Close Button:** The “X” located at the top right corner of a window which, when clicked on, closes a document, window, or software program.

**Desktop:** The screen or picture that you see when you start up a computer.

**Email Address:** An electronic mailbox address usually consisting of a user name followed by the @ sign and the name of the mail server.

**Email Etiquette:** A set of rules and behavior for communicating online through email or instant messaging, also known as *Netiquette.*

**Extension:** The letters after a web site or email address, such as *.com* or *.org,* which may indicate the type of organization that created the website.

**Favorites:** A collection of favorite websites chosen by the user and available on the main menu of a browser.

Glossary continued

**Forward Button:** An icon on the browser toolbar that allows you to view previously viewed web pages.

**Friends:** Members of an online community whom you network with and allow access to restricted information in your personal profile. Also termed Followers, or Connections

**Icon:** A button with a picture or symbol of a program, file, or folder.

**Internet:** The international computer network, also called the *World Wide Web* or the *Web.*

**JPEG:** A low-resolution format commonly used for digital pictures and email attachments.

**Links:** Words, icons, or photos on a web page that take you to another page when you click on them.

**Menu Bar:** A bar near the top of a program which contains menus of commands such as *File, Edit,* and *View.*

**Navigate:** To move around between different web pages and websites.

**Personal Profile:** Information about the creator of a website, blog, or online community account.

**Refresh Button:** An icon on the browser toolbar that allows you to reload a web page; also known as *Reload.*

**Search Box:** The box on a search engine where you type in key words or search criteria.

**Search Engine:** A software program used to search for information on the Internet, such as *Google* or *Yahoo!*

Glossary continued

**Social Networking:** Communicating electronically with people who share common interests via websites, blogs, and online communities.

**Social Networking Community:** a.k.a. *Social Utility;* a website, such as *Facebook,* that allows users to create personal profiles and blogs, and network with other members known as “friends”.

**Toolbar:** Provides shortcuts to menu commands, usually located just below the Menu Bar.

**URL:** *Uniform Resource Locator,* the address of a web page.

**Web Browser:** A program that displays web pages on the Internet, such as *Internet Explorer* or *Firefox.*

**Website:** A collection of web pages on the Internet.

**Web:** The international computer network, also called the *World Wide Web* or the *Internet.*