Social Networking

* You, Yourself, and Your Online Reputation
  + How can social networking help or hurt a person’s reputation?
  + How would you define social networking?
  + What are some social networking sites?
  + Which of these sites do you use?
  + Why did you choose these sites?
  + Why do you not use social networking?
* The Good and the Bad
  + What are some pros and cons of social networking?
  + Additional examples can be found on the next slide…
  + What are some pros and cons of social networking?

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| --- | --- |
| Pros | Cons |
| Keep up with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Your friends cites may contain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ material |
| Having a Web site shows employers you’re \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ savvy | Parents and employers can see your every move |
| Anyone can use them, for free | Distraction during class and homework time |
| Easy to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with peers and adults | Other people can post pictures of you |
| Breaking news is easily visible | \_\_\_\_\_\_\_\_\_\_\_\_\_ can find online profiles |
| It’s fun | Cyber bullying |

* Why Worry About Posts?
  + If used incorrectly, social networking can get a user into trouble.
  + Examples:
    - Being fired for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ posts or pictures
    - Posting rude and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ comments
    - Getting caught having a house party because someone posted pictures online
    - Losing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ benefits because of postings and pictures
    - Losing employment because your “friend” posted something racist on your profile
* Personal Benefits of Social Networking
  + Personal “brand”
  + \_\_\_\_\_\_\_\_\_\_\_\_ username
  + One profile is better than none
  + Help to “\_\_\_\_\_\_\_\_\_” yourself to employers
  + Chance to practice writing
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ savvy
  + Employers get to know you
* Guidelines
  + Some things to keep in mind…
    - Once something is put online, it may be there \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and be difficult to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Potential employers can and probably will check your internet reputation
  + Employers can \_\_\_\_\_\_\_\_\_\_\_ people for things posted online
  + What are other examples of guidelines?
* If Your Grandma Won’t Like it…
  + Then it shouldn’t be online!
  + What are some things that should not be posted on a social networking profile?
  + \_\_\_\_\_\_\_\_\_\_, drugs, alcohol
  + Anything that could compromise your job or insurance
  + Complete the Social Media Collage\* activity.
  + Find pictures, words or phrases of inappropriate things to post on a social networking profile. Create a collage by cutting and pasting these in to Microsoft Publisher
* Professional Networking
  + Have you heard of professional networking sites such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
  + What are some benefits of sites like this?
    - Upload \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Network with professionals
    - “\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_” employers can see
* How are these sites different from the ones discussed previously?
* What Did You Learn?
  + What do you think about social networking?
  + What one thing in this lesson made the biggest impact on you?

Texting and Instant Messaging

* Short and Sweet (Most of the Time)
  + Why is it important to be careful what you say in a text or instant message?
  + What are the differences between texting and instant messaging?
  + How many of you text?
  + How many of you use instant messaging?
  + Why do you use these services?
* Weighing the Options
  + What are some pros and cons of using text and instant messaging?
  + Additional examples can be found on the next slide…

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| Pros | Cons |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communications | Can get you in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Tell people something when they \_\_\_\_\_\_\_\_\_ talk | Sometimes things don’t come out right |
| Can ask a quick question instead of having an entire \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Not everyone has the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; some cost money |
| Mass information alert | Could send a text to the wrong person |

*  IDK my BFF Jill 
  + Is grammar important in text and instant messaging?
  + Do you use abbreviations and emoticons?
* Inflection
  + What is inflection?
  + How can inflection change the meaning of a face-to-face conversation and an electronic message?
  + Is voice inflection important?
  + Can people tell what you mean and how you mean it?
  + Face-to-Face Inflection
    - Body \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - Changing your voice in tone or volume
  + Electronic Inflection
    - Writing in all \_\_\_\_\_\_\_\_\_\_\_\_\_\_l letters
    - Putting several \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ marks at the end of a sentence
* Sexting
  + What is sexting?
  + Can you get in trouble for this?
* What Did You Learn?
  + What is the most important guideline about texting and instant messaging?
  + Remember…once you’ve sent it, there’s no going back.
  + Are grammar and inflection important?
  + Sexting can get you into trouble.

Blogs and Discussion Boards

* To Blog, or Not to Blog…
  + How are discussion boards and blogs forms of social media and communication?
  + What is a blog?
  + What does it mean “to blog?”
  + What is a discussion board?
  + What are threads?
* Basics of Blogging
  + Why have a blog or discussion board?
  + What kinds of blogs and discussion boards exist?
  + Once you write on a discussion board or blog, can you remove your post?
  + What should you not write about online, no matter where you post it?

Ethics of Social Media and Communication

* What’s Right and What’s Wrong?
  + Are there rules and consequences associated with electronic communication?
  + Do you know anyone who has gotten into trouble for using social networking sites at work?
  + Should social networking be used on the boss’s time?
  + If a company pays for you to have internet or a cell phone, should you use them for non-work related communication?
  + Is it okay to post, blog, or write on a discussion board anything regarding work-related drama at your company?
  + Complete the Social Media Guidelines\* worksheet.
* Google Yourself!
  + Your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, parents, and employers will!
  + How would you feel if a prospective employer Googled you?
  + What are some examples of incorrect information they could find, especially if you have a common name?
  + Now you try.\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yourself and see what comes up.
    - Find one example of information that is actually about you. What page of the search is it on?
    - List the top five links that come up. What makes them correct or incorrect?
* Optimize Yourself!
  + What is Search Engine Optimization?
  + \_\_\_\_\_\_\_\_\_ can determine what information comes up in a search, and in what order it appears
  + How can you maximize your personal SEO?
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_ your profile information to other Web sites
    - Create profiles on as many social \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ sites as you can
    - Use your first and last name on your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and your middle name or initial if you have a common name
    - Put your name in the title of your Web sites or \_\_\_\_\_\_\_\_\_\_\_\_\_
* How Private is Online Privacy?
  + How can privacy be controlled?
  + Why should privacy be controlled?
  + What are some privacy control guidelines?
  + Can people still view your information and profiles, even with privacy settings?
* What’s “Normal” Mean?
  + What is a “social norm?”
  + What are some examples of social norms?
  + How can an online posting violate a social norm?
  + What impact can this have on your reputation?
  + What are some examples of someone acting outside social norms?
* Do’s and Don’ts of Social Media
  + List some do’s and don’ts. Which is the most important thing to remember from each category?
  + Additional examples can be found on the next slide…

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| Do’s of Social Media | Don’ts of Social Media |
| DO check your friends’ \_\_\_\_\_\_\_\_\_\_\_\_\_ | DON’T list \_\_\_\_\_\_\_\_\_\_\_\_ contact information |
| DO assume that whatever you write will be seen by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_+ | DON’T post anything in \_\_\_\_\_\_\_\_\_: “Post in \_\_\_\_\_\_\_\_\_\_\_\_, repent in leisure” |
| DO be careful about how you \_\_\_\_\_\_\_\_\_ online | DON’T put social media accounts on your \_\_\_\_\_\_\_\_\_\_\_\_\_ unless they’re directly related |
| DO post \_\_\_\_\_\_\_\_\_\_\_\_\_ that won’t get you in trouble | DON’T put \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_things in your “about me” or “info” sections in a profile |
| DO adjust \_\_\_\_\_\_\_\_\_\_\_\_\_ settings | DON’T use questionable \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  | DON’T write anything \_\_\_\_\_\_\_\_\_\_\_ about your \_\_\_\_\_\_\_\_\_\_\_\_ |
|  | DON’T post inappropriate \_\_\_\_\_\_\_\_\_\_\_\_ of you or your friends |

Social Media—Bad for Business?

* Actually, it could be good.
  + How can businesses use social media to their benefit?
  + Advertising on social networking sites:
    - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: Groups and fan pages
    - Twitter: Create an account for the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    - YouTube: Upload \_\_\_\_\_\_\_\_\_\_\_\_\_\_ on a company “channel”
    - Blogs: Write entries about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or products
  + What benefits do social network advertising have for businesses?
* That’s Not All, Folks!
  + What are some additional \_\_\_\_\_\_\_\_\_\_\_\_\_ companies can reap from using social media?
    - Able to research \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who post product reviews on the Web
    - Able to scope out \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by looking at their social networking sites
    - Increasing the number of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ your site has means it will show up higher on a \_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ page
    - Using \_\_\_\_\_\_\_\_\_\_\_\_\_ and other professional sites are cheap, easy ways to look for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ employees