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