

# Social Networking Spaces

*From Facebook to Twitter and  
Everything In Between*

A Step-by-Step Introduction to Social Networks  
for Beginners and Everyone Else



Todd Kelsey

Apress®


TIB/UB Hannover  
133 294 684

89



# Contents

<b>Contents at a Glance.....</b>	<b>iv</b>
<b>About the Author .....</b>	<b>xvii</b>
<b>About the Technical Reviewer .....</b>	<b>xviii</b>
<b>Acknowledgments .....</b>	<b>xix</b>
<b>Introduction .....</b>	<b>xxi</b>
<b>Chapter 1: Carpe Diem! Capture, Preserve, and Share Your Adventures on Social Networks .....</b>	<b>1</b>
In this chapter:.....	1
Introduction .....	1
Disclaimer: Feedback, Participation Desired .....	2
Sharing Stories from Your Life on Social Networks.....	2
Dr. Fun's Prescription: Capture, Preserve, and Share .....	3
Preserve .....	4
Bad News: Social Networks Aren't Eternal or All Powerful .....	5
Good News: Personal Digital Archaeology.....	5
Social Network Roadmap: Back It Up, or Capture, Preserve, and Share .....	6
Facebook .....	6
Twitter .....	6
Blogs/Blogger/Google Tools .....	7
Flickr .....	9



YouTube.....	9
Ning .....	10
Second Life.....	10
MySpace .....	10
Meetup .....	11
The Story of Personal Digital Archaeology.....	11
Conversation and Community.....	12
The Life Story Suitcase .....	13
The Story of Lifestorysuitcase.com .....	14
Meet CFTW .....	15
Meet MakeAByte .....	15
Life Story Suitcase: A Sneak Peek.....	16
2069.us.....	20
The Importance of Sharing Your Stories.....	21
Conclusion .....	23
 <b>Chapter 2: What the Heck Is Facebook? .....</b>	<b>25</b>
In This Chapter:.....	25
Introduction .....	25
Facebook Friends .....	26
Status .....	27
Chat .....	28
Why Facebook? .....	28
Understanding Facebook .....	31
Writing on the Wall .....	32
Photos.....	34
Profile .....	37
Swimming in the Stream: News Feed .....	38
Hide and Seek with the “Hide” Function .....	40
Facebook Applications .....	41



Links .....	47
Q/A .....	49
Conclusion .....	49
<b>Chapter 3: Getting Started with Facebook .....</b>	<b>51</b>
In This Chapter:.....	51
Introduction .....	51
Joining .....	52
Filling Out Your Profile .....	58
Searching for Friends .....	64
Exploring Friends' Profiles and Photos .....	66
Posts and Privacy .....	78
Exploring Groups .....	82
Tips and Tricks .....	85
Sharing a Link.....	85
Hide and Seek with the Hide Function: One of the Most Important Things to Learn on Facebook.....	88
Changing Your Profile Picture.....	89
Adjusting General Privacy Settings.....	93
Facebook Messages and Notifications .....	95
Help! .....	98
Trying Applications .....	98
Browsing Applications.....	99
Trying an Application: Scrabble.....	101
Q/A .....	109
Conclusion .....	110
<b>Chapter 4: Capturing Your Story on Facebook.....</b>	<b>111</b>
In This Chapter:.....	111
Introduction .....	111

Photos .....	112
Creating a Photo Album .....	112
Uploading Photos .....	115
Sharing an Album (or Individual Pictures) .....	122
Organizing Photos .....	126
Sharing Photos with a Facebook Group .....	127
More Ways to Upload .....	129
Facebook for Your Phone .....	130
Video .....	131
Adding the Video Tab to Your Profile .....	131
Uploading Videos .....	132
Sharing Videos .....	137
Notes .....	138
Adding the Notes Tab to Your Profile .....	138
Making a Note .....	139
Q/A .....	143
Conclusion .....	144

## **Chapter 5: Branching Out: Facebook Pages and Facebook Advertising ..... 147**



In This Chapter: .....	147
Introduction .....	147
Understanding Facebook Pages .....	148
Understanding Facebook Ads .....	151
Creating Facebook Pages .....	152
Publishing the Page .....	157
Getting Help! .....	157
Additional Fun .....	159
Linking to Twitter .....	159
Accessing, Editing, and Expanding Your Facebook Page .....	163
Editing a Page .....	165

Facebook Page Promotion .....	167
<b>Facebook Advertising .....</b>	<b>168</b>
The Ad .....	169
Ad Design .....	169
<b>Advertising a Facebook Page .....</b>	<b>171</b>
Targeting Choices.....	172
Campaigns, Pricing, and Bidding.....	174
Review and Payment.....	175
Ad Launch.....	176
For Further Reading.....	176
<b>Q/A.....</b>	<b>177</b>
<b>Conclusion .....</b>	<b>178</b>
 <b>Chapter 6: What the Heck Is Twitter? .....</b>	<b>181</b>
In This Chapter:.....	181
Introduction .....	181
Decoding a Tweet.....	183
<b>Signing Up and Getting Started .....</b>	<b>184</b>
Following Someone .....	188
Another Way to Follow Someone.....	190
Adding a Profile Icon .....	191
Creating a Profile Icon on <a href="http://www.PicResize.com">www.PicResize.com</a> .....	194
<b>Making Your First Tweet.....</b>	<b>196</b>
Checking on Your Followers .....	197
<b>Q/A.....</b>	<b>198</b>
<b>Conclusion .....</b>	<b>199</b>
 <b>Chapter 7: Making the Most of Your Tweets.....</b>	<b>203</b>
In This Chapter:.....	203
Introduction .....	203



Tweeting Within Budget .....	204
TinyURL.com.....	205
Making a Short URL with a Custom Alias .....	206
Other URL Shorteners .....	208
Luke Skywalker, I Am Your Father: The Dark Side of URL Shorteners .....	209
Texting Refresher .....	209
Using Twitter on Your Cell Phone or Mobile Device.....	211
Re-tweeting .....	217
Twitter Goodies.....	218
Adding a Twitter Search Widget to a Blogger/Blogspot Blog .....	220
Connecting Twitter to Facebook .....	226
Last but Not Least: Direct Messages .....	230
Q/A .....	230
Conclusion .....	231
 <b>Chapter 8: What the Heck Is a Blog?.....</b>	<b>233</b>
In This Chapter:.....	233
Introduction .....	233
Now, Back to Our Show .....	236
Creating Your Own Blog with Google's Blogger.....	242
Blogger and Wordpress .....	247
Q/A .....	248
Conclusion .....	250
 <b>Chapter 9: Designing and Sharing Your Blog.....</b>	<b>251</b>
In This Chapter:.....	251
Introduction .....	251
Uploading Pictures.....	252
Shuffling Pictures .....	254




Cutting and Pasting Pictures into Place .....	256
<b>Customizing Your Blog.....</b>	<b>258</b>
Changing the Profile Picture.....	258
Rearranging Elements on the Blog.....	260
Changing the Template .....	262
Fonts and Colors.....	264
<b>Sharing Your Blog on E-mail, Twitter, or Facebook.....</b>	<b>266</b>
Adding Your Blog Address to Your Facebook Profile .....	269
<b>Making a Private Blog.....</b>	<b>271</b>
<b>Q/A.....</b>	<b>272</b>
<b>Conclusion .....</b>	<b>273</b>
<b>Chapter 10: Using Flickr to Share Pictures.....</b>	<b>275</b>
In This Chapter:.....	275
Introduction .....	275
Getting Started: Searching Flickr.....	276
Taking a Tour .....	281
Creating an Account .....	284
Getting Started on Flickr .....	287
Getting Back Home.....	290
Yahoo .....	294
Q/A.....	294
Conclusion .....	296
<b>Chapter 11: Watching and Sharing Video on Youtube .....</b>	<b>297</b>
In This Chapter:.....	297
Introduction .....	298
Some Pointers on Watching YouTube Videos .....	303
Browsing on YouTube .....	310



Creating a YouTube Account.....	313
Setting Your Age Not to Display.....	315
Help with Learning YouTube and Resources for Parents .....	316
Uploading Videos on YouTube .....	319
Facebook vs. YouTube.....	319
Getting Started .....	320
Sharing on Facebook.....	324
Sharing on Twitter .....	326
Q/A .....	327
Conclusion .....	328
 <b>Chapter 12: What the Heck Is LinkedIn? .....</b>	<b>331</b>
In This Chapter:.....	331
Introduction .....	331
Why Bother? .....	332
Referrals: The Power of LinkedIn.....	333
Exploring the Learning Center .....	338
Creating a LinkedIn Account.....	340
Q/A .....	348
Conclusion .....	349
 <b>Chapter 13: Using LinkedIn to Strengthen Your Career Support Network .....</b>	<b>351</b>
In This Chapter:.....	351
Introduction .....	352
Build Your Network.....	353
Adding Contacts .....	353
Searching for Colleagues .....	354
Adding Connections by Company .....	357
Searching for a Job on LinkedIn .....	359

LinkedIn Groups (and Jobs) .....	365
Accessing LinkedIn Groups .....	367
Encouragement for Career Changers, Job Seekers, and Anyone in Career Transition..	367
Q/A .....	372
Conclusion .....	373
<b>❏ Chapter 14: What the Heck Is MySpace? .....</b>	<b>375</b>
In This Chapter:.....	375
Introduction .....	376
Exploring MySpace .....	376
Creating an Account .....	377
Uploading Songs .....	381
Uploading Photos/Video to MySpace .....	389
Lost? How to Get Home .....	394
Q/A .....	394
Conclusion .....	395
<b>❏ Chapter 15: Meetup: The Original Social Network .....</b>	<b>397</b>
In This Chapter:.....	397
Introduction: The Original Social Network .....	397
What the Heck Is Meetup?!?.....	398
Registering and Exploring.....	401
Finding a Group .....	403
Accessing Your Profile/Account.....	410
Getting Help .....	411
Starting a Meetup Group.....	413
Q/A .....	417
Conclusion .....	418

 <b>Chapter 16: What the Heck Is Ning?</b>	<b>419</b>
In This Chapter:	419
Introduction	419
Help	422
Create a Ning Site	424
Add Content: Create a Blog Post	434
Inviting People	437
Consider Making a Family Site in Ning	439
Q/A	439
Conclusion	440
 <b>Chapter 17: Exploring 3D Virtual Worlds: Second Life</b>	<b>441</b>
In This Chapter:	441
Visual Introduction: Why Try Second Life? Virtual Tourism, Taking Life Story Pictures, and More	441
Exploring Second Life	445
Virtual Tourism: Going on an Adventure and Taking Pictures	447
Virtual Picture Taking	448
Virtual Heritage	449
Music in SL	453
Getting on to Second Life	453
Registering on the Site	454
Installing Second Life	461
Exploring Second Life with a SLURL	462
A Note for Parents and Teachers	464
Q/A	464
Conclusion	465

 <b>Chapter 18: Going Global: Connecting with People in Other Countries and Languages, with Google Translate and Google Multilingual Chat .....</b>	<b>467</b>
In This Chapter:.....	467
Introduction .....	468
Social Networking around the World .....	468
Asia.....	469
Brazil: Orkut.....	470
My Own Experience .....	471
Google Translate .....	471
Google Multilingual Chat.....	472
Gmail Translation.....	479
Q/A .....	482
Conclusion .....	482
  <b>Appendix A: Kahonua and RGB .....</b>	<b>485</b>
 <b>Appendix B: CFTW: A Personal Invitation to Join the CFTW Conversation .....</b>	<b>493</b>
 <b>Index.....</b>	<b>499</b>