

# Communication Working Group

1. Introduction to Social Media
2. Facebook
3. (Linkedin)
4. Questions (& other networks.)

# What is social media?

Features

What they are

Network types

## Facebook

Advantages of being on facebook. Why and what for.

Implications. Interactivity, privacy.

Applications. Uses.

2 minutes on LinkedIn.

Questions. (Last but not least)

What is social media?

Difficulty finding the definition.

Any ideas? What do you think of if we talk  
about social media?

... Maybe ....



Social Sharing  
Web 2.0.  
Interactivity



Network  
Simplicity  
Web 2.0

[illegible]

(1) Andreas M. Kaplan, Haenlein Michael, (2010), Users of the world, unite! The Challenges and Opportunities of Social Media, Business Horizons, Vol 53, Issue 1, p. 59-68.







- **Social media** describe the online tools (created with Web 2.0 applications) that people use to share opinions, experiences, and perspectives with each other.
- People use social media for talking about products, services, companies, experiences (bad or good) and providing their feedback, on their own terms





# Social media in plain English



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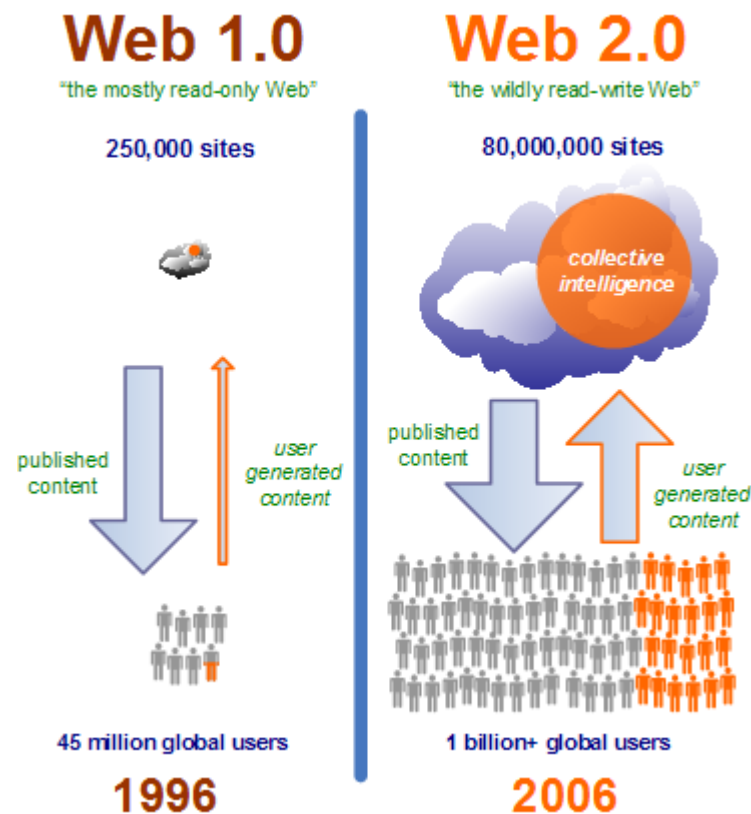




# Web 2.0

- Web 2.0 is a scenario for social interaction
- Result of an evolution from Web 1.0. characterized by:
  - Static character
  - Limited possibilities to participate
  - Passive-navigation
  - User and consumer of information and content offered by the author of the web.

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# Web 2.0

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- Web 2.0 represents the social evolution of the Internet (In 1999, the first blogs turn up), wikipedia in 2001, social applications for Internet users to talk and get to know)
- Users move from being content consumers to content generators.
- Perpetual beta. Web 2.0 products are constantly evolving though they are available to all users. → Continuous improvement.



# Web 2.0

'Less is more. " it's the criterion on which web 2.0 programming is based on. That allows creative integration and building synergies.

Pragmatism, simplicity, reliability and scalability of applications.

Web 2.0 is built without complications for the web developer to integrate applications (Mashups) → simplicity for the user to improve participation and access to content at any time.

# Social media vs. Mass media

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- Social media use relatively inexpensive tools that allow anyone to publish and access content, while the media industry in general, require a financial capital. (Vs. Social Media)
- A common feature of "Social Media" and "Mass Media" is the ability to reach a large audience even if they decide to engage in a small niche

# Social media vs. Mass media

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Some features that show the differences between social media and mass media are:

- **Audience:** Both media provide the technology that allows anyone to access, so both can reach a global audience.
- **Access:** Mass media are usually paid and are owned by a private or government, while social media are generally available for anyone with little or no cost, usually free.



# Social media vs. Mass media

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- **Ease of use for developers:** The media content production industry normally requires resources and expertise. Most social media do not, so anyone can be a producer.
- **Instantaneous:** The time between content production and delivery to the hearings can be long (days, weeks or even months) compared with social media (which may be able to deliver content almost instantly or only very small delay in its publication. (eg the first media that collected images of the earthquake and tsunami in Japan was Twitter)

# Social media vs. Mass media

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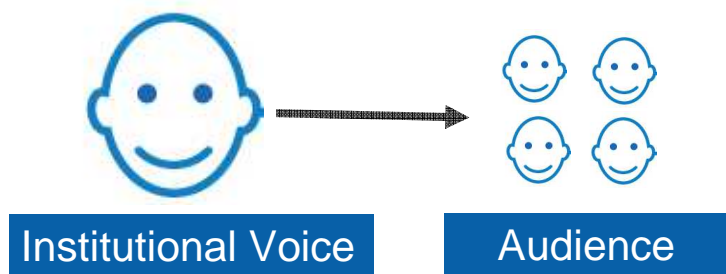


- **Editing content:** In the media, once created the content, this can't be changed (after the article in a magazine is printed and distributed changes can't be made in the same article), while social media is not only enriched by the comments from the audience, but the content can be changed instantly by the producers, improving the content for audiences.



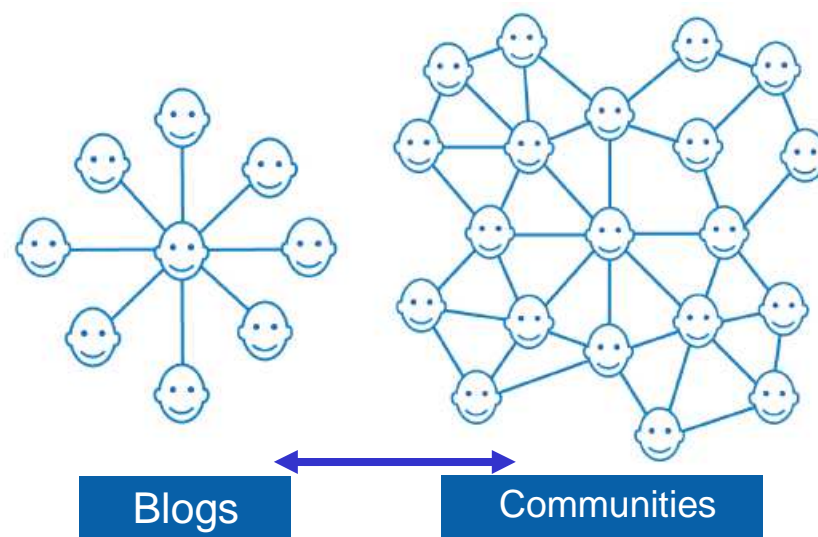
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Traditional



Traditional online Tactics  
Institutional focus on sending messages and assets and Distributing Them to a core audience.

Social Media



Enabling Focus on Social Media and publishing to multiple parties  
Conversation Between Where the community has a important role in the dialogue



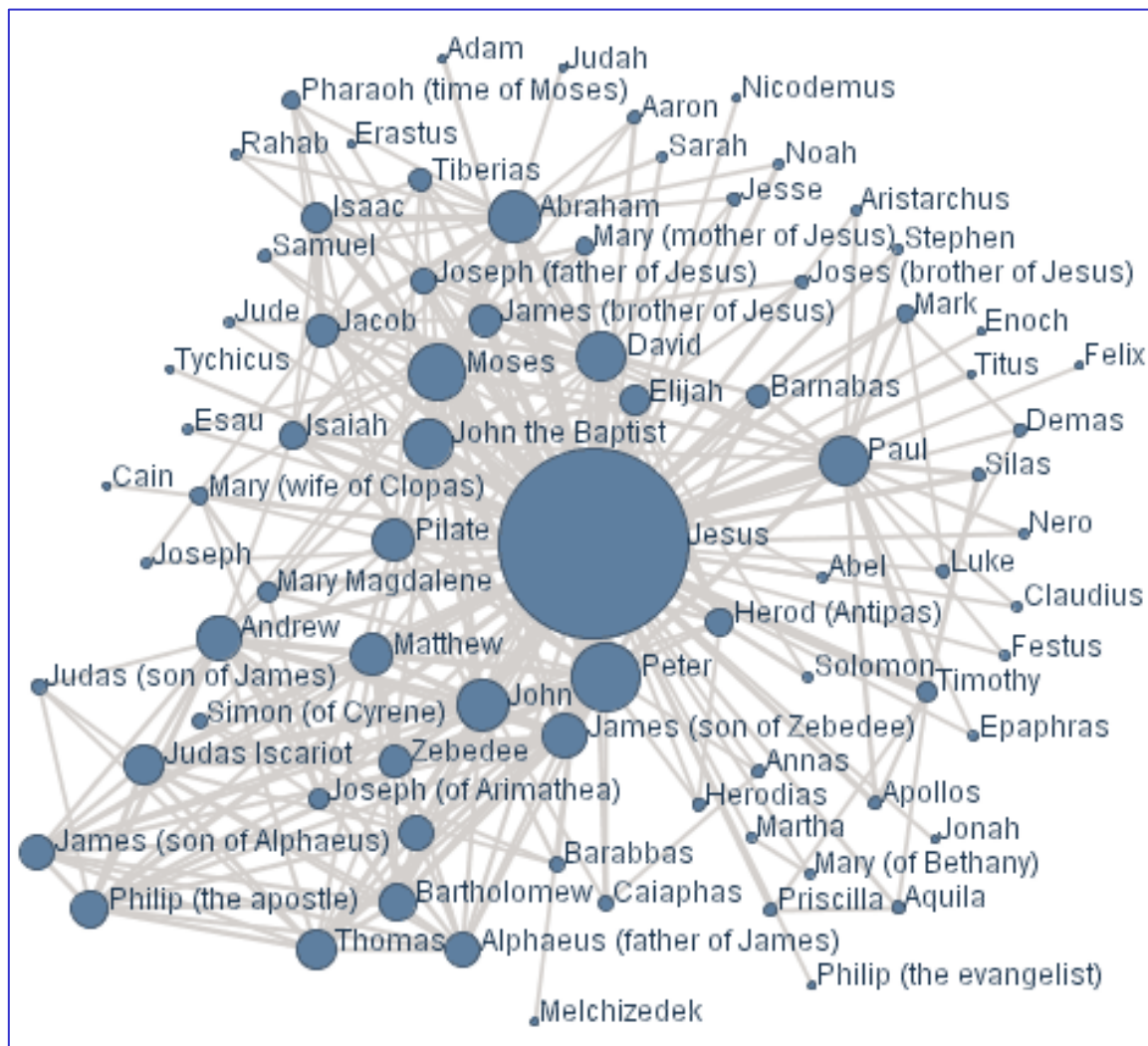
- Social networks are networks of people in internet
- But also networks of people outside the Internet.



There have always existed...

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- <http://www.crossway.org/blog/2007/01/mapping-nt-social-networks/>

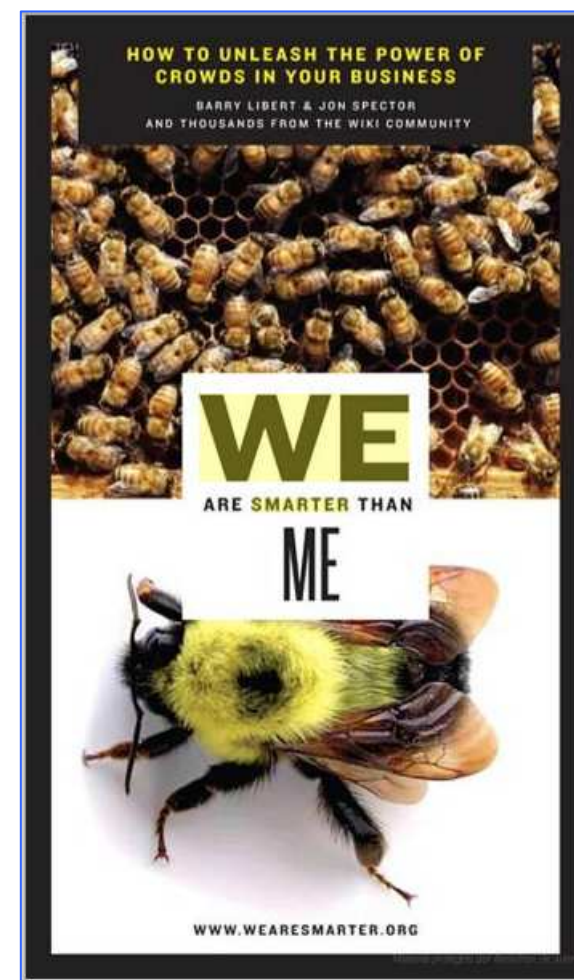
# Why social networks are used?

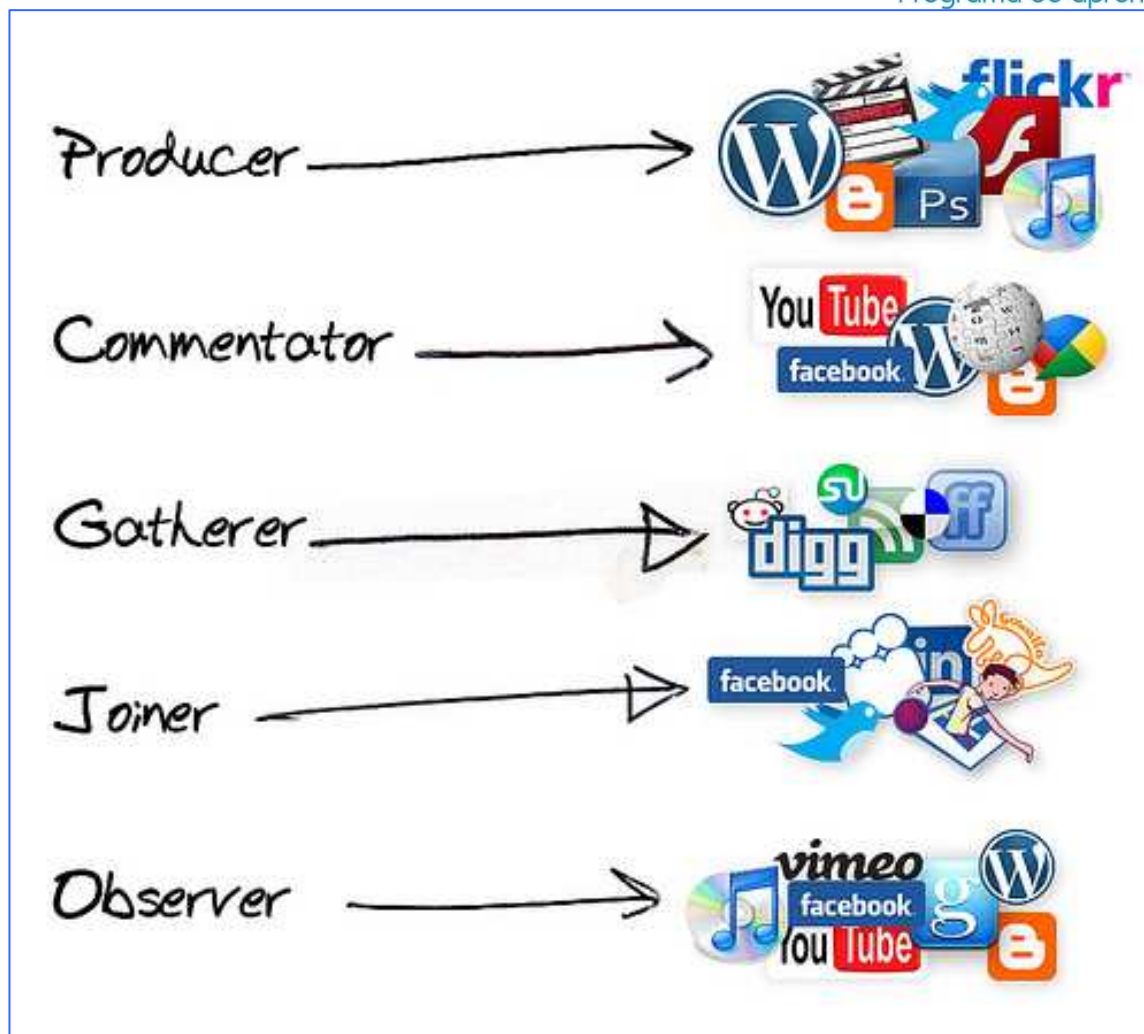






- ✓ Connect, renew contacts, keep them.
- ✓ Communicate
- ✓ Marketing, advertising.
- ✓ Sharing knowledge
- ✓ Procrastination: it explains why some of us have such a lack of sleep...





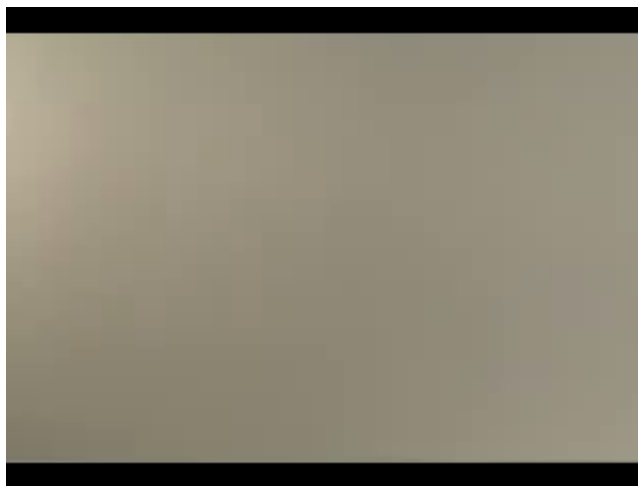
<http://blog.zoomlabs.es/wp-content/uploads/2010/05/Social-Media1.jpg>

# Social networking in plain English

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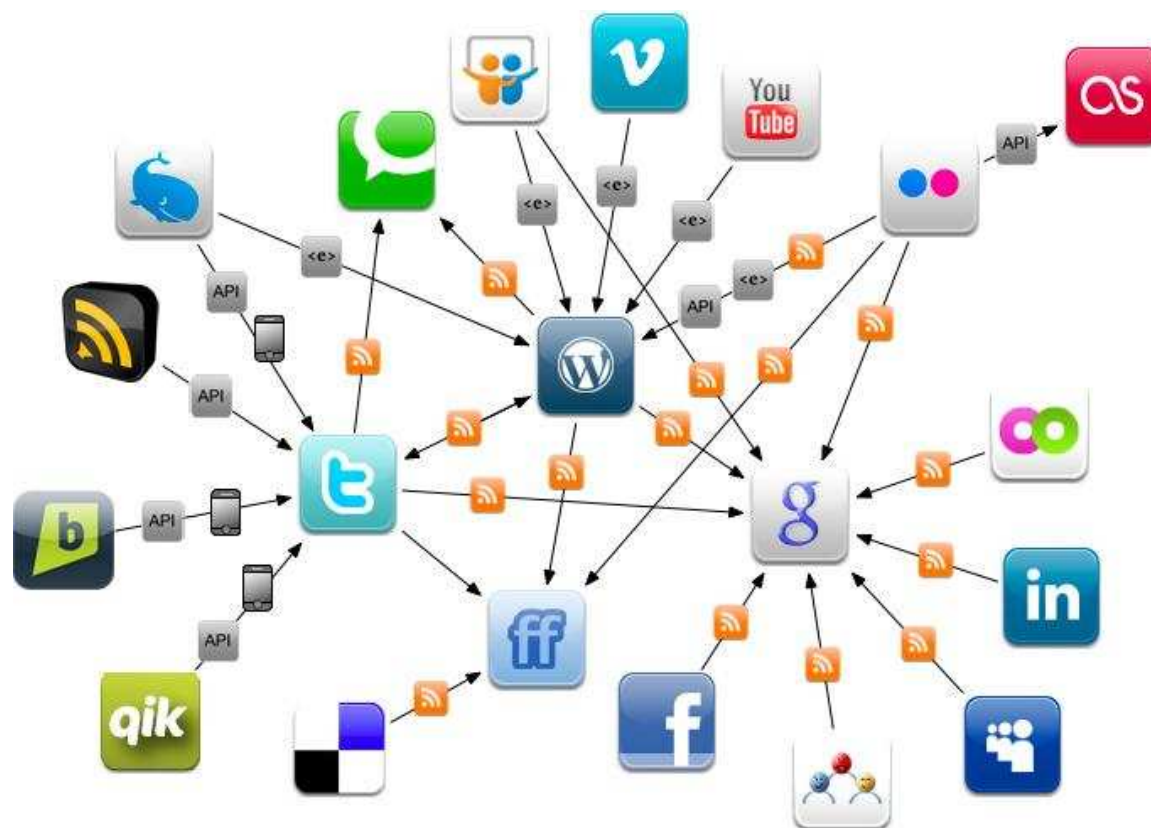


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# Types of social networks



Anne Helmond, May 2009

# What for do we use social media?

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Social media can take many forms: Internet forums, social blogs, wikis, podcasts, photos and video.

Examples of social media applications are Wikipedia, MySpace (social networking), Facebook (social networking), Last.fm (personal music), YouTube (video sharing), Second Life (virtual reality), Flickr (photo sharing), Twitter (microblogging and social networks).

Many of these services in social media can be integrated through social networking aggregation platforms.

# What for do we use social media?

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We can make a difference between types  
of social networks based on the object  
you focus:

Contents

Contacts





## Content-based

- Blog: Blogger, WordPress,
- Wiki: Wikipedia, wikispaces,
- Photos: Flickr, Picassa
- Video: youtube, vimeo
- Presentations: SlideShare, Zoho
- Music: Spotify, SoundCloud, myspace, last fm



## Focused on contacts

- ☐ Facebook
- ☐ Classmates.com
- ☐ Hi5
- ☐ Bebo
- ☐ LinkedIn, Xing. (Professional networking)



# Linked



# How are the users?

General networks (like Facebook)

- ✓ Youth 18-32 years
- ✓ More women (53%) than men (47%)
- ✓ Medium-high formation
- ✓ Digital native or adapted easily
- ✓ 70% connect once a week
- ✓ 21% every day





# How are the users?

## Professional networking (LinkedIn)

- ✓ 35-45 years professional
- ✓ Aims to keep 86% contacts (former co-workers, etc ...)
- ✓ 62% connect once a day during working hours
- ✓ 75% seeking to establish new contacts



# Facebook



## 3 questions to start ...

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- Could it be a waste of time?
- Do we bring anything?
- What can we offer?

### ... And some answers:

- ✓ More than 500 million users worldwide
- ✓ The time spent in social media increases by 82%.
- ✓ Since March 2010, in the USA, visit to facebook have exceeded google ones.

## What can you offer facebook?

It is another way of giving out our content:

- Provide information
- Be alert to what they tell us
- Respond to fans/followers.
- Relate to them
- If we have no website, we can use it as web page (or complement)

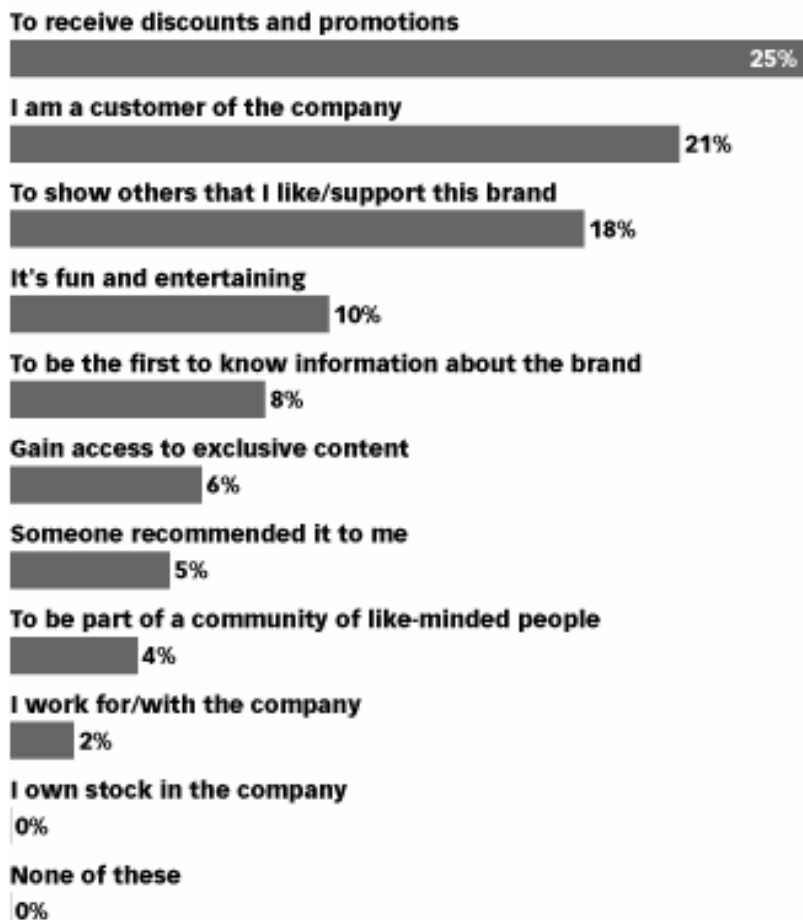
If we're on facebook, we should be willing to:

- ✓ Establish some kind of conversation with our fans.
- ✓ Think about what things we can do for people to take part.
- ✓ Seek and provide useful information for the user.

# Why do people follow fan pages?

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## Primary Reason that US Internet Users Are Fans of a Brand on Facebook, February 2010 (% of respondents)



Note: n=1,504 ages 18+; numbers may not add up to 100% due to rounding  
Source: Chadwick Martin Bailey and iModerate Research Technologies as cited in press release, March 10, 2010

112907

www.eMarketer.com

## Conclusions:

- Provide the user with relevant and interesting content.
- Two-way communication.

## Facebook pages (VS profiles)

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- The pages are visible to everyone (cannot interact with it if not registered but you can see everything)
- Unlimited number of fans
- Anyone can become a fan of the page and follow without delay.
- Pages can send updates of content (but not e-mails) Caution! Many updates are not seen.



# Facebook pages

## Enable administrators

- ✓ Update your status, post blogs, photos, videos, etc. .. sociocorporative (not as individuals, privacy guaranteed).
- ✓ Have a small page with some interesting statistics: lost fans, most popular countries, demographics, interactions, publications, etc ...



# Facebook pages Insights

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# Facebook pages Insights



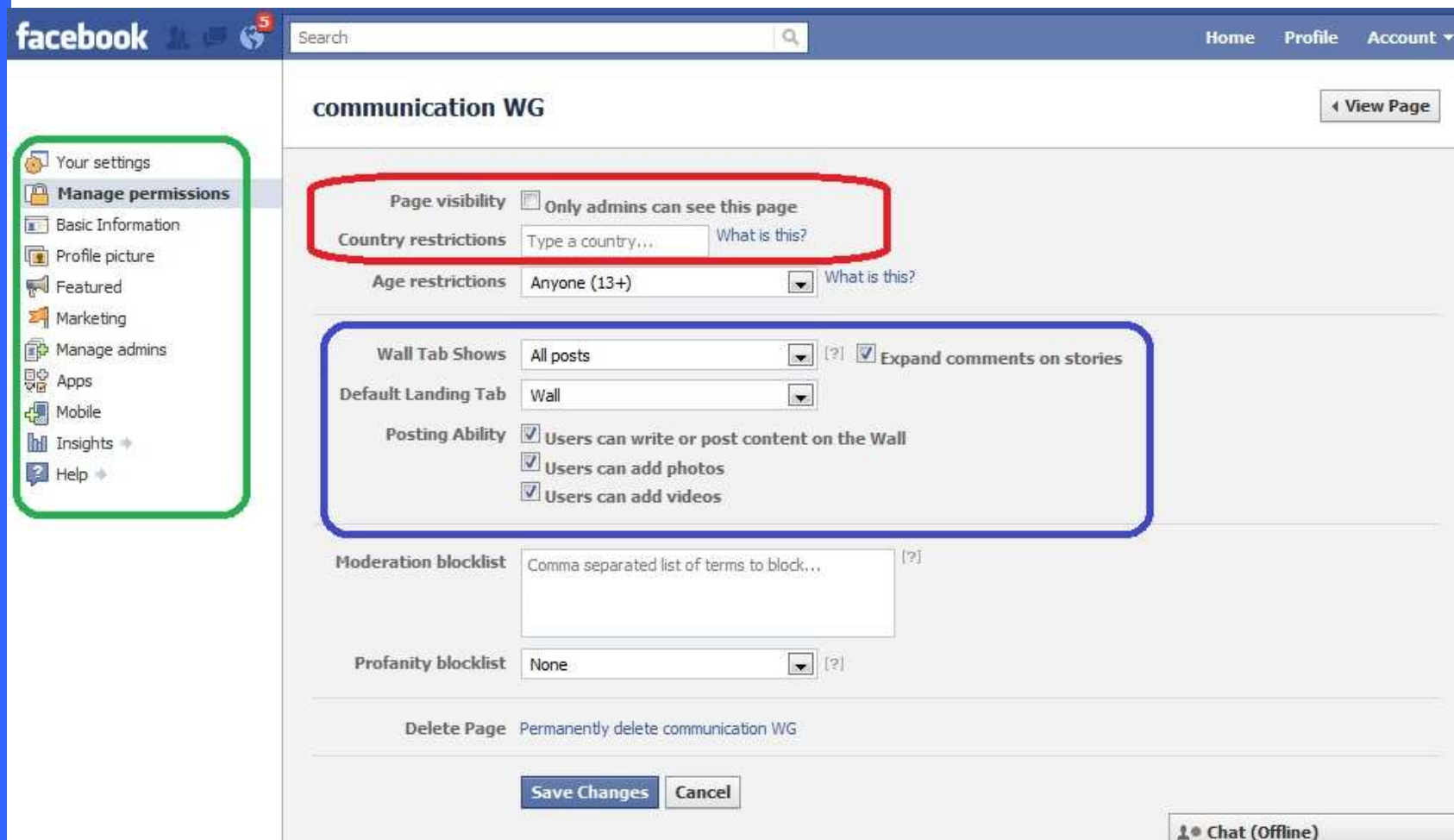
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# Create a page step by step

1. Go to  
<http://www.facebook.com/pages/create.php>
2. Choose category (It is important because depending on what we choose, we have to fill in some fields or other)
3. Do not make the page visible yet



The screenshot shows the Facebook 'Edit Page' interface for a page named 'communication WG'. The left sidebar contains a menu with options: 'Your settings', 'Manage permissions' (highlighted with a green box), 'Basic Information', 'Profile picture', 'Featured', 'Marketing', 'Manage admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is divided into several sections:

- Page visibility:** A red box highlights the 'Only admins can see this page' option, which is currently selected.
- Country restrictions:** A text input field labeled 'Type a country...' and a link 'What is this?'.
- Age restrictions:** A dropdown menu set to 'Anyone (13+)' and a link 'What is this?'.
- Wall Tab Shows:** A dropdown menu set to 'All posts' and a checkbox for 'Expand comments on stories' (checked).
- Default Landing Tab:** A dropdown menu set to 'Wall'.
- Posting Ability:** Three checkboxes are checked: 'Users can write or post content on the Wall', 'Users can add photos', and 'Users can add videos'.
- Moderation blacklist:** A text input field with a placeholder 'Comma separated list of terms to block...' and a link '[]'.
- Profanity blacklist:** A dropdown menu set to 'None' and a link '[]'.
- Delete Page:** A link 'Delete Page' with the text 'Permanently delete communication WG'.

At the bottom, there are 'Save Changes' and 'Cancel' buttons. A 'Chat (Offline)' button is visible in the bottom right corner.

On the previous slide three paragraphs stood out:

1. Visibility of the page. Limitations by country.
2. What you see on the wall (all post or just the page). What you see upon entering (Wall / info / photos). User permissions (post / comments, photos, videos)

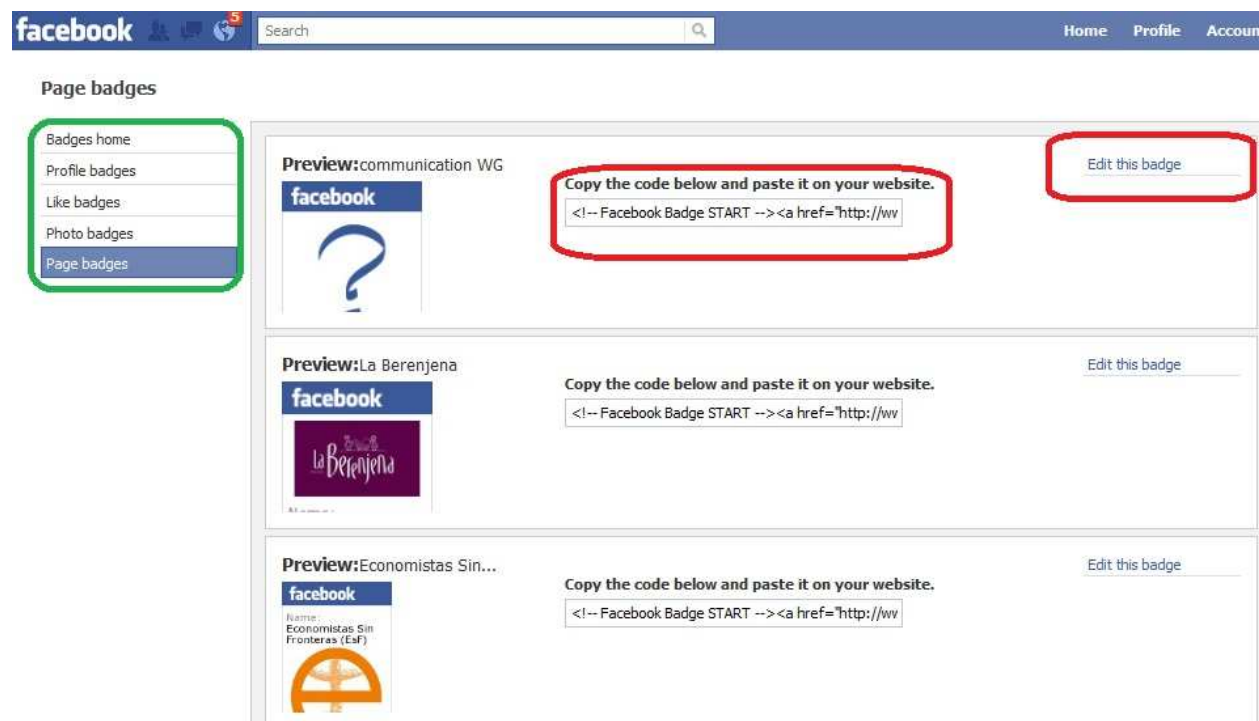


3. From the side menu is set:
- Background Information (Overview)
  - Profile image
  - Marketing: ways for promoting the page





The badge is very easy to get: Cut and Paste on the page you want. You can edit too, of course. Very similar to 'like button'.



# Dissemination of the fan page

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Like box similar procedure. You can also manipulate.

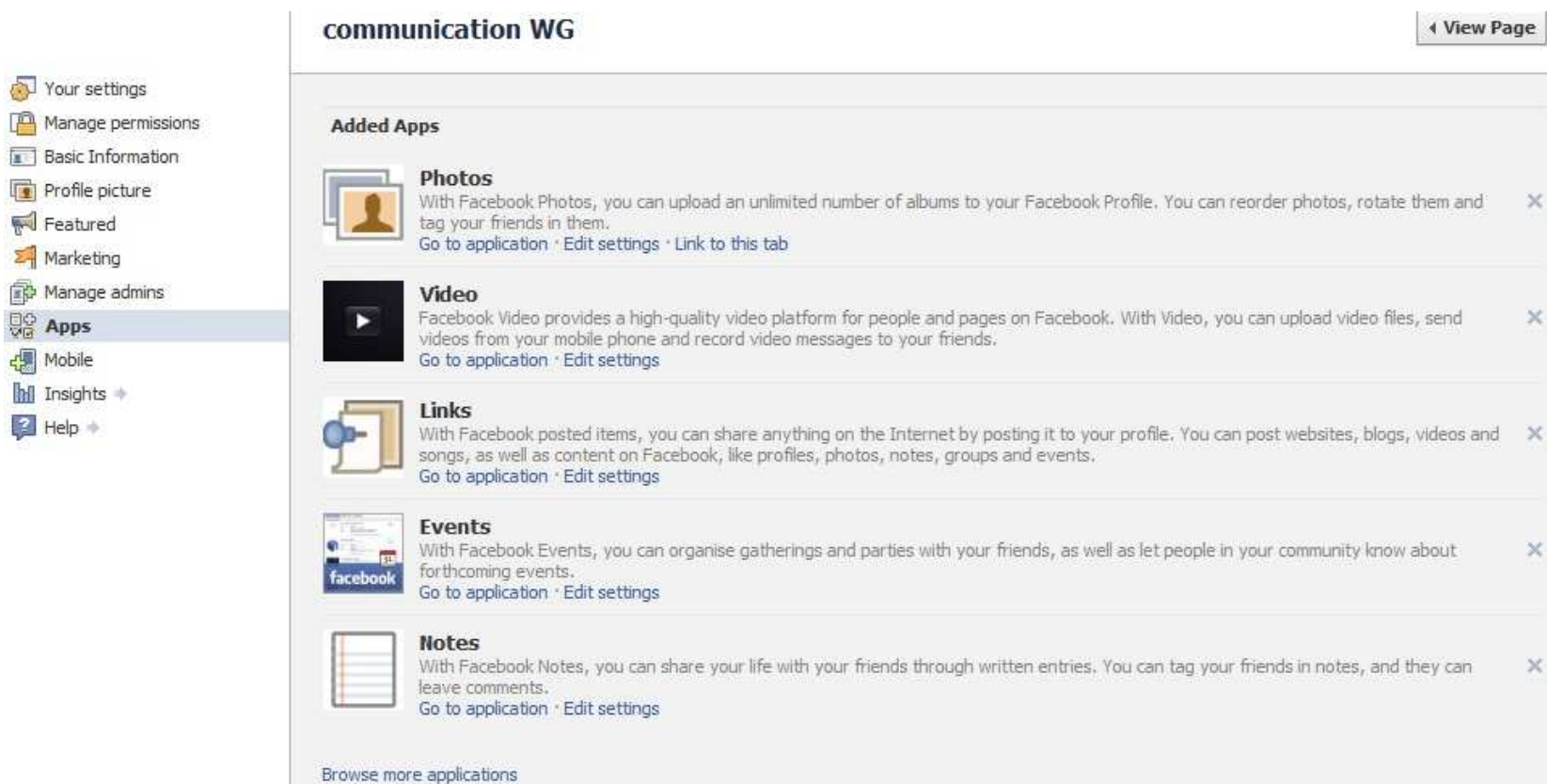


**Attributes**

- **href** - the URL of the Facebook Page for this Like Box.
- **width** - the width of the plugin in pixels. Default width: 300px.
- **height** - the height of the plugin in pixels. The default height varies based on number of faces to display, and whether the stream is displayed. With the stream displayed, and 10 faces the default height is 556px. With no faces, and no stream the default height is 63px.
- **colorscheme** - the color scheme for the plugin. Options: 'light', 'dark'.



You can add many applications (networkedblog, twitter, slideshare, RSS, etc ...)



The screenshot shows the 'communication WG' Facebook page. On the left is a navigation menu with options: Your settings, Manage permissions, Basic Information, Profile picture, Featured, Marketing, Manage admins, **Apps** (selected), Mobile, Insights, and Help. The main content area is titled 'communication WG' and has a 'View Page' button. Below the title is the 'Added Apps' section, which lists five applications: Photos, Video, Links, Events, and Notes. Each application has a brief description and links to 'Go to application' and 'Edit settings'. At the bottom of the 'Added Apps' section is a link to 'Browse more applications'.

Update (wall, photos, etc. ..) via sms / e-mail.

# Static FBML

- There is an application called static FBML with which you can customize the pages of Facebook, and you can insert HTML and FBML (Facebook Markup Language).
- Customize the facebook page so we will choose what we want just by manipulating the code.
- In our case this could allow from the fan page to accede to the implementation of the Europass CV.



# Static FBML

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## Applications matching "FBML"

Search results

Page 1 of 7

Static FBML by Facebook

★★★★★




Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.

121,313,735 monthly active users

Learn FBML

★★★★★




This is an FBML, API, and FQL testing application. Using this application you can test different FBML tags, API methods, and FQL query and learn how to use them using examples.

14,172 monthly active users - 1 friend

Belajar FBML

★★★★★




Info - info mengenai kode fbml

11,631 monthly active users

FBML HELP

★★★★★



Help seting up your FBML fan page

3,906 monthly active users



# Some suggestions ...

To maintain interest and achieve new followers:

- ✓ Interesting facts/ information
- ✓ Watch for publications and respond.
- ✓ Attractive site (nice design, applications ...)
- ✓ Create debate: to launch an inquiry and users give opinions.
- ✓ Ask advice: if we do the fans feel closer to us.
- ✓ Incentives: Draws for fans, etc ... (Eg: National Europass Centre Hungary)
- ✓ First and foremost is very important to know what we want to do and what the criteria are. The strategy should be common to all managers (social DK Media Policy). Do we have time/money/ people to manage it.

# Linkedin

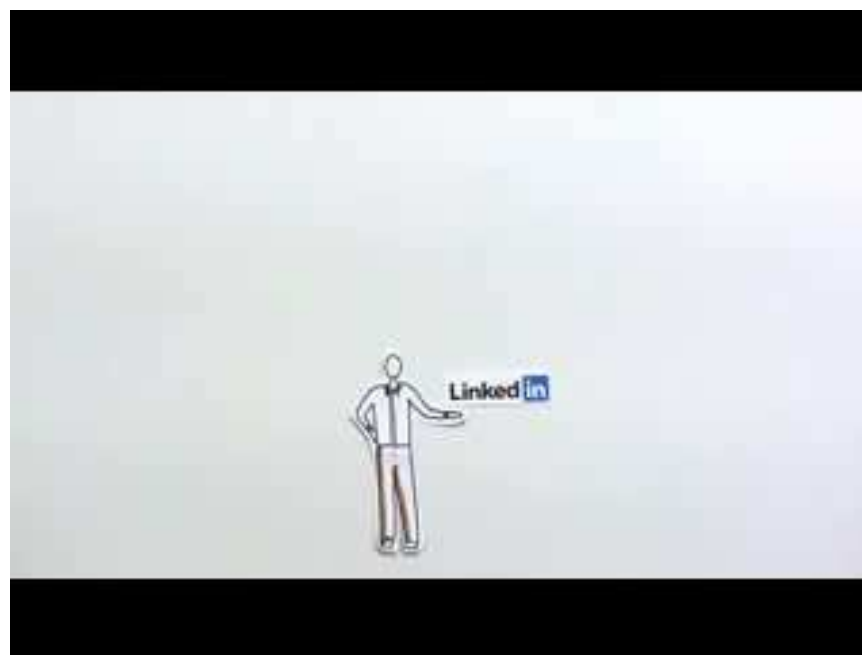


# Linkedin

- ✓ Professional network launched in 2003
- ✓ 35 million users, 170 sectors.
- ✓ It works as online CV.
- ✓ Inform users of their work
- ✓ Colleagues can review and make recommendations on profiles
- ✓ Employers can view profiles and provide jobs.
- ✓ You can follow interest groups and businesses.

# What is LinkedIn?

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Brito, Michael: Introduction to Social Media. <http://www.slideshare.net/Britopian/introduction-to-social-media-presentation-699715>

Kaplan, Andreas M.; Michael Haenlein (2010). "Users of the world, unite! The challenges and opportunities of Social Media". *Business Horizons* 53 (1): 59–68.

What Is Web 2.0 (Design Patterns and Business Models for the Next Generation of Software) by Tim O'Reilly

<http://oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=1>

Israel García: Ecosistema social media (Israel garcia) <http://isragarcia.es/el-ecosistema-social-media-diagrama>

Israel García: Preguntas clave para estrategia en social media

<http://isragarcia.es/preguntas-estrategicas-social-media>

Social media an introduction (Parlamento de Canadá. PDF)

<http://www2.parl.gc.ca/Content/LOP/ResearchPublications/2010-03-e.htm>

**Taller de redes sociales** <http://loretahur.wikispaces.com/Redes+Sociales>

**Definitions in wikipedia:**

Social network [http://en.wikipedia.org/wiki/Social\\_network](http://en.wikipedia.org/wiki/Social_network)

Social media [http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media)

Some videos about social media:

Working group about social media (more than 1 hour) <http://youtu.be/QMFT7Dk8EzM>

**Social media in plain english** <http://youtu.be/MpIOCIX1jPE>

Social Media revolution 2010: [http://youtu.be/NB\\_P-NUdLw](http://youtu.be/NB_P-NUdLw)

What the hell is social media: <http://youtu.be/QLd9q88ohUs>

**About linkedin**

¿qué es linkedin? [http://www.youtube.com/watch?v=R5n7Or0ab\\_0](http://www.youtube.com/watch?v=R5n7Or0ab_0)

Linkedin profile tutorial <http://www.youtube.com/watch?v=YsXZ5ET9-bA>

What is linkedin <http://www.youtube.com/watch?v=IzT3JVUGUzM>

What is LinkedIn (part 2) <http://youtu.be/C1ofuNt6Abk>

Exprimiendo linkedin <http://www.exprimiendolinkedin.com/>

**About Facebook**

Guía de community management en FB <http://blog.ikhuerta.com/guia-de-community-managers-en-facebook>

Aplicaciones en FB <http://blog.ikhuerta.com/facebook-graph-api>

<http://www.hubspot.com/facebook-for-business-marketing-hub/>

**Manual Facebook** <http://www.imh.es/dokumentazio-irekia/manuales/manual-facebook-redes-sociales-para-usuario-y-para-empresa>

Privacidad seguridad en facebook [http://www.osi.es/Protegete/Redes\\_Sociales/Guia\\_Seguridad\\_Facebook](http://www.osi.es/Protegete/Redes_Sociales/Guia_Seguridad_Facebook)

Many resources available on <http://www.delicious.com/miguelbarrera/socialmedia>

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