



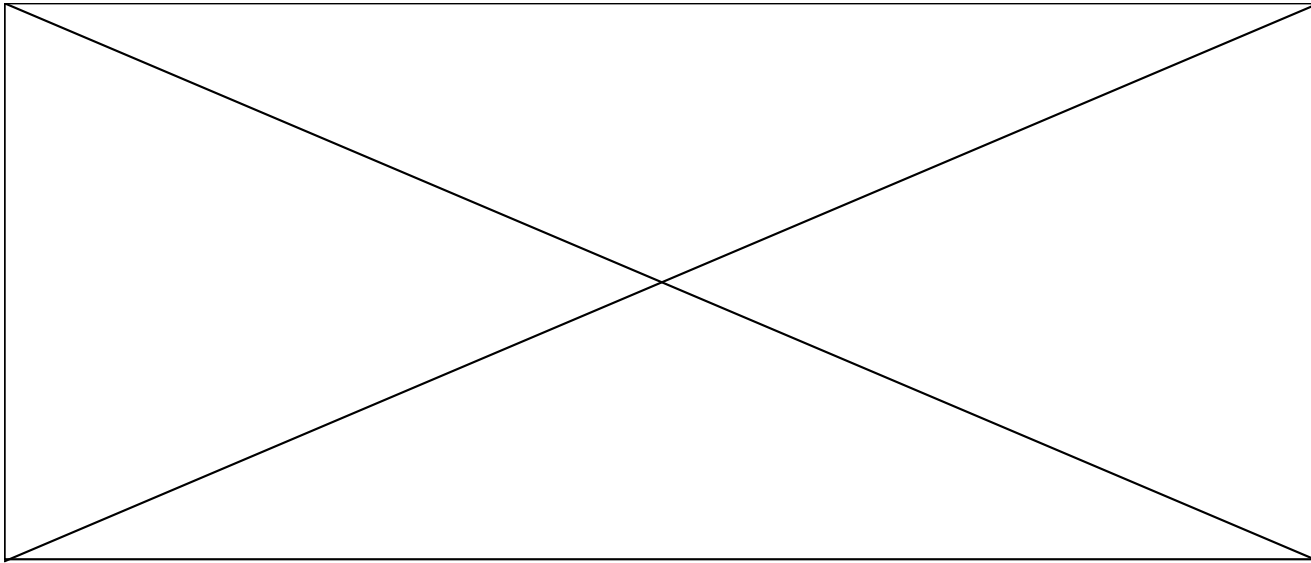
# Chancellor's Circle Social Media Workshop

by Jenny Clift

25 March 2010

- **What is social media?**
- **Tools used for social media**
- **Who's using it?**
- **Twitter run-through**
- **Facebook setup**

# What is social media?



[http://www.youtube.com/watch?v=6a\\_KF7TYKVc](http://www.youtube.com/watch?v=6a_KF7TYKVc)

## Lots of different social media 'tools'



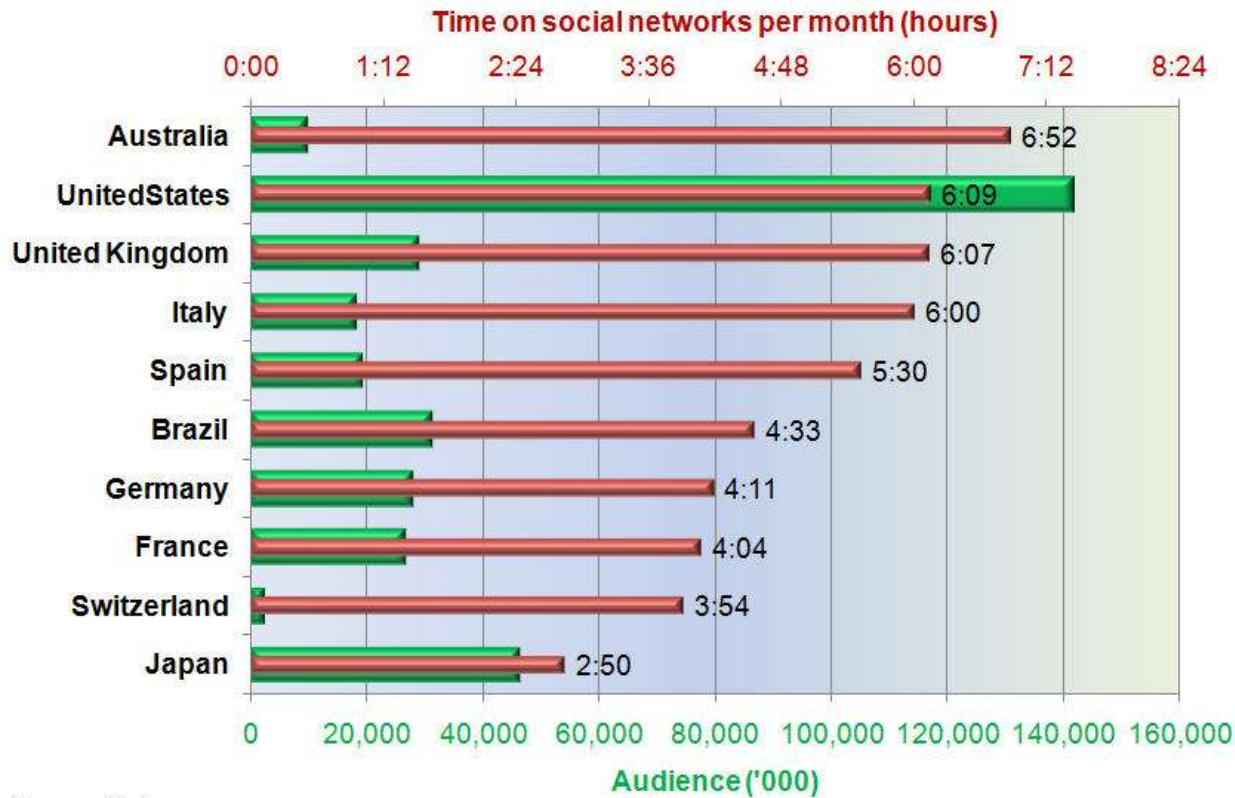
The screenshot shows the GO2WEB20 website interface. At the top, there is a search bar with the text "tag:most-popular" and a "FIND APPS" button. Below the search bar, the page title is "Most-popular Web 2.0 Tools and Applications". The main content area displays a grid of various web 2.0 tools and applications, including:

- FarmVille
- hulu
- posterous
- BLIP.tv
- BOXEE
- gliffy
- mint
- docstoc
- animoto
- Wufoo
- pic20
- picnik
- joost
- footnote
- digg
- viddler
- snap
- wesabe
- LinkedIn
- weebly
- iLike
- slide
- blip.tv
- imeem
- scribble
- imagekind
- zoho

On the right side of the page, there is a sidebar titled "MOST POPULAR" with a list of tags and their corresponding counts:

Tag	Count
SHARE	(19)
EDUCATION	(11)
TOOLS	(10)
CREATE	(10)
SOCIAL	(10)
MUSIC	(10)
PHOTO	(10)
BLOGGING	(7)
VIDEO	(7)
FIN	(6)
GODLEE	(6)
MEDIA	(6)
SEARCH	(6)
TRACE	(6)
DISCOVER	(6)
NETWORK	(6)
BOOKMARKING	(4)
FEED	(4)
STORAGE	(4)
TV	(4)

# Who's using social media?



Source: Nielsen  
[www.rossdawsonblog.com](http://www.rossdawsonblog.com)

- Facebook most widely used social media site in Australia
  - 7,879,400 users overall, 300,000 users over 60 years old



**Most of us here grew up using libraries for research**



Now, its digital



## They live in a multi-tasking environment





- Have a look around
- Join up to a site and start participating
- Who has internet at home/email?
- How to get started in social media

<http://www.hobo-web.co.uk/seo-blog/index.php/how-to-get-started-in-social-media/>



- **Twitter** is a social networking and microblogging service that allows you answer the question, "*What are you doing?*" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers."



[www.facebook.com](http://www.facebook.com)

weblogcartoons.com



I AM TRYING TO  
ADD MORE FRIENDS

**Don't forget about Facebook privacy**

<http://www.allfacebook.com/2009/02/facebook-privacy/>