Chancellor’s Circle Social Media Workshop

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Agenda

• 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
Tools used for social media

Lots of different social media ‘tools’

http://www.go2web20.net/#tag:most-popular
Who’s using social media?

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

Source: Nielsen
www.rossdawsonblog.com
Most of us here grew up using libraries for research
Digital generation

Now, it's digital
Digital generation

They live in a multi-tasking environment
Participating in social media

- 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
• **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

Don’t forget about Facebook privacy
http://www.allfacebook.com/2009/02/facebook-privacy/