



**News
Libraries
2.0**

**Blogs
&
Social
Networking**

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Starting a blog

- Are you comfortable having others read and comment on your words and thoughts?
- What is its purpose?
- Whom is it for?
- How much time can you devote to it?

Naming your blog

- Readable
- Memorable
- Easy to spell
- Easy to pronounce
- Concise
- Unique
- Relevant

Hosted or DIY?

Hosted

Free. Easy to use. Quick. Less flexibility. URL supplied by the hosting company. (Blogger, Wordpress.com)

DIY

More freedom, more responsibility. Need to find server space and register a domain name. (Wordpress.org, MovableType)

First impressions

Your design should reflect your brand.

Are you using a default template?

Have a clear navigation structure.

Choosing blog topics

Read, read, read.

Regularly check your RSS feeds.

Listen to your coworkers.

Participate and anticipate.

Find your blogging groove

Define what type of blogger you are.

Establish a routine.

Make adjustments as needed.

Monitor & Interact

Add free web analytic packages ([Sitemeter](#), [Clicky](#), [StatCounter](#)).

Manage/track RSS feeds through [FeedBurner](#).
Use their [Feedflare](#) service to encourage interaction.

Promote

Learn about search engine optimization.

Use social networking sites.

Network!

Helpful Resources

Blogging colleagues.

Bloggers you may not know yet.

Blogs on blogging

[Prologger](#)

[Daily Blog Tips](#)

Social Networking
and
News Research

Social Networking



Communities of people who **share** interests and activities.



There are *hundreds* of social networking sites.

Learn a couple really well.

Explore niche networks.

Don't overlook the older sites.

Social Networking 101

Create a profile online with your personal and/or professional information.

Collect friends.

Interact and secretly view others.

Social Networking: Registration

Full access is limited to registered users.

Multi-Profile Search

What's yoName?

People search across social networks, blogs and more.

People Search

Web Search

Public Records Search

Enter an Email Address, Username, First & Last Name or Phone number
[+ Advanced Search Options](#)

YO!

Top Searches
[Paris Hilton](#)
[American Idol](#)
[Lindsay Lohan](#)

www.yoname.com

Social Networks: Searching

Start with a basic search.

Browse, **filter** and **sort** are your friends.

Always, always check out advance search features.

More...

People don't always use their real names when registering on social networking sites. Try to find an email address for the person you are searching. Or search by a first name and then limit from there.

More...

Search known friends. View top friends.

A group search can get you what you need.

Don't forget traditional search engines and blog search engines.

Social Networks: Navigating

Understand what you are looking at (be careful, not everything you read is true).

Get a feel for the layout.

Take time to explore. Online networking takes time and patience just like face-to-face.

facebook

Profile edit Friends Inbox home account privacy logout

Search

Applications

- Groups
- Causes
- Neighborhoods
- Mesmo TV
- Prolific
- Scramble

more

Feel Good thru Striptease



Stripping can be a great physical and mental exercise for women. Find out more on Capessa.com.

More Ads | Advertise



Lynne Palombo

is taking care of early morning business (news, coffee and such) from her back deck. Oh, glorious weather.
Updated on Wednesday edit

Networks: Portland, OR
The Oregonian
Sex: Female

Mini-Feed

Displaying 10 stories Import | See All

Today

- Lynne just sent a new post.
- Lynne posted a new comment to Michelle. Click here to see Michelle's comment
- Lynne and Betsy Hammond are now friends.
- Lynne has given good karma to Michelle Roberts.
Make good things happen. **Send good karma to Lynne now!**

Yesterday

- Lynne changed her profile picture.

May 14

- Lynne has given good karma to Beth B. Nakamura.
Make good things happen. **Send good karma to Lynne now!**
- Lynne is taking care of early morning business (news, coffee and such) from her back deck. Oh, glorious weather.

May 13



Facebook: Jargon

Friend

A phrase for someone acknowledging they want to make a connection online. Sometimes, it's not a friend in real life.

You can request to be someone's friend.

Friends are approved, denied, ignored or blocked.

Network

People belong to regional, educational or professional networks. You can see anyone's profile in your network (if not made private).

There are **150, 031** people in the Portland, OR network.

More Jargon

Profile - An individual.

Page - A business, musician, nonprofit, etc.

Group - A place for people to connect with common interests.

Facebook: Searching

Facebook allows you to search for anything on the site, including people on other networks, provided they haven't restricted their privacy settings.

Search

Search input field with magnifying glass icon

Applications edit

- Groups
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more

Privacy



Profile

Control who can see your profile and personal information.



Search

Control who can search for you, and how you can be contacted.



News Feed and Mini-Feed

Control what stories about you get published to your profile and to your friends' News Feeds.



Applications

Control what information is available to applications you use on Facebook.

Block People

If you block someone, they will not be able to search for you, see your profile, or contact you on Facebook. Any ties you currently have with a person you block will be broken (friendship connections, relationships, etc).

Person

Input field for blocking a person

Block

Cute sandals at Like.com



Buy Stuart Weitzman sandals. Huge selection, great deals!

Facebook: Privacy options

Control who can see your profile.

Control who can search you.

Control how people can contact you.

Facebook: Limited Profile Tricks

- [Add as Friend](#)
- [Send a Message](#)
- [View Friends](#)

Applications

Photos

Social Networking: Cautions

Profiles are small snippets of who a person is. They can represent only how that person feels at a certain moment in time.

Fake profiles.

Think of your profile as a virtual business card.