

Social Networking Sites:

- Bebo - www.bebo.com
- Care2 - for social activists - www.care2.com
- Facebook - www.facebook.com
- Gather - gather.com
- LinkedIn - more about business/professional contacts - www.linkedin.com
- MySpace - www.myspace.com
- Plurk - microblogging - www.plurk.com
- quarterlife - for artists and creative people; tied to TV show - www.quarterlife.com
- Twitter - microblogging - <http://twitter.com>

Creating Your Own Social Network:

Some places have used the site ning.com to create their social networks.

Example: Beyond Broadcast - <http://beyondbroadcast.ning.com>

Others have used content management systems to create a social network within their website with their users.

Example: NAPT - www.nativetelecom.org/media_makers

Tips on Social Networks:

- **Don't spread yourself too thin** - Pick two or three social networks that you feel that serve people that you want to reach the most or who are most likely to be interested in what you are doing. You can always create profiles in new up-and-coming social networks as placeholders. It is better to keep your 2 or 3 social networks up-to-date.
- **Use student workers** - A lot of non-profits have assigned a student worker to one social network, so that it has a consistent voice and so that the postings don't fall through the cracks. Be sure that you have someone besides the student set up the account to begin with because sometimes (like with Facebook) the first admin can't be removed.
- **Relaxed language** - Make sure to have posts that are casual in tone. Too many automated postings or postings that sound too corporate will just put off most of your users.

Social Networking will be discussed more during the session *Facebook, Twitter, Plurk - How Social Networking is Challenging and Changing News* with Victor Rocha and Mark Trahan at 3pm on August 1st.