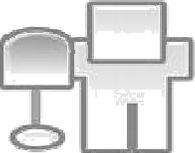


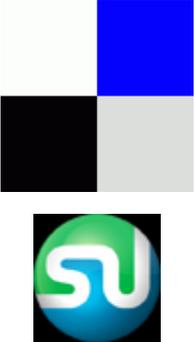
Social Media for Beginners

A Breakdown of Emerging Technologies

LOGO	WHAT IT IS	WHERE TO GET IT
	<p>RSS (Really Simple Syndication) A RSS “reader” (or feed), notifies subscribers when new content is added to websites or pages they have selected. The RSS reader usually collects and serves the new information in an organized list, making it simpler to scan larger amounts of content without having to visit each page individually.</p>	<p>Netvibes (Free) www.netvibes.com Google Reader (Free) www.reader.google.com Internet Explorer 7 This feature is built into the browser.</p>
 	<p>Blogs/Micro-Blogs Blogs (or Web Logs) are web pages that feature a collection of posted entries, similar to an online journal or diary. However, unlike an online journal, blogging is more about connecting with and hearing from your viewers. Blogs allow readers to share comments, ask questions and post links to other blogs/web pages, making blogging a truly interactive experience.</p>	<p>Blogger (Free) www.blogger.com WordPress (Free) www.wordpress.com Live Journal (Free) www.livejournal.com TypePad www.typepad.com Twitter (Micro Blog - Free) www.twitter.com</p>
	<p>Podcasts A podcast is an audio/video file distributed over the Internet. It can be played from a computer and/or downloaded to an iPod/MP3 player. Users can also subscribe to different podcasts through most RSS readers and some media players.</p>	<p>iTunes (Free) www.itunes.com Podcast Alley (Free) www.podcastalley.com Our Media (Free) www.ourmedia.org</p>
 	<p>Wiki A wiki is a website that users can read, write, edit and organize, simply by logging-in. See an error? Fix it. Missing information? Add it. New resources? Post a link. Wikis combine the best qualities of blogging, social networking and online forums to help users create an online community around the topic of their choice. Most wiki pages are free of charge and edited with easy-to-use tools, making web site creation as easy as using Microsoft word.</p>	<p>Wetpaint (Free) www.wetpaint.com Wikipedia (Free) www.wikipedia.org Wikispaces (Free) www.wikispaces.com</p>
 	<p>Content Sharing Digg and Technorati are community-based websites that combine networking, bookmarking, blogging, podcasting and syndication. Content is submitted and tracked by users, and then displayed on the home page through a user-based ranking system. The users drive the popularity of submissions, rather than an editorial board.</p>	<p>Digg (Free) www.digg.com Technorati (Free) www.technorati.com Reddit (Free) www.reddit.com</p>

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	<p>Social Bookmarking Del.icio.us (pronounced “delicious”) is the preferred web service for social bookmarking; storing, tagging, sharing, and discovering web bookmarks (or favorites). When a website is tagged to del.icio.us as a bookmark, it allow users to access that bookmark from any computer. More important, you can share bookmarks with the online community and search the site for what other users are finding, reading and tagging.</p>	<p>Del.icio.us (Free) http://del.icio.us StumbleUpon (Free) www.stumbleupon.com</p>
	<p>Photo Sharing Photo sharing websites, such as Flickr and Photobucket, are online social networks structured around digital photos. Besides sharing your photos with the online community, Flickr is often used as a place to store and tag photos for publishing and organization.</p>	<p>Flickr (Free) www.flickr.com Photobucket (Free) www.photobucket.com</p>
	<p>Video Sharing Video sharing websites, like YouTube, are online communities organized around videos. You can search, tag videos, organize your favorites, create play lists, post comments, join groups and flag inappropriate content. You can also produce your own video, upload it, publish the link and/or embed the video on your website or blog.</p>	<p>YouTube (Free) www.youtube.com Metacafe (Free) www.metacafe.com Yahoo! Video (Free) www.video.yahoo.com Google Video (Free) www.video.google.com</p>
	<p>Social Networks Social Networks are interactive, web-based communities of users (individuals or groups) that build connections around particular subjects e.g. geography, photos, information, links, or videos. Popular examples are Facebook, MySpace and Ning, which recently introduced the ability to create your own social network.</p>	<p>Facebook (Free) www.facebook.com MySpace (Free) www.myspace.com Ning (Free) www.ning.com</p>

For more information and other services, visit:

The Common Craft Show -- www.commoncraft.com

Common craft is home to useful and easy-to-understand videos on these and other social media tools, including: blogging, social networking, photo sharing, wikis, social bookmarking, RSS, twitter and Google docs.



Creative Commons -- www.creativecommons.org

Creative Commons is a simple, easy-to-use and practical copyright licensing website that tells your readers, users and/or listeners how you would like them to use your materials, websites, blogs, etc.



For more information, please contact:
Amelia Silbert-Geiger at:
916.339.3424 ext. 23 or amelia@cyanonline.org
or [facebook.com/AmeliaSilbert](https://www.facebook.com/AmeliaSilbert)

Adapted 2010 - California Youth Advocacy Network - www.cyanonline.org
from the CADCA Forum XVIII, 11 - 14, 2008, Washington, D.C.
Social Networking: Can You Digg It? With Sue Stine and LaDonna Coy