

# Social Media - Introduction

Martin De Saulles

October 2009



"social media"

Search

[Advanced Search](#)

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Results 1 - 10 of about 95,800,000 for "[social media](#)". (0.30 seconds)

### [Social Media Agency](#)

[www.Guava.co.uk/social-media](http://www.Guava.co.uk/social-media)

Professional creative **social media** & search engine marketing agency.

### [Social Media Marketing](#)

[www.agency2.co.uk](http://www.agency2.co.uk)

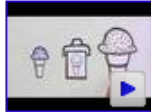
Delivering **social media** ROI The **Social Media** Agency

### [Social media - Wikipedia, the free encyclopedia](#)

**Social media** are media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. ...

[en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

### [Social Media in Plain English](#)



3 min 44 sec - 28 May 2008 - ★★★★★

A simple story that illustrates the forces shaping **social media**. This video comes in an unbranded "presentation quality" version that can be licensed ...

[www.youtube.com/watch?v=MpLOCIX1jPE](http://www.youtube.com/watch?v=MpLOCIX1jPE) - [Related videos](#) - [🗨](#) [📄](#) [🗕](#)

### [YouTube - Social Media Revolution](#)



4 min 23 sec - 30 Jul 2009 - ★★★★★

Is **social media** a fad? Or is it the biggest shift since the Industrial Revolution? Welcome to the World of Socialnomics.

[www.youtube.com/watch?v=sIFYPQjYhw8](http://www.youtube.com/watch?v=sIFYPQjYhw8) - [Related videos](#) - [🗨](#) [📄](#) [🗕](#)

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### [Social Media Software](#)

Social tools to improve employee productivity and corporate results.

[Ramius.net](http://Ramius.net)

### [Social Media Moderation](#)

Europe's largest moderation company

- Protecting users & brands 24/7

[www.tempero.co.uk](http://www.tempero.co.uk)

### [Social Media monitoring](#)

What are they saying about you?

Free 14 day trial - register now

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

### [Experts in Social Media](#)

Facebook, Digg and Stumbled Upon

Contact the **Social Media** Experts

[www.linkbaits.co.uk](http://www.linkbaits.co.uk)

### [NeoSpire Managed Hosting](#)

Mission Critical Managed Hosting

# Recruiters urged to master social media or lose relevance

Comments 0 Rating Unrated (0)

## Social media keep flood victims connected

Benny Evangelista, Chronicle Staff Writer  
Tuesday, September 29, 2009

By Hcamag.com.au  
29 September 2009 @ 09:24 AM AEST

ARE COMMENTS (10)

FONT SIZE: [ - ] [ + ]

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## Social media, God and suicide

Was the Archbishop of Westminster right to suggest that social media can cause suicide?

- With their homes and offices flooded, landlines overloaded and residents of the typhoon-stricken regions of the Philippines of their plight to the world by using cell phones and social

"Facebook and MySpace can lead children to commit suicide, warns Archbishop" is [much too good a headline](#) to spoil with a fact. It contains

## ifference that social media makes

Convention is assessing the of social media

September 28, 2009 3:32 PM PDT

## Study: Social-media junkies use e-mail more

by Don Reisinger

Font size Print E-mail Share Post a comment

Although social networking may be seen as a persona e-mail, those that find themselves on several social-m generally spend more time reading and writing e-mail engage in as much social networking, according to a s Nielsen.

After considering the impact social networks have on V that "consumption of social media decreases e-mail u

## Social media driving new business thinking

Architects of change

Alexandra Lopez-Pacheco, Financial Post

Published: Monday, September 28, 2009

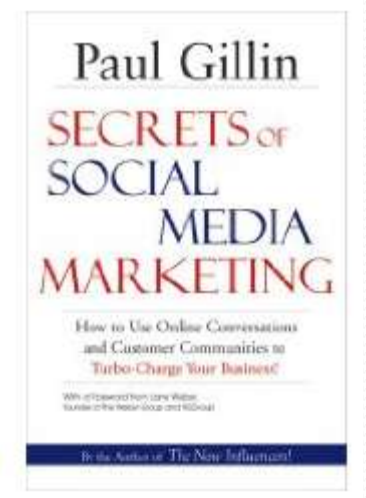
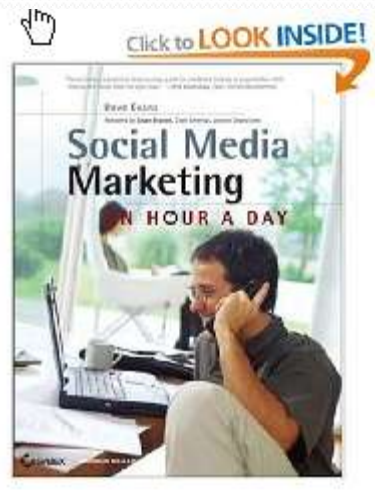
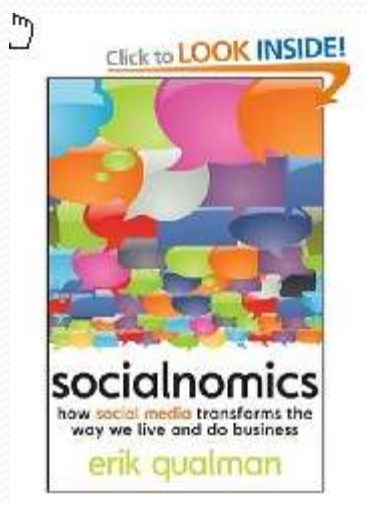
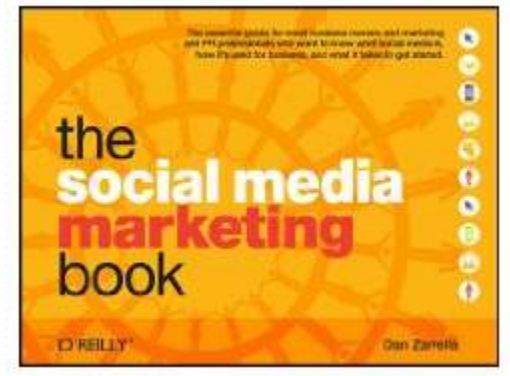
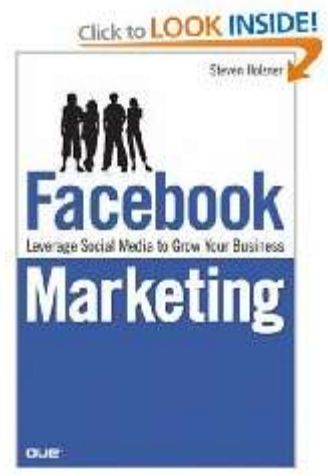
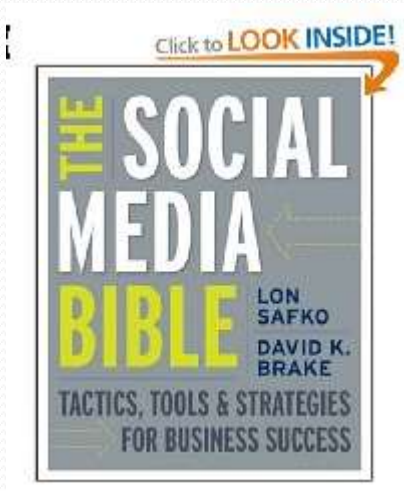


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[Hotspex Inc.](#)

[Jean-Francois Barsoum](#)



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[Social Media Today | A business community for the web's best ...](http://www.socialmediatoday.com/) - <http://www.socialmediatoday.com/>  
[Social Media Explorer - Exploring The World Of Social Media](http://www.socialmediaexplorer.com/) - <http://www.socialmediaexplorer.com/>  
[Social Media Club](http://www.socialmediacub.org/) - <http://www.socialmediacub.org/>

[Lighthouse SQ7: A social media device with voice recognition](#)

9 hours ago by Devin Coldewey  
**Social media** applications are increasingly abstracted from their web-app roots, be it in Adobe air or an iPhone app. Devices like the Chumby ...  
[CrunchGear](http://www.crunchgear.com/) - <http://www.crunchgear.com/> - [References](#)

[Why Should I Engage in Social Media?](#)

19 hours ago by Aliza Sherman  
How many times are you hearing the question, Why should I engage in **social media**? during your work week? I'm ...  
[WebWorkerDaily](http://webworkerdaily.com/) - <http://webworkerdaily.com/> - [References](#)  
[ [More results from WebWorkerDaily](#) ]

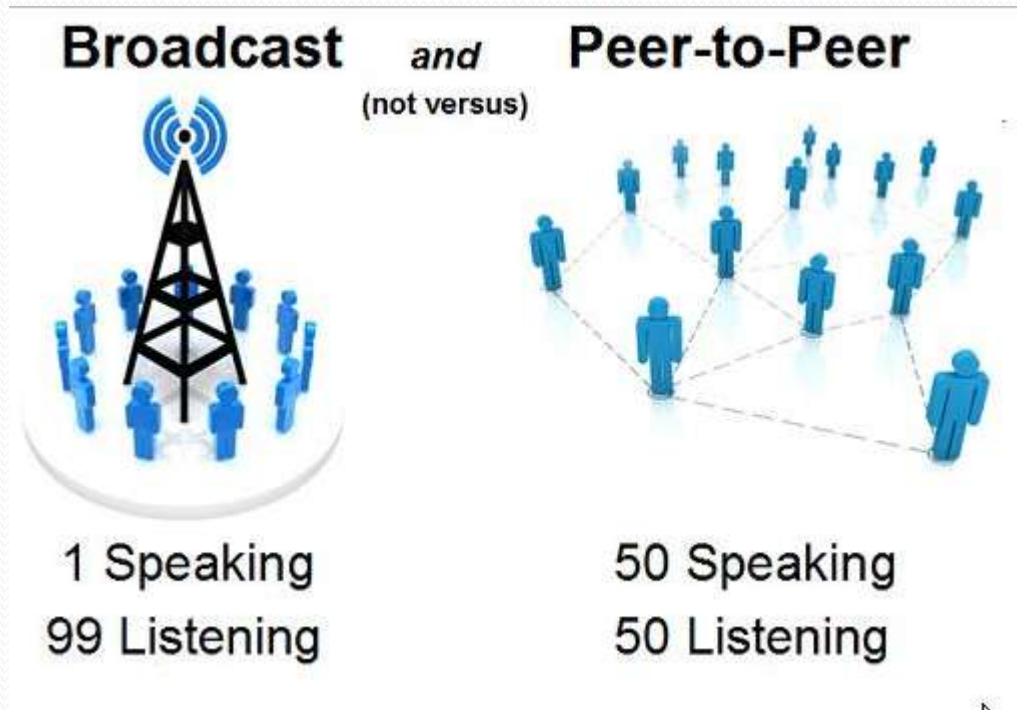
[Washington Post's Social Media Guidelines Get Posted](#)

22 hours ago by Frank Reed

# Unsocial media



# What's changed?



Source: <http://athenabridge.wordpress.com/2009/05/20/exploring-a-model-for-peer-to-peer-learning/>



## Our blogs: Join the conversation

The sharpest writing, the liveliest debate

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[Microsoft's grinning robots or the Brotherhood of the Mac. Which is worse?](#) | Charlie Brooker

Charlie Brooker

700 comments

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Paul MacInnes

673 comments

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Paul Owen

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Bobbie Johnson, technology correspondent

113 comments

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Telephone

\*Comment

1000 maximum characters

SEND

# Forums (1)



phoneforums.org  
The net's leading mobile phone community!

Welcome to the **Mobile Phone Forums**, we are a community of mobile phone users from around the world. By joining our **free** community you will have access to post topics, ask and answer questions, communicate privately with other phone users (PMs), respond to polls, upload your own photos and access many other special features. Registration is fast, simple and absolutely free so please, [join our community today!](#)

If you have any problems with the registration process or your account login, please [contact support](#).

**Mobile Phone Forums**

User Name   Remember Me?

Password

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Forum	Last Post	Threads	Posts
<b>Mobile Phones</b>			
<b>Phones</b> (10 Viewing) Mobile handset related discussion - Nokia, Samsung, Motorola, Sony Ericsson, Panasonic, Sharp, Siemens, Blackberry etc. <b>Sub-Forums:</b> <a href="#">iPhone</a> , <a href="#">Blackberry</a>	<a href="#">Quick guide - Put DVDs to...</a> by <a href="#">aaamay</a> Today 6:06 AM	2,129	7,277
<b>Networks</b> (4 Viewing) Discuss mobile phone service providers - Vodafone, Orange, T Mobile, O2, Three, Virgin Mobile etc.	<a href="#">unlock Nokia N76</a> by <a href="#">Jones Phones</a> Today 9:48 AM	396	1,539
<b>Extras</b> (5 Viewing) Discussion of Ringtones, Games, Software, Avatars, Graphics, Wallpapers, Unlocking etc.	<a href="#">Movies on Nokia N95 8Gb</a> by <a href="#">jim edge</a> 26-09-2009 8:27 PM	418	1,833
<b>Accessories</b> Talk about Chargers, Car Kits, Cases, Bluetooth, Wireless Headsets, Handsfree, Datacables etc here.	<a href="#">Magnetic Phone Case</a> by <a href="#">lee</a> 27-09-2009 7:54 AM	190	1,011
<b>News</b> (4 Viewing) All the latest mobile and cell phone news delivered straight to your doorstep!	<a href="#">FUJITSU TEES OFF CELL PHONE...</a> by <a href="#">News</a> Today 8:31 AM	85,904	86,295

# Forums (2)

The screenshot shows the ehealth forum website. At the top left is the logo "ehealth forum" with a yellow computer icon. To the right is a search bar with a "Search!" button. Below the logo is a navigation bar with links for "Medical Questions", "Health Forums", "Ask a Doctor", and "Health Videos". On the right side of the navigation bar are "Sign Up" and "Login" links. A large orange button labeled "Join Our Community" is positioned on the right side of the page. The main content area is titled "Conditions and Diseases > Gout Forum". Below the title are tabs for "TOPICS" and "DOCTOR QUESTIONS". A welcome message states: "Welcome to the Gout Forum - a health community featuring member and doctor discussions ranging from a specific symptom to related conditions, treatment options, medication, side effects, [diet](#), and emotional issues surrounding medical conditions." To the right of the message is a "Post a Topic" button. Below the message is a table listing forum topics.

Posted By	Topic	Replies	Last post
	<b>Allopurinol treatment ?</b> + DoctorQuestion 1288 views Last post: 08-12-2009 13:05pm	2	 cjeezy...
	<b>Coping with gout symptoms</b> + DoctorQuestion 1582 views Last post: 05-23-2009 07:48am	2	 real4...
	<b>Coping with gout and related tophus</b> + DoctorQuestion 845 views Last post: 01-27-2009 21:12pm	1	 Dr. Ni...

# Online Communities (1)

The screenshot shows the Netmums website interface. At the top, there is a navigation bar with the Netmums logo (a group of colorful figures holding hands) and the text "netmums". To the right of the logo is a pink banner for "siblu holidays" with a "book now" button and the offer code "SEJOUR". Below the navigation bar is a main menu with five categories: "Local boards", "Local activities", "Special interest", "Friends & support", and "Your child". Each category has a list of sub-items. Below the main menu is a secondary navigation bar with "You are in: Home", "Login", "Register for free", and "Help". The main content area is divided into two columns. The left column has a pink header "About Netmums" and contains text describing the website's purpose, a link to "Find out more about Netmums...", and a section for "Are you outside the UK?". The right column has a pink header "Our patron" and contains the name "John Bird, MBE". Below the "About Netmums" section is a search area with a text input field and a "Search" button. Below the search area is a map of the United Kingdom divided into colored regions.

**netmums**

**siblu**  
holidays

**book now**  
on [www.siblu.com](http://www.siblu.com)

offer code  
**"SEJOUR"**

Local boards	Local activities	Special interest	Friends & support	Your child
Noticeboard Nearly new Household help Childcare	What's on Places to go Things to do Parties	Food & Recipes Holidays Work & Money Shop window	Coffee house chat Local meet-a-mum Support for you Postnatal depression	Pregnancy & Birth Baby Preschooler Older child & school

You are in: **Home**      **Login** | **Register for free** | **Help**

### About Netmums

Netmums is a unique local network for Mums (or Dads), offering a wealth of information on both a national and local level. Once you have registered on your local site you can access details for all kinds of local resources, from child-friendly cafes to childminders, places to go and much, much more. In just a few clicks you chat with local mums in our coffee house, read other mums local recommendations and check out information on pre-schools or schools in your area - it's all here, under one roof.

**Find out more about Netmums...**

**Are you outside the UK? [Click here](#)**  
To get the best out of Netmums, find your local site and register free.

Enter the first part of your postcode...    
or choose from the map opposite

**Our patron**  
John Bird, MBE

Use our map below or use our **index**.

Or enter the first part of your postcode here

**Today on Netmums**  
**Your local noticeboard**

# Online communities (2)

GamePro Media: Games.net | GamePro.com | GamerHelp.com | GameProFamily.com | Gamedownloads.com | GameGirl.com | BlogFactorion.com | RSS

**games.net**  
the net effect

login name:   
password:   
[register](#) [login](#)

Platforms: PS2 PS3 Xbox Xbox 360 Wii GameCube PSP DS GBA PC  
Genres Features Community Video

game finder    
Games.net RSS Feeds

**TURN YOUR PASSION FOR GAMING INTO A CAREER**

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- Super Mario Galaxy
- No More Heroes
- Halo 3
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- Rock Band
- BioShock

**Decoy Squad: The End of Gaming**

VIDEO: Aldous' Cyborg friend tries to blow minds with talks about time travel.

**DECOY SQUAD**

1 2 3 4 5 6 7

**FULL SAIL UNIVERSITY.**  
Game Development - Degree Program

**DO WHAT YOU LOVE. LEARN TO MAKE GAMES.**  
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**QUICK POLL**  
Where do the best games come from?

# News

The screenshot shows the homepage of The Huffington Post. At the top, a green navigation bar contains the text "BIG NEWS: Supreme Court | Barack Obama | Conan O'Brien | HIV/AIDS | Sustainability | More...". Below this is the main title "THE HUFFINGTON POST" in a large, green, serif font. Underneath the title is the subtitle "THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY" and the date "September 29, 2009". A navigation menu below the subtitle includes links for "HOME", "POLITICS", "MEDIA", "BUSINESS", "ENTERTAINMENT", "LIVING", "STYLE", "GREEN", "WORLD", "COMEDY 23/6", "TECHNOLOGY", "NEW YORK", "CHICAGO", "DENVER", "VIDEO", "BLOGGER INDEX", and "ARCHIVE". A "Connect" button with a Facebook icon is also present. A "Get Email Alerts" button is located on the right side of the navigation menu. At the bottom of the screenshot, a news ticker displays the headline "FROM AP: Spain selects post-Pinochet film for Oscars" with a timestamp of "1 minute ago". A search bar with the text "Google™ Custom Search" and a "SEARCH" button is also visible.

- Founded in 2005
- 3,000 bloggers as contributors
- 22 million unique visitors per month
- +1 million comments made on site each month

# Social networking

## facebook

[Press Room](#)

[Blog](#) | [About](#) |  [Press Releases RSS](#)

### Statistics

---

**General Growth** More than 300 million active users  
50% of our active users log on to Facebook in any given day  
The fastest growing demographic is those 35 years old and older

---

**User Engagement** Average user has 130 friends on the site  
More than 6 billion minutes are spent on Facebook each day (worldwide)  
More than 40 million status updates each day  
More than 10 million users become fans of Pages each day

---

**Applications** More than 2 billion photos uploaded to the site each month  
More than 14 million videos uploaded each month  
More than 2 billion pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each week  
More than 3 million events created each month  
More than 45 million active user groups exist on the site

---

(September 2009)

# Blogs (1)



## Submit Info

Send in News/Rumors



Turn £50 into £90 - that'll get your business off the ground.



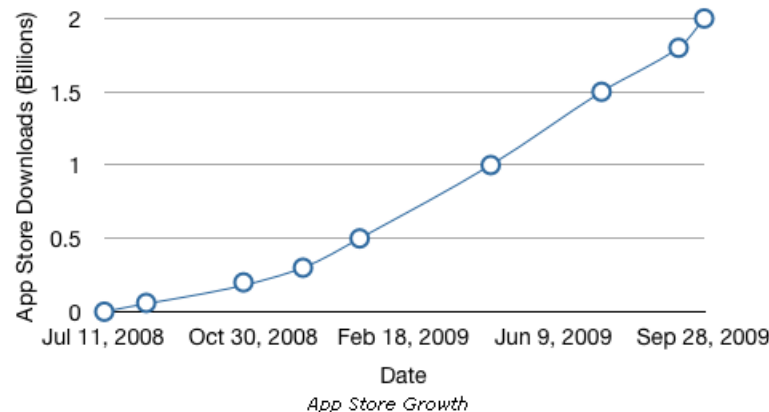
## Apple Surpasses 2 Billion App Store Downloads

Monday September 28, 2009 09:50 AM EST  
Written by Eric Slivka

Apple today [announced](#) that its App Store has surpassed two billion downloads. The company also noted that there are now over 50 million iPhone and iPod touch customers, 85,000 applications on the App Store, and 125,000 registered iPhone developers.

*"The rate of App Store downloads continues to accelerate with users downloading a staggering two billion apps in just over a year, including more than half a billion apps this quarter alone," said Steve Jobs, Apple's CEO. "The App Store has reinvented what you can do with a mobile handheld device, and our users are clearly loving it."*

Jobs announced at Apple's "It's Only Rock and Roll" media event earlier this month that the App Store had seen more than 1.8 billion downloads, and clarified that that number does not include updates.



Finally, Apple reminds users that the App Store is available in 77 countries, with over 20 categories of applications to choose from, and promotes the new ability of iTunes 9 to organize iPhone and iPod touch home screens.

Rating (100 Positives; 28 Negatives)  
[ 116 comments ]

# Blogs (2)

Order-Order.com   GuyNews.TV   Merchandise...   About...

## Guido Fawkes' blog

...of plots, rumours and conspiracy

www.Order-Order.com

"Tittle Tattle, gossip and rumours about Westminster's Mother of Parliaments. Written from the perspective of the only man to enter parliament with honest intention. The intention being to blow it up with gunpowder..."

**NewStatesman**  
at the Conservative Party Conference

**POLICE Federation**   Edge: There are many paths to success  
**Alliance**   **disabilities trust**   **livability**

TUESDAY, SEPTEMBER 29, 2009

"Thatcher!"

Ben Bradshaw gets a small cheer from the hall for attacking Thatcher. *Two decades after she left office...*

Tags: [maggie thatcher](#)

September 29, 2009 at 10:22 am   [Comments \(141\)](#)

**UK Music; Never Mind The Bollox - Here's The Future**  
Monday, 12:30pm  
Hilton Metropole, Edinburgh

**OBAMA'S BLACKBERRY**  
**BUY IT NOW**

# Video



**Most Popular** (view all)

**Entertainment**

**Heartless Gay Fish Kanye West Taylor ...**  
209,440 views  
MoonWalkerJackson  
★★★★★  
3:14

**Music**

**Take That - Rule The World - Gary Bar...**  
13,010 views  
CamillaKerlake  
★★★★★  
3:48

**News & Politics**

**Student demonstration, Tehran 28 sep ...**  
18,970 views  
freedommessenge...  
★★★★★  
0:45

**Film & Animation**

**A Nightmare on Elm Street (2010) - Te...**  
17,057 views  
starrunner54  
★★★★★  
2:08

**Sport**

**Mr Olympia 2009 TOP 6 RESULTS!!!**  
164,156 views  
zenxloves  
★★★★★  
8:39

**Howto & Style**

**How To: The Tousled Knot**  
99,042 views  
juicystar07  
★★★★★  
2:53

**Science & Technology**

**OmniZero.9に乗る前田さん**  
37,110 views  
kmoriyama  
★★★★★  
1:52

**Gaming**

**Halo 3 ODST Epilogue Easter Egg**  
40,093 views  
Scazza  
★★★★★  
0:43

**Most Viewed**

**The X Factor 2009 - Danyl Johnson - B...**  
128,732 views  
TheXFactorUK  
★★★★★  
4:12

**Top Favourite**

**Simon's Cat ' Hot Spot'**  
30,446 views  
simonscat  
★★★★★  
0:43

- +10 billion videos watched in August 2009
- 20 hours of video uploaded every minute

# Photos



3,807 uploads in [the last minute](#) • 71,248 things tagged with [jump](#) • 3.2 million things [geotagged](#) this month • [Take the tour](#)

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Inspiron Mini



iPhone 3G S  
16GB



# ecommerce

1.



**Samsung NC10 10.2-inch Netbook (Intel Atom N270 1.6GHz, 1GB RAM, 160GB HDD, Windows XP Home, Blue)**

Buy new: **£299.99**

6 Used & new from **£275.00**

Get it by **Wednesday, Sep 30** if you order in the next **3 hours** and choose express delivery.

Eligible for **FREE** Super Saver Delivery.

★★★★★ (110)

## Most Recent Customer Reviews

### ★★★★★ Excellent Netbook; Highly recommended

If you want the best Netbook for a fair price; look no further. I have been using my NC10 for a while now and have to say it is great. [Read more](#)

Published 2 days ago by Just-William

### ★★★★★ best netbook

After spending hours comparing netbooks I decided on the samsung nc10. Very pleased with the performance.

Published 4 days ago by M. C. Wheeler

### ★★★★☆ Fab

I bought this as I'm spending so much time away with work in hotels and don't want to lug a big heavy laptop around. [Read more](#)

Published 19 days ago by Preston Girl

### ★★★★★ brilliant little thing

this is mrs.. son Sam  
i got this for my birthday and was blown away with the power of this little thing the screen is a nice size very good picture quality the speakers are... [Read more](#)

Published 22 days ago by J. McCormack

### ★★★★★ Very smart appearance, good keyboard, great battery life

The battery life is about 6 hours for office work, internet use and simple programming, perfect for making good use of time while travelling and true to the specifications.

# Bookmarking

What's New? | Signed in as **martind**








**delicious** Home Bookmarks People Tags

**Home**  
See what's hot on Delicious, or go to [your Bookmarks](#)

Fresh Bookmarks Popular Bookmarks Explore Tags

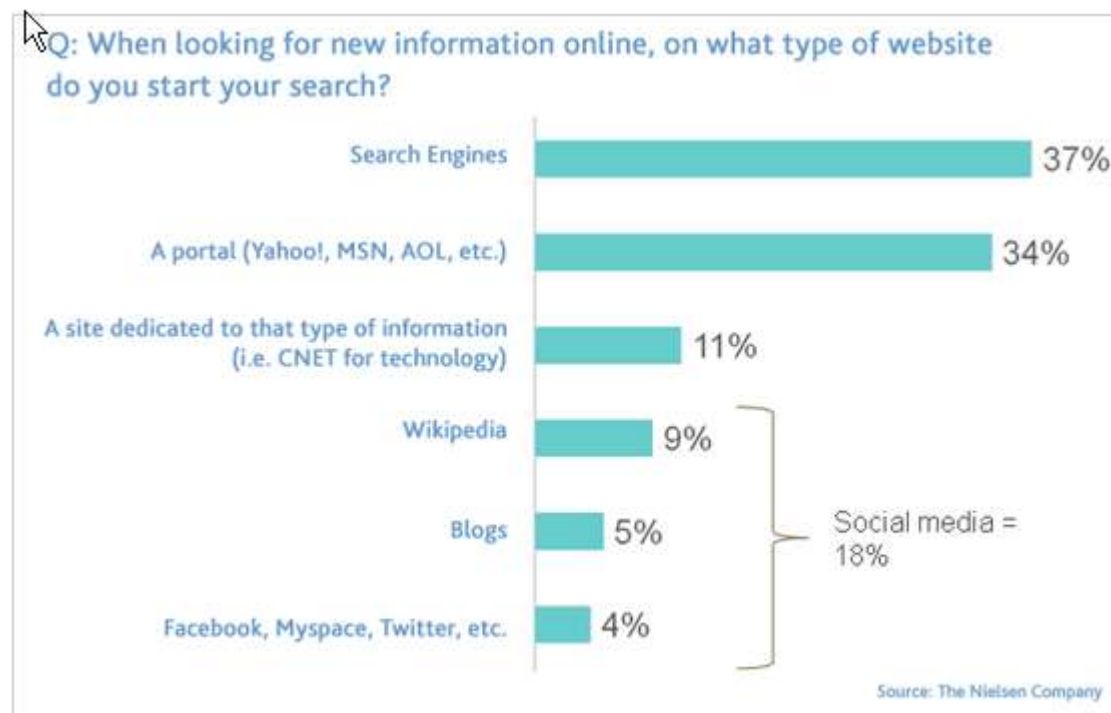
The freshest bookmarks that are flying like hotcakes on Delicious and beyond.

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via [liferhacker.com](#)  
wireless windows wifi networking hotspot  
▶ 29 Related Tweets
-  Hockey Player Joins Team He Was Born To Play For - minor league hockey - Deadspin SAVE **2**  
via [deadspin.com](#)  
hockey deadspin bizarre sports  
▶ 13 Related Tweets
-  40+ Desert Island Web Development Tools « Smashing Magazine SAVE **68**  
via [smashingmagazine.com](#)  
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startup legal documents business entrepreneurship  
▶ 7 Related Tweets
-  Definitive List of Free WordPress Themes - Entrepreneur's MAG SAVE **200**

# Search

October 2009





Broadcast Yourself™

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## Social Media in Plain English



★★★★★ 1,050 ratings

323,819 views

<http://www.youtube.com/watch?v=MpIOClX1jPE>