



Facebook & Social Networking: Tools and Uses

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Facebook, LinkedIn, MySpace, Plaxo: **Diane Duesterhoeft**

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- Why would I want to get on facebook or any other social networking site?
- Questions to consider:
 - Do you want to connect more with students?
 - Do you want to connect with former students, colleagues, family, friends?
- It's voluntary
- It's where students are at—they can access via cell phone as well as on their laptops
- Often easier to share multimedia: don't have to worry about email storage quotas
- A way to connect with professional organizations and colleagues with shared interests
- How facebook is like a library database: see <http://www.library.illinois.edu/ugl/howdoi/facebook.html>

Some Social Media sites:

- Facebook: www.facebook.com
- LinkedIn: www.linkedin.com
- MySpace: www.myspace.com
- Ning: www.ning.com
- Plaxo: www.plaxo.com
- Twitter: www.twitter.com
- Academia.edu: www.academia.edu
- Academic applications in facebook:
 - Databases
 - WorldCat
 - JSTOR
 - Gale PowerSearch
 - Library sites within facebook (a few examples):
 - Penn State University: <http://apps.facebook.com/psulibrary/>
 - Yale University: <http://en-gb.facebook.com/yalelibrary>
 - Add widgets to your profile: <http://www.widgetbox.com/galleryhome/>
- Social networking applications
 - Study Groups (networking application in facebook)
- Can create “groups” or “pages” for campus groups, student groups, professional interest groups, departments, etc.
 - St. Mary's University facebook page
 - St. Mary's University Philosophy Department facebook page
- Updating status on multiple social media tools, e.g. facebook, LinkedIn, Plaxo, MySpace, etc. simultaneously using Ping.fm
- Some of these tools also allow simultaneous updates of other social media sites