



SOCIAL MEDIA GUIDE

2011





SOCIAL MEDIA STREAM

The term **social media** refers to the use of web-based and mobile technologies to turn communication into interactive dialogue. Also is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content." Social media are media for social interaction, as a superset beyond social communication, but mainly still communicating just interactively using ubiquitously accessible and scalable communication techniques.

One characteristic shared by both social media and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach no people or millions of people. Some of the properties that help describe the differences between social media and industrial media are:

1. **Reach** - both industrial and social media technologies provide scale and are capable of reaching a global audience.
2. **Accessibility** - social media tools are generally available to the public at little or no cost.
3. **Usability** - most social media production does not require specialized skills and training, or requires only modest reinterpretation of existing skills; in theory, anyone with access can operate the means of social media production.
4. **Immediacy** - the time lag between communications produce by social media can be short, can be capable of virtually instantaneous responses; only the participants determine any delay in response.
5. **Permanence** - a production from social media can be altered almost instantaneously by comments or editing.

Social media can take on many different forms, including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.(Wikipedia: http://en.wikipedia.org/wiki/Social_media).

COMMUNICATION, COLLABORATION AND MULTIMEDIA IN THE NET

1. **Presentation sharing:** SlideShare
2. **Microblogging:** Twitter
3. **Blogs:** Blogger and WordPress
4. **Video sharing:** Vimeo or YouTube
5. **Photography and art sharing:** Flickr or Picasa
6. **Social bookmarking (or social tagging):** Delicious or Diigo





Presentation Sharing is the most accessible and easiest way to make your presentation accessible is to upload it to the web using a free online office app.

This way, you can access and present your document from any computer with an internet connection, download the document in whatever format you prefer, create a public URL you can share on Twitter and Facebook, and even make subtle changes to the document on the fly.

Sharing your presentation with others makes it likely that your message will go far beyond the conference-room walls. It also safeguards your presentation -- no matter what happens to your original copy, your presentation is safely available and backed up elsewhere.

There are other, more immediate benefits, too. By sharing your presentation, you give your audience the option to download the slides and study them instead of frantically taking notes during your talk. It's also great self-marketing, since they will visit your website or connect with you on a social network (From: http://howto.wired.com/wiki/Share_a_Presentation)

Some tools that you can use for sharing your presentations:

- [Slideshare](#)
- [GoogleDocs Presentation](#)
- [Prezi](#)
- [280](#)
- [SlideRocket](#)
- [Prezent](#)
- [Zoho](#)

... and more <http://www.go2web20.net/#presentations>





Blogging depending who your talking to, reading or listening to, many people have different ideas on what truly constitutes blogging.

1. A 'What's Happening Blog'
2. A 'What's Cool & Useful' Blog
3. A 'Personal Thoughts' Blog
4. A Blog to 'Encourage Conversation and Discourse'
5. A Blog to 'Showcase Student Work to the World'.
6. A Blog as a 'Learning Journal'
7. A Blog as a 'Worldwide Collaboration Tool'
8. The Opportunity to Tell 'Story'
9. The Opportunity to Stand on Your Soapbox
10. A Combination of All the Above

(From: http://www.adrianbruce.com/blogging/what_is_a_blog/what_is_a_blog.htm)

Some tools that you can use to blogging:

- **Blogger**
- **Wordpress**
- **Livejournal**
- **Blogarama**
- **Typepad**





Video Sharing **Video Share** is the act of recording video and uploading it on a website that allows others to view it. Video may also be shared by sending it to others via email or cell phone.

Video hosting websites have enabled organizations like non-profits and educational institutions spread the word of their missions and gain momentum to support some very worthy causes. It allows people to easily distribute their message to a large audience and adds a personal touch while saving both time and money (From: <http://www.safetyweb.com/video-sharing>).

Some ideas about video sharing can be:

1. Create an ESL video dictionary. (For Example: <http://web.li.gatech.edu/~rdrury/600/oral/video/dictionary.html>)
2. Use video sharing sites to find videos on current issues, maybe a natural disaster or controversial event. (Dove Video)
3. Create and post interviews from different teachers, visitors to the school, or guest speakers.
4. Post and share professional development video materials.
5. Use it for Digital Storytelling
6. Use a video to generate interest in a lesson. (For example, Mentos and Coke)

(From:

http://www.teachinghacks.com/wiki3/index.php?title=Video_Sharing_in_Education)

Some tools that you can use to sharing videos:

- [Youtube](#)
- [Vimeo](#)
- [SchoolsTube](#)
- [DailyMotion](#)
- [DodPod](#)

... and more here <http://www.go2web20.net/#video+sharing>





Photo Sharing Photo sharing is the publishing or transfer of a user's digital photos online, thus enabling the user to share them with others (publicly or privately). This function is provided through both websites and applications that facilitate the upload and display of images.

Desktop photo management applications may include their own photo-sharing features or integration with sites for uploading images to them. There are also desktop applications whose sole function is sharing photos, generally using peer-to-peer networking.

Photo sharing is not confined to the web and personal computers, but is also possible from portable devices such as camera phones, using applications that can automatically transfer photos as you take them, to photo sharing sites and photoblogs, either directly or via MMS (Wikipedia: http://en.wikipedia.org/wiki/Photo_sharing).

Some tools that you can use to sharing photos:

- [Flickr](#)
- [Picasa](#)
- [Wikimedia Commons](#)
- [Photobucket](#)
- [Pixable](#)

... and more here <http://webtools4u2use.wikispaces.com/Photo+Sharing>





Social Bookmarking is a method for Internet users to organize, store, manage and search for bookmarks of resources online. Unlike file sharing, the resources themselves aren't shared, merely bookmarks that reference them.

Descriptions may be added to these bookmarks in the form of metadata, so users may understand the content of the resource without first needing to download it for themselves.

Such descriptions may be free text comments, votes in favor of or against its quality, or tags that collectively or collaboratively become a folksonomy. Folksonomy is also called social tagging, "the process by which many users add metadata in the form of keywords to shared content." (Wikipedia: http://en.wikipedia.org/wiki/Social_bookmarking).

Some tools that you can use to doing social bookmarking:

- [Diigo](#)
- [Delicious](#)
- [Mister Wong](#)
- [Digg](#)
- [ClipMark](#)

... and more here http://en.wikipedia.org/wiki/List_of_social_bookmarking_websites





Example: Picasa



Albumes web de Picasa™ [Homepage](#) [My Photos](#) [Explore](#) [Upload](#) [Search](#)

My Photos > **CAL_06** > Photo 548 of 548

Full Screen Share Actions 

Cal EduCamp 2011
June [edit](#)

Picture information ▶
30/06/2011
640 x 480 pixels - 77 KB
[detailed page](#)

People
There is no person. [+](#)

Location Photo
[Add Location](#)

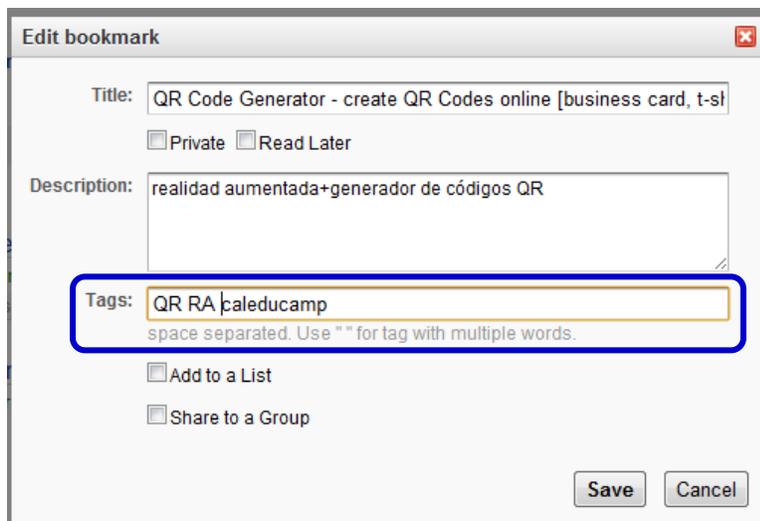
Post to: 

Tags [+](#)
caleducamp [Add](#)
You can enter a list of tags separated by spaces.
For example: beach "pacific ocean"

[Link to this photo](#)

Reuse photo
 All rights reserved. [edit](#)

Example: Diigo



Edit bookmark ✕

Title:

Private Read Later

Description:

Tags:
space separated. Use "" for tag with multiple words.

Add to a List
 Share to a Group

[Save](#) [Cancel](#)





(blogging)

<http://wordpress.com/> or <http://wordpress.org/>

WordPress is an open source blog tool and publishing platform powered by PHP and MySQL. It's often customized into a Content Management System (CMS). The PHP and HTML code in themes can also be edited for more advanced customizations. WordPress also features integrated link management; a search engine-friendly, clean permalink structure; the ability to assign nested, multiple categories to articles; and support for tagging of posts and articles.

Automatic filters are also included, providing standardized formatting and styling of text in articles (for example, converting regular quotes to smart quotes). WordPress also supports the Trackback and Pingback standards for displaying links to other sites that have themselves linked to a post or article (Wikipedia: <http://en.wikipedia.org/wiki/WordPress>).



(blogging)

<http://www.blogger.com>

Blogger is a blog-publishing service that allows private or multi-user blogs with time-stamped entries. Blogger is Google's free tool for creating blogs. It can be found on the web at <http://www.blogger.com>.

Blogs, short for web-logs, are a form of online journal. You can use blogs for everything from updating your friends and family about your life, giving your own advice column, discussing your political views, or relating your experience in a topic of interest. You can host blogs with multiple contributors, or you can run your own solo show. You can even use Blogger to make your own podcast feeds. Although there are fancier blog tools out there, the mixture of cost (free) and flexibility makes Blogger one of the best deals around (From: <http://google.about.com/od/googleblogging/fr/bloggerreview.htm>).





(keep and share videos)

<http://www.youtube.com/>

YouTube is a video-sharing website, created by three former PayPal employees in February of 2005, on which users can upload, share and view videos. YouTube accepts videos uploaded in most container formats, including .AVI, .MKV, .MOV, .MP4, DivX, .FLV, and .ogg and .ogv. These include video formats such as MPEG-4, MPEG, VOB, and .WMV. It also supports 3GP, allowing videos to be uploaded from mobile phones. Videos with progressive scanning or interlaced scanning can be uploaded, but for the best video quality, YouTube prefers interlaced videos to be deinterlaced prior to uploading.

All the video formats on YouTube use progressive scanning. One of the key features of YouTube is the ability of users to view its videos on web pages outside the site. Each YouTube video is accompanied by a piece of HTML, which can be used to embed it on a page outside the YouTube website. This functionality is often used to embed YouTube videos in social networking pages and blogs. Embedding, as well as ranking and commenting, can be disabled by the video owner. (Wikipedia: <http://en.wikipedia.org/wiki/YouTube>).



(keep and share videos)

<http://vimeo.com/>

Vimeo (English pronunciation: [/ˈviːm.i.əʊ/](#))^[2] is a [video-sharing website](#) on which users can upload, share, and view videos. **Vimeo** does not allow commercial videos, gaming videos, pornography, or anything not created by the user to be hosted on the site.

Easy-to-use Vimeo lets you make your original file--sized up to 250MB--available for download along with a streaming Flash version. Unfortunately, 250MB is also your weekly upload limit (from: http://www.pcworld.com/product/30375/vimeo_vimeo.html).





(keep and share socialbookmarking)

<http://www.diigo.com/>

Diigo (pronounced /'di:goʊ/) is a social bookmarking website which allows signed-up users to bookmark and tag web-pages. Additionally, it allows users to highlight any part of a webpage and attach sticky notes to specific highlights or to a whole page. These annotations can be kept private, shared with a group within Diigo or a special link forwarded to someone else. The name "Diigo" is an acronym from "Digest of Internet Information, Groups and Other stuff". A full-text search also searches page URLs, tags and annotations. This means that premium account holders can choose to omit tags that already appear in the text of a page to be bookmarked (although text inside images cannot be searched) (Wikipedia: <http://en.wikipedia.org/wiki/Diigo>).



(keep and share socialbookmarking)

<http://www.delicious.com/>

Delicious (formerly **delicio.us**, pronounced "delicious") is a social bookmarking web service for storing, sharing, and discovering web bookmarks. Delicious uses a non-hierarchical classification system in which users can tag each of their bookmarks with freely chosen index terms (generating a kind of folksonomy). A combined view of everyone's bookmarks with a given tag is available; for instance, the URL delicious.com/tag/wiki displays all of the most recent links tagged "wiki". Its collective nature makes it possible to view bookmarks added by other users.

Delicious has a "hotlist" on its home page and "popular" and "recent" pages, which help to make the website a conveyor of Internet memes and trends. All bookmarks posted to Delicious are publicly viewable by default, although users can mark specific bookmarks as private, and imported bookmarks are private by default. The public aspect is emphasized; the site is not focused on storing private ("not shared") bookmark collections. Delicious linkrolls, tagrolls, network badges, RSS feeds, and the site's daily blog posting feature can be used to display bookmarks on weblogs (Wikipedia: [http://en.wikipedia.org/wiki/Delicious_\(website\)](http://en.wikipedia.org/wiki/Delicious_(website))).



