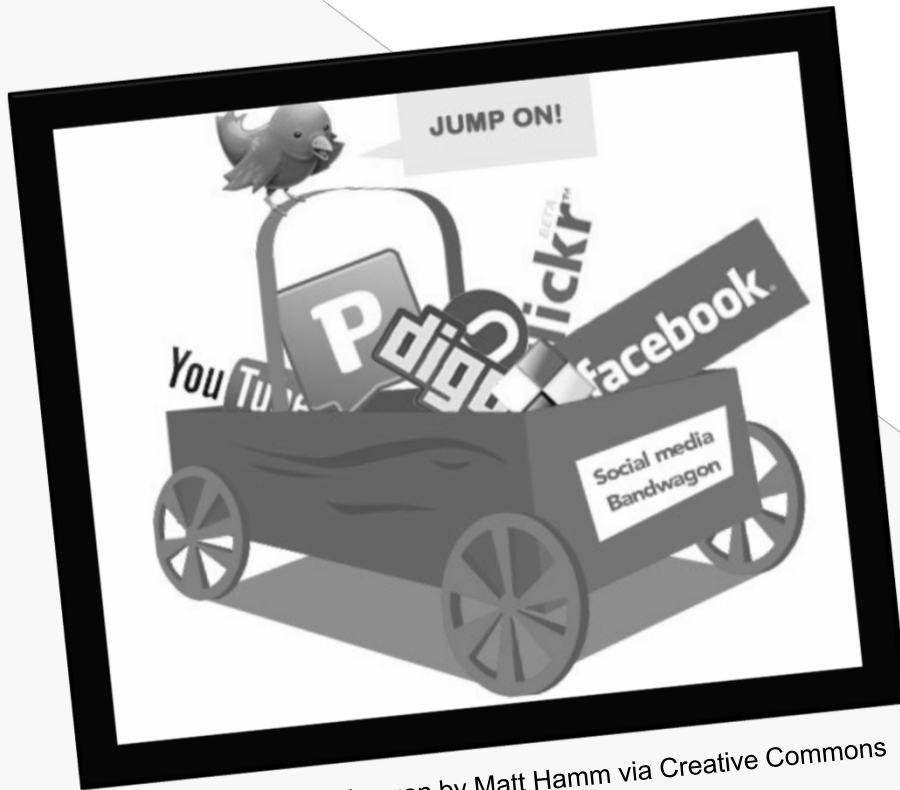


Info/Techno Overload

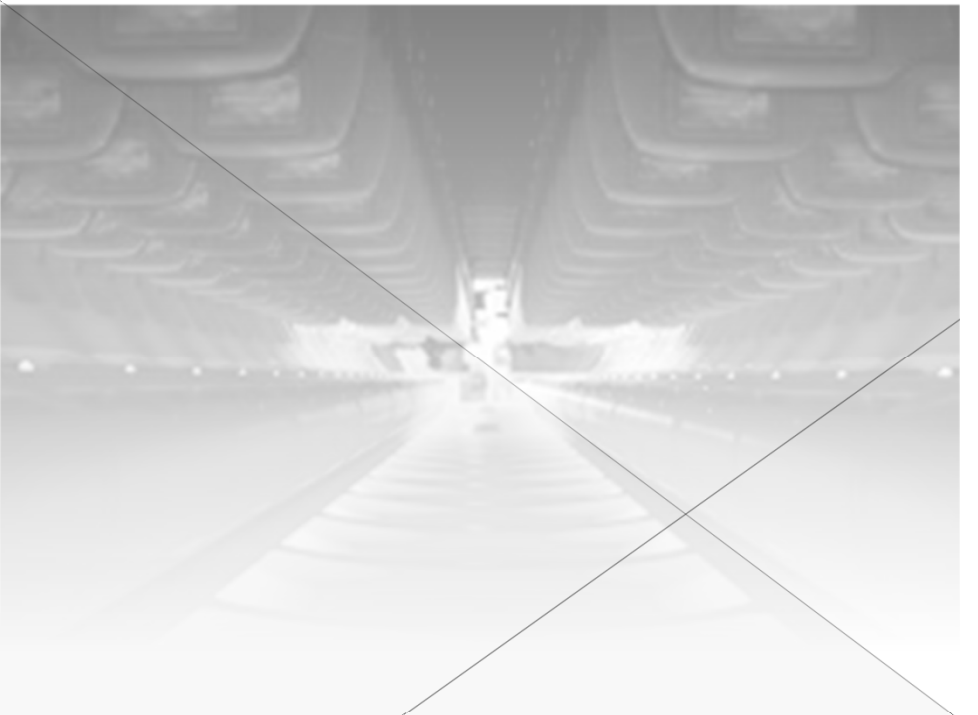


Social Media Bandwagon by Matt Hamm via Creative Commons

The age of
social networking

Danielle Kane

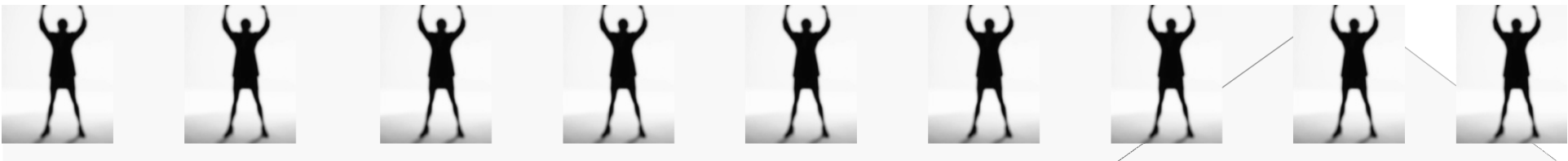
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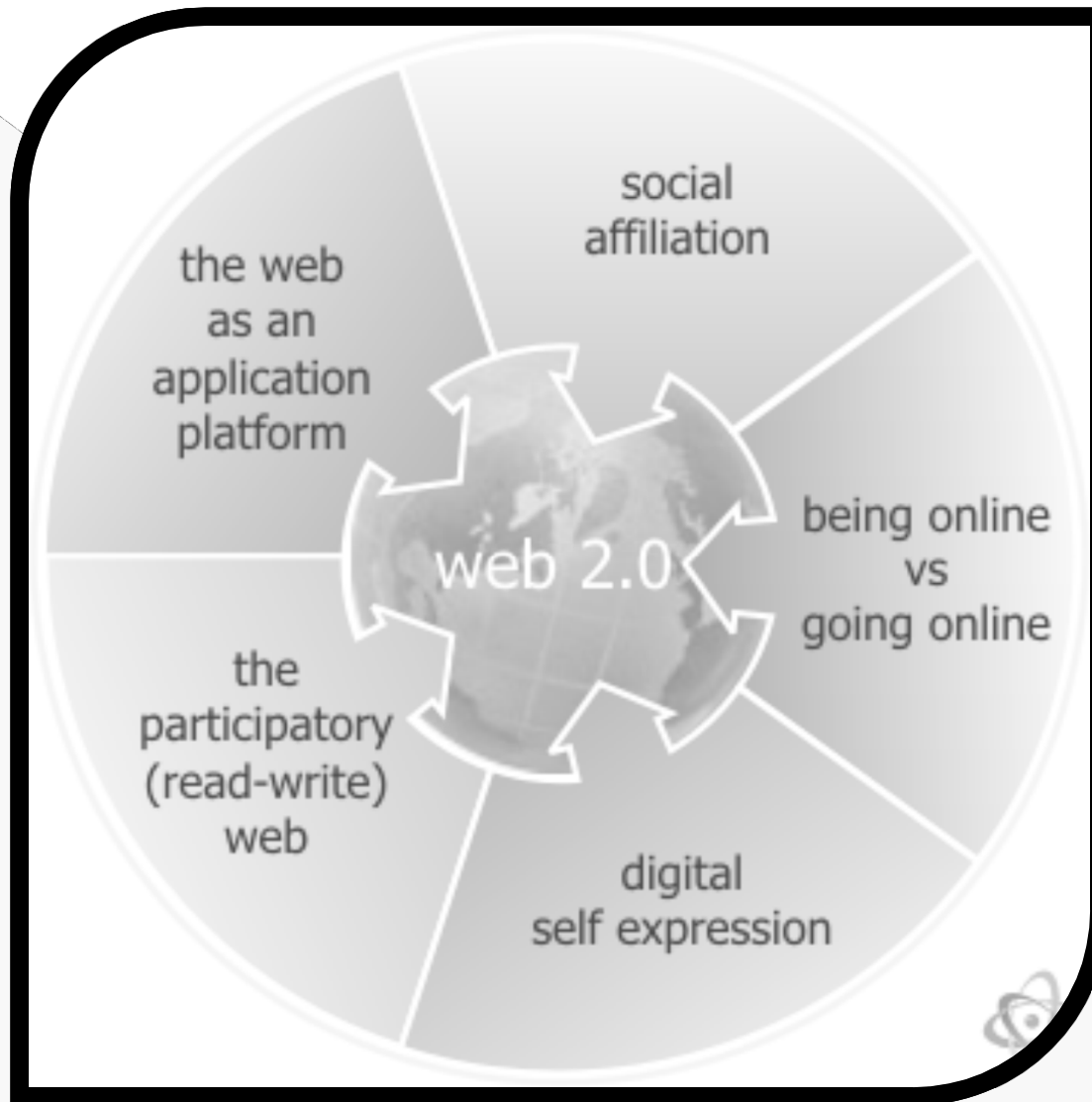


Image Source: <http://www.elac.edu/faculty/titlev/web20/web20.htm>

Media goes Viral



<http://www.wired.com/threatlevel/2009/01/online-burger-p/>



<http://www.marketingpilgrim.com>

Social Media Traffic Changes

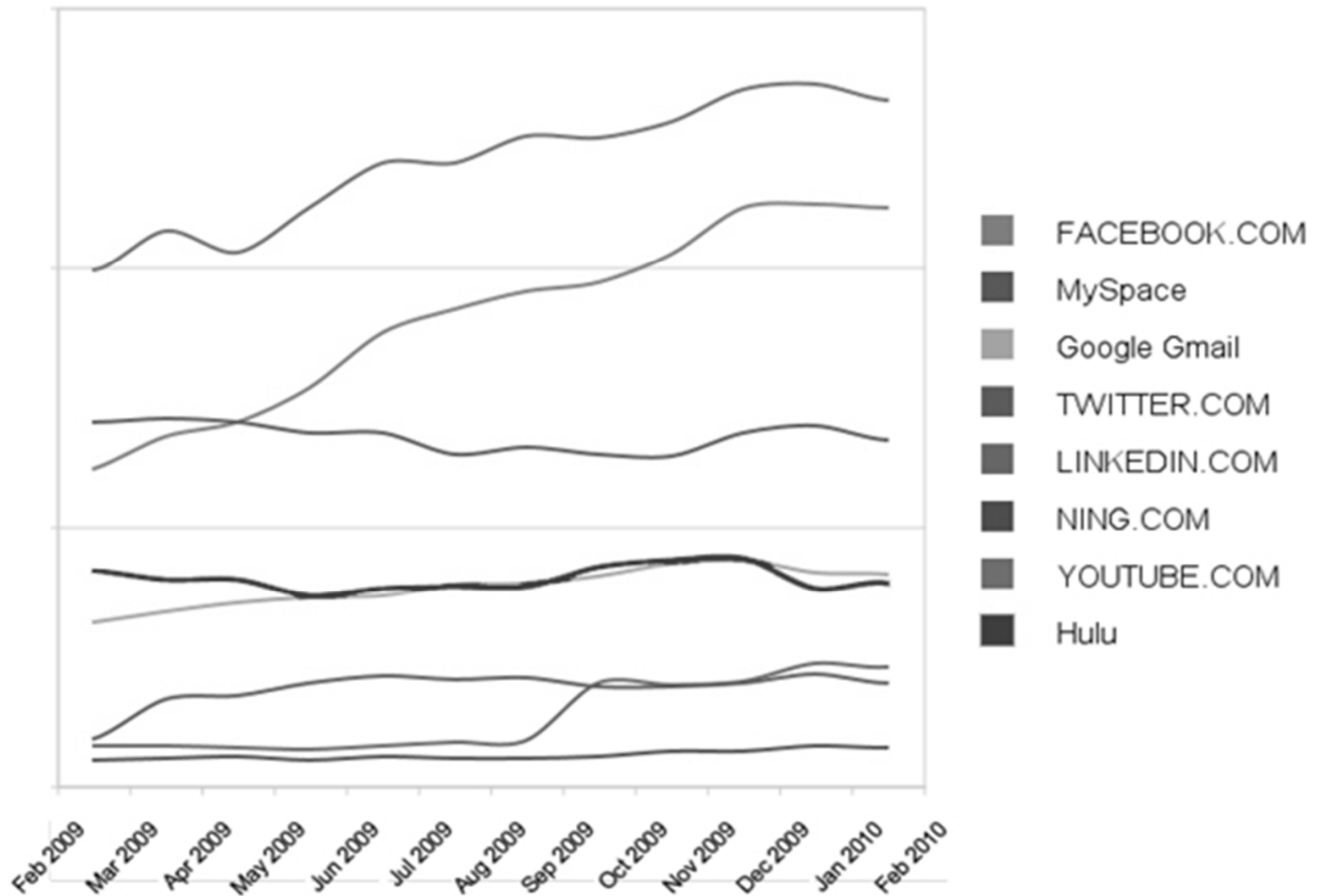


Image Source: <http://www.honeytechblog.com/micro-news/facebook-grabs-41-social-media-traffic/1410>



Image Source: <http://bit.ly/9CSt8k>



◎ Determine what your needs are

- › Social – connect with friends and family
- › Work – co-workers, staff, boss, clients, etc.
- › Interest – photography, knitting, etc.

◎ Explore what is available

- › Where are your friends, family, co-workers

Personal and Professional Identity

- ◎ Who might search for you:
 - › Colleagues, current employers, friends (new and old), family, peers
- ◎ How are you seen by:
 - › Your colleagues, your peers, the general public
- ◎ Gauged by:
 - › Your conduct, what you say, what others say about you, what you write and how you write it, and face-to-face interactions.



Privacy



- ◎ Join a new tool = learn, manage and maintain your privacy options
- ◎ Companies have an agenda – don't make it yours (unless you want to)
- ◎ If you can, manage what others can share about you

Information Overload

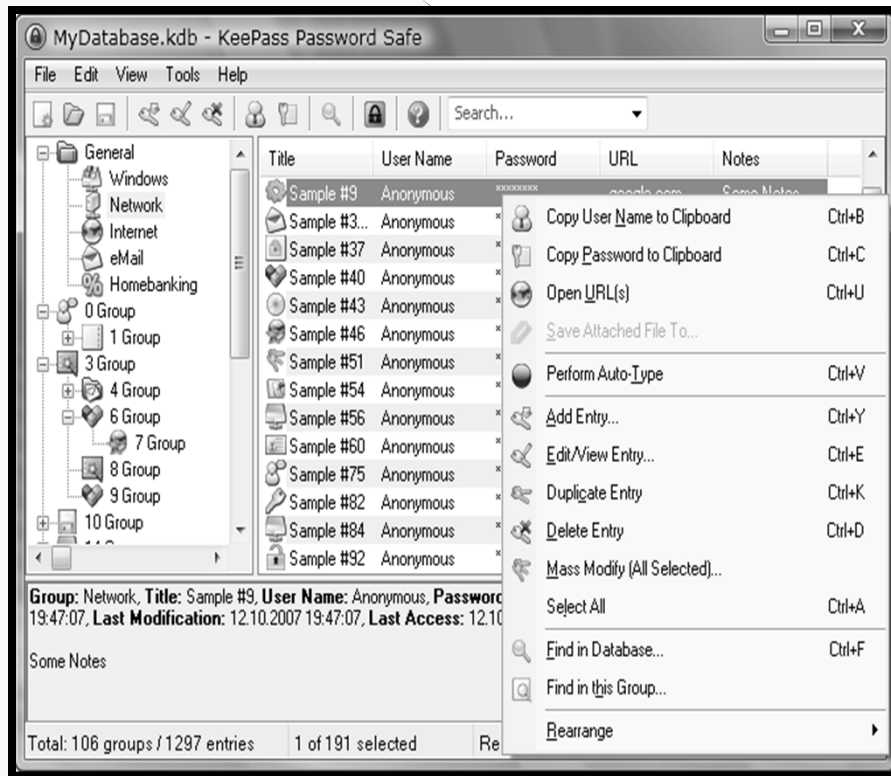
- ↑ Rate of new information being produced
- ↑ In the available channels of incoming information (e.g. telephone, e-mail, instant messaging, rss)
- ➔ Contradictions and inaccuracies in available information
- ↑ The pieces of information are unrelated or do not have any overall structure to reveal their relationships
- ↓ The amount of time you have to keep up

Information Management

- ◎ Folders, tags, or labels
- ◎ RSS, bring information to you versus having to go find it.
- ◎ Link up your social networks – push your tweets to your Facebook profile, etc.

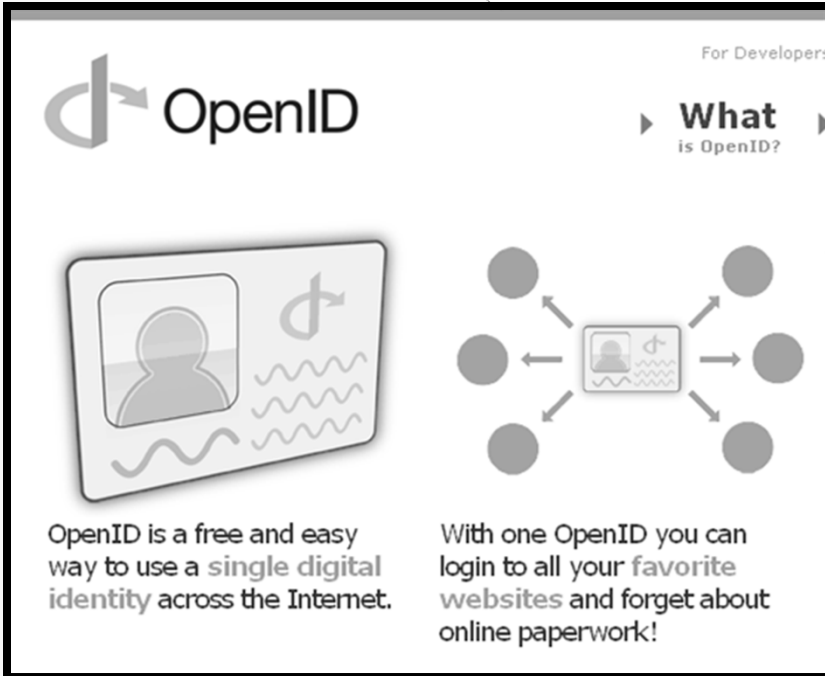
Image Source: <http://www.flickr.com/photos/adrianclarkmbbs>

Keepass



- URL:
 - › <http://keepass.info/>
- What is it:
 - › free open source password manager
- Why use it:
 - › Easy
 - › Why remember 20 passwords when you can remember 1
 - › More secure than paper
 - › Library IT provides access

OpenID



The image shows a promotional graphic for OpenID. On the left is the OpenID logo, which consists of a stylized 'd' with an arrow pointing right, followed by the text 'OpenID'. To the right of the logo is a diagram titled 'What is OpenID?'. The diagram features a central square icon containing a person silhouette, the OpenID logo, and wavy lines. Six arrows radiate from this central icon to six surrounding grey circles, representing various websites. Below the diagram is the text: 'With one OpenID you can login to all your favorite websites and forget about online paperwork!'. In the top right corner of the graphic, there is a small link: 'For Developers: > What is OpenID? >'. Below the logo, there is another line of text: 'OpenID is a free and easy way to use a single digital identity across the Internet.'

For Developers: > **What is OpenID?** >

OpenID is a free and easy way to use a **single digital identity** across the Internet.

With one OpenID you can login to all your **favorite websites** and forget about online paperwork!

- ◎ URL:
 - > <http://openid.net/>
- ◎ What is it:
 - > An open, decentralized, free framework for user-centric digital identity
- ◎ Why use it:
 - > Eliminate the need for multiple usernames across different websites

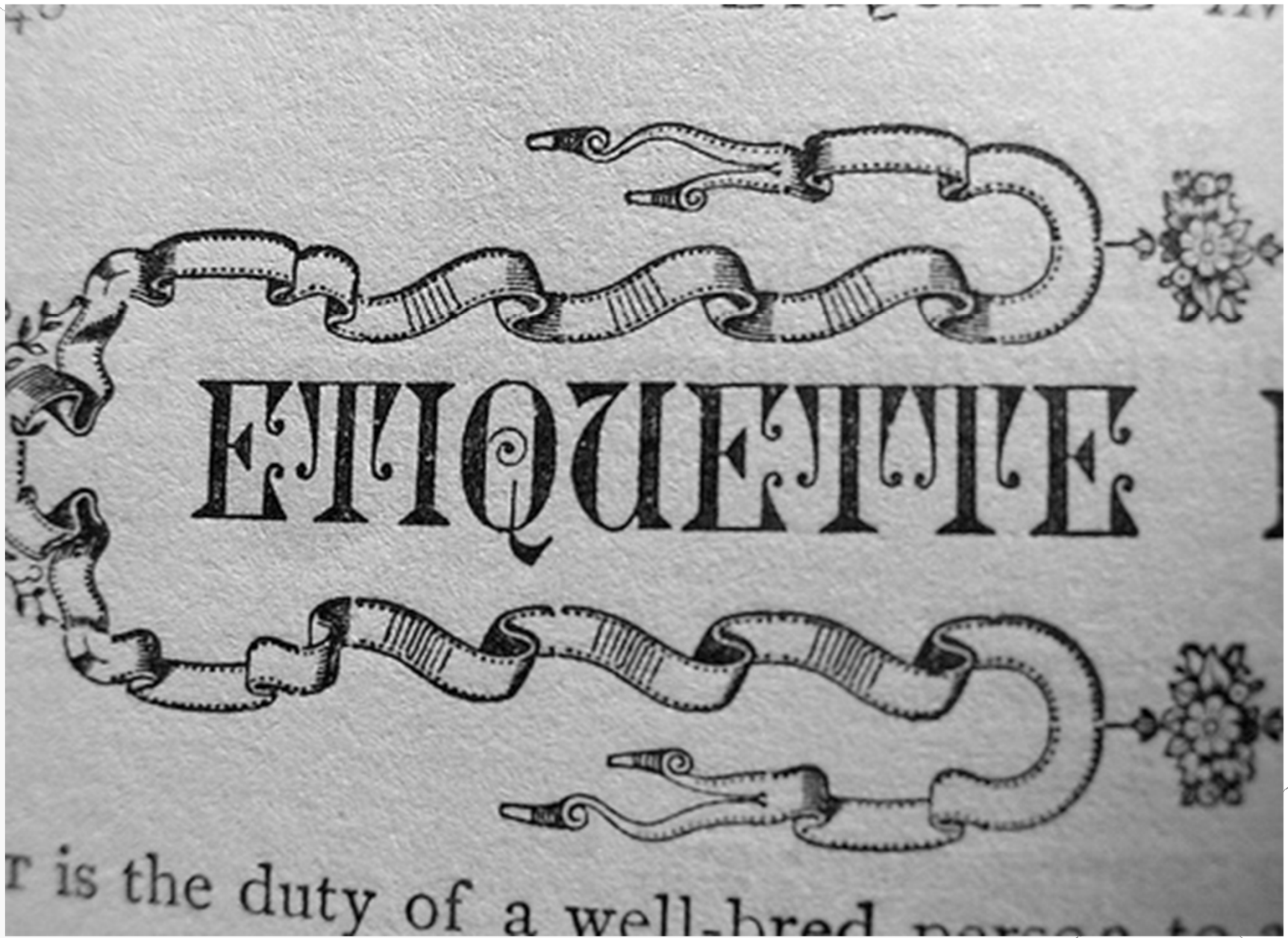


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search

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search for communities

search

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A sports team. e.g.: Real Madrid



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A topic. e.g.: web design



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