

Social Networks vs Blogging

Presentation by [Marianne Skov Jensen](#) to the [Scottsdale Digital Imaging Group](#) – Aug 4, 2009

NOTE: The majority of content in this presentation was derived from Google Searches on this subject. Thanks to ALL the sources!



Why Use one of these Services?

- Least expensive and most accessible way to communicate quickly and easily with a large number of people.
- A way for friends and family members to keep in touch with life events OR for businesses to share their product or services with the world.
- Easiest and least expensive alternative to a website.

What about privacy? You can set preferences on all of these services:

- to keep your page completely private
- or to allow only people you choose

Which should you choose? First understand the Differences

Difference can be summed up as: **Dialog vs Monologue**

FaceBook and Twitter = Dialogs

Primary goal of both? - Social Networking

- Facebook is typically about intimate connections and sharing multimedia with a group of friends.
- Twitter is about broadcasting and spreading your message to the entire world.
- Live - instant messaging – connected (Can make private but that defeats their purpose)
- People must create account in order to see your page

Why choose FaceBook or Twitter?

- You enjoy connecting with people 24/7
- You're interested in finding people (distant family members, schoolmates, etc)
- You have a web enabled phone
- Promoting a business
- You want to earn money

BLOG = Monologue

- Not live, not instant, not connected
- Best choice if you choose to be totally private

Why choose to Blog?

- You enjoy writing.
- You're passionate about a certain topic and want to share.
- You have specialized knowledge and want to share.
- You want to create an online journal to share with family and friends.
- You have a portfolio of photographs, artwork, or web designs you want to market.
- You want to enhance or grow your business.
- You want to earn money.

WHICH SERVICE SHOULD YOU USE?

Ask yourself which category you fall in.... Dialog or Monologue

Whichever type of service you decide on, take the time to thoroughly and carefully go through and **set your privacy preferences BEFORE you start** using your account for the first time.

This is especially important in the case of Facebook & Twitter since these are live communications. Facebook's success is dependent on gathering personal information from you so it asks a lot of questions. It then uses your information to connect you instantly to others who share location, interests, hobbies, religion, politics.

Useful LINKS:

Facebook

Getting started with Facebook:

<http://www.youtube.com/watch?v=4YGp4cWdndc>

Setting Facebook Privacy (**Watch BEFORE setting up**):

http://cnetv.cnet.com/protect-your-privacy-facebook/9742-1_53-50005235.html

Twitter

Getting Started with Twitter:

http://cnetv.cnet.com/get-started-twitter/9742-1_53-50005401.html

<http://www.youtube.com/watch?v=YIfipDumtCo&feature=related>

<http://www.youtube.com/watch?v=4YGp4cWdndc>

Protecting your privacy on Twitter:

<http://www.lifehacker.com.au/2009/05/how-to-protect-your-privacy-on-twitter/>

Spam tip on twitter: turn off "auto follow". This is a feature that automatically follows someone if they are following you. This makes sure you know who you are following

Focus of today's presentation is BLOGS

What is a Blog?

Definition: Comes from two words.... Web and Log

Two types of Blogs – Hosted and Self-Hosted

Hosted

- Pros: Many are **Free**. Blogger, WordPress and TypePad are 3 sites who offer free blogs
- Cons: **Limited flexibility and control**. You don't own the site so there are limitations. As with free email, there may be ads or other google info on the page.

Why choose a free hosted blog? – Hosted blogging is a great solution for people who are looking for a free or inexpensive blogging solution and don't want to hassle with many of the technical details of blogging. However, they should be aware that there may be certain limitations regarding the design of their blog, the ability to earn money with their blog, or the ability to sell it in the future. Also, since you don't own your blog, it could cease to exist should the host's website go down.

Self-Hosted – this type of blog requires that you buy a domain name and pay a web host for space.

- Pros: **Control**. You control all content. **Ownership**. You own the domain and all content
- Cons: **Control and Cost**. You're in charge of the content so there is an up front learning curve. Thankfully, most software is very easy to learn. You have to pay but the Cost isn't prohibitive. You'll need to purchase a domain which can be a little as a few dollars a year if you purchase several years at once. You'll also need to purchase a web hosting package but you'll only need a basic one so all in all, you can get started for around \$100 per year.

Why use a self-hosted blog? A self-hosted blog is recommended for anyone who plans on making a serious attempt at blogging, has plans on making money with their website, wants total control of their website, or wants the option of selling their website in the future.

GOOGLE BLOGGER

Starting a Hosted Blog using Google's BLOGGER is extremely easy. If you decide you want full control, you can turn it into a self-hosted blog at any time. Just purchase a domain name and get a web host.

Rather than write out the directions, here are some excellent video tutorials regarding Blogger.

How to set up blog using blogger:

http://www.ehow.com/video_4774531_create-blog-web-site.html

Setting Blogger Privacy Settings:

http://www.youtube.com/watch?v=rU2UU_zpcdU