

Social networking

What is a social network:

A social network service focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Social networking has encouraged new ways to communicate and share information.

Social networking websites are being used regularly by millions of people.

There are a lot of social networks for all different types of uses. There are networks for arts related, business related, movie related, games, music, and general sites. One web site list over 140 different social networks you can join. Some of these social networks are FaceBook, MySpace, LinkedIn and Friendster. Here is a link that gives the social network and the category it falls into:

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Social networking groups or communities can be organized around products, locations, user groups, etc. Then a user can join a community or group and interact with people they know or are not otherwise directly in connect with. Then the users can share information and help each other out.

Social networking within the workplace can be of great benefit to your employees because they can join groups or sub networks that will help them out in their job.

Twitter is an online service that allows you to share updates with other users by answering one simple question: "**What are you doing?**"

In order to use Twitter, you must first sign up for a free account. Once you have created your account, you can post your own updates and view the updates others have posted. You can search for people to follow or you can let Twitter select random users. Once you have selected a number of users, their most recent posts, or "[tweets](#)," will show up on your Twitter home page. Likewise, your own latest tweets will show up on the home pages of people who have decided to follow you.

Twitter limits each tweet to 140 [characters](#), which means there is no room for rambling. Of course, in this era of limited attention spans, 140 characters may be as much as other

users want to read anyway. The character limit is also within the 160 character limit of [SMS](#) text messages. This is useful, since tweets can be sent to Twitter using mobile phones. To Twitter via your cell phone, you simply need to add your phone number in the "Devices" area of the Twitter Settings page.

Since most people have frequent access to a computer or cell phone, Twitter makes it possible to provide others with frequent updates about your life. Many people also use Twitter to [blog](#) about the news, politics, TV shows, or any other hot topic. Some people even use it to share their thoughts on lectures or sermons. So Twitter posts are certainly not limited to answering the question, "What are you doing?"

Twitter has become the next hot trend in [social networking](#). While it is not as functional as [Facebook](#) or [MySpace](#), Twitter's appeal lies within its simplicity. It allows friends, family, and complete strangers to stay connected through quick updates that only take a couple of seconds to write. Therefore, if you like to feel connected to others, but have limited time, Twitter might be just be for you.

While "Twitter" is a noun, it can also be used as a verb. For example, "He twitters at least five times a day." To learn more about Twitter or to sign up for an account, visit [Twitter.com](#).

Risks:

-) Since these are social networks, people could mix up personal contacts with business contacts and information could pass between these contacts when they should not. To stop this a user should have a separate userid for their personal login and a separate login for their business.
-) At this time there is no way to offer administrative "controls" so you have to establish "guidelines" for the user profile privacy settings
-) Since social networks offer applications from their application partners that could access the users email, or their social networks "friends", installations from these application partners should be prohibited. If this policy is in place then that should cut down on exposing a business contact to a third-party application.
-) Join group and subnetworks with care because when you join some groups and subnetworks your privacy settings can be reset to allow every other member of the group or subnetwork to have access to your network. For professional sites like LinkedIn, this is usually what you want but for a site like Facebook it is not. For example, say you join an airplane flying network on Facebook then Facebook allows every other member of the airplane flying network to access your posts and see all the members in your network so now you have just exposed your business network to everyone else.

How could a county use Social Networking:

County HR department could use social networking for help in hiring employees by using a site network to check out potential employees.

County employees could join a network that may help them out with their job or it could put them in touch with someone they would not have found through other means.

Employees that are in different locations can get together on a social network to have meetings and easily share information because they can "post" items to their social network page and everybody can then see that information and comment on it.

There are some companies that are using a business social network to transfer the knowledge of employees about to retire and use that information in a knowledge base.

YouTube

YouTube is a video sharing website where users can upload and share video clips. This was started by a few guys that wanted to share videos easily and at that time there was no way to do that so they created YouTube. The main people that upload videos are individuals but more corporations including CBS, BBC, etc are uploading content to YouTube. These corporations are putting instructional and how-to videos on YouTube.

People with YouTube accounts are able to join groups called "Channel Types" that make their channel more distinctive. The channel types are:

-) **Comedian**, comedians displaying their comedy performances for YouTube viewers.
-) **Director**, movie makers displaying their videos for YouTube viewers.
-) **Guru**, people who are experienced in a certain field make videos of what they do.
-) **Musician**, musicians or bands covering songs or displaying originals or giving lessons on songs, scales, chords, etc.
-) **Non-profit**, a status obtained by 501(c)(3) non-profit organizations accepted into YouTube's non-profit program.
-) **Reporter**, civilians or professionals who make videos about local or international news and current events.
-) **Politician**, one who is running for or currently involved with the politics of government.
-) **YouTuber**, a general viewer of YouTube.

How could a county use YouTube:

One way a county could use YouTube is to create an instructional video on how to use their web site or how to fill out a permit application and then they could have a link on their county web site that would go to the YouTube site.

What is RSS Feeds

RSS Feeds is a simple way to automatically get notified when something on a web site changes without you having to manually check the site.

Really Simple Syndication (RSS) is a lightweight XML format designed for sharing headlines and other Web content. Think of it as a distributable "What's New" for your site. RSS has evolved into a popular means of sharing content between sites ..

If you are interested in a web site and want to know when the web site changes, or is updated, then you can subscribe to the RSS feed for that web site if it offers one. Then when the site changes, you will get notified of the change and you can see the change via a RSS reader or an email.

If you are using Microsoft Outlook , not express, then there is a folder called RSS Fees that you can click on and it will give you RSS feeds you can subscribe to.

How a county could use RSS Feeds

County's could create web sites that could offer a RSS feed, for say, when they are putting something out to bid, then the contractors can subscribe to this feed and when a bid is posted the contractors could get notified automatically. This way the contractors do not have to call the courthouse or keep checking the county web site.

Another way a county could use a RSS feed is if the state offered RSS feed for when they change reporting requirements then the county's could subscribe to this feed and get notified immediately.

RSS Syntax

RSS defines an XML grammar (a set of HTML-like tags) for sharing news. Each RSS text file contains both static information about your site, plus dynamic information about your new stories, all surrounded by matching start and end tags.

Each story is defined by an <item> tag, which contains a headline TITLE, URL, and DESCRIPTION. Here's an example:

...

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<item>
  <title>RSS Resources</title>
  <link>http://www.webreference.com/authoring/languages/xml/rss/</link>
  <description>Defined in XML, the Rich Site Summary (RSS) format has
  quietly become a dominant format for distributing headlines on the Web.
  Our list of links gives you the tools, tips and tutorials you need to get
  started using RSS. 0323</description>
</item>
...
```

Each RSS channel can contain up to 15 items and is easily parsed using Perl or other open source software. If you want more details on creating RSS files see Jonathan Eisenzopf's excellent article in the February issue of Web Techniques. But you don't have to worry about the details, we've made it easy to create your own RSS channel with free open source scripts, all Web based.

Once you've created and validated your RSS text file, register it at the various aggregators, and watch the hits roll in. Any site can now grab and display your feed regularly, driving traffic your way. Update your RSS file, and all the external sites that subscribe to your feed will be automatically updated. What can be easier?

Bluetooth

Description

Bluetooth is an open wireless protocol for exchanging data over short distances from fixed and mobile devices, creating personal area networks (PANs). It was originally conceived as a wireless alternative to RS232 data cables. It can connect several devices, overcoming problems of synchronization.

Bluetooth provides a way to connect and exchange information between devices such as mobile phones, telephones, laptops, personal computers, printers, Global Positioning System (GPS) receivers, digital cameras, and video game consoles through a secure, globally unlicensed Industrial, Scientific and Medical (ISM) 2.4 GHz short-range radio frequency bandwidth. The Bluetooth specifications are developed and licensed by the Bluetooth Special Interest Group (SIG). The Bluetooth SIG consists of companies in the areas of telecommunication, computing, networking, and consumer electronics.

List of applications

-) Wireless control of and communication between a mobile phone and a hands-free headset.
-) Wireless networking between PCs in a confined space and where little bandwidth is required.

-) Wireless communication with PC input and output devices, the most common being the mouse, keyboard and printer.
-) Transfer of files, contact details, calendar appointments, and reminders between devices with OBEX.
-) Replacement of traditional wired serial communications in test equipment, GPS receivers, medical equipment, bar code scanners, and traffic control devices.
-) For controls where infrared was traditionally used.
-) For low bandwidth applications where higher [USB] bandwidth is not required and cable-free connection desired.
-) Two seventh-generation game consoles, Nintendo's Wii[6] and Sony's PlayStation 3, use Bluetooth for their respective wireless controllers.
-) Dial-up internet access on personal computers or PDAs using a data-capable mobile phone as a modem.

Computer requirements

A personal computer must have a Bluetooth adapter in order to communicate with other Bluetooth devices (such as mobile phones, mice and keyboards). While some desktop computers and most recent laptops come with a built-in Bluetooth adapter, others will require a small external device that connects to the PC. Bluetooth allows multiple devices to communicate with a computer over a single adapter.

Future

-) Broadcast Channel: enables Bluetooth information points. This will drive the adoption of Bluetooth into mobile phones, and enable advertising models based around users pulling information from the information points, and not based around the object push model that is used in a limited way today.
-) Topology Management: enables the automatic configuration of a small network with one PC being the master and the others connecting to the master using bluetooth.
-) Enables audio and video data to be transmitted at a higher quality, especially when best effort traffic is being transmitted in the same piconet, or small network.

How a county could use bluetooth:

When a county assessor is in the field gathering information up on a laptop, iPhone, blackberry, or whatever, and they come back into the office, they could transfer all that data, via bluetooth, to their main computer.

Another way is say a highway employee is doing something that requires two hands and he needs help but cannot take his hands off what he is doing, he can call for help with his cell phone without having to remove his hands.