

# **Overview of social media as a tool for collaboration**

Margaret Mooney  
ESIP Winter Meeting  
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# What is Social Media?

**Social media** refers to the use of web-based and mobile technologies to transform traditional communications and dialogues (one to one) into multi-media broadcasts and discussions (many to many)



Diagram source: wikipedia

# Social Media Facilitates

- having conversations
- making connections
- building relationships
- sharing resources and information
- networking
- collaborating

*E-platforms where connection, conversation and collaboration take place!*

One of the foundational concepts in social media is that **you cannot control your message** but rather you can initiate, influence and participate in discussions and expect to achieve a significant influence (social authority) in the conversation.

# SOME EXAMPLES OF WEB-BASED SOCIAL MEDIA PLATFORMS

NAME	FOCUS	URL
Classmates.com	Good way to reconnect with high school friends and browse yearbooks.	<a href="http://www.classmates.com/">http://www.classmates.com/</a>
Facebook	A social utility that connects people with friends and others who work, study and live around them.	<a href="http://www.facebook.com/">http://www.facebook.com/</a>
OneClimate	Not for Profit Social networking & climate change, pioneering media for a cooler climate.	<a href="http://oneworldgroup.org/durban">http://oneworldgroup.org/durban</a>
MySpace	Social entertainment destinations powered by users featuring music, movies, celebs, TV, & games.	<a href="http://www.myspace.com/">http://www.myspace.com/</a>
Google+	Web-based sharing meant to imitate “real life” with Circles, Messenger and Hangouts.	<a href="https://plus.google.com/">https://plus.google.com/</a>
Linkedin	A business-oriented social networking site where users can build and engage with professional networks.	<a href="http://www.linkedin.com/">www.linkedin.com/</a>
Flicker	Online photo management and sharing application. Show off your favorite photos and videos, securely	<a href="http://www.flickr.com/">http://www.flickr.com/</a>
Vimeo	Community of creative people who are passionate about sharing the videos they make. (ESIPFed has several)	<a href="http://vimeo.com/">http://vimeo.com/</a>

# SOME EXAMPLES OF SOCIAL MEDIA FOR MOBILE DEVICES

NAME	FOCUS	URL
Foursquare	Location based mobile social network - members note their locations with a mobile phone and can find out where friends are.	<a href="https://foursquare.com/">https://foursquare.com/</a>
Google+mobile	Google+ aims to make sharing on the web more like sharing in real life. Check out Circles, Messenger and Hangouts, and Google+ mobile	<a href="https://plus.google.com/">https://plus.google.com/</a>
Twitter	Instantly connect to what's most important to you. Follow your friends, experts, favorite celebrities, and breaking news.	<a href="http://twitter.com/">http://twitter.com/</a>
Flicker mobile	Apps for iPhone, Windows 7, and Androids, or use m.flickr.com from any mobile device	<a href="http://www.flickr.com/mobile">http://www.flickr.com/mobile</a>
Mobile4good	Uses mobile phones to help people improve their lives and livelihoods in the global south (India, Africa)	<a href="http://oneworldgroup.org/mobile4good">http://oneworldgroup.org/mobile4good</a>

# **To narrow the discussion, 2 examples from ESIP & CIMSS**

Web-based Social Media

- Facebook

Mobile Devices Social Media

- Twitter

# Facebook

**Facebook** is a social networking website that is operated and privately owned by Facebook, Inc. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves.

Additionally, users can join networks organized by city, workplace, and school or college.



# Facebook Options

## Groups

Good way to share things with people who share the same/similar interest (ESIP Federation)

## Pages

Good option if you want to promote your institution and can post more than once a week

- Better to have multiple administrators
- Choose an address (use your organization name)
- Will show up on individual personal pages profiles



## Groups

Share with the important groups in your life.

[Create Group](#)

### Create a private space

Have things you only want to share with a small group of people? Just create a group, add friends and start sharing. Once you have your group, you can post updates, poll the group, chat with everyone at once and more.

### Share different things with different people

Groups let you share things with the people who will care about them most. By creating a group for each of the important parts of your life—family, teammates, coworkers—you decide who sees what you share.



### Control who sees your group

**Secret:** Only members can see the group and what members post.

**Closed:** Anyone can see the group. Only members see posts.

**Open (public):** Anyone can see the group and what members posts.

### Share with the group

- Post updates, questions, photos and more
- Chat with the group
- Create shared docs
- Schedule group events

### Stay in the know

- Get notifications about new posts so you never miss an update
- Connect off Facebook using the group's shared email address.

To learn more about groups, visit the [Help Centre](#).



Margaret E. Mooney

## FAVOURITES

- News Feed
- Messages
- Events
- Find friends

1

## PAGES

- CIMSS
- UW-Madison Space Science and Engineering Center

## GROUPS

- ESIP Federation**
- Tetherless World Constellation
- New Group...

## APPS

- Apps and Games
- Photos

## MORE ▾



## ESIP Federation

Open group

100 members
 288 photos
 Docs

Write post

Add photo/video

Ask question

Write something...



## Erin Robinson

Via LuAnn Dahlman: Could you get more out of ESIP? A new working group is assessing what tools and skills ESIP clusters, groups, and individuals could use to improve collaboration and communication.

Please consider taking 5 minutes to complete a brief Needs Assessment Survey (<http://bit.ly/uRnGzr>) to help us identify communication and professional development needs among the ESIP community.

At the Winter Meeting, we'll share results of the survey and provide an overview of a range of options for addressing the most common needs identified.

## Needs Assessment Survey

docs.google.com

Unlike · Comment · Follow post · Share · Wednesday at 15:48

You like this.

Write a comment...



Debora Drucker was added by Erin Robinson.

Like · Comment · Follow post · 19 December at 19:44



## Carol Beaton Meyer

Today is the last day to register with the early bird rate for the ESIP meeting - <http://www.regonline.com/Register/Checkin.aspx?EventID=1014519>

## ESIP Federation Winter Meeting 2012

www.regonline.com

When: Wednesday, January 04, 2012 8:30 AM - Friday, January 06, 2012 5:00 PM (Eastern Time). Where: Renaissance Washington, DC Dupont Circle Hotel, 1145 New Hampshire Avenue, NW Washington, District of Columbia 20007 United States. Registration Contact: Erin Robinson Phone: 314 369 9954 Email: e...

Like · Comment · Follow post · Share · 13 December at 10:26

Notifications ▾

▾

Search this group



## Members (100)

See all



This Group is for members and friends of the ESIP Federation (Earth Science Information Partners)

Add friends to group

## Sponsored

Create an advert

## Madison!



5 New things to do in Madison everyday.

## Dentist WARNING?

getlocaldentist.com



You will be shocked when you find how much you could be overpaying. Click here to find best dentists in your area who charge less.

## Public Arrest Records

instantcheckmate.com



Public arrest records can be viewed online. Step 1) Enter a name & state. Step 2) View results. Arrest records searched instantly.

## Stylish Decor, 70% Off!

onekingslane.com



Incredible Daily Deals on CHIC HOME DECOR! Sales end soon. Shop Now!

# CIMSS Facebook Page

<http://www.facebook.com/CIMSS.UW.Madison>





Wall

Hidden posts

Info

Insights

Likes

Reach

Talking about this

Check-Ins

Photos

Welcome

EDIT

About

✎ Edit

Cooperative Institute for  
Meteorological Satellite Studies  
(CIMSS)

286

like this

14

talking about this

0

were here

Likes

See all



US National  
Weather Service  
Milwaukee/Sullivan



U.S. National  
Weather Service



American  
Meteorological  
Society



NOAA Science On  
a Sphere

## CIMSS ▶ Insights

Education · Madison, Wisconsin · ✎ Edit info

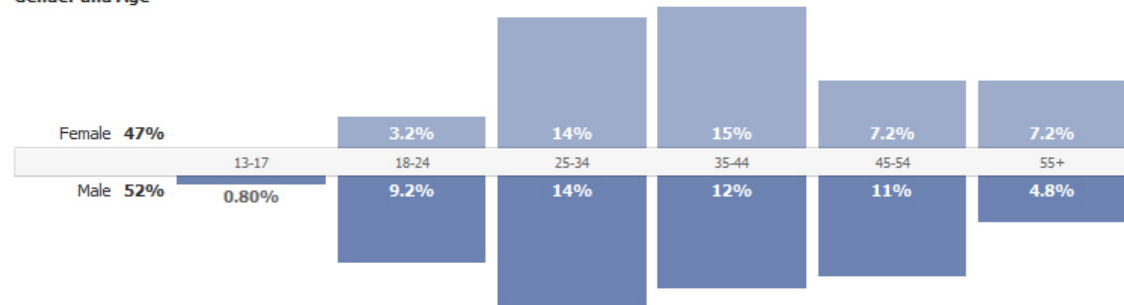
02/12/2011 - 29/12/2011 ▼

Export Data

⚙ ▼

### Who You Reached (Demographics and Location)

#### Gender and Age?



#### Countries?

202 United States of America

- 7 Australia
- 3 Philippines
- 3 Taiwan
- 2 France
- 2 Oman
- 2 United Kingdom
- 2 Mongolia
- 2 Italy
- 2 Germany
- 2 Canada
- 1 India
- 1 Morocco
- 1 Mexico
- 1 Slovakia
- 1 Uruguay
- 1 Argentina
- 1 Malaysia
- 1 Sweden
- 1 Venezuela

Less ▲

#### Towns/cities?

61 Madison, Wisconsin

- 4 Chicago, Illinois
- 4 Minneapolis, Minnesota
- 4 Middleton, Wisconsin
- 4 Milwaukee, Wisconsin
- 3 Taipei, T'ai-pei
- 3 Raleigh, North Carolina
- 3 Brisbane, Queensland
- 2 Sun Prairie, Wisconsin
- 2 Norman, Oklahoma
- 2 Athens, Georgia
- 2 Eau Claire, Wisconsin
- 2 Tampa, Florida
- 2 Paris, Ile-de-France
- 2 Waunakee, Wisconsin
- 2 Green Bay, Wisconsin
- 2 Dover, Delaware
- 2 Wilmington, North Carolina
- 2 Ulaanbaatar, Ulaanbaatar
- 2 Hampton, Virginia

Less ▲

#### Languages?

210 English (US)

- 12 English (UK)
- 6 Spanish
- 5 French (France)
- 3 German
- 2 Italian
- 2 Arabic
- 1 Turkish
- 1 Slovak
- 1 Polish
- 1 Swedish
- 1 Portuguese (Brazil)
- 1 Portuguese (Portugal)
- 1 Traditional Chinese (Taiwan)
- 1 Icelandic
- 1 Hungarian

Less ▲



# Twitter

**Twitter** is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*.

**Tweets** are text-based posts of up to 140 characters displayed on the author's profile page and delivered to subscribers who are known as *followers*. Senders can restrict delivery to those in their circle of friends or, by default, allow open access.

*Subscribe and follow ESIP [@ESIPFed](#)*

**Hashtags (#)** are a method to add a reference label to conversations for future searches

*Tweet about the meeting using [#ESIPFed](#)*





## ESIP Federation

@ESIPFed

ESIP Federation is a community [gov't,acad,ind] that produces & interprets Earth science data & develops applications for data use. [Administered by @erinmr84]  
<http://esipfed.org/>

Follow

939 TWEETS

493 FOLLOWING

212 FOLLOWERS

### Stay in touch with ESIP Federation

Join Twitter today




Sign up

Tweets

Following

Followers

Favorites

Lists

Recent images



twitter

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Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

### Tweets



**Bruce Caron** @junanaguy

25 Dec

#ESIPFED Happy Holidays to all the Federation! With smooth travel to the DC meeting.

Retweeted by ESIP Federation



**EarthCube** @EarthCube

17 Dec

New #EarthCube Dear Colleague Letter announced on the project site [earthcube.ning.com](http://earthcube.ning.com)

Retweeted by ESIP Federation



**ESIP Federation** @ESIPFed

16 Dec

[GrantOpp] Dear Colleague Letter - EarthCube: The Next Steps: Available Formats: HTML: [nsf.gov](http://nsf.gov)... [1.usa.gov/t602Zx](http://1.usa.gov/t602Zx) #NSF



**ESIP Federation** @ESIPFed

16 Dec

[GrantOpp] Dear Colleague Letter - EarthCube: The Next Steps: Available Formats: HTML: [nsf.gov](http://nsf.gov)... [1.usa.gov/u7vRPt](http://1.usa.gov/u7vRPt) #NSF



**Carol Meyer** @carolbmeyer

13 Dec

C'mon guys, this isn't the NPR pledge drive - no trip to AUS here. Today is last day for early registration for ESIP

[regonline.com/Register/Check...](http://regonline.com/Register/Check...)

Retweeted by ESIP Federation



**ESIP Federation** @ESIPFed

8 Dec

@AGUESSI thanks. Glad you were there

In reply to AGU ESSI



**ESIP Federation** @ESIPFed

7 Dec

@chrismattmann thank you!! Cc: @dcrichto @andrewfhart @sigep311 @pramirez624 @nutjob4life

In reply to Chris Mattmann



**ESIP Federation** @ESIPFed

7 Dec

Ignite@AGU - Starting NOW! Thanks to all the speakers and Frank Marriott Marquis, Golden Gate Ballroom C1, 6-8pm. #AGU11...

# How can Twitter be used?

- Announcements
- Gathering Resources
- Sharing Resources
- Promoting Activities
- Sharing Employment Opportunities
- Networking

## Social Media and Virtual Participation

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Follow us in real-time on [Twitter](#) and [Facebook](#). Tweet about the meeting using [#ESIPFed](#).

## Remote Participation

### "Hallway Chatter" on Twitter

Follow along with the 'hallway chatter' by checking on the [#ESIPFed twitter stream](#). If you want to chime in, just tag your tweet with [#ESIPFed](#) (great for virtual questions during plenaries).



# Is Twitter a waste of time?

It depends on how you use it and who you follow!



*Subscribe and follow ESIP @ESIPFed*





## Social Media & Politics!

The digital revolution is leveling the playing field.



# Conclusion – Digital is where it's at!

Find the social media (probably several) that's best for you



**Facebook** – Personal or professional Page (with fans) or Groups

(may soon be usurped by [Google+](#))

Good option if you have something to share/post on a weekly basis or several times a week



**Twitter** – Quick interactions with Followers Good choice for mobile devices, especially if you share/interact daily or multiple times a day

*Subscribe and follow ESIP [\*\*@ESIPFed\*\*](#)*

**Just remember, what you share today will be available to ALL indefinitely, consider your professional and personal reputation when posting to social media.**