

The Heathfield Guide to Social Media Sites



Facebook

Facebook is a widely known social media site involving creating a group of 'Friends' from the overall user base. Posts are made to a public wall, and others may comment to it or 'Like' it. One of Facebook's main points is the uploading and tagging of photos into albums. A user may have hundreds of photos of them tagged by different "friends". Facebook is open unless set otherwise, i.e. people may freely look through strangers' posts/comments and photos, unless set to private in the settings. This has led to such phrases as "Facebook stalking", sometimes just to look up how old friends are keeping, but in other cases for more malicious purposes.



Google+

Google+ works in a similar way to Facebook, but instead of friends the user builds 'Circles'. The user may for example have a 'work' circle with 5 work friends in, or a 'football' circle with 7 friends the user plays football with. Other users can find new friends quickly by looking at circles and then meet other people in that circle. Users build dozens of circles with different groups of friends and share photographs and other information. Google+ is now the second largest social network site after Facebook.



Twitter

Twitter, whilst being social networking, is less so than Facebook and similar. Twitter uses a fame and follower scheme rather than friends. The idea is that people may 'follow' your posts (known as tweets) without you needing to follow them. As such, people compete to an extent to gain the most 'followers'. Twitter's tweet system is designed to be used more frequently than Facebook or Google+, where a user would maybe post only once or twice a day. This has led to many people seeing it as a the source of large number of random posts of little interest. It is now more commonly used to follow celebrities, with users preferring to networking with friends on Facebook. This is one of the communities that uses the # (hash tag) system. Users will # a phrase and other people using the same hash tag can see each other's messages. Radio 1, for instance, uses it to ask listeners to post a song they would like to hear using #10mintakeover to suggest songs.



LinkedIn

LinkedIn is a social networking website for people in professional occupations. Founded in December 2002, it is mainly used for professional networking. Members create 'Connections' in order to expand their circle of current and previous work colleagues and other important contacts. There is also a system of endorsements whereby work skills may be listed and endorsed by others. As of January 2013, LinkedIn reports more than 200 million acquired users in more than 200 countries and territories.



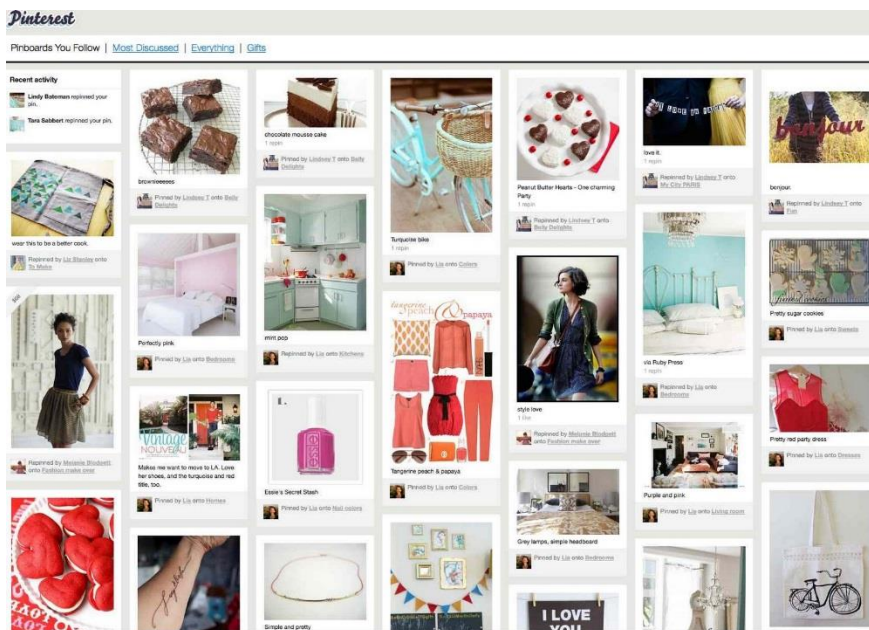
YouTube

YouTube allows users to upload videos of any nature (but not obvious porn). Other users may then comment on the videos. YouTube is notorious for spiteful, angry comments or just plain bad grammar. Some videos have adult references and require age verification but, as with most internet sites, viewers can lie their way in. YouTube also blocks any copyright material such as illegally copied films, TV shows or copyrighted background music. YouTube belongs to Google and is available from the Google search page.



Pinterest

Pinterest is an image board network. Users comprise a large proportion of women, which the site targets. It allows users to search for something and the site will then display image results very similar to Google image search. The images shown are ones uploaded by other users and by businesses showing off their products. A user will then place a 'Pin' on certain images and put them on a 'Pinboard', of which they may have several. An example would be a Pinboard of 'My ideal wedding' and they will search for different images relating to wedding cakes / dresses / suits and then Pin the images they like to said board. This site is used more practically than other networks for artistic ideas but can also be used just for dreams and ideal situations.





Vimeo

Vimeo is very similar to YouTube. It is a video sharing network, aimed more towards professionals and enthusiasts. The site allows users to upload content of generally any nature (bar nudity) but then allows them to put different coloured filters and soundtracks to their videos (unlike with YouTube where the user must upload the final edit). Vimeo is known for having a close-knit community of people who appreciate videos. It is rare to have users make random jokes or 'Troll' the site.



Squidoo

Squidoo is primarily a teaching and advice network. Users create a page usually about an interest of theirs and explain it, which may include items needed and how to get into the pursuit yourself. Examples include learning to wakeboard or how to look after a rescue dog. The site also has more adult themes such as 'how to spice up sex lives' and, whilst the pages have no explicit imagery, it does contain adult and suggestive themes.

Tumblr

The Tumblr community is very varied. The user typically posts photos or GIFs (e.g. short animations from film and TV) and they normally provide a short description with the picture, optionally using a # (hash tag) to list the picture. Users may search amongst the accounts to see the things their friends are posting and chat about them, typically more about the picture than other comments. They can also search for the hash tag and find images from multiple users. Posts vary from cartoons to flower arranging to pornography.



Wordpress

Wordpress started as a blog (web log) site but has evolved into allowing users to create an entire website. It is more a rich set of editing resources than a community. The site is open source which means that it is free and upgraded by the community at large. Wordpress, despite being free, is used by many organisations and is very popular for personal or corporate blogs. The open source engine allows professionals from all around the world to work on different templates, resulting in a highly varied look and feel to different Wordpress sites.



ShareThis

The **ShareThis** button is an all-in-one widget that lets people share any content on the web with friends via e-mail, instant messaging or text messages. **Shar.es** is the URL shortened for ShareThis.com. The widget can also keep an account of personal contacts so that users may send an e-mail, IM, or text message with favorite links to friends. The button can be deployed on any site to

drive traffic, stimulate viral activity, and track the sharing of content. Toolbar versions exist for Firefox and Internet Explorer, and customized widgets are available for leading blog publisher sites including Blogger, TypePad and WordPress.



Daily Motion

Daily Motion is a video streaming service similar to that of YouTube and Vimeo, but with a much smaller viewer base. One of the main differences is that whilst it will not allow pornography it will allow nudity. There are quite fundamental differences in policies that have led Daily Motion to have a somewhat more adult audience, with jokes and comments being of an adult nature.



Delicious is a bookmarking web service for storing and sharing web bookmarks. Users can share bookmarks of sites they like. Delicious also allows users to group links with similar topics together to form a 'Stack', and include title and descriptions for the Stack page. To facilitate newcomers, Delicious provides an option to import bookmarks from the user's web browser so that they can quickly get started with the site.



Flickr is an image hosting and video hosting website with tools oriented towards professional and casual photographers and facilities to create multiple albums. In addition to being a popular website for users to share personal photos, the service is widely used by bloggers and forum users to host images that they embed into articles and posts. Flickr recently announced that they offer 1TB (Terabyte) of free storage for each member.



Photobucket

Photobucket is an image hosting and video hosting website, web services suite, and online community dedicated to preserving and sharing the entire photo and video lifecycle. Photobucket hosts more than 10 billion images from 100 million registered members, who upload more than four million images and videos per day from the web and connected digital devices. Photobucket is widely used for both personal and business purposes. Links from personal Photobucket accounts are often used for avatars displayed on internet forums, storage of videos, embedding on blogs, and distribution in social networks.

Scribd

Scribd is a document-sharing website that allows users to post documents in various formats, and embed them into a web page using its iPaper format. Users like to post old books for others to read or enjoy legally.



Bebo

Users receive a personal profile page where they can post blogs, photographs, music, videos and questionnaires which other users may answer. Additionally, users may add others as friends and send them messages, and update their personal profiles to notify friends about themselves. Bebo is very similar to other social networking sites, mainly Facebook. Bebo, once seen in a very bad light for its rude and adult nature and young membership, has been sold and reworked and acts much like Facebook, with a much smaller fan base.



Omegle

Omegle is a free online chat website that allows users to communicate with strangers without registering. The service randomly pairs users in one-on-one chat sessions where they chat anonymously using the handles 'You' and 'Stranger'. There are other similar sites, such as ChatRoulette, all promoting the idea of chatting with random people.



RSS

RSS Rich Site Summary (often called Really Simple Syndication) is a family of web feed formats used to publish frequently updated entries, such as blog entries, news headlines, audio, and video, in a standardised format. An RSS document includes full or summarised text, plus metadata such as publishing dates and authorship. The school noticeboards derive their scrolling news text from a BBC RSS feed.



4Chan

4Chan is a community of usually ill repute. A forum that is special in that all users are anonymous and post as such. This has led to trolling (posting deliberately inflammatory messages), racism, sexism and a general bad attitude from a community made up of mostly computer enthusiasts. 4Chan is where the hacking collective Anonymous are from, widely known for being able to hack into the Federal Reserve, taking down PayPal and hacking into North Korea. 4Chan also as a community helped the FBI to find criminals such as the Boston marathon bombers. With a mind of its own, it is unmoved by government and flaunts laws.



Reddit

Reddit is generally an enthusiast's site. It comprises multiple subreddits of different topics such as golf, football, gaming, atheism, Islam, painting, self-help. A user may subscribe to different subreddits of which there are thousands. The front page will have recent posts from those subreddits to which the user is subscribed. Users may also post into these subreddits to share information. Typically a friendly community, it is known to have a weird obsession with sharing kitten photos. Reddit is well known for its gift exchange, typically at Christmas, where the site chooses a name at random, to buy a present under a certain value and ship it to anywhere in the world. This has a big following as users can gain objects from other countries or cultures of great amusement or interest.



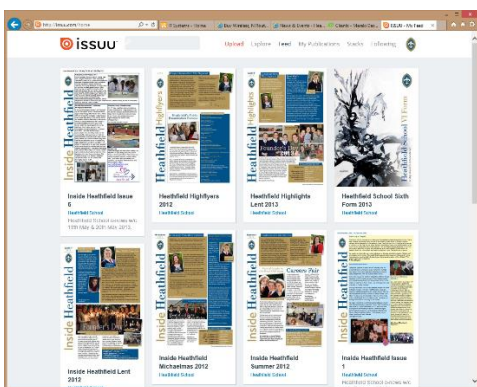
Instagram

Instagram is a photo-sharing and social networking service that allows user to take pictures, apply digital filters to them, and then share them on Instagram as well as on other social networking sites including Facebook and Twitter. Each user has their own profile, much like Twitter, and they have followers but only images may be uploaded. Most commonly used on mobile devices, Instagram does not allow violent, hateful or pornographic images to be uploaded.



Issuu

Issuu is a digital document publishing social network for the publication of free magazines, newspapers and all manner of booklets, pamphlets and brochures. Heathfield School uses Issuu in order to publish readable versions of our e-newsletters and prospectuses to the website for viewing on computers, tablets and smartphones. It is one of the biggest publishing networks on the internet.





Snapchat is a messaging service with an emphasis on a selfie feature which allows users to share images that are explicitly short-lived and self-deleting. The temporary nature of the pictures encourages frivolity and emphasises a 'more natural interaction'. Snapchat has gained a reputation for being used to swap nude and pornographic images between users, which self-delete after a short period of time.