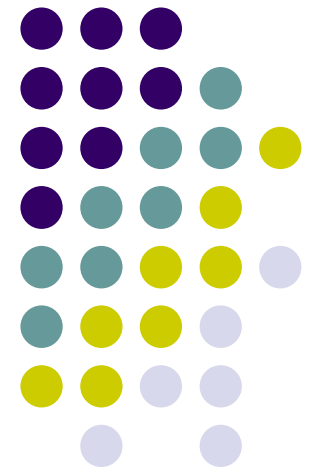
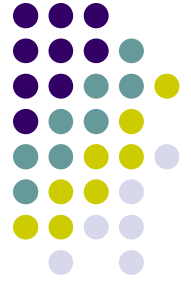


Using Social Networking to Work with College Student Volunteers

Amy L. Sponsler
Director, Office of Volunteer
Programs, University of Illinois

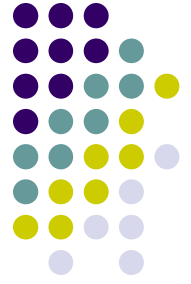


Social Networking



- 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.

Popular Social Networking Sites



- Facebook
- MySpace
- Twitter
- Ning
- Yelp
- LiveJournal
- LinkedIn



What is Facebook?

- Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.



Facebook Statistics

- More than 200 million active users
- More than 100 million users log on to Facebook at least once each day
- More than two-thirds of Facebook users are outside of college
- The fastest growing demographic is those 35 years old and older



Why use Facebook?

- Average user has 120 friends on the site
- More than 4 billion minutes are spent on Facebook each day (worldwide)
- More than 30 million users update their statuses at least once each day
- More than 1 billion pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each week
- More than 2.5 million events created each month
- More than 30 million active user groups exist on the site



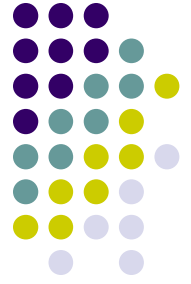
Key Facebook Features

- Your main page/organization main page
- Friends
- Groups
- Events
- Status updates
- Photos
- *Log in/view Facebook at this time.*

Twitter



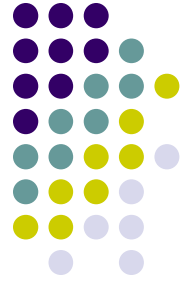
- A free social networking and micro-blogging service that enables its users to send and read each others' updates, known as *tweets*. Tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to other users - known as followers - who have subscribed to them.



Looking at Twitter

- UIUCVolunteers
- uisvolunteer
- Key Terms: tweet, followers, direct messages, @ messages.
- Helpful hints for article sharing: tinyurl.com
- Photo sharing: twitpic.com

How can social networking help your organization?



- Increased contact in less time
- Event management
- Instantaneous updates
- Your friends/friends/followers will pass your information along to others...that is what social networking is all about! Increased marketing!