Overview of social media as a tool for collaboration

Margaret Mooney
ESIP Winter Meeting
January 2012
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)
The Conversation
The Art of Listening, Learning, and Sharing

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

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>FOCUS</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foursquare</td>
<td>Location based mobile social network - members note their locations</td>
<td><a href="https://foursquare.com/">https://foursquare.com/</a></td>
</tr>
<tr>
<td></td>
<td>with a mobile phone and can find out where friends are.</td>
<td></td>
</tr>
<tr>
<td>Google+mobile</td>
<td>Google+ aims to make sharing on the web more like sharing in real</td>
<td><a href="https://plus.google.com/">https://plus.google.com/</a></td>
</tr>
<tr>
<td></td>
<td>life. Check out Circles, Messenger and Hangouts, and Google+ mobile</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>Instantly connect to what’s most important to you. Follow your</td>
<td><a href="http://twitter.com/">http://twitter.com/</a></td>
</tr>
<tr>
<td></td>
<td>friends, experts, favorite celebrities, and breaking news.</td>
<td></td>
</tr>
<tr>
<td>Flicker mobile</td>
<td>Apps for iPhone, Windows 7, and Androids, or use m.flickr.com from</td>
<td><a href="http://www.flickr.com/mobile">http://www.flickr.com/mobile</a></td>
</tr>
<tr>
<td></td>
<td>any mobile device.</td>
<td></td>
</tr>
<tr>
<td>Mobile4good</td>
<td>Uses mobile phones to help people improve their lives and livelihoods</td>
<td><a href="http://oneworldgroup.org/mobile4good">http://oneworldgroup.org/mobile4good</a></td>
</tr>
</tbody>
</table>
To narrow the discussion, 2 examples from ESIP & CIMSS

Web-based Social Media
• Facebook

Mobile Devices Social Media
• Twitter
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 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 post.

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.
ESIP Federation

Open group

- 100 members  288 photos  Docs

Write post  Add photo/video  Ask question

Write something...

Erin Robinson

We LuAnn Dahman: 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/UrNGr) 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
dccs.google.com

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

Debora Drucker was added by Erin Robinson.

Like · Comment · Follow post · 19 December at 19:14

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: erinrobinson@iarc.nasa.gov.

Like · Comment · Follow post · Share · 13 December at 10:26
CIMSS Facebook Page
http://www.facebook.com/CIMSS.UW.Madison
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/

Stay in touch with ESIP Federation
Join Twitter today
- Full name
- Email
- Password

Sign up

Tweets

Bruce Caron @unanaguy
#ESIPFed Happy Holidays to all the Federation! With smooth travel to the DC meeting
Retweeted by ESIP Federation

EarthCube @EarthCube
New #EarthCube Dear Colleague Letter announced on the project site earthcube.ning.com
Retweeted by ESIP Federation

ESIP Federation @ESIPFed

ESIP Federation @ESIPFed

Carol Meyer @carolmeyer
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...
Retweeted by ESIP Federation

ESIP Federation @ESIPFed
@AGUESSI thanks. Glad you were there
In reply to AGU ESSI

ESIP Federation @ESIPFed
@chrismattmann thank you! Cc: @drichto @andrewfhart @sigep311 @pramirez524 @nutjob4life
In reply to Chris Mattmann

ESIP Federation @ESIPFed
Igntne@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

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.