

A ROTARY PRIMER

# GLOBAL OUTLOOK

A ROTARIAN'S GUIDE TO SOCIAL MEDIA



OTTO STEINBERG.COM

Copyright © 2010 by Rotary International. All rights reserved.

# THE SOCIAL MEDIA LANDSCAPE



## SOCIAL NETWORKING



## MULTIMEDIA SHARING



## BLOGGING



## MICRO-BLOGGING



## BUSINESS NETWORKING



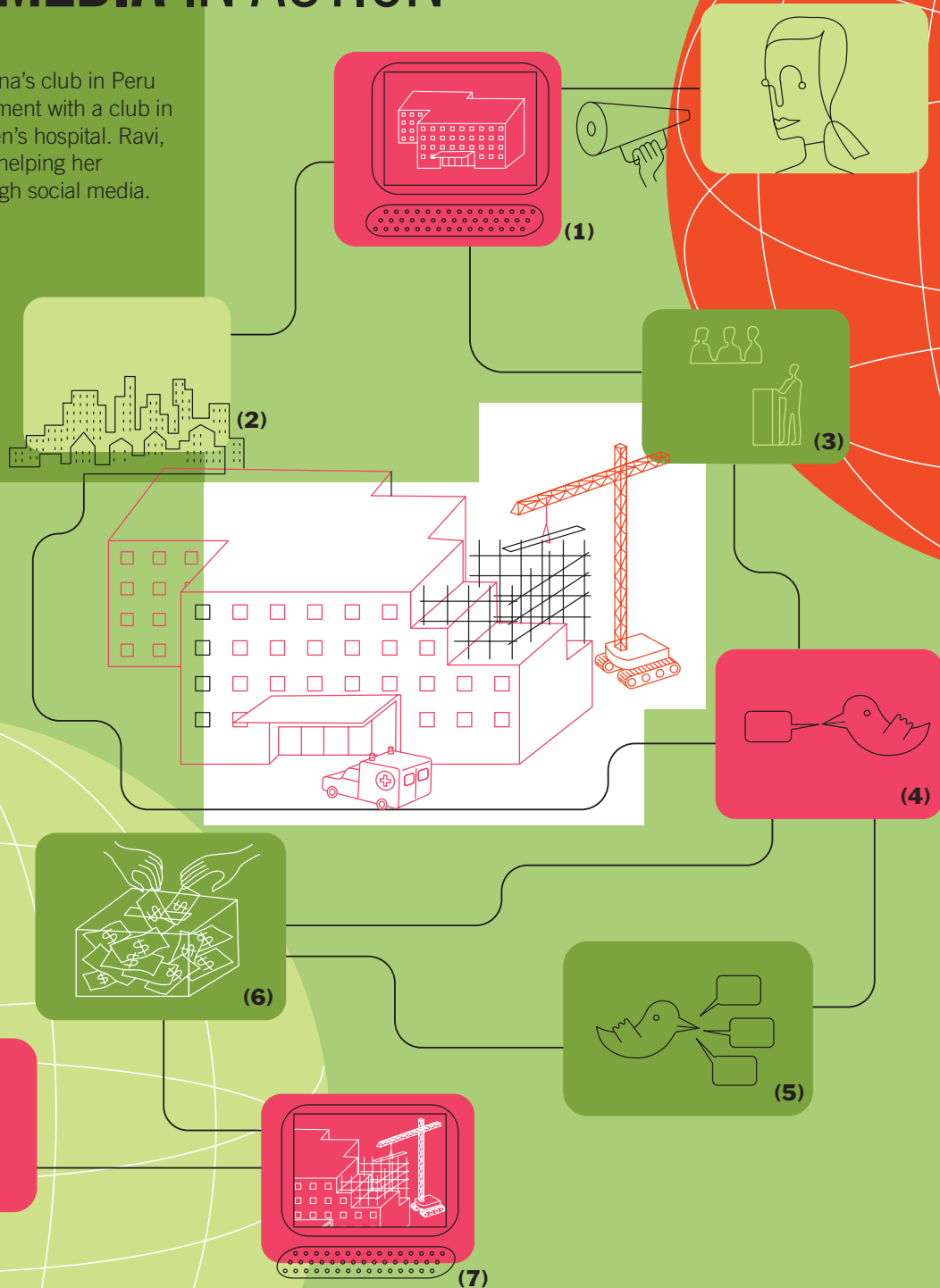
## SOCIAL BOOKMARKING

	SOCIAL NETWORKING	MULTIMEDIA SHARING	BLOGGING	MICRO-BLOGGING	BUSINESS NETWORKING	SOCIAL BOOKMARKING
<b>What it involves</b>	Connecting with friends and family online.	Posting video, photos, and music.	Publishing news or keeping an online journal or diary.	Broadcasting short messages to other users or subscribers.	Connecting with other professionals.	Organizing and sharing your favorite web pages and sites.
<b>World leader by % of all Internet users who visit the site*</b>	Facebook 33.4%	YouTube 24.1%	Blogger 11.6%	Twitter 7.1%	LinkedIn 2.5%	Digg 0.8%
<b>Other leading sites</b>	Hi5 Kaixin001 Mixi MySpace Orkut QQ/Qzone VKontakte	Dailymotion Flickr Ku6 Megavideo Photobucket Tudou Youku	Ameba Blogfa LiveJournal Mihan Blog Seesaa TypePad WordPress	Digu FriendFeed Identi.ca Jaiku Plurk Tumblr Yammer	APSense Biznik Ecademy Fast Pitch Focus Ryze XING	Delicious Diigo Mister Wong Mixx Propeller Reddit StumbleUpon
<b>Advantage</b>	You can post status updates, share photos, and chat all in one place.	Visual media can appeal to a wide audience.	You can create your own mini website in minutes.	Creating short messages doesn't take a lot of time.	Creating an online network may generate new business leads.	You can access a list of your favorite websites from anywhere.
<b>Disadvantage</b>	Privacy settings can be complex.	Users need to be aware of copyright laws.	Regularly updating a blog requires commitment.	Irrelevant chatter, or "noise," can be frustrating.	Users may feel pressure to share sensitive information.	Using tags, or keywords, may be confusing.
<b>How to promote Rotary</b>	Add <i>Rotarian</i> to your profile.	Post photos or videos of a service project.	Share your club's news on a blog.	Send brief reminders about Rotary events.	Find someone in your network to invite to a Rotary event.	Click the Share button on an RI News story.

\* According to Alexa.com's three-month average as of 13 July.

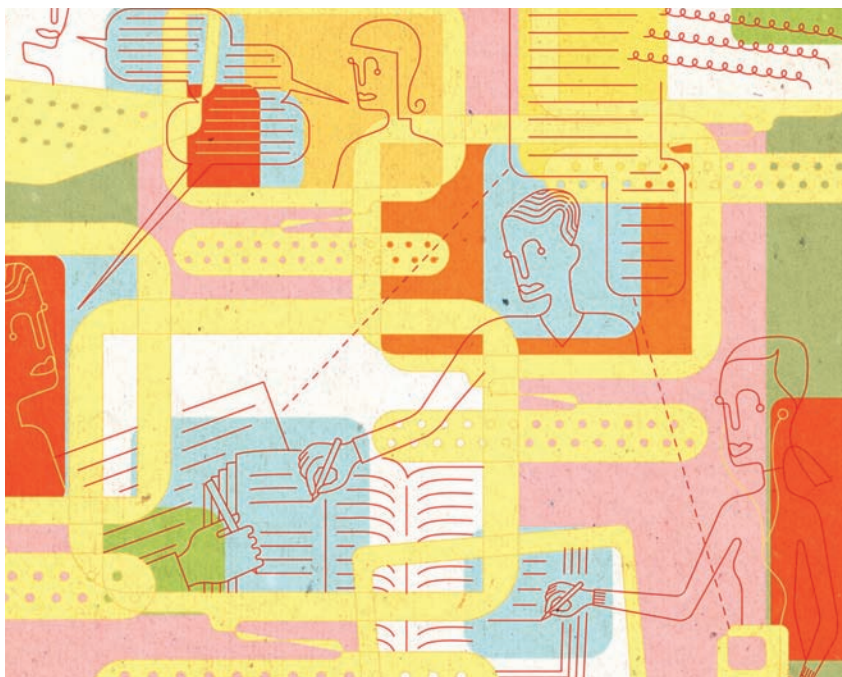
# SOCIAL MEDIA IN ACTION

**Good news** Ramona's club in Peru has come to an agreement with a club in India to build a children's hospital. Ravi, a Rotarian in India, is helping her spread the word through social media.



O T T O S T E I N I N G B E R . C O M

**(1) RAMONA POSTS** the news on her Facebook page. Her fellow club members are ecstatic, and they look forward to their next meeting. **(2) SHE CREATES A YOUTUBE CHANNEL** with videos she found about the city where the hospital will be built. **(3) SHE JOINS A GROUP** about infant mortality on XING and finds an expert to speak at an upcoming fundraiser. **(4) ON TWITTER, SHE TWEETS** a message about the fundraiser with a link to her YouTube channel. **(5) HER DISTRICT GOVERNOR RETWEETS** the message. A club in her district watches the YouTube videos at its next meeting and is moved. **(6) THE FUNDRAISER** is a success. Ramona collects attendees' e-mail addresses and sends them a link to the blog Ravi has started. **(7) RAVI KEEPS A BLOG** to show the progress on the hospital. Once the hospital is complete, **HE WILL USE THE BLOG AS A RESOURCE** for his club's next project.



**It would be easy** to write off Facebook, Twitter, and YouTube as websites that help people goof off – but you’d have to ignore the millions of dollars that humanitarian organizations have raised using social media, and the millions of people whom social networks touch every day. Though you might not think of them as serious communication tools, social media sites have proved to be a powerful force for doing good in the world: They’re free, and they spread information faster and to more people than any other mode of communication in history. The newspaper, telegraph, telephone, and e-mail don’t even come close.

In early 2009, Twitter users coordinated a one-day worldwide fundraiser to support Charity: Water, a nonprofit organization dedicated to bringing clean and safe drinking water to developing nations. The offline festival, called a Twestival, was planned in less than a month and brought together more than 10,000 attendees in over 200 cities, raising more than US\$250,000. This year, Twestival participants in 45 countries upped the ante, bringing in more than \$450,000 for another charity, Concern Worldwide. The event marked a watershed moment for fundraising and international service programs, showing that social media have the power to rally support for humanitarian causes in a short time.

Earlier this year, when a 7.0 magnitude earthquake devastated Haiti, killing over 200,000 people and leaving another million homeless, social media users spread news of the disaster and mobilized aid. Minutes after the quake struck, shocking images of the aftermath flooded Facebook and Twitter. It wasn’t long until contributions began pouring into the relief effort. Social media

# GREAT MOMENTS IN SOCIAL MEDIA

## MESSAGES THAT CHANGED HISTORY

By Ben Parr

and a text-to-donate campaign helped the Red Cross raise over \$396 million in less than three months.

Web users caught in political turmoil have also found support through social media. In June 2009, when incumbent Mahmoud Ahmadinejad beat Mir Hossein Mousavi in the Iranian presidential elections, doubts over the authenticity of the election results escalated into demonstrations that flooded the streets. Protesters who wanted to communicate with each other and spread their message to the rest of the world turned to social networking sites. Iranians sent status updates through Twitter about what was happening on the ground and posted videos on YouTube and photos on Flickr immediately after taking them. The outcome was historic: Social media broke news faster than major news networks.

The most powerful moment of the Iranian election crisis came from a 40-second YouTube video of Neda Agha-Soltan’s last moments of life after she was shot in the chest at an antigovernment demonstration. The footage moved viewers worldwide and refocused global attention on the bloodshed in Iran.

Social media have been as instrumental in telling tales of heroism as they have of tragedy. When Captain Chesley “Sully” Sullenberger saved 155 passengers and crew by landing a disabled commercial airliner, US Airways Flight 1549, in New York City’s Hudson River in early 2009, the story of “the miracle on the Hudson” unfolded through social networks. Janis Krums, an eyewitness, published the first picture of the landing after capturing the image on his iPhone and posting it to Twitter. The photo became recognized worldwide as both a record of the first moments of the event and as proof of social media’s rapid, powerful reach.

International and government agencies have also discovered the utility of social media in times of crisis. Last year, as the world began to panic about the spread of the H1N1 virus (swine flu), many feared it would become the worst pandemic since the Spanish flu of 1918. At the peak of concern, Twitter users sent tens of thousands of messages about swine flu every hour. Agencies such as the World Health Organization and the U.S. Centers for Disease Control and Prevention responded by using Facebook, Flickr, YouTube, MySpace, and podcasts to disseminate up-to-date information on H1N1. WHO and CDC are also using HealthMap ([www.healthmap.org](http://www.healthmap.org)) – a popular tool that aggregates disease outbreak data in several languages from around the Web, including from social media sites – to map swine flu cases throughout the world.

Although the swine flu outbreak ended up being no more lethal than that of the average flu virus, the event demonstrated how far social media have come in distributing information at critical moments. Social media help us learn, respond, educate others, and raise funds faster and more effectively than ever before.

**Social networking can help** you connect with distant friends or gather with others in the real world. But small details that you give away – your location, the causes you support, even your favorite movies – could have serious implications if a burglar, strong-arm government, or prospective client got hold of them.

If you think you're sharing this information only with friends, you might be mistaken. Over the past decade, social networking sites have deliberately and accidentally released private data. The biggest threats come from companies that share or leak your information in ways you may not understand or approve of.

Facebook ([www.facebook.com](http://www.facebook.com)) has made several high-profile privacy mistakes. In 2006, it began publishing users' actions, such as the groups they'd joined, to public news feeds. The surprise change made people reluctant to connect with support groups and other organizations. "We really messed this one up," said Mark Zuckerberg, Facebook founder, in his open apology letter.

In late 2009, the company settled a class-action lawsuit over its Beacon technology, which tracked some users' off-site purchases and published the transactions on Facebook. Then, earlier this year, Facebook changed people's account settings to make more of their content public, requiring them to take action to restore their privacy.

Service bugs could also put your personal information in danger. In 2008, Bebo ([www.bebo.com](http://www.bebo.com)) granted several New Zealand users full control of other individuals' accounts, allowing them to view, copy, and modify details that hadn't been publicly released.

One of China's largest social networking sites, Qzone ([www.qzone.qq.com](http://www.qzone.qq.com)), and other Tencent QQ-related services have faced government pressure that could jeopardize users' privacy. In 2005, officials demanded that Shenzhen-based Tencent collect the real names of members who founded and administered virtual groups, but the company didn't follow through. Still, the Chinese government has continued to push against anonymity, so private information shared on social networks might one day appear in a government report.

Location-based services present another threat. Sites such as Loopt ([www.loopt.com](http://www.loopt.com)) and Foursquare ([www.foursquare.com](http://www.foursquare.com)) help you find the location of friends through GPS, and this data often is publicly recorded. Did you walk in a protest or call in sick to work to take your child to the zoo? Strangers might see those details, depending on your privacy settings. PleaseRobMe.com used location data from Twitter ([www.twitter.com](http://www.twitter.com)) to show how users compromise



# SOCIAL NETWORKS RISK YOUR PRIVACY

**BEWARE OF WHAT YOU SHARE**

**By Zack Stern**

their security by broadcasting that they aren't home.

A latecomer to social networking, Google tried to make up ground – and overreached – when it launched Buzz ([www.google.com/buzz](http://www.google.com/buzz)) in the beginning of this year. Leveraging users' Gmail data, Buzz automatically created social networks based on frequently e-mailed contacts and made these contact names public, no matter who they belonged to: a best friend, divorce attorney, or psychologist. Google soon changed the settings of these networks because of public backlash.

The upside to these cautionary examples is that the world is becoming aware of how websites use information. "People are having a thoughtful debate and discussion about what privacy is and what they want," says Rebecca Jeschke, media relations director of the Electronic Frontier Foundation ([www.eff.org](http://www.eff.org)). It remains to be seen if social networks are listening.

## STAY SAFE WITH SOCIAL MEDIA

To get the most out of social media sites without sacrificing your privacy, keep these tips in mind:

- Revisit your privacy settings. Social networks sometimes change settings and opt you

in or out of services without your permission. Visit your account settings page each month to look for changes.

- Protect your account login. Use a unique password when you register for any

social media service. If the service is hacked or your password is stolen, your other online accounts won't be compromised.

- Take a second look at the terms of service. These rules

identify what social networks can do with your information. Learn about updates to major sites' terms of service at [www.tosback.org](http://www.tosback.org).

- Think before you post. Carefully consider the text,

photos, and videos and who might see them: clients, peers, or governments. Even social-networking games and quizzes could send your data to marketers.

# WORLD 2.0 FAVORITE SOCIAL MEDIA BY GEOGRAPHIC AREA

## TOP FOUR SOCIAL MEDIA SITES IN SELECTED AREAS

### ARGENTINA

- Facebook
- YouTube
- Taringa
- Blogger

### AUSTRALIA

- Facebook
- YouTube
- Blogger
- Twitter

### AUSTRIA

- Facebook
- YouTube
- Blogger
- Twitter

### BANGLADESH

- Facebook
- Blogger
- YouTube
- Somewhere in Blog

### BELGIUM

- Facebook
- YouTube
- Blogger
- Netlog

### BRAZIL

- Orkut
- YouTube
- Blogger
- Twitter

### FINLAND

- Facebook
- YouTube
- Vbox7
- Blogger

### CANADA

- Facebook
- YouTube
- Twitter
- Blogger

### CHILE

- Facebook
- YouTube
- Blogger
- Taringa

### CHINA

- QQ/Qzone
- Youku
- Tudou
- Ku6

### COLOMBIA

- Facebook
- YouTube
- Blogger
- Taringa

### CZECH REPUBLIC

- Facebook
- YouTube
- Lidé
- Stream.cz

### DENMARK

- Facebook
- YouTube
- Blogger
- Twitter

### EGYPT

- Facebook
- YouTube
- Blogger
- Twitter

### FINLAND

- Facebook
- YouTube
- Blogger
- Suomi24

### FRANCE

- Facebook
- YouTube
- Dailymotion
- Blogger

### GERMANY

- Facebook
- YouTube
- Twitter
- XING

### INDIA

- Facebook
- YouTube
- Blogger
- Orkut

### IRAN

- Blogfa
- Mihan Blog
- Cloob
- Blogger

### ITALY

- Facebook
- YouTube
- Blogger
- WordPress

### JAPAN

- YouTube
- Ameba
- Mixi
- Twitter

### KOREA

- Facebook
- YouTube
- Cyworld
- Blogger

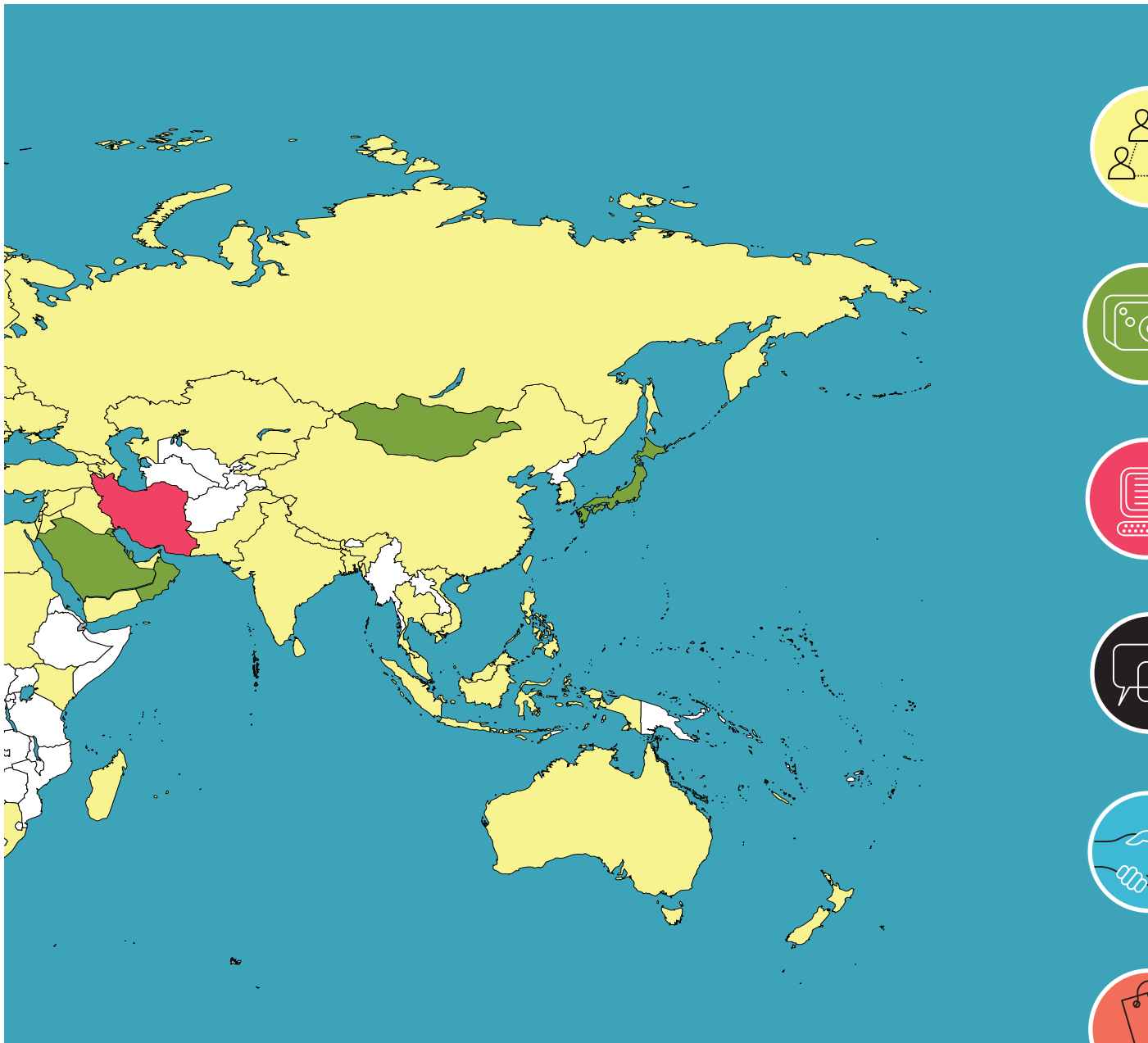
### MEXICO

- YouTube
- Facebook
- Blogger
- Taringa

### MONGOLIA

- YouTube
- Facebook
- Hi5
- Blogger

According to Alexa.com's one-month traffic rankings as of 13 July. White areas represent places for which data was unavailable.



**NEPAL**

- Facebook
- YouTube
- Blogger
- Twitter

**THE NETHERLANDS**

- YouTube
- Hyves.nl
- Facebook
- Twitter

**NEW ZEALAND**

- Facebook
- YouTube
- Blogger
- Twitter

**NIGERIA**

- Facebook
- Blogger
- YouTube
- Twitter

**NORWAY**

- Facebook
- YouTube
- Blogger
- Twitter

**PAKISTAN**

- Facebook
- YouTube
- Blogger
- Twitter

**PERU**

- YouTube
- Facebook
- Blogger
- Hi5

**PHILIPPINES**

- Facebook
- YouTube
- Blogger
- Friendster

**POLAND**

- YouTube
- Facebook
- Nasza-klasa.pl
- Blogger

**PORTUGAL**

- Facebook
- YouTube
- Blogger
- Hi5

**ROMANIA**

- YouTube
- Facebook
- Hi5
- Blogger

**RUSSIA**

- VKontakte
- Odnoklassniki.ru
- YouTube
- LiveJournal

**SAUDI ARABIA**

- YouTube
- Facebook
- Blogger
- Netlog

**SOUTH AFRICA**

- Facebook
- YouTube
- Twitter
- Blogger

**SPAIN**

- Facebook
- YouTube
- Blogger
- Tuenti

**SWEDEN**

- Facebook
- YouTube
- Blogger
- Twitter

**SWITZERLAND**

- Facebook
- YouTube
- Blogger
- Twitter

**TAIWAN**

- Wretch.cc
- Facebook
- YouTube
- Pixnet.net

**THAILAND**

- Facebook
- YouTube
- Hi5
- Blogger

**TURKEY**

- Facebook
- YouTube
- Blogger
- Izlesene

**UNITED KINGDOM**

- Facebook
- YouTube
- Twitter
- Blogger

**UNITED STATES**

- Facebook
- YouTube
- Twitter
- Blogger

**URUGUAY**

- Facebook
- YouTube
- Blogger
- Taringa

**VENEZUELA**

- Facebook
- YouTube
- Blogger
- Twitter

# THE SOCIAL MEDIA GLOSSARY

By Megan Ferringer

## A

**@:** In microblogging and social networking, a symbol placed before a username to mention or reply to a user. For example, on Twitter, adding *@Rotary* to the beginning of your tweet shows that you are speaking to or about Rotary International.

**archive:** A historical collection of articles or posts, usually on a blog or news website, organized by date or category. View the RI News archive at [www.rotary.org](http://www.rotary.org).

## B

**block:** To prohibit someone from sending you messages or viewing your profile or other information on a social network.

**blogroll:** A list of recommended blogs or web pages, usually about a similar topic or topics.

## D

**dashboard:** A control panel or interface, such as on a blog, that allows you to manage your media and settings.

## E

**embed:** To display a video or photo from another site by adding a line of code to your web page.

## F

**feed:** A constantly updated stream of information delivered at regular intervals. Subscribe to the RI News feed at [www.rotary.org](http://www.rotary.org).

**follow:** To subscribe to a microblog feed, such as on Twitter. Follow Rotary at [www.twitter.com/rotary](http://www.twitter.com/rotary).

**friend (noun):** A person who has agreed to connect with you on a social network.

**friend/unfriend (verb):** To add someone to or delete someone from your social network.

## G

**geotag:** To add location information in the form of metadata or tags. For example, on Flickr, you may identify your photos with the location where you took them.

## H

**hashtag (#):** A symbol that allows you to tag, or categorize, your microblog posts. On Twitter, using *#Rotary* marks your tweets as Rotary related. Searching Twitter for *#Rotary* yields all Rotary-related tweets.

**hits:** The number of times people have visited a website or web page.

## L

**link (or hyperlink):** A web reference that allows you to navigate to another web page by clicking on text or a graphic.

## M

**metadata:** Information such as a tag, description, or caption attached to a photo, video, blog post, or other media.

**multimedia:** Online content that incorporates several forms of media, such as photos, video, audio, and text.

## N

**notification:** A short, automated message informing you of an action you or a friend has taken. For example, on Facebook, you may receive a notification each time a friend posts an update or uploads photos.

## P

**permalink:** A unique hyperlink to a blog post or article that continues to work even if the page is moved or archived.

**plug-in:** Software added to an application to perform special tasks.

**post:** An article, message, or entry published on a blog or social networking site.

**privacy settings:** A set of preferences you control to determine how a website uses the information you share.

**profile:** An online representation of someone's personal identity. On Facebook, you must be a person, not a business or organization, to have a profile.

## R

**retweet:** On Twitter, to repeat, or repost, a tweet by typing *RT @* plus the original author's username and message.

## S

**short URL:** A condensed web address for use in microblogging and other social media. Web sites like Tiny.cc and Bit.ly can shorten a long hyperlink to a few characters.

**status:** A short description of what you're doing right now.

**syndication:** A method of delivering online content from blogs and news sites to another website or web user. Really Simple Syndication (RSS) allows users to subscribe to news and blog feeds.

## T

**tag:** To add keywords to a bookmark, video, photo, or blog post to help users search for media by topic.

**trackback:** In blogging, a way to link a post to a comment or response published on another blog.

**tweet:** On Twitter, a message of 140 characters or fewer published to a feed.

**tweetup:** An organized, in-person gathering of people who use Twitter.

## U

**username:** The name, or user ID, you use to log in to a website and identify yourself to others. On Twitter, RI's username is Rotary.

## V

**viral:** Spreading quickly throughout the Internet. Popular phrases, ideas, photos, and videos can travel rapidly from user to user through links, parodies, and reposting.

## W

**wall:** On Facebook, a feed of a user's latest activities displayed on his or her profile page.



**CONNECT** with Rotary International and The Rotary Foundation on Facebook, Twitter, LinkedIn, and more. Visit [www.rotary.org/socialnetworks](http://www.rotary.org/socialnetworks).