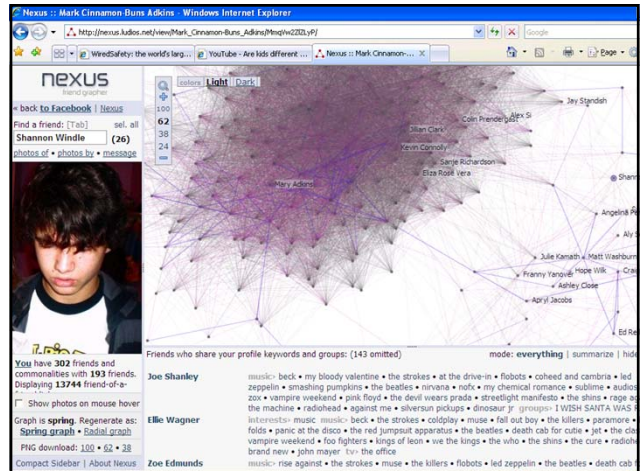
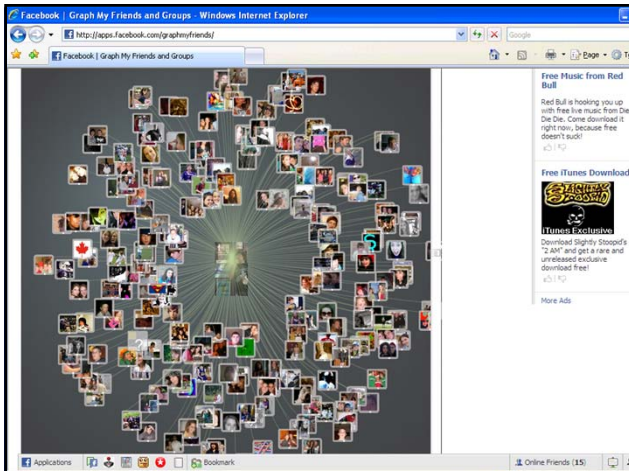
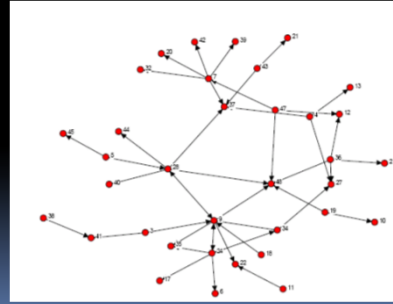


Social Media/Networking

Dave Adkins
dadkins@nysutmail.org

Long Island President's Conference
May 25th, 2011

What does a network look like?



How are Online Networks different from face-to-face Networks?

1. Persistence – Recorded for posterity
2. Searchability – Find by who, what, etc.
3. Replicability – Cut and paste, duplicate
4. Invisible Audience – Don't know who is "eavesdropping"

Schenectady City school board member XXXXXXXX allegedly drinks alcohol off an ice block



A photo on Facebook apparently shows XXXXXX, a XXXXX Elementary teacher and wife of Schenectady City School Board member XXXXXXXX, being lifted above a keg at a graduation party.



Searchability

- Photo sites
- Facebook
- Twitter Feeds

Facebook Activities

- Share Photos/Tagging
- Write on your Wall – Everyone can see it
- Private Messaging
- Facebook Chat
- Joining Groups (Networks)
- Relationship Status

- Bottom Line - Being Social

Dave Adkins

Social Networking Sites

- As adults, you have every right to use internet dating sites.
- Keep in mind that you do not know who may view your personal ads.
- Attempt to verify the individuals with whom you communicate on dating sites to avoid "baiting" by students.
- Employers may also view information posted on dating sites, so keep it clean!
- Images should not include nudity or profanity.

Employer Use of Social Networking Sites

Post-Employment

- Monitoring/Discipline
 - 2007: Olive Garden discharged a supervisor after she posted photos on MySpace of herself, her underage daughter, and other restaurant employees holding beer bottles
 - 2008: Virgin Atlantic Airlines discharged 13 flight attendants after they made posts on Facebook criticizing the airline's safety standards and insulting the airline's passengers
 - 2009: Philadelphia Eagles terminated an employee for posting on Facebook that his employer was "retarded" for letting a rival franchise acquire one of the Eagles' star players

Photos I did not post...



Professional Uses

- Building Professional Networks
- Collaborate with people in the same field
- Job searches
- Freelance job opportunities
- Communicate with Peers

Potential Problems?

- Because of : Persistence, Searchability, Replicability, Invisible Audience
- Who is friends with who is public
- Profile Privacy
- Too much information

Legal Issues

- Does your institution have a policy?
- FOIL!!! – Freedom of Information Law
- Law Enforcement has access
- Facebook, Twitter, texting all become part of disciplinary hearings.
- **"A picture is worth a thousand questions**
- Facebook photos allegedly show school board member and his teacher wife drinking with teens

Technology Rules

- Never write or post any content that you would not want to see posted on the wall at work!
- Assume it will be made public
- Be aware of other rules/laws
 - Privacy, Confidentiality, HIPAA, FERPA
- Monitor your online information

Social networking 101 for physicians (Medical Law Report)

- Be mindful of patient confidentiality.
 - HIPAA
- Remember that your patients are not your 'friends.'
- Monitor your web presence regularly.
- Take advice from online doctors' forums with a grain of salt.
- Be aware that you're never truly anonymous on the web.

10 Privacy Settings Everyone should know

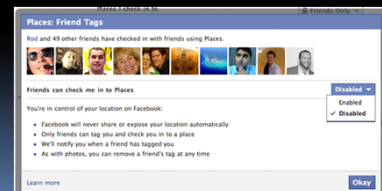
How to protect your information and modify the default Facebook settings.

Understand Your Friend Lists

- Segment your Friends
- Control Access to specific groups of friends
- Set different levels of privacy
- Example:
 - Friends
 - Family
 - Professional

Checking In Places

- Modify the ability of your friends to check you into places without your permission.
- "Places I check in to"
- Uncheck the box next to "Include me in 'People Here Now'"

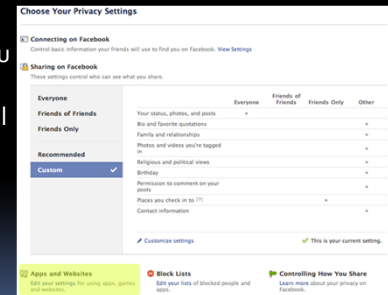


Remove Yourself From Facebook Search Results

- Tired of getting friend requests from everybody they've ever met?
- Eliminate ability of non-friends to find you

Remove Yourself From Google

- If someone searches for you in Google, by default they will find you.
- Turn off Public Search



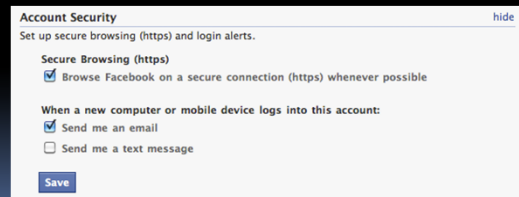
Avoid The Infamous Photo/Video Tag Mistake

- Others may post photo/videos and tag them
- Change "Photos and videos I'm tagged in"



Enable HTTPS

- Secure Browsing
- Protect your Password



Make Contact Information Private

- Email Address
- Phone Number
- Address

Contact information

| | |
|----------------|--|
| Mobile phone | <input type="checkbox"/> Only Me |
| Other phone | <input type="checkbox"/> Networks, Friends, Excep... |
| Address | <input type="checkbox"/> Network, Friends, Famil... |
| IM screen name | <input type="checkbox"/> Social Times, Inc., Friend... |
| | <input type="checkbox"/> Friends Only, Except U... |

Avoid Embarrassing Wall Posts

- Block certain friends from posting
- "Things to Share"

Friends can post on my Wall Enable

Can see Wall posts by friends Networks, Friends; Excep...

Control What Information Applications Can Access

To block all information uncheck every box

Info accessible through your friends

Use the settings below to control which of your information is available to applications, games and websites when your friends use them. The more info you share, the more social the experience.

| | |
|--|--|
| <input type="checkbox"/> Bio | <input type="checkbox"/> My videos |
| <input type="checkbox"/> Birthday | <input checked="" type="checkbox"/> My links |
| <input type="checkbox"/> Family and relationships | <input type="checkbox"/> My notes |
| <input type="checkbox"/> Interested in and looking for | <input type="checkbox"/> Photos and videos I'm tagged in |
| <input type="checkbox"/> Religious and political views | <input checked="" type="checkbox"/> Hometown |
| <input checked="" type="checkbox"/> My website | <input checked="" type="checkbox"/> Current city |
| <input checked="" type="checkbox"/> If I'm online | <input checked="" type="checkbox"/> Education and work |
| <input checked="" type="checkbox"/> My status updates | <input checked="" type="checkbox"/> Activities, interests, things I like |
| <input type="checkbox"/> My photos | <input checked="" type="checkbox"/> Places I check in to |

Your name, profile picture, gender, networks and user ID (along with any other information you've set to everyone) is available to Friends' applications unless you turn off platform applications and websites.

Instant Personalization

Lets select websites view your public profile information right when you land on their site

Instant Personalization

We've partnered with a few websites to provide you with great, personalized experiences the moment you arrive, such as immediately playing the music you like or displaying friends' reviews. To tailor your experience, these partners only access public information (like your name and profile picture) and information available to everyone.

When you first arrive at the following sites, you'll see a notification message and an option to turn off the personalized experience.

- Bing - Social Search
- Pandora - Personalized Music
- TripAdvisor - Social Travel
- Yelp - Friends' Local Reviews
- Rotten Tomatoes - Friends' Movie Reviews
- Crunchyroll - Personalized TV Recommendations
- Dailymotion - Social Reading
- Dailymotion - Document Collaboration

To turn off instant personalization on all partner sites, uncheck the box below.

Enable instant personalization on partner websites.

Questions/Demonstrations