



facebook.

You Tube

Linked in

With Friends  
Like These

digg

myspace.com

twitter





**Max Malloy**  
eMedia Manager

**AgriLife Communications**  
Texas A&M System





# from Wikipedia...

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among human beings. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.

# Using Social Media represents...

Getting all dressed up and  
waiting at home for visitors


vs.

Getting all dressed up, going  
out to a party, introducing yourself,  
and interacting

# Examples

# Examples: Social Networking

facebook
Home Profile Friends Inbox Max Malloy Settings Logout Search



View Photos of Me (8)

Edit My Profile

Write something about yourself.

---

**Information**

Networks:  
Ohio Staff


Relationship Status:  
Married to  
Lori Clay Malloy


Current City:  
College Station, TX


---


**Friends**


89 friends See All


  
Stephanie Emore

  
Tasha Attaway

  
Todd Moellendick

  
Helge Kirkhus

  
Quentin Derryberry III

  
Thanos Zyngas

## Max Malloy

Wall Info Photos +

What's on your mind?

Share

**Max + Friends** Just Max Just Friends Settings


100%

**Max Malloy** Play me off, Keyboard Cat.

keyboard cat original  
Source: www.youtube.com


the original. and just to be clear, no, I did not create this vid. Charlie Schmidt made it, just google his name, you will find him. peace.

May 14 at 9:24pm · Comment · Like · Share

 Lori Clay Malloy at 7:18am May 15  
I can't escape it.




Write a comment...

**Max Malloy** Sunset during our after dinner walk.



May 8 at 10:42pm · Comment · Like · Share

**Max Malloy**

Springtime 2009  
8 new photos

Advertise

**Answers from Mainstreet**

**THE VISA BUSINESS NETWORK** on Facebook

Join a network of other business owners to see how they're dealing with a challenging economy. Start connecting through the VBN now.

**Earn an Education Degree**

**University of Phoenix**

Quality matters. Earn your degree from an accredited college. Education programs designed to fit your life at University of Phoenix.

**We Love Marketing**

**HubSpot**

If you love marketing, you'll love our Free Internet Marketing Kit. Learn about SEO, blogs, social media, landing pages and more.

Applications
Online Friends (6)

# Examples: Social Networking

People - Jobs - Answers - Companies -

[Account & Settings](#) | [Help](#) | [Sign Out](#) | [Language](#)

Explore People Search: Harvard - Vice President at Google - Accounting

Advanced

- Home
- Groups
  - AgriLife Web Corps
  - Texas AgriLife Extension...
- Profile
  - Edit My Profile
  - View My Profile
  - Recommendations
- Contacts
  - Connections
  - Imported Contacts
  - Network Statistics
- Inbox (2)
  - Compose Message
  - Messages
  - InMail
  - Introductions
  - Invitations (1)
  - Profiles
  - Q&A
  - Jobs
  - Recommendations (1)
  - Groups
- Applications

Add Connections

**Max Malloy**

Web Communications Manager at Texas A&M AgriLife

What are you working on?

Your profile is 75% complete | [Edit](#) |

Profile

**Max Malloy** you

Web Communications Manager at Texas A&M AgriLife

Bryan/College Station, Texas Area · Higher Education

- Current
  - **Web Communications Manager at Texas A&M AgriLife**
- Past
  - Assistant Director for Marketing & Information Services at Ohio University ✕
  - Senior Web Producer at Ohio University ✕
  - Web Community Production Supervisor at TXU Communications ✕
- Education
  - Ohio University
- Connections
  - 43 connections
- Websites
  - My Portfolio
  - My Company

Public Profile <http://www.linkedin.com/in/maxmalloy>

- 
- 
- 

Ads by Google

[Health Psychology Ph.D.](#)  
Earn your Ph.D. in Psychology 100% online. Free information!  
[Walden.EarnMyDegree.com](#)

[L3 Communications](#)  
Locate jobs openings and Apply today.  
[www.joblocally.net](#)

[Psychology And University](#)  
Online psychology resources. Your guide to psychology.  
[www.djennifer.com](#)

**Max's Connections (43)**

**Josh Antonuccio**  
Producer / Engineer / Instructor

**Tanya Barnett**  
Director of Communication/Academic Advisor

**Jennifer Bowie**  
Director of Development, Annual Fund and Communication at Ohio University

[See all Connections >](#)

Note: Currently your connections are allowed to view your connections list. | [Edit](#) |

**Groups you share with Max:**

AgriLife Web Corps

AgriLife Web Corps

AgriLife.org/web

# Examples: Social Networking

**LinkedIn** People Jobs Answers Companies

Explore People Search: Harvard - Vice President at Google - Accounting Search

Home  
Groups  
AgriLife Web Corps  
Texas AgriLife Extension...

Profile  
Edit My Profile  
View My Profile  
Recommendations

Contacts  
Connections  
Imported Contacts  
Network Statistics

Inbox (2)  
Compose Message  
Messages  
InMail  
Introductions  
Invitations (1)  
Profiles  
Q&A  
Jobs  
Recommendations (1)  
Groups

Applications

**Add Connections**

**Max Malloy**  
Web Communications Manager at Texas A&M AgriLife  
What are you working on?  
Your profile is 75% complete [ Edit ]

**Profile**  
Edit My Profile View My Profile

**Max Malloy** you  
Web Communications Manager at Texas A&M AgriLife  
Bryan/College Station, Texas Area Higher Education

**Current**

- Web Communications Manager at Texas A&M AgriLife

**Past**

- Assistant Director for Marketing Information Services at Ohio University
- Senior Web Producer at Ohio University
- Web Community Production Support at TXU Communications

**Education**

- Ohio University

**Connections** 43 connections

**Websites**

- My Portfolio
- My Company

Public Profile <http://www.linkedin.com/in/maxmalloy>

**Experience**

**Web Communications Manager**  
Texas A&M AgriLife  
Higher Education Industry  
August 2008 - Present ( 6 months )  
Started at the end of August 2008, will update more soon...

**Assistant Director for Marketing & Information Services**  
Ohio University  
Educational Institution: 1001-5000 employees, Higher Education Industry  
January 2007 - August 2008 ( 1 year 8 months )

- Strategized, produced and implemented plans for the marketing and promotion of student-centered programming and initiatives via highly

Show contacts with new connections **Advanced Options**

Showing 43 of 43 connections. 1 outstanding sent invitations

**Graybill Med. LSW, Merle**  
Director at Ohio University  
graybill@ohio.edu  
View & edit details

**Gregory North, Elizabeth**  
Interim Director of Communications at Texas A&M AgriLife  
e-gregory@tamu.edu  
View & edit details

**Gryszka, Cristie**  
Director, Alumni Outreach & Engagement at Ohio University Alumni Association  
gryszka@ohio.edu  
View & edit details

**Hallaron, Mike**  
Owner at MH1 Web Design & Hosting  
mike@mh1webdesign.com  
View & edit details

**Hannum, Dave**  
Web Analyst/Programmer at Ohio University  
hannum@ohio.edu  
View & edit details

**Harris, James**  
Asst. Dir., Alumni Marketing and Communication at Ohio University  
harrisj@ohio.edu  
View & edit details

**Heisey, Jennifer**  
Director of Alumni Affairs and COO at University of Cincinnati Alumni Association  
jheisey@gmail.com  
View & edit details

**Hogan, Tim**  
Associate Director, Student University Center at Georgia State University  
hogan1@ohio.edu  
View & edit details

**Hunbas, Sean**  
Economic Development Director and Executive

**Josh Antonuccio**  
Producer / Engineer / Instructor

**Tanya Barnett**  
Director of Communication/Academic Advisor

**Jennifer Bowie**  
Director of Development, Annual Fund and Communication at Ohio University

Note: Currently your connections are allowed to view your connections list. [ Edit ]

**Groups you share with Max:**

- AgriLife Web Corps

# Examples: Social Networking



**Free Government Money**  
 The US government gives away 10 billion dollars a month in grants, funded by your tax money. Click [here](#) to learn how you too can get a grant.

**myspace.com** a place for friends.  Web Search POWERED BY Google

Home Mail Profile Friends Music Video More Reville My Account Sign Out

**Reville**



"Gig Em Agg"  
 Female  
 26 years old  
 COLLEGE STATION, TEXAS  
 United States  
 Last Login: 2/26/2008

Mood: determined  
[View My Pics](#) | [Videos](#)

**Contacting Reville**

<a href="#">Send Message</a>	<a href="#">Forward to Friend</a>
<a href="#">Add to Friends</a>	<a href="#">Add to Favorites</a>
<a href="#">IM / Call</a>	<a href="#">Block User</a>
<a href="#">Add to Group</a>	<a href="#">Rank User</a>

**MySpace URL:**  
[www.myspace.com/revilleonmyspace](http://www.myspace.com/revilleonmyspace)

**Reville's Interests**

General: Aggie Football, Aggie Basketball, Aggie Baseball, Aggie Softball, Aggie Equestrian, Aggie Tennis, Aggie Soccer, Aggie Lacrosse, Aggie Rodeo, Aggie Golf, Corps of Cadets, Muster, Elephant Walk, Traditions, Bonfire...All things AGGIE

Music: Texas Aggie Band, Texas Country



**Reville in your extended network**

**Reville's Latest Blog Entry** ([Subscribe to this Blog](#))  
[\[View All Blog Entries\]](#)

**Reville's Blurbs**

**About me:**  
 Reville, the first lady of Aggieland, is the official mascot of Texas A&M University. She is the highest ranking member of the Corps of Cadets, and she is a Five-Star General. Reville VII was inducted during Parents Weekend in April 2001. Reville is the most revered dog on campus. Company E-2 has the privilege of taking care of Reville. If she is sleeping on a cadet's bed, that cadet must sleep on the floor. Cadets address Reville as "Miss Reville ma'am." If she is in class and barks while the professor is teaching, the class is to be immediately dismissed. Reville is a highly cherished mascot and receives only the best.

**Who I'd like to meet:**



# Examples: Video Sharing

**You Tube** Broadcast Yourself™  
Worldwide | English

Sign Up | QuickList (0) | Help | Sign In

Home Videos Channels Community

Search [ ] Upload

Videos being watched right now...

Promoted Videos

Featured Videos [See More Featured Videos](#)

Featured Most Viewed Most Discussed Top Favored

**Dark Hard Thunder Man on the streets of Park Slope, Brooklyn**  
A "Real Life Superhero" patrols the streets of gentrified Brooklyn, looking for cr...  
★★★★★ 2,720 views mitchmagez

**Gadget Orchestra with RockStar**  
http://webdog.be/archives/081230\_115358.php Nintendo DS  
★★★★☆ 171,031 views jerdaisuke

**The Deep Dive Syndrom ("Le syndrome du scaphandrier") \*HD\***  
VERSION HD (ajouter "&fmt=22" a la fin de l'adresse pour passer en mode 1280x720)  
★★★★★ 201,794 views leaphdotnet

**The Ettes - Marathon**  
Music Video for The Ettes single "Marathon" from their 2nd album "Look At Life Aga...  
★★★★★ 96,415 views TaksFootRecords

**Combover...for science!**  
Here, at last, are the details of my exciting new experiment.  
★★★★★ 162,486 views visiblenode

Totinos Roll into the X Games contest - Vote for your favorite now  
Advertisement

Want to personalize this homepage?  
[Sign up for a YouTube Account](#)  
[Sign in with your Google Account](#)

You Tube Symphony Orchestra

POPTUB on YouTube  
watch more better

What's New

- Captions and Subtitles**  
Add multi-track captions and subtitles to your videos
- Video Annotations**  
Add interactive commentary and links to your videos


Last Chance to Vote for the Winner!  
Now is your last chance to vote on the Project

# Examples: Video Sharing

**You Tube** Broadcast Yourself™ Worldwide | English Sign Up | QuickList (0) | Help | Sign In

Home Videos Channels Community  Search Upload ▾

**Cat Flushing A Toilet Music Video**



0:04 / 0:46

Rate: ★★★★★ 1,845 ratings Views: 707,653

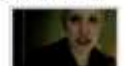
Share Favorite Playlists Flag

MySpace Facebook Digg [more share options](#)


Commentary **Statistics & Data**

Video Responses: 2 Text Comments: 811 [Sign in to post a Video Response](#)

**Video Responses (2)**



0:42  
ianMarsh



7:05  
DrPeteV...

[View All](#) - [Play All](#)

**Text Comments (811)** [Sign in to post a Comment](#)

Show: average (1-5 or better) [Help](#)

**lovemyguineapig3** (33 minutes ago) [Reply](#)

this is way beter than his hamster on a piano cuz here no cats were hurt! but in hamster on a piano the hamster falls of a piano!!!!

**DroneThund3r** (47 minutes ago) [Reply](#)




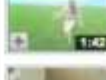

Loi my game mate sings this all the time when we are raiding --  
Hes also singin' "Hamster on a piano" and "Chimpanzee riding on a singway"

XD





**ParryGripp**  
August 11, 2008  
[\(more info\)](#)  
<http://parrygripp.com/> Music video for the son...  
URL: <http://www.youtube.com/watch?v=49jKc>  
Embed: `<object width="425" height="344"><pa`

**More From: ParryGripp**

**Related Videos**

-  **Hamster On A Piano (Eating Popcorn)**  
2,468,303 views  
ParryGripp
-  **Boogie Boogie Hedgehog**  
445,937 views  
ParryGripp
-  **Chimpanzee Riding A Segway**  
572,234 views  
ParryGripp
-  **Soccer Ball (In The Face)**  
192,145 views  
ParryGripp
-  **Dog Hates This Toilet**  
70,008 views

**Promoted Videos**

			
3:48 mjprod	1:41:21 LionsgateMo...	1:23 airboyd	1:13 GuitarHeroG...

# Examples: Photo Sharing

You aren't signed in [Sign In](#) [Help](#)

[Home](#) [The Tour](#) [Sign Up](#) [Explore](#) -

[Search](#) -

## An Innocent Moment

© Jeff R. Clow

The bluebonnets have arrived in North Texas and I was out shooting them yesterday morning.

A young Mother showed up and was taking portrait shots of her two children in the field. I introduced myself and took some shots of them sitting with her. After we were done, I snapped this shot as I walked away.....and I think it was the best of the bunch since it captured for me the innocence of youth.

© All Rights Reserved - No usage allowed in any form without the written consent of Jeff R. Clow

This photo has notes. Move your mouse over the photo to see them.

[Comments](#)

We found 2,682,536 photos matching [texas](#). Click "search" above to see!

Uploaded on [March 25, 2007](#) by [Jeff Clow](#)

Jeff Clow's photostream

2,480 photos

This photo also belongs to:

Explore - Flickr's Front Page (Set)

236 photos

100 or more "Faves" (Set)

145 photos

50 or more Faves (Set)

# Examples: Publication Sharing

The screenshot shows the Issuu website interface. At the top, there is a search bar with the text "Search Issuu" and a "Sign up / Log in" link. Below the search bar is a navigation menu with "HOME", "PUBLICATIONS", "PEOPLE", and "GROUPS". A "UPLOAD DOCUMENT" button is located on the right side of the navigation bar. The main content area features a large banner with the text "Publish by millions." and a sub-headline "Explore a world of publications by people and publishers alike. Collect, share and publish in a format designed to make your documents look their very best." Below the banner are two buttons: "Sign up now" and "Watch the video". To the right of the banner is a video player showing a tablet displaying various publications. Below the banner is a link "What is Issuu? Take the tour". The main content area is divided into four sections: "Be inspired" (with a globe icon), "My Library" (with a briefcase icon), "Smart Look" (with a tablet icon), and "Issuu Pro" (with a server rack icon). Below these sections is a "Featured magazines" section with a navigation bar containing "Be inspired", "Visual inspiration", "Picture perfect", "Business thinking", "Comics", and "Portfolios". The featured magazines are displayed in two rows: the first row includes "ANIMAL PRINT", "REPORTER", "vicinitee", and "AUTOMOTION"; the second row includes "EUROPE", "CNRS", "FRONT", and "Landscape". A "Prev Next" button is located at the bottom right of the featured magazines section.



# Examples: Blogs



### Post a Comment

Logged in as Max Malloy. ([Not you?](#) [Log out](#))

All comments are moderated. Read our [Comment Policy](#) for more details.

[Preview](#) [Post a Comment](#)

Turn your Comment into a Blog Post at your Own Blog:

<input type="checkbox"/> Post to Facebook.	<input type="checkbox"/>	<input type="checkbox"/> Post to Blogger.	<input type="checkbox"/>
<input type="checkbox"/> Post to Twitter.	<input type="checkbox"/>	<input type="checkbox"/> Post to WordPress.	<input type="checkbox"/>
<input type="checkbox"/> Post to TypePad.	<input type="checkbox"/>	<input type="checkbox"/> Post to Tumblr.	<input type="checkbox"/>

Facebook account: [Max Malloy](#) 

Having trouble with comments? Report a problem or give us your feedback [here](#).



# Examples: Microblogging

The screenshot shows a Twitter profile for 'agrifeweb' (AgriLife Web Corps). The profile has 1 following, 2 followers, and 45 updates. The main content area displays a list of tweets, including updates about bringing Twitter into GroveSite, a New Year greeting for the AgriLife Conference, and a launch announcement for a new communications site. A tweet from 'robmeister30' is also visible.

**twitter** Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: just brought twitter into GroveSite! 2 days ago update

**agrifeweb** AgriLife Web Corps  
 1 following | 2 Followers | 45 updates

**Home**

@Replies

Direct Messages 0

Favorites

Everyone

Following add

Device Updates  
 Set up SMS updates

**agrifeweb** AgriLife Web Corps Just brought twitter into GroveSite! 10:37 AM Jan 10th from web

**agrifeweb** AgriLife Web Corps Happy New Year! We'll be prepping for the AgriLife Conference this week, hope to see you all there! 7:48 AM Jan 5th from web

**agrifeweb** AgriLife Web Corps Just launched the new AgriLife Communications (placeholder) site until the CMS templates are ready! <http://agriflife.org/communi...> 11:51 AM Dec 29th, 2008 from web ★

**agrifeweb** AgriLife Web Corps Really nice guide for uploading HD video on YouTube and how to do it the right way ... <http://tinyurl.com/4ccc6h> 11:22 AM Dec 29th, 2008 from web

**robmeister30** Lunch 12:43 PM Dec 18th, 2008 from mobile web

**robmeister30** Watching Terminator 3 10:06 PM Dec 27th, 2008 from mobile web

# Examples: Microblogging

The screenshot shows a Twitter profile for 'agrifeweb'. The profile includes a header with the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and a bio section with the name 'AgrLife Web Corps', location 'College Station, TX', and a bio stating they are responsible for bringing Texas A&M AgriLife online. The profile has 1 following, 2 followers, and 45 updates. The main content area displays a series of tweets from the user, including announcements about a new website, a YouTube video guide, and various updates from the AgrLife team.

**twitter** Home Profile Find People Settings Help Sign out

**agrifeweb**  
 Name AgrLife Web Corps  
 Location College Station, TX  
 Web <http://agrifeweb.org>  
 Bio We're the team responsible for bringing Texas A&M AgriLife alive online

1 following | 2 followers | 45 updates

**Updates**

**Favorites**

**Following**

**o\_o** **agrifeweb**

**Just brought twitter into GroveSite!**  
 10:37 AM Jan 19th from web

Happy New Year! We'll be prepping for the AgrLife Conference this week, hope to see you all there! 7:42 AM Jan 19th from web

Just launched the new AgrLife Communications (placeholder) site until the CMS templates are ready! <http://agrifeweb.org/communi...> 12:52 AM Dec 23rd, 2008 from web

Really nice guide for uploading HD video on YouTube and how to do it the right way ... <http://tinyurl.com/4ccc6h> 8:22 AM Dec 19th, 2008 from web

Maybe I'm late to the game on this one, but just learned about twitter hashtags, thought I'd share here. <http://twitter.pbwiki.com/H...> 9:47 AM Dec 17th, 2008 from web

Saw the guys from A&M Web today at their holiday gala and am reminded how nice it is to chat with other folks who deal with Web day-to-day 1:26 PM Dec 16th, 2008 from web

Did a presentation this past Friday to AgrLife leadership about our new web site model and will be presenting it at the January conference! 9:10 AM Dec 15th, 2008 from web

Had a fun meeting with the College communication and leadership folks yesterday and batted around some fun ideas for the site. 10:50 AM Dec 10th, 2008 from web

**o\_o** **robmeister30** Watching Terminator 3 10:08 PM Dec 27th, 2008 from mobile web

# Examples: Social News

The screenshot shows the Digg website interface. At the top, there is a navigation bar with the Digg logo, links for 'Join Digg', 'About', and 'Login', and a search box. Below this is a category menu with options like 'Technology', 'World & Business', 'Science', 'Gaming', 'Lifestyle', 'Entertainment', 'Sports', and 'Offbeat'. A secondary menu shows 'Popular', 'Upcoming', 'News', 'Videos', 'Images', and 'Customize'. The main content area is titled 'News, Images, Videos' and includes a 'Most Recent' filter and time-based sorting options (24 Hr, 7 Days, 30 Days, 365 Days). Several news items are listed, each with a Digg count, a title, a brief description, and interaction options like 'Comments', 'Share', and 'Bury'. A sidebar on the right features an advertisement for TaxCut Online and H&R Block, and a 'Top in All Topics' section listing trending items with their Digg counts and titles.

**digg** Join Digg About Login Search Digg...

Technology - World & Business - Science - Gaming - Lifestyle - Entertainment - Sports - Offbeat

Popular Upcoming News Videos Images Customize

News, Images, Videos **Most Recent** Top in 24 Hr 7 Days 30 Days 365 Days

**Discover the best of the web** on Digg  
Everything on Digg is submitted and voted on by people like you. [Take the tour](#) to learn more!

**158** diggs  
**Top 10 Sandwiches**  
sorewastack.com — I have downed many a sandwich in my day. When it comes to food conveyances, the sandwich is perhaps the most ingenious design in its simplicity. Examples of the sandwich go all the way back to ancient Jewish sage Hillel the Elder, who supposedly consumed meats sandwiched between pieces of matzos. People of the middle ages ate their food off of [More...](#) (Food & Drink)  
43 Comments Share Bury GarmingForever made popular 15 min ago

**195** diggs  
**Five Reasons to Seriously Consider Buying a Netbook**  
artstechnics.com — Netbooks represent the latest consumer electronics craze. They're small, they're portable, they're dirt cheap, and, in 2008, consumers bought somewhere in excess of 14 million of them. [More...](#) (Tech Industry News)  
50 Comments Share Bury DiggerHorsear made popular 25 min ago

**233** diggs  
**Top Gear's The Stig's Secret Revealed!**  
telegraph.co.uk — One of motor-racings most guarded secrets has been answered - Top Gear's The Stig has been unmasked as a married man in his 30s who lives in a £300,000 house with a boring £15,000 car. [More...](#) (Autos)  
42 Comments Share Bury i2002 made popular 25 min ago

**350** diggs  
**Cost-Saving Idea (COMIC)**  
IMAGE — dilbert.com (Comics & Animation) made popular 35 min ago  
37 Comments Share Bury MrBabyMan submitted

Free yourself from tax frenzy with TaxCut Online Free Edition. Easy tax prep. Data Security. Trusted tax leader.  
FILE FOR FREE  
H&R BLOCK

**Top in All Topics** all news videos images

3028 Man confused why girls don't talk to him

2203 Blogger Mistakes Onion Parody for Real 'Macbook Wheel' [PIC]

2161 Every Simpsons couch gag

1272 We Screwed Up Windows 7 Beta, So Unlimited Downloads For All

1209 Never Tell Them The Date... I mean odds

1147 Inmate rips out eye, then claims he ate it

1033 Holy leg space! (PIC)

# Examples: Bookmarking

The screenshot shows a web browser window displaying a Delicious bookmarking profile. The browser's address bar shows the URL <http://delicious.com/agrilifeweb>. The page header includes the Delicious logo, navigation tabs for Home, Bookmarks, People, and Tags, and a search bar. The profile name is 'AgrLife Web Corps's Bookmarks' with a site URL of <http://agrilife.org/web> and an email address of [agrilifeweb@tamu.edu](mailto:agrilifeweb@tamu.edu). The main content area lists several bookmarks with their dates, titles, and counts. The right sidebar shows a list of tags and tag bundles.

Date	Title	Count	Tags
06 JAN 09	Email Testing: Preview Your Emails on All Major Email Clients - Litmus	2	tools, email
18 DEC 08	The FWA: Favourite Website Awards - Web awards at the cutting edge	18212	design, inspiration
	Learn More : Optimizing your video uploads - YouTube - Broadcast Yourself	12	video, youtube
17 DEC 08	Twitter Fan Wiki / Hashtags	278	redesign, twitter
15 DEC 08	30+ Javascript/Ajax Techniques for Sliders, Scrollers and Scrollbars	618	redesign
10 DEC 08	Lovely Package® . The leading source for the very best that package design has to offer	1281	inspiration
	Blueprint: A CSS Framework   Spend your time innovating, not replicating	2794	design, css
08 DEC 08	Amazon Fulfillment Web Service (Amazon FWS)	5	bookstore
	Amazon Associates Web Service		bookstore
06 DEC 08	PNG Icons & Icon Packs Download   IconsPedia - Free Icons	5802	icons, tools

**Tags:**

- redesign: 18
- tools: 16
- design: 16
- video: 8
- pear: 6
- usability: 6
- photos: 5
- news: 5
- css: 5
- model: 4

**Tag Bundles:**

- agglife.web: 1
- agrilife.web: 1
- web.design: 1
- web.tech.mktg: 3
- web.tools: 1
- Unbundled Tags: 28
- All Tags: 35

# Examples: Wikis/Reference



[Log in / create account](#)

---

article
discussion
edit this page
history

## Social media

From Wikipedia, the free encyclopedia



This article **needs additional citations for verification**. Please help [improve this article](#) by adding [reliable references](#). Unsourced material may be [challenged](#) and removed. (August 2008)

**Social media** are primarily Internet- and mobile-based tools for sharing and discussing information among human beings.<sup>[1]</sup> The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio.<sup>[2]</sup> This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories and experiences. Businesses also refer to social media as *user-generated content* (UGC) or *consumer-generated media* (CGM).

**Contents** [hide]

- 1 Distinction from industrial media
- 2 Information outputs and human interaction
- 3 Social media marketing
- 4 What is not Social Media Marketing
- 5 Examples
- 6 Social media software applications
  - 6.1 Communication
  - 6.2 Collaboration
  - 6.3 Multimedia
  - 6.4 Entertainment
- 7 See also
- 8 References
- 9 Further reading
- 10 External links

### Distinction from industrial media [edit]

Social media are distinct from industrial media, such as newspapers, television, and film. While social media are relatively cheap tools that enable anyone (even private individuals) to publish or access information, industrial media are relatively expensive tools that generally require significant financial capital to publish information [3]. Examples of industrial media issues include a printing press or a government-granted spectrum license. \*Industrial media\* are commonly referred to as "traditional", "broadcast" or "mass" media<sup>[3]</sup>.

- navigation
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# Examples: Wikis/Reference



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## How to Excavate a Trench

For minor ditches or trenches, simply using a shovel and setting about digging is sufficient, but for excavating a deep trench, often needed for sanitary sewer installation or other projects, special consideration should be made. Here are some basic steps to digging a deep ditch successfully and safely.




Ditch for relocating a telephone line on a construction site.

**Steps**

[\[edit\]](#)

- Plan your excavation.** This step includes selecting the route and depth you will dig, and determining what tools, equipment, and materials you will need. Take your time in the planning and designing process so the layout will serve your purpose and you won't have to change your plan after you start digging. That way, the materials you purchase should be sufficient to complete the trench, and any utilities that need to be located will be addressed.



This trench follows the edge of the site so the utility will not be in the way of construction.

# Examples: Wikis/Reference



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## 1,000 Year Doghouse



### intro 1,000 Year Doghouse

Ferrocement is incredibly strong yet inexpensive and easy to build with. In this doghouse, I know my dog will be safe from hurricanes, tornadoes, earthquakes, and small tonnage nuclear detonations.

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# Examples: Wikis/Reference

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### Sub-Categories

- Flower Gardening · Fruit, Vegetable & Herb Gardening · Gardening Tools & Equipment ·
- General Gardening · General House & Home · Home Appliances & Tools · Home Economics ·
- Home Exterior · Home Heating & Cooling · Home Organizing & Storage · Household Moving ·
- Housekeeping · Interior Decoration · Landscaping · Lawn Care · Lighting & Electrical · Plumbing ·
- Remodeling · Trees & Bushes

### Featured Categories in House & Garden

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 General Housekeeping from [Rosemarie\\_Lennon](#)

**How To Sew a Button By Hand**  
 Stains & Laundry from [kristopherkelly](#)

# Examples: Virtual World



So, how do we use these to deliver Research messages?

# Step One: Immerse

Create a personal page/account on...

1. Facebook (facebook.com)
2. LinkedIn (linkedin.com)
3. Twitter (twitter.com)

Use them everyday for a week to...

1. Connect with old friends/colleagues
2. Keep family/friends up to date on your life
3. Try out mobile version on your phone

# Step One: Immerse

Post videos/photos on...

1. YouTube (youtube.com)
2. Flickr (flickr.com)

Share these and social by...

1. Embedding these in other profiles/pages
2. Commenting on other videos/photos
3. Learn about and use 'Tagging'

# Step One: Immerse

Do a daily visit for a week or two to...

1. A blog of interest ([blogsearch.google.com](http://blogsearch.google.com))
2. A social news site ([digg.com](http://digg.com), [reddit.com](http://reddit.com))

Involve yourself in the conversation by...

1. Registering and making comments
2. Voting stories up or down
3. Starting your own blog and linking

# Step One: Immerse

Go crazy and...

1. Try Second Life ([secondlife.com](http://secondlife.com))
2. Create/Edit a Wikipedia entry ([wikipedia.org](http://wikipedia.org))
3. Post a how-to ([wikihow.com](http://wikihow.com), [instructables.com](http://instructables.com))

# Step Two: Ponder

Think about all the ways in which Research news and community outreach can be represented in social media

# Step Two: Ponder



# Think creatively, but know it can backfire

plus it **TOTALLY** makes me look like an **official mom.**

**HELLO**  
my name is  
**MOM**

**Motrin**  
**MOM-ALDGOE**

As a mom, you know what it's like to have a unique kind of pain that's often underappreciated. From walking for hours in high heels to staying up all night, carrying a fussy child. The MOTRIN® Brand wants you to know, **WE FEEL YOUR PAIN™**.

WATCH CHALLENGE MOTRIN®

0:43 / 0:50

**WHOPPER® SACRIFICE HAS BEEN SACRIFICED.**



FACEBOOK® HAS DISABLED **WHOPPER® SACRIFICE** AFTER YOUR LOVE FOR THE **WHOPPER® SANDWICH** PROVED TO BE STRONGER THAN **233,906** FRIENDSHIPS.

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# Step Three: Organize and Centralize to avoid duplication

## Web Corps

AgriLife.org → Web Corps →

### Social Media

In order to best take advantage of all the power and promise of online social media (Wikipedia definition), the Web Corps is attempting to consolidate and organize the organization's representation across outside social sites. While this is in no way meant to be a hindrance to ensuring AgriLife is represented in as many relevant online venues as possible, it is an attempt to ensure that representation is consistent and consolidated in both message, brand and content.

Below you'll find a list of social media sites and the AgriLife profile/page set up there by AgriLife Communications. If you submit to any of these sites/services by way of another account, please get in touch with the Web Communications Manager to arrange submission of your content through the main profile as well, to ensure we provide a venue on these sites where visitors can engage the full array of our offerings.

To discuss how we best take advantage of these sites/services, **please visit our Google Group.**

### Video/Photos

- **YouTube:** [youtube.com/AgriLifeVideo](http://youtube.com/AgriLifeVideo)
- **Flickr:** [flickr.com/photos/AgriLife/](http://flickr.com/photos/AgriLife/)
- **Vimeo:** [vimeo.com/AgriLife](http://vimeo.com/AgriLife)
- **Howcast:** [howcast.com/users/AgriLife](http://howcast.com/users/AgriLife)
- **5min:** [5min.com/AgriLife](http://5min.com/AgriLife)
- **Blip TV:** [blip.tv/AgriLife](http://blip.tv/AgriLife)

To better consolidate and organize AgriLife's video offerings on these sites, please send all AgriLife-related videos to the following address, in the following format. We will ensure they are posted to the above video resources through the official AgriLife profile.

- **Format:** On CD or DVD in a high-quality compression format (ie- Quicktime, MPEG-4, Windows Media). Does not need to be full-screen. The better the resolution of the video you send however, the better it will look at its final online destination after Flash video compression by any of the above listed services.
- **Address:** Attn: Max Malloy, 2112 TAMU, College Station, TX 77843-2112

### Networking

- **Facebook:** [facebook.com/pages/Texas-AM-AgriLife/](http://facebook.com/pages/Texas-AM-AgriLife/)
- **MySpace:** [myspace.com/AgriLifeWeb](http://myspace.com/AgriLifeWeb)
- **LinkedIn:** Texas A&M AgriLife Group
- **LinkedIn:** Texas AgriLife Extension Service

### Reference

- **Wikipedia:** Texas A&M AgriLife
- **Wikipedia:** Texas AgriLife Research
- **Wikipedia:** Texas AgriLife Extension Service

### I want to...

#### Produce a new site or redesign an existing one

Learn about the three options for site building within AgriLife

Gather thoughts from your group's stakeholders on the purpose of your site

Contact the AgriLife Web Corps to discuss a timeline

#### Use Social Media for promotion

Find the existing AgriLife profiles at various social media services



#### Texas A&M AgriLife Web Corps

1501 Texas Avenue South College Station, TX 77843-2112 Map  
 P: (979) 843-2111 F: (979) 843-2414 E: [AgriLifeWeb@tamu.edu](mailto:AgriLifeWeb@tamu.edu)

Texas A&M System State of Texas Texas Homeland Security Statewide Search State Link Policy Risk & Misconduct Hotline Accessibility Policy Compact with Texans Privacy Statement

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# A few helpful tools...

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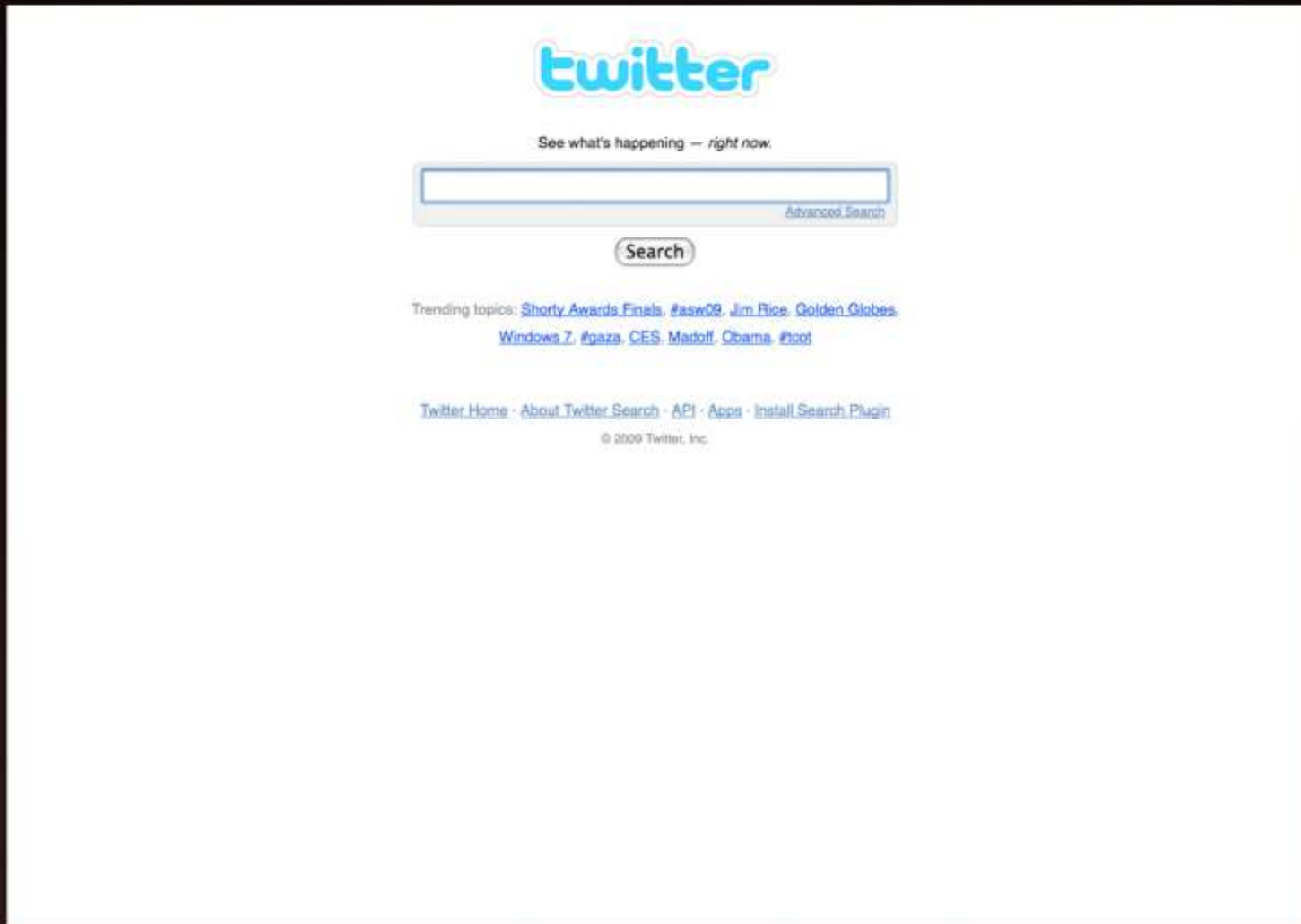


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# A few helpful tools...



search.twitter.com

# A few helpful tools...

The screenshot shows the Technorati search engine interface. At the top, there is a search bar with the text "search the blogosphere..." and a search button. Below the search bar, there are navigation links for Channels, Blogs, Photos, Videos, Favorites, Popular, Blogger Central, and Support. The search results are displayed in a list format, with each result including a thumbnail, a title, a URL, and a brief description. The results are filtered by "agrilife" and show 44 results. The first result is "Austin home and garden show" from blog.texas.com. The second result is "Do You Miss the Rain?" from knowheat.blogspot.com. The third result is "More Dispatches from West Texas: Astro Visits Quail Eden" from garrett.blogspot.com. The fourth result is another "More Dispatches from West Texas: Astro Visits Quail Eden" from garrett.blogspot.com. Below the search results, there is a section for "Videos about agrilife" with a "View all" link. The right sidebar contains a "Blog post mentions by day" chart, a "Join the conversation!" section, and another "Anything's Possible. Keep Thinking." banner.

**Technorati** search the blogosphere... advanced [Join](#) [Sign In](#) [Help](#)

Channels • Blogs • Photos • Videos • Favorites • Popular • Blogger Central • Support • **Bumped? Burris, Blagojevich, Coulter**

Search / 44 results for agrilife [Subscribe](#)

By filtering your results:  
 Search Post  entire post  some author  English  agrilife

Your results [Look up "agrilife" at The Free Dictionary](#)

**Austin home and garden show**  
 @blog.texas.com Authority: 18  
 Gardening 101: Starting vegetable seeds indoors New seeds for 2009 are starting to show up in ... The Texas AgriLife Extension has sowing and planting charts that tell you when it's best to sow seeds.  
 1 day ago

**Do You Miss the Rain?**  
 @knowheat.blogspot.com Authority: 18  
 I know, it's still dry, dry, dry in Central Texas. It's hard to remember what a banner year for ... County AgriLife Extension Service. For more details, see http://www.texasgardeners.org/3 post  
 10 days ago

**More Dispatches from West Texas: Astro Visits Quail Eden**  
 @garrett.blogspot.com Authority: 38  
 [Pict0032] [Pict0018] [Dsc01811\_2]The thought occurred to me just as the two lemon and white ... of the Texas A&M fleet, a nod to the school where he's a professor and Texas AgriLife Extension  
 13 days ago

**More Dispatches from West Texas: Astro Visits Quail Eden**  
 @garrett.blogspot.com Authority: 80  
 [Pict0032] [Pict0018] [Dsc01811\_2]The thought occurred to me just as the two lemon and white ... of the Texas A&M fleet, a nod to the school where he's a professor and Texas AgriLife Extension  
 13 days ago

Videos about agrilife [View all](#)

**Spreading the Warmth: Honoring Veterans at Christmastime**  
 @jacobsonblog.blogspot.com Authority: 33  
 Recent stories that bring to life the many ways that we honor our veterans during the season of frost and light. First up, Nicole Soszynski reports for the Dign [L] Coulter News:SYCAMORE -- Two little artificial Christmas trees stand in the window of the Sycamore History Museum, adorned not with  
 25 days ago

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 Visit [InventNow.org](#)

**Blog post mentions by day**

200  
150  
100  
50  
0

Dec 7 Dec 14 Dec 21 Dec 28 Jan 4 Jan 11

agrilife vs.

**Join the conversation!**

This Technorati Search page contains the latest posts from blogs that mention the term "agrilife" within their posts. If you're writing about "agrilife" in your posts, be sure to reference "agrilife" and ping us so readers can find it at Search!

For more information about Search, please visit the Technorati Site Guide.

**Anything's Possible. Keep Thinking.**  
 Visit [InventNow.org](#)

technorati.com

# A few helpful tools...

AgriLIFE.org /Teaching /Research /Extension /Service

TEXAS A&M AgriLIFE Search

TEXAS A&M AgriLIFE

"I don't better knowing that we no longer have to rely on a 100-year-old, inefficient pump."

This page utilizes Flash to display the Lifescapes publication. If Flash isn't available, you can [download a PDF version](#)



## Texas A&M AgriLife

Jack K. Williams Administration Building | 2142 TAMU | College Station, TX 77843 | [Map](#)  
 Phone: (979) 845-4747 | Fax: (979) 845-4242 | Email: [agrilife@tamu.edu](mailto:agrilife@tamu.edu)



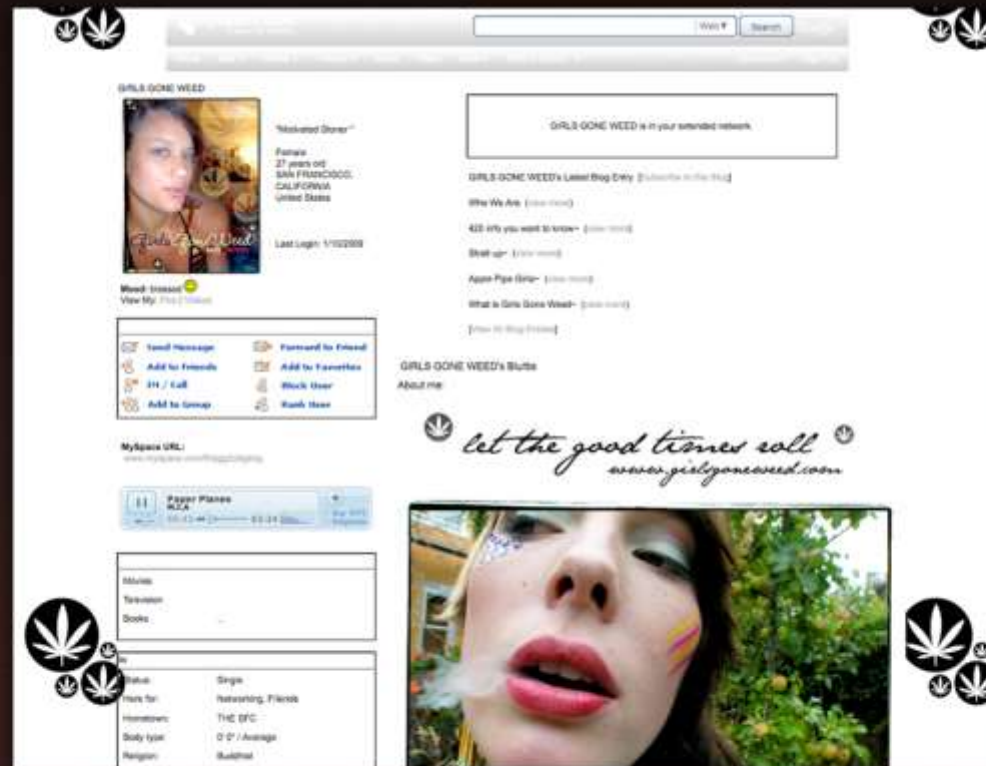
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issuu.com or scribd.com

And now, the warnings...

# “Friends” and commenting means site visitors are one click away from unplanned messaging



# Automated “related” videos aren’t always related in a good way

The screenshot shows a YouTube video player for "History of Ohio University". The video features a man in a suit speaking in front of a gate with a sign that reads "OHIO UNIVERSITY 1804 CLASS GATE". The sign also contains the text "Religion morality being necessary to good government and the happiness of mankind".

The video player shows a progress bar at 1:57 / 4:47. Below the player, there are options to share, favorite, and flag the video. The video has 2,072 views and a 5-star rating.

The right-hand sidebar displays a list of related videos, including "Crazy Athens Girls Gone Wild" (2,715 views), "2007 Welcome Weekend: Ohio University" (4,912 views), "Ohio University Visit" (7,592 views), "The Founding of Ohio's University" (1,675 views), and "Country Roads" (244 views).

At the bottom right, there is a "Promoted Videos" section with several video thumbnails and titles, such as "2008 BMW 7-series / 750i Update" and "Joel McHale's RipTV - Boxing Bonus".

A tooltip is visible over the "Crazy Athens Girls Gone Wild" video, showing its title, view count, and uploader name "cyclepsycho05".

# Careful with those passwords and account sharing

A screenshot of a Twitter profile for 'foxnews'. The profile name is 'foxnews' with a 'Follow' button. The bio includes 'Name Fox News', 'Location New York, NY', and 'Web http://www.foxnews.com'. It shows 6,311 followers and 85,668 updates. A tweet at the bottom reads: 'Breaking: Bill O Riley is gay'.

A screenshot of a Twitter profile for 'ricksanchezcnn'. The profile name is 'ricksanchezcnn' with a 'Follow' button. The bio includes 'Name Rick Sanchez', 'Web http://www.cnn.com', and 'Bio Join Rick on CNN every weekday at 3pm ET'. It shows 21,764 followers and 1,243 updates. A tweet at the top reads: 'i am high on crack right now might not be coming into work today'. A reply from '@kittell' is visible below.

A screenshot of a Twitter profile for 'huffpost'. The profile name is 'huffpost' with a 'Follow' button. The bio includes 'Name HuffingtonPost.com' and 'Web http://www.huffin...'. It shows 561 followers and 76,927 updates. A tweet at the top reads: 'I AM NAKED IN MY DRESSIN ROOM HIGH ON CRACK AND PCP PLZ CALL MY AGENT -ricksanchezcnn'. Below it are several other tweets, including one from 'dailydish' and another from 'MattOrtega'.

# Remember that whole “you are the brand” thing?

facebook Home Profile Friends Inbox Max Malloy Settings Logout Search

### My Photos - Max Random

Photo 2 of 3 | Back to Album Previous Next

Post awesome-hair, pre-professional hair

From your album: "Max Random"

Added November 25, 2008 - Comment

**Candace Jones Boeringer** at 7:45am November 26  
If you say so! :)

**Stephanie Elmore** at 10:04am November 26  
Ummmm.....(scratching my head and pointing to the left) I'm gonna have to go with a big NOOO on this one

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and require them to keep account  
information secured, but available.

# Keep in touch



AgriLife.org/web

