BETA VERSION

Your Social Media Journey Begins Here

—Pamela Broviak

"There go my people. I must find out where they are going so I can lead them."

- French politician Alexandre Ledru-Rollin

(Thanks to Adriel Hampton for sharing that quote!)

"All of us are smarter than one of us."

-quote from 2008 SocDevCamp, Chicago, Ill.

INTRODUCTION

Everyday, all day long, people across the world are meeting online to share ideas and stories or just hang out. And although this has been going on for some time, new online tools are beginning to enhance the experience to the point that these online interactions are starting to rival off-line encounters.

Sometimes those of us already immersed in the social media craze can forget that the sheer number of places to meet online can be intimidating to those trying to get started. People look at it all and ask,

"Where do I start?"

"What do I do?"

"How do I get involved?"

"Why should I embrace social media?"

But, those of us spending an increasing amount of time online miss our offline friends. A good portion of our online chat is devoted to discussing ways to help encourage these friends to join us. As an engineer and a government employee working in public works, I have been particularly interested in helping to get others in these fields more involved.

After looking around on the Internet for a while, I noticed that there really were no basic guides to help guide someone who was totally new to Web 2.0 and social media. Most that I found assumed that people already understood the "jargon." So this guidebook is my humble attempt at trying to prepare something that might be helpful to people who really have not yet started down the social media path.

If those of you who are already fully immersed in Web 2.0 or have achieved expert level find it lacking, remember, it's Beta baby. Take it; try it on your friends. Offer up your advice about its format and content to help make it better.

Pam Broviak

SECOND EDITION NOTES—APRIL 2009

This edition is actually the second with the first being published online in Jan. 2009. I thought it was important to try to keep the guide updated as new sites emerge and older sites update their looks and features. But for now, I am leaving it in Beta form because I do think it could still be improved upon.

I also decided to place a link to where the book can be found online in case anyone has received this from a friend and needs to access the online document.

You can find the book in PDF format at:

http://www.publicworksgroup.com/YSMJBH09/YSMJBH09.PDF

The book is also online in digital book format at:

http://en.calameo.com/read/0000043394d0ae4b1e4af

THIRD EDITION NOTES—SEPTEMBER 2009

Ah, yet another reason why I hesitate to remove the Beta label on the cover. About mid-year 2009, Twitter changed their home screen and slightly changed their registration screens. There were a few other changes to some directories and user accounts referenced in the microblogging chapter of this book. So the third edition reflects these recent changes in a revamped Chapter 6.