

# Social Networking Overview

## Facebook

*"The most popular social network in America"*

### 1. Stats:

- a. Number of users: 400 million

See also: [www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics) and  
<http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/>

- b. Average user age: 38

- c. Number of fans of **Hamilton College's** page on Facebook:  
2,926 (as of May 4, 2010)

This Hamilton College page can be found here:  
[www.facebook.com/HamiltonCollege](http://www.facebook.com/HamiltonCollege)

### 2. Benefits:

- a. You and classmates can find each other and exchange e-mails, simply by being Facebook members and/or by being members of the same (Hamilton Class of...) group. For those individuals you personally "friend," you may have access to additional information and/or methods of communication.

- b. 45% of all Facebook users are between 35 and 54 years old

### 3. Issues to consider:

- a. Given the possibility of sharing personal information, individual users must use discretion about how much and what they share (via photos, writings, group affiliations, etc.)

- b. Facebook has recently changed their default privacy settings, which reinforces the need for individual users to review, evaluate, and potentially adjust their settings according to their level of comfort. For guidance, users may choose to Google "Facebook privacy" and/or consult one of these pages:

<http://www.allfacebook.com/2009/02/facebook-privacy/>

<http://librarianbyday.net/2010/04/protect-your-privacy-opt-out-of-facebooks-new-instant-personalization-yes-you-have-to-opt-out/>

## LinkedIn

*“Over 65 million professionals use LinkedIn to exchange information, ideas and opportunities.”*

### 1. Stats:

a. Number of users: 65 million

See also: <http://advertising.linkedin.com/audience>

b. Average user age: 43

c. Average user has a college degree

d. Number of members in the LinkedIn “Hamilton College Community” group: 2,829 members (as of May 4, 2010)

### 2. Benefits:

a. Professional networking (which could benefit you and your classmates now or could help you reestablish connections that could benefit your children, etc.)

b. Sometimes preferred over socially-oriented sites (such as Facebook) because personal information / photographs are not shared

c. See also Hamilton’s LinkedIn FAQ webpage: [www.hamilton.edu/LinkedIn](http://www.hamilton.edu/LinkedIn)

### 3. Issues to consider:

a. The level of use varies greatly, with some users being very active and others rarely logging on or initiating / accepting new connections.

## Blogger

*Blogger.com (also known as blogspot.com)*

Analysis coming soon...

View tutorial here: [http://www.youtube.com/watch?v=BnploFsS\\_tY](http://www.youtube.com/watch?v=BnploFsS_tY)

## Hamilton College Blogs

[www.hamilton.edu/blogs](http://www.hamilton.edu/blogs)

Analysis and tutorial coming soon...