

Don't be the Llama Loser: Social Networking Websites, your business, and your career



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Applied Insight Pty Ltd





INTRODUCTION

Objectives

- Explore examples where social networking can affect your career, and tactics to avoid these problems.
- Discuss the ways social networking websites may affect your business, and consider options available to meet these challenges.

Agenda

- Social networking overview and who's using it
- What can go wrong? How can this be avoided?
- Social networking and your business
- Conclusion

What are your expectations from this session?

Strawpoll: Who uses social networking websites?

- MySpace, FaceBook, Friendster, MyYahoo, Twitter, Flickr, Photobucket, SchoolFriends, Blogger, LiveJournal, Tumblr, Microsoft Live...
- Blogs/Vlogs?
- Others?

Strawpoll: Who didn't know about these websites?

Strawpoll: Anybody here 'Vlog Naked'?

- (sorry, just wondering)

SOCIAL NETWORKING OVERVIEW



Definition

- Social networking websites are simply websites that allow you to maintain relationships with friends online, sharing and talking about common interests
- Some social networking websites are internal (private) and some are external (public)

Websites

- Facebook and MySpace are the most well-known examples.
- Blogs such as wordpress.com and livejournal.com
- YouTube, Flickr, PhotoBucket, Yahoo, Twitter



**WHAT CAN GO WRONG,
& AVOIDING IT!**

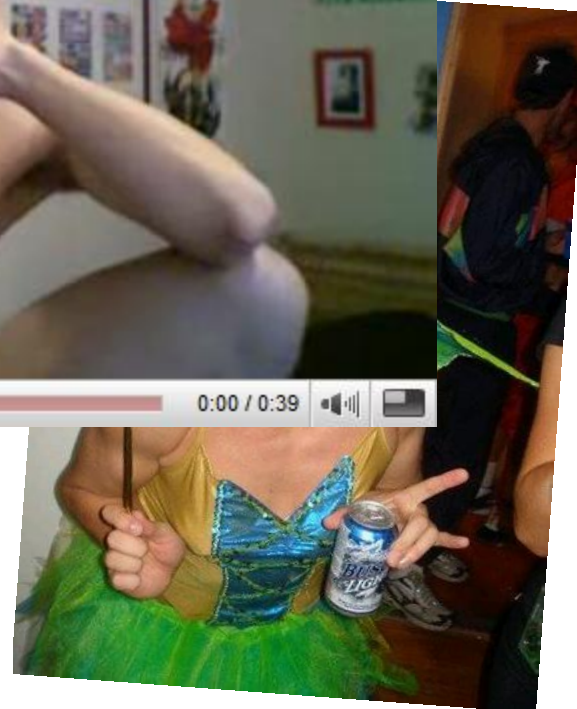
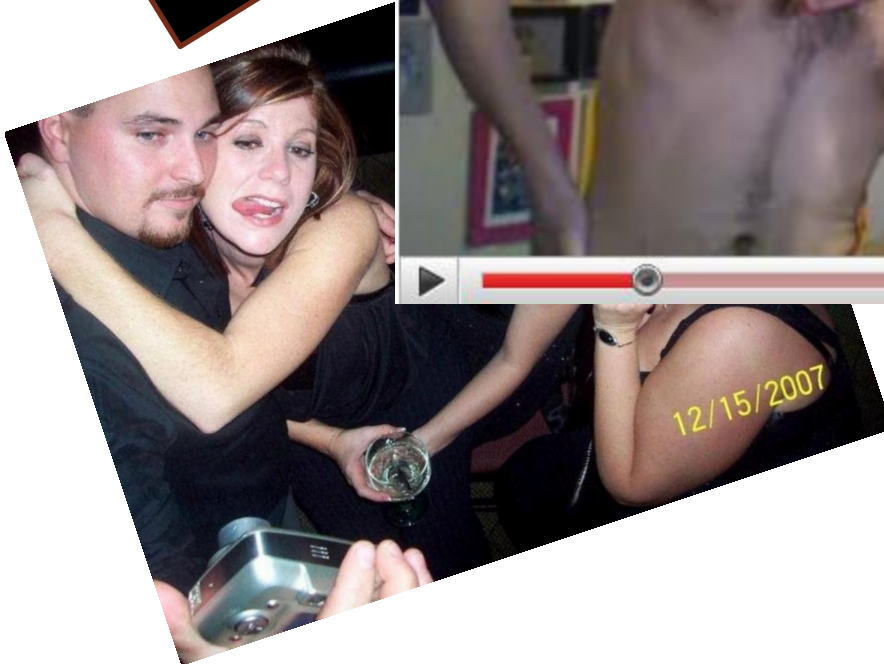
Some "funny" examples

From: Nugent, Katrina
Sent: Thursday, 1 September 2005 10:21 AM
To: Bird, Melinda
Subject: RE:
Let's not get person "Miss Can't Keep A Boyfriend".
I am in a happy relationship, have a beautiful apartment
brand new car, high pay job...say no more!!



Some “funny” examples

Censored
Ex-boyfriend



Some "less funny" examples



MOSSSSSSSSSYYYYYYYYYYYYYYYY!!!!!!!
I'm gonna knock you out one of these
days if you keep putting up stuiped
photos when I'm drunk - ban you from
tasking a fricken camera
anywhere!!!!!!!!!!!!!!!

TATTOO TOKEN P2
Win State of Origin II
Details Sport P107

LUXURY CARAVAN
See Caravan & Camping Show liftout inside

24/7 TOUR: As enjoyed by Rudd's personal as

HOW THE BUTLER DID IT

JOHN FISHER ABROAD:
1. Stonewall Inn, New York
2. London tourist
3. Shopping at Macy's, New York
4. Admiralty Arch, London

While the PM tells public servants to work harder, his \$78,000-a-year assistant finds time for sightseeing and shopping during 7-day world trip Full report, more pictures P4-5

BRISBANE 21° • GOLD COAST 20° • SUNSHINE COAST 20° • TOOWOOMBA 18° • CAIRNS 28° • TOWNSVILLE 26°

THE SUNDAY MAIL

Some "less funny" examples



Member Login

E-Mail:

Password:

Remember Me

Find Your Friends

Check your [Gmail](#), [Yahoo](#) contacts and find them here

Cool New People

July 19, 2006

Dear diary: today I lost my job because they don't like my blog

By David Rose

AN ENGLISH secretary who claims she was sacked for writing a blog about her day-to-day life in Paris is taking legal action against her former employer in a test case under French labour laws.

The blog, written under the pseudonym "La Petite Anglaise" has

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dating psychos

HOME VIEW PSYCHOS ADD PSYCHO STORE ABOUT CONTACT US LOGIN / REGISTER **DatingPsychos.com** Exposing the psychos of world

Latest Psychos

Below are the last 15 psychos to be posted at datingspsychos.com. To view a specific psycho, click their name to view their profile. Once you are done viewing the profile, you can make your voice heard by voting in psycho polls, or leaving a message to the psycho's guestbook

Pic	First Name	Last Name	Age	Sex	State	Time Submitted
View Psycho	patrick	mcafeely	34	M	CA	6/02/08 05:05PM

Search Psychos

First Name :

Last Name :

Gender :

State :

Simple things

- Common sense!
- Don't post in your real name – set up three email addresses:
 - Personal, anonymous email address that forwards to your main email (for blogging comments & mail lists)
 - but expect that this is not fail-safe
 - Personal (for *all* your personal email)
 - Work (for work email – no personal email!)
- Only post online what you'd be happy for Mum (or a potential recruiter/client) to see

Simple things

- Wall posts are wall posts on someone else's wall, and a tweet is forever
- Get permission before you post a photo of someone online
- Only 'friend' friends!
- Be coy about your age
- Never post photos of official identification documents...
Just so you know

For the more paranoid

- If you have a social networking website (e.g. MySpace, Facebook), use the privacy options – so many people don't
- Limit the sites you participate in – perhaps FaceBook for friends, LinkedIn for work colleagues?
- Do not accept a flung zombie, which Hero are you?, Blackjack or other application on Facebook
- Set up Google Alerts to monitor your name and email address



Google Alerts (BETA)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- ◆ monitoring a developing news story
- ◆ keeping current on a competitor or industry
- ◆ getting the latest on a celebrity or event
- ◆ keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

www.google.com/alerts



SOCIAL NETWORKING & YOUR BUSINESS

What can happen?

brightkite beta

Caribbee Key: Food good, Service Bad.
Luis @ Sunny Caribbee Grille Tropical - about 5 hours ago - via sms

yonderboy: just spent an hour with them to delete an email account. 18 days ago - Reply - View Tweet

Map data ©2008 Tele...

The Avis girl incident, Queensland University, 1971

ADD TO FAVES BLOG THIS



Queensland University, Brisbane, 1971. The student union invites comedian [Barry Humphries](#) to present a show to the students.

During the show, an Avis girl arrives to deliver his car. Some clever person sends her on stage to deliver the keys and for Barry to sign the paperwork.

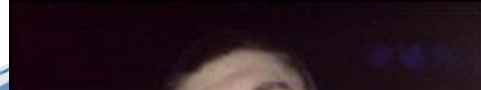


bohoe: Landmark.ie hasnt paid my invoice in 2 months. Feel free to re...
016205500. Call as Angel's **accountant**, from Quomo, or the Garda!

6 days ago · [Reply](#) · [View Tweet](#)

... on the phone to WebCentral. asked ... they deleted the whole domain.

What can happen?



facebook

[home](#) [account](#) [privacy](#) [logout](#)

Profile [edit](#)
Friends [▼](#)
Inbox [▼](#)

Search

Deloitte is My Reason for Drinking (Global) Global

Information

Group Info

Type: Common Interest - Beliefs & Causes

Description: We all know it to be true. We wouldn't be half the alcoholics we are if it wasn't for Uncle D driving us to it. So if you've ever gotten drunk after an All Hands Meeting, been asked to leave a Holiday party, been told by the partner to go home after a night out for being "under the weather," or simply needed a beer or six after a long day of whoring yourself out for the green dot, this group is for you.

Contact Info

Website: www.deloitte.com

Office: We have drinkers in just about every major city around the world.

[View Discussion Board](#)

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Applications [edit](#)

- Photos
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- Books
- Circle of Friends
- ooVoo Link

[▼ more](#)

[CrazySales.com.au](#)

Author
 Donga
 Just want
 ride ...
 Offi
 Pos

The "Excessive Hatred For Woolworths Management" Committee



» [View Group Photos](#)

Category: Companies / Co-workers

Type: Public Membership [\[help\]](#)[\[Report Abuse\]](#)

Founded: 12 Sep 2007, 04:00 AM

Location: Golden Grove, - AU

Members: 40

[Join Group](#)

[Post Topic](#)



Group Leader:
M*I*S*S*A

Strawpoll: who knows whether their business searches for these discussions?

Good talk is good, right?

- The only good way to respond is to give good service and hope that people blog about it
- At least show an interest and respond to address a grievance, and be transparent about it

Professional monitoring services

- Reputation Hawk
- Reputation Defender
- Cymfony
- There are many others of course

Simple (and cheap)

- Google Alerts/Yahoo Alerts/MonitorThis
- Customer representatives join online, private, forums and lurk there while watching for issues
- Set clear expectations as to what staff can do with your brand name on the internet

Responding to online comments

- Don't post a hot and angry response
- Don't exercise legal muscle unless you really have to
- Respond with transparency and honesty, but take up discussions off-line at a senior level, after research!
- Engage with the author of the post is most effective

Words of wisdom

- Sometimes, leaving it lie is the best option!
- Don't lie and pretend to be a customer – you will be found out, and the price will be high!
- Avoid a search engine optimisation solution – the ethics are questionable and doesn't remove the offending post
- Invite genuine customers to respond in a forum – but this can be risky!
- Sometimes these comments come from a direct competitor!
- Social networking and the use of the internet is increasing – ignore the trend at your peril
- It's not all problems – marketing opportunities to engage your clients, and also to recruit reliable staff



CONCLUSION

Review the expectations wall

- How did we go?

Obtaining a copy of the presentation

- See www.michealaxelsen.com for a copy of this presentation

Main Message

- Set up Google Alerts! (www.google.com/alerts)
- Set privacy options in Facebook/MySpace!
- Use three email addresses, and no private email at work!
- Know what your customers say about you at the virtual water-cooler!

Applied Insight Pty Ltd Services

- Social networking training for staff
- Social networking review for your business
- Social networking policies & procedures



Services

- Micheal Axelsen provides business systems consulting services – that is, how can IT be made to work for your business?

Position and qualifications

- Director of Applied Insight Pty Ltd
- Chair of CPA Australia Information Technology & Management Centre of Excellence
- Member of ISACA
- Qualifications
 - Bachelor of Commerce (Hons)
 - Masters of Information Systems
 - FCPA (Specialist in Information Technology)



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