

# Workout Buddies (social networking panel discussion)

UMR Communicators Conference - March 5, 2010 (Twitter hash tag #umr10)

## Further reading on social media

For keeping up with social media trends and technology:

<http://mashable.com> (@mashable on Twitter)

<http://www.socialmediaexaminer.com> (@smexaminer on Twitter)

Seth Godin on the reason why social media is so difficult for most organizations:

[http://sethgodin.typepad.com/seths\\_blog/2009/12/the-reason-social-media-is-so-difficult-for-most-organizations.html](http://sethgodin.typepad.com/seths_blog/2009/12/the-reason-social-media-is-so-difficult-for-most-organizations.html)

Five Things Social Media Won't Change:

<http://microexplosion.com/2009/12/06/5-things-social-media-wont-change-about-business/>

The Three E's of Twitter:

<http://www.oldmedianewtricks.com/the-3-e-of-twitter/>

Tweeting that leads to greater distraction:

<http://text-patterns.thenewatlantis.com/2009/12/incompehending-tweeters.html>

Comparison chart: Google Buzz, Facebook, Twitter, MySpace

<http://www.web-strategist.com/blog/2010/02/11/matrix-buzz-vs-facebook-vs-myspace-vs-twitter-feb-2009/>

The February 2010 issue of *The Lutheran* included several articles on social media and faith:

<http://www.thelutheran.org/article/issue.cfm?issue=172>

UMCYoungClergy.com social media guide:

<http://bit.ly/umycsocialmedia>

## Facebook and privacy

<http://www.allfacebook.com/2009/12/facebook-privacy-new>

<http://www.allfacebook.com/2010/01/facebook-privacy-tips>

3 Facebook privacy settings every user should check now

[http://www.readriteweb.com/archives/the\\_3\\_facebook\\_settings\\_every\\_user\\_should\\_check\\_now.php](http://www.readriteweb.com/archives/the_3_facebook_settings_every_user_should_check_now.php)

## Twitter-related tools

<http://www.twellow.com> (basically, the Yellow Pages for Twitter)

<http://search.twitter.com> (search feature has been improving)

Options for managing multiple Twitter feeds include <http://splittweet.com>, <http://hootsuite.com>,

<http://www.twhirl.org>; there are more out there; some charge a fee.

<http://search.twitter.com> -- usable even if you aren't on Twitter

## Trends

Video shown at the beginning of the workshop: <http://www.youtube.com/watch?v=sIFYPQjYhv8>

Twitter getting younger: <http://holykaw.alltop.com/the-younger-twitter-population-grows>

Blogging getting older: <http://pewresearch.org/pubs/1484/social-media-mobile-internet-use-teens-millennials-fewer-blog>