



Here's some recent stats:

255 million – The number of websites as of December 2010.

1.97 billion – Internet users worldwide as at June 2010. Most are in Asia.

294 billion – Average number of email messages per day at the end of 2010.

500 million – People on Facebook at the end of 2010.

156 million – Public blogs in existence as at February 2011.

175 million – People on Twitter as of September 2010 .

2 billion – The number of videos watched per day on YouTube (2010)

Social media can help in breaking down isolation and improving connectedness, and like any tool people need to be educated on how to get the most out of it.

My Grandpa don't know what twitter & facebook is. He don't even know what the internet is. He is 85+ & lives in a village far from here! And i'm here in the middle of generation where social media is important part our life! wish i could tweet with grandfa like you ppl! :(God bless HIM!

The Paradox of Online Closeness



"This is great! Now we can watch little Charlie all day without ever leaving the computer."

Connecting with family, friends and community.

The physical presence of people interacting, talking face-to-face and sharing in one-another's experience has far more meaning and lasting impact than an online posting.

However, in today's world, normal social interactions are made up of little "updates" as one moves through one's day, sharing stories and pictures using Flickr, blogs and Facebook, to name a few.

It is oddly similar to the behavior of these kids parents or grandparents, who wanted to tell their stories and bestow their knowledge to anyone who'd listen.

Kids aren't blocking their parents from their Facebook profiles — well, OK, some are, but not *all* of them. Teens are texting their parents about their comings and goings. And although it looks a whole lot different than the Cleavers' family dinner, in a strange way the book is wider open today than it has been in 100 years. Because of blogging, tweeting, checking in and status updating, the lock is off the diary.

Social Networking

It's about behaviour not technology



"It used to be hard dreaming up ways to drive my parents crazy, until I found this website devoted to it."

The machine does not control us. It is a tool. As advanced today as a sharpened stick was a couple million years ago. Looked at through this lens, perhaps we should re-frame our discussions about technology from how it is changing us to how we are using it.

Social Networking is a means to an end. You need to understand what the end is.

Designing your social network for different “types” of relationships



Family



Close Friends



Friends



Acquaintances



Colleagues



Public

Social Media is about openness and transparency. The only problem with that is, some people have no problem crossing a line.

We've all heard the warning about how nothing is ever deleted and how what you post could come back to haunt you. Still there are some that haven't seemed to grasp the later effects to posting inappropriate stuff; even if they think it is funny at the time, it could very well come back to bite them on the butt.

Not everyone is equal...

Treat your “cyberspace” friends like you would in your personal life.

Safety & Privacy

In a world where everything is on line it is important to become internet savvy.



Internet safety and privacy is mostly the responsibility of the individual.

Identity, Safety, and Privacy on the internet have become issues mostly due to lack of knowledge or updates. It's important to stay up to date on the internet changes, and how it might affect your identity, privacy, and safety.

Being smart while using the internet is the best way to keep your information safe and not public. Knowing the line between what is ok and not ok to put on the internet is very important these days. Companies, like Facebook, can do their best to keep your information off the public circuit, but in reality it comes down on the individuals shoulder to be smart with their information.

TIPS:

- Often your email address can be traced
- Keep in mind that whatever you share online may be available to numerous individuals and once out there, it can't be taken back.
- Make thoughtful decisions about who you accept on your friends list and thus, grant access to your personal information.
- Consider using some form of restrictions to your online profile such as utilizing private or friend-only access or using a pseudonym.

Be smart with the information that you put on the internet!



Do not open an email that looks like Spam.

Just delete it. Simply opening the message can send a read receipt message back to the spammer confirming that your e-mail account is active.

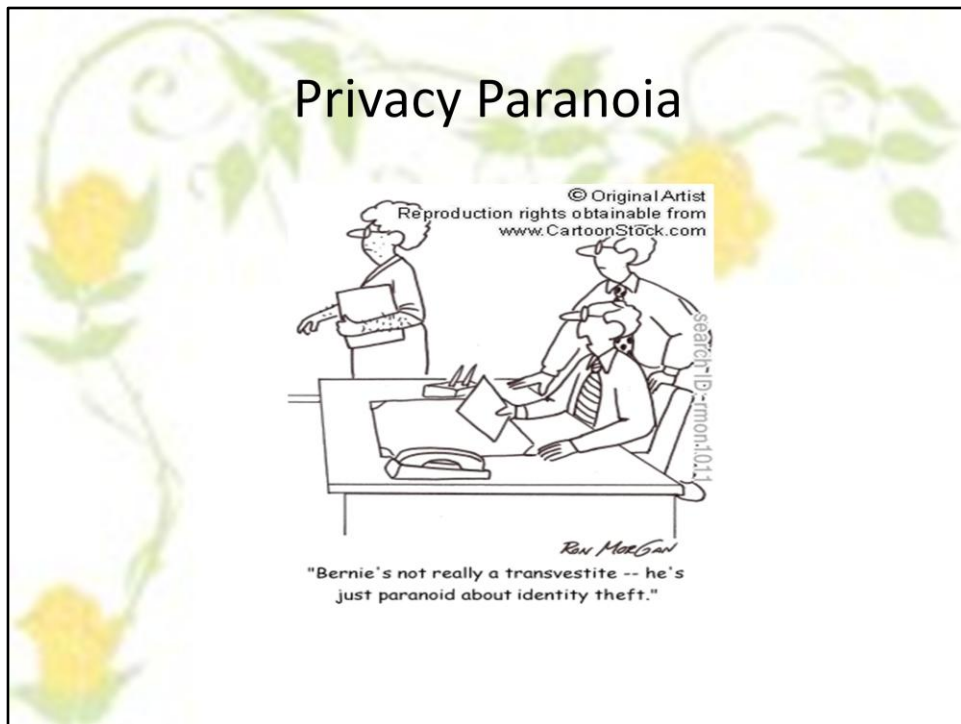
Do not reply to a Spam message.

Spammers will regard this as a 'hit' and your e-mail account will be confirmed as active.

Deal only with companies you trust

Being aware is the most effective tool against many forms of identity theft. Knowing how information is stolen and how to protect your information is a good start. Setting up security systems or firewalls for online accounts is another way to protect yourself. The most practical way to protect your identity is to track or monitor your information, and know what to do if it is stolen or missing.

<http://www.publicsafety.gc.ca/prg/le/bs/phish-eng.aspx>



These days, many people feel their information is being taken and used without their permission: from identity theft and phishing, to customer databases and online search engines, to the increasing difficulty of doing things anonymously.

Companies like Facebook and Google or Apple, Microsoft, Twitter and every other well-known company that offers online services are out to steal your data or invade your privacy.

No one at Facebook or Google is interested in your personal life and they have no incentive whatsoever to make it public. Their computers are using your data to show you targeted advertising. As long as you don't mind looking at a few ads that seem to know you really well, I think you can relax; Mark Zuckerberg is not out to get you.

What we do need to worry about are the various features and settings implemented by social networks in such a way that we might unintentionally reveal private information to people we know. If you tag someone in a private photo on Facebook and that enables all of that person's friends to see it, then that's something that users of the site need to be educated about.

The point is that, at the end of the day, social networks are just tools of expression and a means for us to communicate with others. It is important that we be mindful of what we share and whom we share it with on these networks, even more than in real life.

Social Media



Examples of social media websites:

Social News. ([Digg](#), [Propeller](#), [Reddit](#)) Interact by voting for articles and commenting on them.

Social Networking. ([Facebook](#), [Hi5](#), [Last.FM](#)) Interact by adding friends, commenting on profiles, joining groups and having discussions.

Social Photo and Video Sharing. ([YouTube](#), [Flickr](#)) Interact by sharing photos or videos and commenting on user submissions.

Wikis. ([Wikipedia](#), [Wikia](#)) Interact by adding articles and editing existing articles.

And these websites are not the only social media websites.

Any website that invites you to interact with the site and with other visitors falls into the definition of social media.



In 2010, 1.9 billion emailers sent 107 TRILLION emails.

Top Email providers:

Hotmail: 369 million active users (March 2010)

Yahoo: 275+ million users (May 2010)

Gmail: 193 million users (end of 2010)

Refer to Email stats and Figures

Refer to Email Etiquette

IF your CC list is regularly longer than the actual content of your message, you are probably going to Hell.



Facebook is now the largest social networking site in the world.

Refer to Facebook Facts and Figures

The best way to stay safe while using a social networking site, like Facebook, is keep things private and use common sense.

First things first, set the privacy setting to friends only so not everyone can view your profile.

It's wise not to put all your personal information on your profile. For example, your phone number should defiantly not be posted or your full address. Rule of thumb is if you don't feel comfortable putting it on the internet then don't put it on your profile.

If you receive strange messages on Facebook, or other social networking sites, don't respond.

Reset your password every once in a while to prevent from hackers.

Most importantly check your privacy settings and set them up the way you would prefer to have them.

Blogs



Many blogs provide commentary on a particular subject; others function as more of a personal online diaries to a vehicle for editorials on specific topics.



Twitter is a real-time information network that connects you to the latest information about what you find interesting.

At the heart of Twitter are small bursts of information called Tweets.

There are more than 106 million accounts on Twitter. This number increases by about 300,000 every day.

As of June 2011, users on Twitter are now averaging 200 million Tweets per day. That is over 1 billion tweets sent every week.

The US is the country with the highest percent of site traffic at 33.3% followed by India at 8.2%. Canada is 7th at 2.4%.

Websites



No body really knows exactly how many websites exit. It was estimated that in December 2010 around 267 million websites were available on the world wide web.

Websites can be divided into two broad categories - static and interactive.

Interactive sites allow for interactivity between the site owner and site visitors. It allow the visitors to contribute their comments and ideas to the website with immediate publishing effect.

Static sites (classic websites) capture information but do not allow engagement with the audience directly. These sites usually display the same information to all visitors. They're kind of the online version of handing out a printed brochure to customers or clients, and provide consistent information for often lengthy periods of time.



Beta Sigma Phi

[BSP International](#) has a members only page

Notable websites:

- [BSP Calgary](#)
- [BSP Queensland Australia](#)
- [BSP Victoria Australia](#)

BSP International: <http://www.betasigmaphi.org/>

BSP Calgary: <http://www.calgarybetasigmaphi.ca/>

BSP Australia:

<http://www.betasigmaphi.org.au/home>

<http://www.betasigmaphivic.org.au/>



BSP Ottawa:- <http://www.bspottawa.ca/>

Facebook site [BSP Ottawa Facebook Site](#) to receive City Council reminders and find out about other Ottawa Sorority goings on.

Meetup site [BSP Ottawa meetup site](#) to participate at or lead events across Ottawa to connect with prospective members.

Chapter's Websites:

Preceptor Alpha: <http://preceptoralphathetabsp.webs.com/> - INTERACTIVE

Exemplar X-Chi: <http://www.bspottawa.ca/xc/> - STATIC

Alpha Masters: <http://www.bspottawa.ca/am/index.html> - STATIC

Xi Alpha Lambda's Blog: <http://xalgals.wordpress.com/>

Online Alpha Omega (Members only): <http://groups.yahoo.com/group/OLAO/>

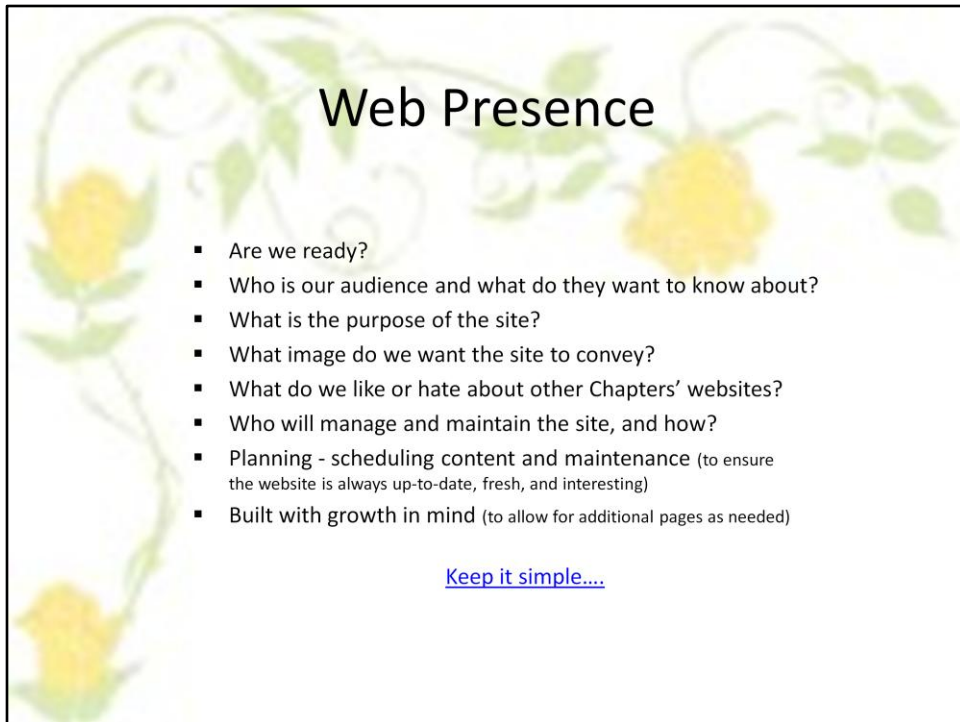
Beta Sigma Phi - Laureate Phi, Ottawa ON, Canada

Web Presence?



Online Sharing?





I did mockups using two easy-to-use website builders that allows us to create and manage a website. We can easily customize our content and design without needing to know any code. Almost everything is customizable.

I found Webs.com a little easier. It is also cheaper....

<http://danieb.webs.com>

We can use their web hosting or get our own web address; i.e. laureatephi.ca

Free site – Advertising

Fee – No Advertising and more options (from \$3.75/mo)

Online Sharing

laureatephimember@gmail.com



Google.com :

<https://accounts.google.com/ServiceLogin?hl=en&continue=http://www.google.ca/>

Member Sign-in:

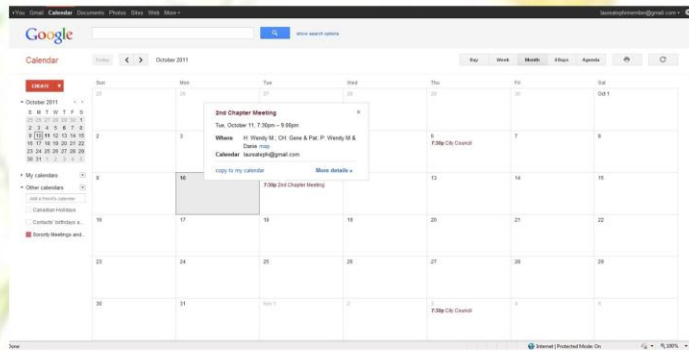
Email: LaureatePhiMember@gmail.com

Password: Sisters2011

Administrator account: LaureatePhi@gmail.com

Online Sharing

Online Calendar



Click on date to see details



Do we want a web presence on BSP Ottawa site?

Do we want to maintain online sharing via Google.com?

- Continue emailing but keep documents online for reference, etc....