Let’s Talk About…Social Networking
PowerPoint Teaching Guide

Slide 1: A slide that introduces the concept of Social Networking (SN) through the video “Social Networking in Plain English,” (1:46)

Slide 2: Second introductory slide with a “wallpaper” of the many SN sites, and reassurance that “We can do this!” Education helps us all make better decisions and decreases the “fear of the unknown.”

Slide 3: Some Common Misconceptions are introduced. We meet Gladys, our resident internet skeptic. She doesn’t think that the internet, or SN sites, have any positive use. We’re here to prove her wrong.

Slide 4: iMyths 1.0. The first myth about the internet (that we cover): there is too much information out there to ever get a grasp on anything. This is a common reason that people give for not engaging: that the system is just too big and overwhelming.

The reality is that kids these days are growing up in an internet world – it’s in homes, classrooms and workplaces. Learning about the internet and its uses should really not be a question of if, but of when. With that in mind, there is good reason to start to engage with the small section of the web that you feel comfortable tackling, and that your family is already using.

“The Fonz” appears each time there is a Myth to provide valuable websites that you and your family can explore together.

Slide 5: The Big Two: An introductory slide to Facebook and MySpace, noting them as the two social networks of current greatest use. MySpace and Facebook are still big now, but their peak may have passed, and the next big thing might be coming soon (or may already be here!) However, these two will help us figure out how Social Networks work.

Slide 6: A Facebook walkthrough, highlighting the uses of Facebook and a few of the structural elements. This slide ends with a video (1:00) of a Facebook account. The video starts on a profile’s wall, where friends can write public messages to each other. Then the user searches for another friend, and is taken to their profile where we can see pictures, comments, relationship information, connections to other people, and job listings. The user then clicks on the extended network of their friend, and is taken to another profile. The user writes on the wall of this new friend, and clicks on the website linked in his profile, which includes a blog.
Slide 7: Some “Lingo” to remember. Definitions, with pictures, of all of the basic elements of a social network profile, including: Profile, Tag, Wall, Status, Friend Request and Groups.

Slide 8: A MySpace walkthrough, highlighting the uses of MySpace, as compared to Facebook. This slide ends with a video (0:53) of a MySpace account. The video starts on a profile, and the user plays a song on the profile page highlighting one of the aspects of MySpace that sets it apart: the ease with which users can imbed and share their own music. We scroll past a picture section, a blog section, and a video section, until we get to “friends.” The user clicks on a friend, and is taken to a new profile. The user then searches MySpace for “National Public Radio,” and is taken to the NPR profile page.

Organizations can also have MySpace and Facebook accounts, just like individuals. This is another excellent reason for us all to become comfortable with Social Networking.

Slide 9: iMyths 2.0. The second myth about the internet (that we cover): “Everyone online is a predator who wants to prey on myself, or my child.”

While this is a real fear of many adults, this has not proven to be true. It is important to remember that the vast majority of adults using social networking use it for the same reasons that kids do: to connect to friends, family, peers and colleagues.

Slide 10: Remember to talk with your child! Just as you would talk with children about basic rules of safety – “No candy from a stranger”, the best protection you can offer is the understanding of safe internet usage.

While each families’ safety rules may differ, some important points to talk about might include: how much personal information should be shared, privacy settings, appropriate postings and pictures, and parental oversight. (See “Let’s Talk About… Social Networking” Resource folder. )

Slide 11: Twitter. An introductory slide to Twitter, explaining its uses and how it differs from traditional social networking sites like MySpace and Facebook.

Slide 12: Chat Rooms and Message Boards. A walk through of what “chatting” and “messaging” are and how they differ. Craigslist is an example of a popular Message Board. This extends onto slide 13.

Slide 13: Chat Rooms. Discusses the differences between chat programs that connect “friends” (AOL instant messenger, G-chat), and those which allow you to talk to “strangers” (Omegle, AOL chat rooms). Some consider chat rooms to be the most dangerous form of internet connection as they provide none of the protections that other Social Networking sites offer.