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## Social Network 101 – Christopher Penn

What is a social network?

Social Network is People

It's not who you know – but who know you (mitch joel)

Facebook, Myspace – etc., is all software – not really social networking

What's the best

Audience answers

Twitter - instant communication, mobile, open API

Facebook – more personal interaction, trust relationship,

Chris's answer – it's what fits your need

It's a piece of software that helps you manage your social life

Think about the size

Who's on the network

It's about the most qualified audience for your need

Tools to communication – it's what the software is

Profiling Networks

Size – how big is it (Facebook growing by 300k a day)

Demography – who's on the network

Data – Collaboration (downloading or uploading info)

LinkedIn –

Size – decent size, not huge, but very targeted

Data interchange – strongest format

Collaboration – o.k.

Demography – targeted audience

Myspace

Size – Huge 150 million

Data interchange – very tough to get info out of it (they don't want you to get info off it)

Collaboration – some

Demo – everyone and anyone

Facebook

Data interchange – BAD! You upload things to it..Facebook owns it

Collaboration – strongest attribute

Demo – mostly college, young adult

Size 300k a day new users

Digg

Demo – Trolls, 16 year olds in basements

Collaboration – very little

Size – pretty big

Data – no interchange

Can bring a lot of traffic your way pretty fast

[http://en.wikipedia.org/wiki/List\\_of\\_social\\_networks](http://en.wikipedia.org/wiki/List_of_social_networks)

#### How To Use

People aggregator –

Their goal make money with your stuff

Your goal – get people to your stuff

OWN YOUR STUFF – number 1 rule

OWN your domain name – and then get your social networks with your name

#### Getting People

Primary key is your email address

Spyder (on Mac)

Using google ... use the word that you are interested in - then use the site command

Using internal search tools on the social networking sites like MySpace, Facebook – etc.