What is Social Networking and What is its Role in Extension?

Lesson Author(s) and Institutional Affliation:

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Abstract:

Over the past ten years many technological changes have occurred. The methodologies that Cooperative Extension has used in the past must be incorporated into newer uses of technology. Cooperative Extension programming may utilize Social Networking sites to communicate effectively, if there is consensus among the parties that utilizing social networking sites is plausible.

Objectives:

- Describe the connection between social networking and Extension
- Describe the basic steps of writing social networking guidelines

Advance Preparation:

- Experience using the Internet

Materials Needed:

- Computer with Internet connection and connected Overhead Projector
- One copy of the Handout "How Well Do You Know Your Internet Slang?" per participant
- One copy of the Handout "Kentucky CES Guidelines for Social Networking" per participant

Time Needed:

- 30-45 minutes

BACKGROUND

Over the past ten years the use of cell phones, desktop and home computers, and social networking sites have increased dramatically. According to the Pew Internet and American Life Project, use of social networks in American homes alone have increased from 8% in 2005 to 35% in 2008 (Lenhart, 2009).

INTEREST APPROACH
Independent Activity: How Well Do You Know Internet Slang?

LESSON
1. Distribute and give instructions for completing the handout "How Well Do You Know Your Internet Slang?" to each participant, giving them five minutes to complete before going over these as a group.
2. After going over the opening activity, go over the Use of the Internet statistics (found on Powerpoint presentation) with the participants, explaining the difference in usage between the last five years. Ask for discussion within the group about how they use the Internet in their homes or work.
3. Connect to the Facebook website: http://www.facebook.com/profile.php?id=12919429#/group.php?gid=2204795389 . This is an example of how Extension is using Social Networks to communicate by technology. If the presenter has a public Social Networking page, you may also want to visit that site. Poll the participants and see how many of them have personal or work Social Networking sites. Discuss the pros and cons of using this type of media in CES programming.
4. Show participants the How To instruction site for Facebook, http://www.facebook.com/help/new_user_guide.php. Explain that all Social Networking sites are different, but this will give you a basic understanding on how to begin.
5. Tell participants that some Extension programs have developed suggested use guidelines for county-level use of Social Networks. Distribute the handout Kentucky CES Guidelines for Social Networking and allow particpants to review. Offer time for discussion.
6. Conclude the session by saying that this is a very basic discussion on Social Networking and should be followed by a more in-depth session later.

APPLICATION
1. Develop your own personal Social Networking page.
2. At your next County Extension Council or Planning Team meeting, conduct a discussion on the need for developing a Social Networking Guideline sheet.

REFERENCES

- eMarketer.com. (2009). *Social network user demographics.* Retrieved March 12, 2009, from http://www.emarketer.com/Article.aspx?id=1006882

- Facebook (n.d.) Retrieved March 12, 2009, from http://www.facebook.com/

- KY 4-H State Teen Council. (n.d.). Facebook group. Retrieved March 12, 2009, from http://www.facebook.com/profile.php?id=12919429#/group.php?gid=2204795389

- Lenhart, A. (2009). *Pew Internet adults and social network websites*. Pew Internet & American Social Life Project. Retrieved March 12, 2009, from http://www.pewinternet.org/PPF/r/272/report_display.asp

HANDOUTS

- How Well Do You Know Your Internet Slang?
- Kentucky CES Guidelines for Social Networking

POWERPOINT

- Do We Need Social Networking in Extension Programming?

EVALUATION

- See attached

Social Networking

How well do you know internet slang?
Select the definition you think best matches each word.

1. LOL

- a) Laugh Out Loud
- b) Laugh On Line
- c) Lots Of Love
- d) Love Of Laughs

2. POS

- a) Group of Friends
- b) Parent Over Shoulder
- c) Pop Or Soda
- d) I haven't really noticed I think they like me.

3. BRB

- a) Burp! (excuse me)
- b) Barely Breathing
- c) Bell Rub
- d) Be Right Back

4. GF

- a) Good Friend
- b) Go For It
- c) Girlfriend
- d) Good Food

5. NOOB

- a) No Boobs
- b) New person
- c) Idiot
- d) None of our business

6. l337

- a) One Thousand Three Hundred thirty-seven
- b) Thirteen Thirty
- c) I thirty three'd
- d) Elite

7. Less than three

- a) a small number
- b) A popular band
- c) Love
- d) Bad Odds

8. PAW

- a) A Dog or Cat's Foot
- b) Parents Are Watching
- c) Partnership For Animal Welfare
- d) Father

9. BCNUL8R

- a) Because You're Late
- b) Be Seeing You later
- c) Binocular
- d) This Doesn't Mean Anything.

10. adiem

- a) All Day I Eat Meat
- b) And I Am
- c) 10 Cents
- d) This Doesn't Mean Anything

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Social Networking Slang Quiz
Answers

1. LOL: Laugh(ing) Out Loud

2. POS: Parent(s) Over Shoulder

3. BRB: Be Right Back

4. GF: Girlfriend

5. N00B: Idiot

6. 1337: The Elite

7. <3 : Love

8. PAW: Parents Are Watching

9. BCNUL8R: Be Seeing You Later

10. ADIEM: Means nothing, unless you come up with it!

Social Networking for Cooperative Extension Service Employees

The following guidelines have been developed to help preserve the safety and professionalism of Cooperative Extension Service employees. These guidelines apply only to social networking pages that are created for or utilized in professional situations. However, employees should be aware that putting information online could allow it to be accessed by the public, including personal social networking or web pages. Restricting access (through privacy settings) to your personal internet sites is always recommended. The following guidelines have been developed in regards to social networking pages utilized to meet the mission of the University of Kentucky Cooperative Extension Service.

- Social networking sites created or used for University of Kentucky Cooperative Extension Service purposes (EXAMPLE: to promote programs or connect with clientele) are under the ultimate control of the employee who created the page. These sites should promote a positive and appropriate message relative to the program.

- Do not place the address for your social networking site (even one developed for professional reasons) in your automatic email signature.

- Content on pages accessible to the public should be appropriate and relevant to the mission of the University of Kentucky Cooperative Extension Service.

- Only accept members or friends into your social networking site who have an established connection to the professional programs with which you work. (EXAMPLE: For 4-H professionals, all youth should be enrolled 4-H members)

- Communication through social networking sites should not supplant other, traditional, forms of communication with clientele. Clients should feel assured that they will not "miss out" on programming if they are not involved with an online social network.

- All individuals pictured on a social networking site should have signed photo release forms on file. Pictures should have little or no identifying information about the individuals pictured.

- Social networking sites should be reviewed and updated on a regular, at least monthly, basis. Sites that are not utilized with regularity should be canceled.

- Engage privacy settings so that the page's creator must approve all comments, bulletins, blogs, etc. before they are posted. (OPTION: Do not allow the posting of material by others at all.)

- Do not post personal information about clients (especially youth) on the social networking site. Do not approve the posting, by others, of personal information to your page.

- All material on the page (blogs, comments, groups, quotes, information, etc) should be related to the University of Kentucky's Cooperative Extension Service program.

- Develop a policy to deal with clients who post inappropriate comments, forwards, etc on your social networking site. (OPTION: First offense, written warning. Second offense, deletion from page.)

- Encourage clients to safely and responsibly utilize the internet and social networking sites.

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- Extension staff are able to remove anyone from their "friends" list or restrict access to their page at any time. This enables the staff person to prevent others from accessing a clients (or through the clients page, his/her friends) webpage with objectionable materials.

- If Extension staff have personal social networking sites, these should be kept separate and distinct from the University of Kentucky Cooperative Extension Service site. Do not affiliate your personal page with your professional page.

- Follow the established guidelines and utilize the most current, up to date logos your programs. Guidelines can be found at:
    o 4-H/Clover Logos & Information
      (http://www.ca.uky.edu/agcollege/4h/internal/4H_Logos/clover_web0605.htm)
    o Link to UK/CES Logos
      (http://www.ca.uky.edu/MarketingResources/Index.php)
    o Link to UK Information Technologies Policies and Security (http://www.uky.edu/UKIT/policies.htm)

- Need to Know:
    o Many social networking sites allow you to "tag" pictures. This identifies the person in a picture and connects that picture to their social networking site. This includes pictures posted by other people. Periodically review photos "tagged" to your professional site for their appropriateness. Many social networking sites have privacy options that allow you to approve "tags" before implementing or send you an email that photo has been tagged.

    o Many social networking sites default to the most public format available. Use the privacy settings to restrict access to your social networking sites.

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