



FEU's training & networking workshops, part of a multi-union strategy to meet freelance training needs within the UK.

## Networking via the Web

Delivered by Caron Lyon from PCM creative

This course

This one day workshop looks at the phenomenon called Web 2.0 as a "Super User" not a developer or IT expert. During the day participants will be introduced to a variety of free online tools, community platforms and collaborative services with media and entertainment creatives in mind. The workshop looks at optimising web browsing, getting the most out of RSS, the potential and expectations of mobile web access, applications on the move, and the usefulness of Social Networking.

Practical elements throughout the day will enable participants to begin networking online, embed dynamic content and personal updates directly to their own web sites or blogs in the classroom providing real experience of the skills needed to do it.



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Online Training & Network Resources <http://www.feutrainning.ning.com>

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## Learning outcomes

- Students will discover social media and networking as it relates to freelancers working in traditional media and entertainment sector.
- Students will gain a comprehensive overview of what social media is and be able to take the first steps in developing their own social media presence.
- Students will have experience updating and networking using Twitter and LinkedIn and have a Twitter presence to continue developing and networking.
- From the hands-on sessions students will integrate dynamic content in to a network and be able to identify embeddable elements from across the web understanding how social media connects, collects and distributes content.
- Students will be able to create their own social network and be part of an on going FEU support network made up of individual union groups.
- Understanding of folksonomic filtering and searching with tags using Flickr, Twitter, and Delicious
- How to be more productive on the move.
- Understanding the pulling and pushing of information using RSS, its usefulness and application to optimize time efficiency.



## Networking via the Web

- SHARING
- NETWORKING
- PUBLISHING
- AGGREGATION
- DISTRIBUTION
- INVESTIGATION
- MANAGE
- MAINTAIN
- MEASURE

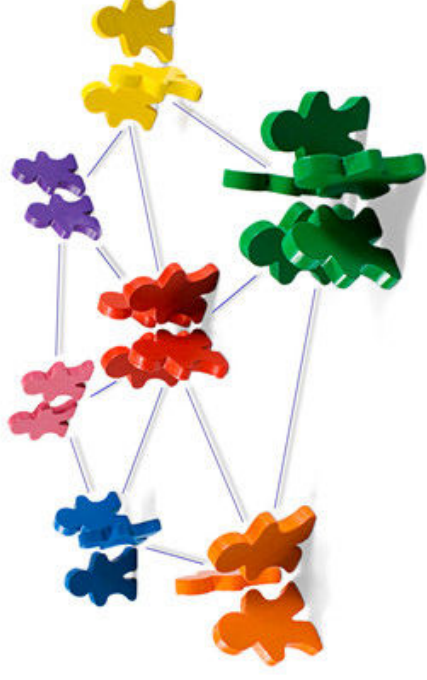


## Networking

### ***What is networking?***

Networking is the art of building alliances.  
Traditional networking builds your primary contact list.

The Riley Guide - <http://bit.ly/YvWWG>



### ***What is e-networking?***

E-Networking combines the traditional networking you do as part of your career search, with the power of the Internet. It allows you to create a community of virtual contacts who can provide critical information on job leads, industry trends and possible openings. These are people whom you would never have met in any other way.

The Riley Guide - <http://bit.ly/3YFbgg>

### ***What networking isn't***

Networking isn't a process of making cold-calls to people you don't know. It's talking to people you do know or asking them to introduce you to others.

The Riley Guide - <http://bit.ly/Eim2M>



Where do I network?	
What do I want to get out of it?	
My most successful networking experience? Good / Positive outcome	
Bad / Time wasting	
How I pass in my contact details	
How I manage my contacts (Media, Storage and Access)	

3 people whose networking skills I envy.

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## Beginning your Internet journey

### 20 Questions



- INTERNET ACCESS
- WEBSITE
- MOBILE PHONE
- BLOG
- CONTACTS
- NEWSLETTER
- FORUMS AND DISCUSSIONS
- SOCIAL NETWORKS

### *Personal Learning Objectives*

Which of the questions you answered NO to would you most like to have answered YES to?



## Traditional Media

Media Type	Value





## Social Media

Social Media is the services, tools and platforms that people use to share opinions, insights, experiences, and perspectives with one another online.

Social media can take many different forms, including text, images, audio, and video.

Popular social mediums include blogs, message boards, podcasts, and wikis.

## Social Media Landscape



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Platform Name	Service Provided	URL – web address	Notes
			
			
			
			
			
			
			
			



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## Getting Started

- Username
  - Primary
  - Secondary
- Password
- 160 character bio
- 160 word bio
- Square photo or graphic
- Email address
- Website address
- Blog address



<http://namechk.com/>



<b>Username 1</b>	
<b>Username 2</b>	
<b>Password</b>	
<b>Email Address</b>	
<b>Web Address (URL)</b>	
<b>Blog Address (URL)</b>	



## Getting started – having a go.

Networking via the web is more than adding friends and joining groups. It's making connections with like-minded professionals for support, advice, news updates and networking for mutual benefit. Once created, your online presence (all the platforms tool and services you sign up to) needs managing, maintaining and monitoring.

By taking control of your online assets sending them to where they can promote you and aggregating them together for maximum value to you, a current, rich and dynamic presence for all your online networking endeavours is at your finger tips.

### ***Ning – The FEU training and networking hub***

[www.feutraining.ning.com](http://www.feutraining.ning.com)



Ning is the social platform for the world's interests and passions online. Ning offers an easy-to-use service that allows people to join and create Ning Networks. With more than 1.5 million Ning Networks created and 33 million registered users, millions of people every day are coming together across Ning to explore and express their interests, discover new passions, and meet new people around shared pursuits.

The FEU's Ning is an invitation only exclusive online network for members of FEU affiliated unions to share, learn and develop together. [www.ning.com](http://www.ning.com)

Members can create their own profile, join groups, take part in discussions, promote upcoming events, blog, upload photos, video and Music, feed in new and information using RSS and embed widgets from around the web to produce an online CV.



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## **Twitter – Micro Blogging**

[www.twitter.com](http://www.twitter.com)



Twitter is a privately funded start-up with offices in the SoMA neighborhood of San Francisco, CA. Started as a side project in March of 2006, Twitter has grown into a real-time short messaging service that works over multiple networks and devices. In countries all around the world, people follow the sources most relevant to them and access information via Twitter as it happens—from breaking world news to updates from friends.

Further linked resources can be found on the FEU training and networking hub. As an online resource it can be added to and becomes a collaboration of the network members who can add articles and interesting websites as they come to light.



# twitter

Here are two articles. Once the page is printed they can not be added to or changed.

## **The Journalist's Guide to Twitter**

<http://bit.ly/3Cut0>

## **20 Film and Television Directors to Follow on Twitter**

<http://bit.ly/3TknpD>



## ***Issuu – Document Sharing, On Demand Printing***

[www.issuu.com](http://www.issuu.com)



Issuu is the leading digital publishing platform delivering exceptional reading experiences of magazines, books, catalogues, reports, and more. In just a few seconds users can create beautiful digital editions simply by uploading their publications. It's our mission to empower individuals, companies, and institutions to publish their documents across all digital platforms.



Issuu stores multi-paged document and makes them available to the Issuu community. You can friend and subscribe to other Issuu members' documents and mark them for your Issuu bookshelf for later reference.

By subscribing an alert is set up so that when a new document is published by the person you subscribe to you will be informed by email.

Document stored on Issuu can also be embedded in webpages, blogs and profiles as page turning brochures.

Twitter for beginners on Issuu

<http://bit.ly/4yngN>



## Flickr – Photo Sharing and Storage

[www.flickr.com](http://www.flickr.com)



- Flickr is an online photo management and sharing application with two main goals:

1. To help people make their content available to the people who matter to them.
2. To enable new ways of organizing photos and video.

Every uploaded photo to Flickr presents you with the opportunity to provide information to define the asset and to enable you to locate it again using key words (tags) at a later date.

**Titles, descriptions, tags**



Title:

Edinburgh Fringe Poster Wall

Description:

A selection of production posters from the Edinburgh Fringe Festival 2009.

Tags:

Edinburgh Fringe, posters, theatre, EAE09]

Other online services that derive additional value through considered tagging are Delicious, Twitter (hash tagging) and Issuu. Tagging can help you to categorise favoured bookmarks in your web browser.

## Folksonomic Tagging

A **folksonomy** (portmanteau of *folk* and *taxonomy*) is a system of classification derived from the practice and method of collaboratively creating and managing tags to annotate and categorize content; this practice is also known as **collaborative tagging, social classification, social indexing, and social tagging**.

The practice of filing assets in to folders means that they can only be in one folder at a time unless you duplicate them. Tagging enables you to assign multiple tags to a single asset. In the example shown here the photo called Edinburgh Fringe Poster can be found by searching for Edinburgh Fringe, posters, theatre and EAE09. When the search is performed all assets having been tagged appropriately will be listed in the search results.



## ***LinkedIn - Business Networking***

[www.linkedin.com](http://www.linkedin.com)



Keeping your business contacts and your social contact separate is desirable for many people. Facebook is essentially a SOCIAL network. LinkedIn is a BUSINESS networking platform.

Your professional network of trusted contacts gives you an advantage in your career, and is one of your most valuable assets. LinkedIn exists to help you make better use of your professional network and help the people you trust in return.

When you join, you create a profile that summarizes your professional expertise and accomplishments. You can then form enduring connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts.

Through your network you can:

- Manage the information that's publicly available about you as a professional
- Find and be introduced to potential clients, service providers, and subject experts who come recommended
- Create and collaborate on projects, gather data, share files and solve problems
- Be found for business opportunities and find potential partners
- Gain new insights from discussions with like-minded professionals in private group settings
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings to find the best talent for your company



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## Productivity in the field and on the move

Networking via the Web need not keep you tied to your desktop computer. Mobile phones are powerful tools to make networking while you are doing your work away from your desk more efficient.

With text messaging, voice calling or mobile internet it is possible to update your social networking status, post photos and video, live stream interviews, even compose and post blog articles while you are away from your work or home computer.

You can update and receive **Twitter updates** on the most basic of mobile phones.

With **Spinvox** you can record your status update and the service will turn your message in to text and post it to **Facebook** or **Twitter**. Spinvox can even pick up your voicemail messages on your mobile and send them to you as text messages.

Social Media service Ping.FM makes it possible to update 34 different platforms by email or text message.

**Tumblr** lets you effortlessly **share anything**. Post text, photos, quotes, links, music, and videos, from your browser, phone, desktop, email, or wherever you happen to be. **Tumblr** is also RSS enabled so you can feed your activity to other networks and websites.



**Understanding RSS (Really Simple Syndication) text messaging and email means you can filter the Internet to make you more productive, more knowledgeable and more efficient with your use of time. Your reach and therefore your network are much larger and up to date with your latest work.**



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**Spinvox – Voice to Text from any mobile phone**

[www.spinvox.com](http://www.spinvox.com)



SpinVox captures spoken messages and cleverly converts them into text. It then delivers your message to a destination of your choice – inbox, blog, wall or space. Right in the moment. Giving you the power to Speak Freely.



**SpinVox for you.**



**Voicemail**



**Memo**



**Blog**



**Blast**



**Social**



**Messenger**



**Text**



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***Ping.FM – Social Media updating service***

[www.ping.fm](http://www.ping.fm)



***Tumblr – Multi media blogging on the move***

[www.tumblr.com](http://www.tumblr.com)



***Qipit – Portable document scanner***

[www.qipit.com](http://www.qipit.com)



Flip charts, white boards, handwritten notes and business cards, Qipit turns your mobile phone in to a portable document scanner. Chances are you carry a mobile phone with you everywhere you go. And more than likely, that mobile phone has a camera. Qipit turns this handy device into a portable scanner, copier and fax machine. The Qipit service also works with your digital camera at home or the office.



## Old Media combining New Media

Giving business cards and promotional materials added value



## QR Codes and Readers

Find a reader for your phone. <http://bit.ly/8k58y> Codes can be generated on the FEU training & networking hub

QR-Codes are two dimensional barcode (datamatrix) that can be interpreted by a code reader application downloaded on to a mobile phone. The acronym QR is derived from the term **Quick Response**. The company Denso Wave originally spawned the term QR as the creator intended that such barcodes and their contents were to be decoded at high speed electronically.

QR Codes can be use on

Magazines – Papers - Business Cards – Buses – Signs – T-Shirts



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## TO DO - Stepping in to the unknown

1. Visit the FEU training and networking hub and write a blog post
2. Send a photo from my mobile phone to the FEU training and networking hub
3. Update my status in Twitter
4. Search Twitter for new Twitter folk to follow
5. Create my LinkedIn account
6. Find contacts from my existing network and invite them to join my LinkedIn network

Task	Assistance needed

