

To Tweet or Not to Tweet?: Twitter, Facebook and Social Networking

By now, most everyone knows what a social network is, and according to recent statistics, many people regularly use one, such as Twitter, Facebook and LinkedIn. Recent statistics show that social networking accounts for 22% of all online activity in the United States.

What are the benefits of social networks, and are they as helpful as some people claim?

Some sites are used entirely for connecting with others on a social level, while others are used for sharing web content, and some are good for networking on a professional business level. There are many more social media, but in all cases and depending on what your interests are, they allow you to connect with other people to share topics and articles of interest via the web.

How do you choose which network is best for you?

Many people will sign on with the social network that a majority of their friends and family are using. This is especially true, for example, with young people and Facebook. With networks such as Twitter, users keep current with friends, business associates, customers and fans who are referred to as “followers” by posting “tweets” (instant text messages), which can be sent via cell phone text messaging, the Twitter website or third-party application.

Some Pros of Social Networking, enables you to:

- Keep abreast of what friends and relatives are up to
- Promote your work or art or ideas
- Network professionally and socially
- Follow those whose articles and comments are of interest

Some Cons of Social Networking:

- Possibility of identity theft
- The information you disclose about yourself stays in cyberspace
- Can be addictive and distracting
- Vulnerable to scammers

Social Media has revolutionized the way people communicate and obtain information and news of the world. Whether or not you're on board with it, social media isn't going away. Being judicious with your personal information and posts is vital. Remember, the whole world can hear you.

Check out T.E.A.M.'s website for more information and resources about social media at: www.team-mn.com and click on the Work-Life Services tab.

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