Social Networking: Facebook, Twitter, and Google+

Mary Rotman Publicist, O'Reilly Media

What is Social Networking?

How do I use it?

And how do I stay safe online?

Social Networks:

websites created for people (or organizations) who are connected by friends, family, or common interest.



Why do I want a Facebook account?

- Keep track of friends & family
- Reconnect with old schoolmates, business partners, coworkers, etc.
- Post pictures from recent trips, family events, or just to show off your grandkids
- Follow your favorite businesses and find coupons or special deals



The Basics:

• Sign up for an account



Sign Up

It's free and always will be.



- Sign up for an account
- Start finding your friends



Are your friends already on Facebook? Many of your friends may already be here. Searching your email act to find your friends on Facebook	count is the fastest way
to find your friends on Facebook.	
Yahoo!	
Your Email: Find Friends	
Facebook will not store yo	our password.
Windows Live Hotmail	Find Friends
Gmail	Find Friends
	Find Friends

- Sign up for an account
- Start finding your friends
- Fill out your profile information





- Sign up for an account
- Start finding your friends
- Fill out your profile information
- Add a profile picture





- Sign up for an account
- Start finding your friends
- Fill out your profile information
- Add a profile picture
- Wait for the email from Facebook and confirm your registration



Next Steps:

• Explore your profile





facebook Search Q **Benjamin Dover** 🗯 Today is your birthday 🍈 Add your current work information 🚔 Add your education information / Edit Profile Education and Work / Edit Share Your Add Your Work Information Experiences 11 Wall I Info Add Your School Information Photos A. Friends Add a Badge to Your Site Arts and Entertainment / Edit Share Your Interests dh Η Л Add TV Shows Add Music Add Books Add Movies Contact Information / Edit b.dover12381@yahoo.com Email



Next Steps:

- Explore your profile
- Find friends & favorite businesses



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facebook

Search



4 22	Wall
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•	Photos (419)
	Notes
20	Friends

Ryan Rotman

0



💯 Write Post 🚺 Add Photo

Write something...

Ryan Rotman

// New blog post: "Sunday Setlist - 09.11.11" http://bit.ly/niScT3 (via TheWorshipCommunity.Com http://bit.ly/qydVVQ)

Like - Comment - 6 hours ago - 🖗

You and Ryan See Friendship

Home

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Message

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Mary Rotman Edit My Profile FAVORITES News Feed Messages 14 Other 68 Events 3 Friends 1 PACES 20+ Microsoft Press 20+ Microsoft Press 20+ Microsoft Press 20+ Ignite 12 test page 1 Ads 1 Cityposh 1 SROUPS 1 The Web-iverse 2 Photoshop and Lightroom 1	New Mess To: Message:	Ryan Rotman ×	Cancel			





facebook Q Search Profile Account -Home Sonoma County Regional Parks 🖒 Like Create a Page Government Agency · Santa Rosa, California REGIONAL PAR You and Sonoma County Regional Parks 🕂 Mary Rotman and John Helzer like this. **Recommend This Place** SONOMA Wall Sonoma County Regional Parks · Everyone (Top Posts) -Help your friends discover great COUNTY places to visit by recommending Sonoma County Regional Parks Sonoma County Regional North County Day of Service at Foothill Park Parks. Write a recommendation... 🔛 Wall **Duplicate Places** Info Help improve Facebook Places. Which of Friend Activity the following are the same place as Sonoma County Regional Parks? Photos Volunteer Workdays Mc 31 Events Major Dr 5 new photos Comment Policy ÷ 4 Share - 10 hours ago via mobile O Links -5 people like this. Sherri Verzosa Like this! 1,756 DING Steele Li 10 hours ago like this Sonoma County Parks V X 0 Sonoma County Regional Parks Department 0 were here · 1 like were here Thank you to all the volunteers who have joined us for the North County 2300 County Center Dr Ste Day of Service at Foothill Park! A120, Santa Rosa, CA 95403-Share - 11 hours ago via mobile See All 3029 🖒 3 people like this. iWALK Sonoma 0 Parks Alliance for Sonoma V X County County

0 were here · 118 likes 2300 County Center Dr

Valerie Adams Big thanks to all; your work is very much appreciated

2

Likes

sono

Next Steps:

- Explore your profile
- Find friends & favorite businesses
- Edit what can be seen on your profile



facebook

Search



😐 Wall Info Photos (483) Notes A Friends

Married to

ALL STATE



Mary Rotman (Thengvall)



Just signed up for "about.me". Is anyone else using it for their professional networking? It seems a little like an online/interactive business card.



Mary Rotman (mary.rotman) on about.me

about.me

Publicist by day for O'Reilly Media, working with our books and authors, and getting the word out about

9

Like · Comment · Share · about an hour ago



TrueValue.com! Like Us For Your \$10 Off Counonl

Profile

Account -

Home

	Mary Rotman 🕨	dit Profile		
 Basic Information Profile Picture Friends and Family Education and Work Philosophy 	Current City: Hometown:	 Santa Rosa, California Santa Rosa, California 	0 - 0 -	9 8 2
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Contact Information ou can also visit your privacy references to adjust other ettings.	Interested In:	Show only month & day in my profile.	* -	
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	About Me:	Wait for the LORD; be strong and take heart and wait for the LORD. -Psalm 27:14	* ◄	

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ou can also visit your privacy references to adjust other attings.	People Who Inspire You:	Who inspires you?	<u>k</u> –
	Favorite Quotations:	I believe in Christianity as I believe the sun has risen; not only because I see it, but because by it I see everything elseC.S. Lewis R&B is all about how it makes you feel; it can take you anywhere	☆ ▼



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Facebook

- Explore your profile
- Find friends & favorite businesses
- Edit what can be seen on your profile
- Explore the Facebook home page





Facebook

- Explore your profile
- Find friends & favorite businesses
- Edit what can be seen on your profile
- Explore the Facebook home page
- Post your first status update



Update Status	💽 Add Photo 📰 As	k Question	
hat's on your	mind?		
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Post

Add Poll Options



Facebook

- Explore your profile
- Find friends & favorite businesses
- Edit what can be seen on your profile
- Explore the Facebook home page
- Post your first status update
- Have fun, keep tabs on your friends and family, and share what's happening in your life



Why do I want a Twitter account?

- Find out about breaking news instantly
- Connect with people of similar interests
- Learn about upcoming events happening in your area
- Take advantage of contests and special deals



The Basics:

• Sign up for an account





twitter

It's your turn. Join Twitter.

Mary Rotman	✓ Name looks great.
maryr@oreilly.com	✓ We will email you a confirmation.
•••••••	✓ Password is okay.
mary_grace	✓ Username is available.
Suggestions: MaryRotman · MaryRotman · RotmanMary ·	
Keep me logged-in on this computer.	
By clicking the button, you agree to the terms below:	Printable versions: Terms of Service - Privacy Policy
These Terms of Service (" Terms ") govern your access to and use of the services and Twitter's websites (the " Services "), and any information, text, graphics, photos or other materials	
Create my account	
Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.	

The Basics:

- Sign up for an account
- Edit your account settings & profile



twitter





Tweet Media	By default, you automatically see images and videos only from people you follow. Additionally, you can choose to:
	☑ Display media from people I don't follow
	Display media that may contain sensitive content
	Mark my media as containing sensitive content
	If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. Learn more
Tweet Privacy	Protect my tweets
	Only let people whom I approve follow my tweets. If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.
HTTPS Only	Always use HTTPS
	Use a secure connection where possible to encrypt your account information.
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http://www.grace	e's settings			
Account Password	Mobile Notifications Profile	Design Applications		
Current Password: New Password:		Forgot your password?		Password Be tricky! Your password should be at least 6 characters and not a dictionary word or common name. Change your password on occasion.
Verify New Password:	Change			Note: If you have trusted a third- party Twitter service or software with your password and you change it here, you'll need to re-authenticate to make that software work. (Never enter your password in a third-party service or software that looks suspicious.)

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mary_grace's settings	
Account Password Mobile Notifications Profile Design Applications	
Use Twitter with Text Messaging! Twitter is more fun when used through your mobile phone. Set yours up! It's easy! Twitter	Text Messaging on Twitter
Twitter is more fun when used through your mobile phone. Set yours up! It's easy! Twitter does not charge for this service. Standard message and data rates may apply.	Setting up your phone allows you to
Country/region United States	Send tweets with text messagir on your phone.
Phone number +1	Receive texts for DMs and the tweets from users you want to b notified about.
	Clicking the phone icon on a users profile page or your followers page sets Tweet notifications for that use
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	Twitter commands Do more than Tweet! Send these commands to Twitter:
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	UNFOLLOW username Stop following a user
	ON/OFF Turn all Tweet notifications on or of
	ON/OFF username Set Tweet notifications for a user or or off (you'll still be following them even if you set it to off)
	GET username Shows you the latest tweet from an user
	RT username Retweet a user's latest tweet
	FAV username Favorite a user's latest tweet
	D username your-message



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Picture	Choose File No file chosen Maximum size of 700k. JPG, GIF, PNG.	Profile This information appears on your public profile, search results, and beyond.
Name	Mary Rotman Enter your real name, so people you know can recognize you.	It helps instantly identify you to those following you, and tells those who aren't more about you.
Location	California Where in the world are you?	Tips Filling in your profile information will
Web	http://igniteshow.com Have a homepage or a blog? Put the address here. (You can also add Twitter to your site here)	help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
Bio	Publicist for @OReillyMedia, working with our books and authors, and getting the word out about @Ignite, a night of passionate presentations.	Your Twitter profile picture helps instantly identify you to those following you—and tells those who aren't more about you.
Facebook	About yourself in fewer than 160 chars.	



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Applications		
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Klout.com by Klout	Revoke Access	Applications you've authorized to use Twitter!
Klout finds the most influential people on every topic		Twitten
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Twitter Chat for Livestream Channel Pages.	HEVOKE ALLESS	settings for their applications here.
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The Basics:



- Sign up for an account
- Edit your account settings & profile
- Find people to "follow"
 - Who does Twitter think you should follow?
 - What are your interests?
 - Which of your friends are already on Twitter?

Who to follow	Search by name of	or topic	Search	You recently followed		
View Suggestions Browse Int	erests Find Friends			-		
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Twitter to see your contacts. You'll only see users who have allowed their accounts to be found by email address. **Don't worry:** we won't share your contacts with anybody or email anyone without your consent.

The NFL on TwitterFollow your favorite NFL team and players.

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- Engage in conversations
 - Tweets



What's happening?

Working on finishing up a presentation for the Windsor Senior Center. Looking forward to talking with them about social media.

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14 Tweet



mary_grace Mary Rotman

rocking my i <3 geeks tshirt today & wondering how many comments i'm going to get. i'm up to 3 so far. #happyfriday 9 Sep



U mary_grace Mary Rotman @jlknott I'd be happy to connect with you re: Ignite. What can I do for you? Or if it's a long question: maryr@oreilly.com /cc @CharlieCurve

8 Sep



mary_grace Mary Rotman FREE webcast w/ @callmeike 9/9: #Android Honeycomb Fragments: Creating Large-Screen UIs for Android Devices bit.ly/rhCynV #androidopen 8 Sep



mary_grace Mary Rotman #ebook pioneer Michael Hart, founder of the Gutenberg Project, died yesterday. Great article from @gnat on O'Reilly @Radar: oreil.ly/qZ3qVO 8 Sep





mary_grace Mary Rotman a good cup of strong coffee makes the mornings run just a little bit more smoothly, and no, i'm not addicted to caffeine. #indenial 8 Sep



gzicherm Gabe Zichermann 11 by mary_grace Join me now talking about #Gamification by Design on the OReilly Webcast: oreillynet.com/pub/e/2004

8 Sep

- Engage in conversations
 - Tweets
 - RTs





nostarch No Starch Press

"The Manga Guide to the Universe is a perfect blend of lucidly argued basics and unfettered, cutting-edge possibility." nostar.ch/r5NWa4

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9 Sep 🏠 Favorite 13 Retweet Shepty

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PragmaticAndy Andy Hunt Perhaps we should replace all of Congress with these folks http://ow.ly/6qffQ Much more enthusiasm, and far better coordinated. 9 Sep sitepointdotcom SitePoint RubySource: Getting to Grips with Blocks ow.ly/1eCx8j 9 Sep nostarch No Starch Press "The Manga Guide to the Universe is a perfect blend of lucidly argued basics and unfettered, cutting-edge possibility." nostar.ch/r5NWa4 9 Sep ManningBooks Manning Publications If you're a Java developer w/ only passing familiarity with Groovy, this app will bring u up 2speed Inkd.in/UHv4bj 9 Sep **Retweet this to your followers?** ManningBooks nostarch "Provisioning an "The Manga Guide to the Universe is a perfect blend of lucidly enterprise applic argued basics and unfettered, cutting-edge possibility." OSG...Inkd.in/m http://t.co/FvcwR5m 9 Sep Cancel Retweet **MicrosoftPress** Press RT @RossMistr #Windows 8 bit.ly/nbinNE #WIN8 9 Sep MicrosoftPress Microsoft Press Microsoft Today's #Ebook Deal/Day: Microsoft #SharePoint 2010

Developer Reference - \$17.99 (Save 50%) bit.ly/oDJm0S

9 Sep

- Engage in conversations
 - Tweets
 - RTs
 - Hashtags



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- Engage in conversations
 - Tweets
 - RTs
 - Hashtags
 - @replies



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Fr	mary_grace Mary Rotman @busynessgirl no problem :) re: your husband's posts I'd say start liking & commenting more. feed seems to show ppl u interact w/ the most. 9 Sep		clos busynessgirl busynessgirl Is there a way to choose who you see in your Fi news feed? Because I'm getting sick of FB	
A r	mary_grace Mary Rotman @busynessgirl step 1: twitpic.com/6ig step 3: twitpic.com/6igl0n hope that he 9 Sep		mary_grace Mary Rotman @busynessgirl You can always hide the ppl that	
f.r	mary_grace Mary Rotman @busynessgirl i don't think there is a "hide all by" should show up once you 9 Sep ☆ Favorite ♣ Reply ☜ Delete		you don't want to see. Click x in right-hand corner>"hide this post">hide all by 9 Sep	
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f.	mary_grace Mary Rotman rocking my i <3 geeks tshirt today & v comments i'm going to get. i'm up to 3 9 Sep		<pre>@mary_grace Mary Rotman @busynessgirl i don't think there is</pre>	
P r	mary_grace Mary Rotman @jlknott I'd be happy to connect with for you? Or if it's a long question: mar @CharlieCurve 8 Sep		a "always show all" option :-/ but "hide all by" should show up once you click "hide this post" ^{9 Sep via web}	
₿.e	mary_grace Mary Rotman FREE webcast w/ @callmeike 9/9: #/ Fragments: Creating Large-Screen U bit.ly/rhCynV #androidopen 8 Sep		 ☆ Favorite	
P e	mary_grace Mary Rotman #ebook pioneer Michael Hart, founder yesterday. Great article from @gnat of oreil.ly/qZ3qVO		Higher Ed Leadership, educational hacker, world traveler & mother to many animals.	

8 Sep

- Engage in conversations
 - Tweets
 - RTs
 - Hashtags
 - @replies
 - DMs


Messages	New Message	Send jlknott a message
susanorlean Susan Orlean 40 minutes ago	1	
jiknott Jessica Knott 9 Sep at 11:03	5	
EaurenTGC Lauren 9 Sep at 10:41	3	<pre>mary_grace ouch. i'm sorry :(sent emails to both contacts hopefully they'll get back to me ASAP. will keep you posted.</pre>
quetwo Nick Kwiatkowski 29 Aug at 14:39	18	9 Sep at 11:03
betsyweber Betsy Weber 29 Aug at 10:24	6	jlknott Yep, both receiver and the mic. So a box and a cabled mic basically. Our video guy is hurting without it :) 9 Sep at 10:43
HHJewelryDesign H&H Jewelry Des 29 Aug at 10:21	^{ign} 1	mary_grace
andrewhyde Andrew Hyde 14 Aug at 23:12	5	Both of my contacts are out for the weekend but I'll follow up on Tuesday if I haven't heard from them. It's a lavaliere mic, correct?
whyisjake Jake Spurlock 29 Jul at 11:22	1	9 Sep at 10:39 mary_grace
ericwenzel89 Eric Wenzel 22 Jul at 14:41	1	hi Jessica! guilty as charged :) sorry about the mic! I'll check in with my contacts at the Fillmore and see what I can find.
Halfdan Sword Guy Dan Meyer 19 Jul at 19:02	1	9 Sep at 10:35
gretchengiles Gretchen Giles 17 Jul at 22:46	1	Hi, Mary! You're good friends with Betsy! Yay! Techsmith is still missing a mic from the event. A Senheiser. Have you any idea where to look
gzicherm Gabe Zichermann 13 May at 06:48	2	9 Sep at 05:51

Twitter

Next Steps:

- Engage in conversations
 - Tweets
 - RTs
 - Hashtags
 - @replies
 - DMs





Why do I want a Google+ account?

- Google+ is similar to Twitter:
 - Follow people that interest you
 - Keep up with recent news
- and similar to Facebook:
 - Post pictures, links, and status updates
- but still unique:
 - Google+ allows you to add friends, coworkers, acquaintances, even celebrities, into specific "circles"
 - These circles allow you to publish information publically, to a whole circle, or privately to just one or two of your friends



The Basics:

• Request an invitation



- Find a friend who already has a Google+ account and ask them to invite you, or to tag you in a post.

The Basics:

- Request an invitation
- Edit your profile











Find people

🔟 Send an email

In Mary's circles (202)



View all »

Have Mary in circles (315)



View all »

Change who is visible here

Mary Ro	otman r. Passionate & driven.	Edit Profile	
Posts About	Photos Videos +1's Buzz	View profile as	
Introduction Publicist by day for O'Reilly Media, working with our books and authors, and getting the word out about Ignite, a night of passionate presentations: http://igniteshow.com By night, I'm a wife, a crafter, and a blogger.		Links Candid & Crafty b YouTube Candid & Crafty Facebook	
Occupation	Publicist	Professional Twit	
Employment	O'Reilly Media Publicist, present		
Education	Cedarville University Comprehensive Communication Studies/Editing & Publishing Rincon Valley Christian School JX Wilson Elementary		
Places lived	Canada United States México E2011 Google		
Work	Email maryr@oreilly.com		
Relationship	Married		
Birthday	February 25		
Gender	Female		
Other names	Mary Thengvall		

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Mary Rotman

Publicist & blogger. Passionate & driven.

Posts	About	Photos	Videos	+1's	Buzz

Your shared albums

Albums are visible only to people they've been shared with.



Photos from posts

Photos of you





S Profile photos 1 photo



S Ignite Boulder 16 35 photos

UPLOAD NEW PHOTOS

View all of your albums >

Edit Profile

View profile as...



S Thengvall Family Ri... 3 photos





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	S II Find people	
	Rotman blogger. Passionate & driven.	Edit Profile
Posts A	bout Photos Videos +1's Buzz	View profile as
Your +1's ap	pear here. +1 the things around the web you like, agree with, or want to recommend	to others. Learn more
	Ignite Great Lakes igniteshow.com Ignite has exploded in the Great Lakes area we have 35 local Ignite events in Wisconsin, Ohio, Michigan, Illinois, Indiana, and Ontario!	×
Think Stats	Think Stats oreilly.com If you know how to program, you have the skills to turn data into knowledge using the tools of probability and statistics. This concise intr	×
Pép obser image surclassie	What's New in ECMAScript 5 - O'Reilly Media oreilly.com This piece details the new parts in ECMAScript 5 that will be implemented by Chakra (Internet Explorer 9), SpiderMonkey (Firefox), SquirreIF	×
Coddog: Research CT 1 + 4 4 V 1 + 4 + 1	Codebox - O'Reilly Media oreilly.com Andrew Odewahn's Codebox series for Make: Online covered a series of projects to help you go a bit further with the Processing language.	×
TON THE	Building Your First Android App - O'Reilly Media oreilly.com Google's Android Mobile operating system has exploded on the scene and is on its way to become the top mobile operating system. In Rags	×
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Google+ 8 11 Find people Click on the parts of your profile you want to edit. Done editing Mary Rotman Publicist & blogger. Passionate & driven. Add some photos here change photo Posts About Photos Videos +1's Buzz \odot Send an email Publicist by day for O'Reilly Media, working with our books and **Q** Links Introduction In Mary's circles (202) S authors, and getting the word out about Ignite, a night of Candid & Crafty b... passionate presentations: You YouTube http://igniteshow.com f Facebook By night, I'm a wife, a crafter, and a blogger. in LinkedIn @mary_grace Examples: survived high school, have 3 kids, etc. S Bragging View all » rights Have Mary in circles (315) S © Occupation Publicist S Employment O'Reilly Media Publicist, present Cedarville University O Education View all » Comprehensive Communication Studies/Editing & Publishing Rincon Valley Christian School Change who is visible here JX Wilson Elementary



The Basics:

- Request an invitation
- Edit your profile
- Create your circles

- Friends: Your real friends, the ones you're comfortable sharing private details with.

- Family: Your close and extended family, with as many or as few inlaws as you want.

- Bloggers, work contacts, colleagues, influencers, etc.









Next Steps:

• Post your first status update





Share



	im d d	
Ø Type or paste a link	Add	
Type or select a circle or person. Or just enter an email address.		
Friends (31) Family (9)		
Bloggers (27) 5 more		
Your circles		
Extended circles		
Public		

Next Steps:

- Post your first status update
- Check your stream
 - +1 posts or comments that you like/agree with
 - Leave comments and contribute to the conversation





Michael Bernstein - 8:35 PM - Public Xeno Phrenia originally shared this post:

h/t to +Adam Jackson for posting the following quote - which prompted me to look up the author - that led me to the link below ;-)

All across America, there are classrooms filled with fifth graders who only know the World Trade Center from pictures. They have achieved the final perfection of George Orwell's vision - we have always been at war with Eurasia - because they have never known a world where... Expand this post »

① The Children of Aftermath | The Smirking Chimp

+1 - Comment - Share



David Shellabarger - 8:29 PM (edited) - Mobile - Public The GDrive exist and is part of Google Docs!

This image shows a message about removing a doc from an account and it appears Google accidentally leaked the name of a new product. Google is calling it "Google Drive" and so far it has only showed up a message that +Don McArthur received when removing a spreadsheet from this Google docs account.

There has been renewed speculation that the fabled GDrive project has been revived recently in a reference to "drive.google.com". http://techcrunch.com/2011/08/31/gdrive-alive/

I think this screenshot proves it is part of Google Docs.

I suspect Google will release Google Drive very soon. Possibly this week.

Don McArthur originally shared this post:

My, my. When I remove a Google Document from the Documents page, look what terminology Google uses in its notification message:

[Document name] has been removed from your Google Drive.

I didn't know I had a Google Drive. The Cloud, Bubba, The Cloud. I wonder what those wizards have in mind.



Brian Jepson - 6:33 PM - Public Thank you!

Jeff DelPapa originally shared this post:

Some pictures from yesterdays Providence Mini Maker Faire. Kudo's to +Brian Jepson for organizing things year in, year out. The site was on a popular route to the WaterFire event, traffic was steady during the day, but once it darkened, the street filled with people walking down the street to the river. There were easily 10,000 people passing thru the event.

I had Frankenbike in a training stand, so... Expand this post »

Maker Faire, Providence RI, 2011 (11 photos)







Security & Privacy

• Don't use the same password for all of your online accounts.

• Don't click on any links unless you know where they lead & the person who sent them to you.

• Anyone's account can get compromised, so if someone you trust sends you a message that you aren't sure about, check with them first.

