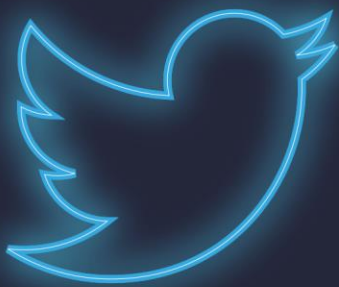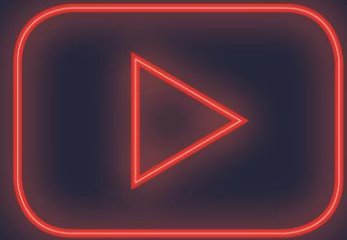# SOCIAL NETWORKING

Made Easy

A COMPREHENSIVE GUIDE ALL ABOUT SOCIAL NETWORKING

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Introductory

Have you ever thought about joining an online social networking community?

If you love meeting new people, there is a good chance that you have given it some thought. Despite wanting to join, there are many individuals who make the decision not to. Are you one of those individuals? If so, is it because you feel overwhelmed? There is literally an unlimited number social networking website out there to choose from and many are full of members.

While you would assume that it is nice to join a social networking website with a large number of community members, some individuals, maybe even yourself, feel that it is too much to handle. For instance, did you know that MySpace, a popular social networking website, has over one hundred million members?

If that isn't overwhelming what is? If you are interested in joining an online networking community, but one that has fewer members, you are encouraged to look for social networking websites that have a particular focus. That focus is often on popular topics, issues, views, and interests.

A social networking website that focuses on one thing in particular is often referred to as a specialty social networking website. This is because, unlike traditional websites, not everyone can become a member. To become a member of a specialty social networking site, you must have an interested in the topic at hand.

These websites drastically reduce the number of members. Although you will have less community members to socialize with, you will find that more have the same interests as you do. In that, a small number of internet users, with the same interests as yourself, is better than millions of members that you don't have anything in common with.

If you are interested in finding a specialty social networking website, you are advised to perform a standard internet search. You will want to search using the words social networking site and whatever else you are looking for. For instance, if you are looking for a social networking website designed just for animal lovers, you may to combine the words social networking with animal

lovers, pet lovers, cats, dogs, and so on. Whether you are searching for social networking websites that focus on a popular hobby, religion, or politics, you are sure to find that you are looking for.

In your search for specialty social networking websites, it is likely that you will come across Facebook or Classmates. Facebook and Classmates are both considered specialty social networking sites because they tend to focus on high school and college students, including those that are attending and those that have already graduated.

Both of these websites work to connect you with individuals that you are currently going to school with or those that went to school with, in the past. If you have already graduated, Facebook and Classmates are great when looking to reconnect with old friends or even make new ones.

Other popular social networking websites focus on religion. Whether you are Christian or not, there are a large number of social networking websites that have a focus on religion. These websites not only allow you to meet other internet users, but they allow you to meet those that share the same beliefs and views as you do.

By using a religious social networking website, such as HolyPal and JesusCrowd, you will not have to spend the time searching for those who are the same religion as you, you will automatically be entering a community where everyone preaches and believes the same things.

As previously mentioned, there are a fairly large number of specialty social networking communities that you can find online. These communities are not just limited to those that are for pet lovers, religious followers, or those looking to reconnect with old classmates, as mentioned above.

With the way that social networking websites have increased in popularity, it is safe to say that you should be able to find an online networking community, no matter what your interests are.

Chapter 1: The Benefits of Signing Up With a Specialty Social Networking Website

Have you ever wanted to join a social networking website before? A large number of internet users have, but not all decide to join one.

If you are like many other internet users, you may be worried about the networks that can be found online. Many of these networks, including MySpace and Yahoo! 360 have rapidly increased in popularity. This increase in popularity has led to a large number of members. In fact, some might say too many members.

One of the many reasons why Yahoo! 360 and MySpace have increased in popularity is due to the fact that they cover a wide variety of different topics, issues, and interests. MySpace and Yahoo! 360 do not focus on one particular group of individuals or one particular hobby. Instead, they invite all internet users to join.

While this may be good, it gives you a wide selection of online friends to choose from, it can also be considered bad. On many of these websites a competition has brewed. That competition has been to see who can get the most friends. This may result in you not really getting an online friend, when you are supposed to be.

If you are looking to join a social networking website that is more focused on creating friendships or partnerships between internet users that have the same interests, you will want to focus on social networking websites that have a particular focus.

Many times, these websites are known as specialty social networking websites. Online, you should be able to find a number of these specialty social networking websites. Many have focuses on important issues, topics, and hobbies, such as pet owners, religion, travel, and much more.

When it comes to many specialty social networking sites, many individuals want to know what sets them apart from the rest. Honestly, it is the community. As previously mentioned, specialty social networking sites tend

to focus on a particular topic, issue, or hobby. This means that if you are a devoted Christian and you would like to speak to other Christians, you will want to join a Christian networking site and so on.

The difference between specialty social networking sites and traditional ones is that you will automatically be paired with hundreds, if not thousands, of other internet users who share the same interests, views, or beliefs as you.

Another one of the many benefits to joining a specialty social networking website is that you are, in a way, safer than those who are members of other networks. Not all, but a large number of specialty networking sites require activation before joining the site. Before activation can occur, many internet users are required to state their reasons for wanting to the join the network or they may be required to fill out a small questionnaire, often pertaining to the social network in question. In many cases, this will help to determine whether or not an internet user really has an interest in the topic focused on by the network in question.

As previously mentioned, specialty social networking websites allow you to automatically be paired with a group of individuals who share the same beliefs, views, and interests as you do. This mean that you don't have to spend hours researching a person or speaking to them, just to learn what they are or are not interested in.

Essentially, this enables you to jump right in and start making friends, almost as soon as you are granted access to the site that you have chosen.

Chapter 2: Who Is Reading Your Personal Information?

It is estimated that each day, a fairly large number of individuals make the decision to join a social networking website.

Social networking websites are websites that allow internet users to easily connect with other internet users, often from all around the world. While social networking websites are a great way to make online friends, or start an online relationship, there are many internet users who are misinformed when it comes to social networking websites. That misinformation is largely centered on who can see their personal information.

Since a social networking website is often compared to a community, you would assume that only other community members would be able to read your personal information, right? In the real world, an unknown individual cannot just decide that they want to move into your neighborhood and live in your front yard, spying on your every move, so why should it happen online?

If that is your way of thinking, you are wrong, in most cases. Unfortunately, many internet users are largely unaware of the fact that just about anyone can view their social networking profiles, including non-community members.

As previously mentioned, there are a large number of social networking websites that allow anyone one with internet access to view the profiles or profile pages of their members. In fact, the number is higher than you may have ever imagined.

At the current time, just a few popular of the social networking websites that allow any internet user to view your profile include Yahoo! 360, FriendFinder, FriendWise, and MySpace. With a simple click of the mouse, information that you thought was private is no longer. That is why it is important that you examine what is actually posted in your profile or on your personal profile page before publishing it.

Although being cautious may take away from the fun of joining a social networking program, you are advised to be cautious. This cautiousness may help keep you safe. When building your social networking profile or profile page, especially on a website that anyone can view, you are advised to carefully select the pictures that you post.

If you post a personal picture of yourself, you are advised against posting your full name and, especially, your address. With a picture, your full name, and your address, an internet user with devious thoughts could spell trouble.

If you are one of the many social network users who wants to display your information, you are encouraged to learn more about private profile settings. Private profile settings will limit the number of individuals who can view your website.

Although your profile's private setting may prevent other network members from seeing your profile, it will also prevent anyone else from seeing it. The only catch with doing this is that since other community members cannot see your profile, you will have to be the one to contact with any new friends that you would like to invite to your network.

In addition to joining a social networking website that allows you to set your profile as private, you can join a network that automatically has profiles set as private. These social networking websites include, but are not limited to, Orkut and Facebook. With Orkut and Facebook, your profile will only be seen by other members.

In fact, Facebook also limits the members that can see your profile. This is done to help ensure your safety online. However, as with all other social networking websites, it is fairly easy for you to make online connections and friends, but, in a way, these private profile networking sites are a safer way to make those connections.

Now that you know exactly how social networking websites work and who can gain access to your personal information, you should know what you should and should not put in your profile or on your profile page. Although you are not required to change your information, you should at least think about it. As the old saying goes, you never know who is watching you.

Chapter 3: Accounting – All Businesses Need One

As business becomes more and more global, and complexities continue to emerge, certain fields have gained prominence in today's career market. One of these is accounting.

Accounting is a very conceptual career or task, more a question of information handling than any hands-on approach to product development. However, as trends change, accounting is becoming a little more diverse and less just a question of 'crunching numbers'.

These days, there are specific kinds of accountants who do separate jobs as part of a given company. There are accountants who monitor spending and resource use; these are called 'audit' accountants. Then there are other professionals who use accounting information to guide procedures and to facilitate decision-making, and these are referred to as 'management' accountants.

One could say that while audit accountants are involved in book-keeping history, management accounting is a process of looking to the future to try to foresee events and plan for these in terms of a company's resources. 'Ledgers' and classic ideas of accounting belong more to audit accounting, while management accounting deals directly with the machinery of a firm.

Both positions require people skills and analytical skills; both types of accountants need to know how to use computers. Spreadsheet software like Microsoft Excel is popular in keeping accounting information available in a flexible format.

As to the issue of how the two are related, audit accounting is often considered more essential to small businesses. A small business may not need any more oversight than the owner or general manager can provide, but someone always had to keep the books.

Also, in management, the old adage may apply that 'too many cooks spoil the broth'. Management accounting seems to be a more useful role in large

companies that need many consultants to micro-manage a variety of projects.

In general, accounting is becoming a popular career choice. Some may shy away from it due to an aversion to how accountants have been described in the past. Some people 'don't like numbers' and consider accounting work to be unbearably dry or tedious.

Others, however, have already completed their degree to become a CPA (Certified Public Accountant) and these may find themselves well placed in high-profile audit accounting positions. For others, management accounting provides a new look at a classic career.

Either way, the study of this valuable field can be a good way to get into a certain kind of company. many companies are hiring temporary accountants, and the abundance of opportunities means that employers and university graduates may be able to find each other through the phenomenon of accounting, as the majority of businesses turn their efforts toward the study of resource allocation, asset management, or more simply, crunching numbers.

Chapter 4: Staying Safe with Social Networking Websites

When it comes to internet safety, a large amount of focus has been placed on teenagers and the use of social networking websites.

Although it is important for teenagers to be careful when using these popular websites, they are not the only ones who should be concerned with their safety. If you are an adult, who enjoys networking online, you should also be cautious when it comes to meeting and communicating with other internet users.

Although social networking websites are a great place to meet other internet users, especially ones with interests that are similar to yours, they can also be dangerous. In recent years, there have been numerous reports of instances when individuals were harmed when they went to meet an individual that they met on an online social network, which includes dating websites.

If you are not careful and cautious, the same thing could happen to you. This does not mean that you should be filled with fear; however, it does mean that you need to be cautious online.

One of the many ways that you can protect yourself, when it comes to using online social networking websites, is by watching what you post online, particularly in your profile. You may not know this, but a large number of networking sites, including MySpace, FriendFinder, and Yahoo! 360 allow all internet users to see your profile or profile page.

These internet users do not necessarily have to be a member of your online community. This means that although your networking community may be safe, there are still unsavory individuals out there who could easily obtain your personal information.

In addition to the information that you make available to other internet users, including member profiles, you are advised to be cautious when making contact with other internet users, especially those that contact you. A large number of social networking websites have open memberships.

Essentially, this means that anyone can easily join and become a member. Just because someone says they are who they are doesn't necessarily mean that they are telling the truth. If at any point during your conversations you feel that you are speaking with someone who is making you feel comfortable or not telling the truth, you are advised to end your conversation.

For many individuals it is enough to chat with others online, but for some it is not enough. Whether you are asked to meet with an online friend or if you initiated the meeting yourself, you are advised to be cautious. You will not want to meet with an individual who you have only known online for a short period of time.

For safety reasons, it is advised that you speak with one of your online friends at least a month before agreeing to meet with them. If and when that meeting does take place, you are urged to have it in a public place. That way if your meeting does not go as well as you had originally planned, you will be able to ensure your safety by having others around you.

The above mentioned precautionary measures are just a few of the many that you should take. Although you may be worried about hurting someone's feelings or losing an online friend, you shouldn't be. Your safety is far too important to be concerned with what others will be thinking or feeling.

Chapter 5: Social Networking Sites to Find Dates

Have you been looking for love, but in all of the wrong places? Many singles are fed up with the traditional bar scene; therefore, many are looking for alternatives when it comes to meeting and possibly falling in love with someone.

One of those alternatives is online dating. Online dating has skyrocketed in popularity. Millions of Americans have turned to the internet in hopes of finding love. If you are thinking about doing the same, you may be wondering if it is really worth it. To determine whether or not it is, you are advised to examine the advantages and disadvantages of online dating.

Before you can begin to examine the advantages and disadvantages of using your social networking website for dating, it is important to remember one thing. There are two main types of social networking websites. The first type is often classified as traditional networking websites. These websites are websites that tend to have an open membership.

An open membership means that anyone can join them. The second type are known as specialty social networking websites. Specialty social networking websites tend to focus on a particular topic or interest, such as online dating.

One thing that you may not know about online dating and social networking is that they are almost always connected. When many individuals go in search for love online, many head to online dating websites. Did you know that online dating websites are actually socially networking websites?

What sets online dating websites apart from traditional social networking sites is that all of the individuals who are a part of the online community are looking to find love. In fact, that is one of the many advantages to using social networking websites, especially those with a focus on relationships.

When you join a traditional social networking site, one that allows all different types of internet users to join, it is often hard to tell what many are looking for. A large number of network users are looking for love, but many

more are only looking for friendships. Online dating websites help to eliminate confusion and awkward moments, especially when approaching someone who is not interested in starting a relationship.

Another one of the many benefits to using online social networking sites to find a date is that you literally have an unlimited number of different choices. Social networking websites have expended overtime.

In fact, many networks have as many as a million members. This means that if you are looking for love online, there is a good chance that you can find a love interest online. In fact, you could probably find more than one!

Although social network dating has its advantages, there are disadvantages as well. One of the main disadvantages is the cost of using the networks service. As previously mentioned, online dating websites are the best type of social network to join, especially if you are looking for a romantic partner.

Unfortunately, unlike most traditional networking sites, most dating sites require a paid membership. To many this membership is worth the cost, but overtime it could get quite expensive and you are not guaranteed any results.

In addition to the cost of dating online, there are a large number of safety concerns that could be considered disadvantages as well. Unfortunately, the internet has made it easy for individuals to claim to be someone who they are not.

Essentially, this means that you could be starting an online relationship with someone who is not as they look in their photos or their personality is not as they described to you. While this will not only lead to disappointment when you find out, it could also lead to danger.

There have been numerous reports of instances where online dates resulted in abuse or murder; therefore, you are always urged to be careful and meet your dates in a safe, public place.

The above-mentioned advantages and disadvantages of social networking dating are just a few of the many. One you have examined all of these advantages and disadvantages, you can compare the two. If you find that the advantages outweigh the disadvantages then social networking and dating might be right for you.

Chapter 6: A Popular Social Networking Website

Individuals, of all different ages, enjoy meeting and communicating with other internet users.

Despite the fact that individuals of all ages use the internet to socialize, there are certain groups of individuals that do more than others. Those groups of individuals include students, both high school students and college students.

For that reason, it is only fitting that there should be a social networking website that has a focus on these particular individuals. That networking website is known as Facebook.

Facebook may not be as well-known as other popular social networking websites, such as Yahoo! 360 or MySpace, but it is still popular. That popularity is mostly among high school students and college students, mostly because Facebook focuses on these individuals in particular.

With Facebook, you are required to register for a specific network. That network can either include the high school or college which you attended or are currently attending. Once you have joined the website, you should easily be able to make contact with others who are in the same network.

The network in which you join can be considered an advantage of Facebook, as well as a disadvantage. See, Facebook does not work like most other social networking websites. Instead of being able to communicate with all site members, you are limited to contact with those that are in your particular network, the high school or college you that selected. The creators of Facebook state that this is for your own safety.

Although it is safer for your profile and personal information to be viewed by a small number of individuals, you may not necessity want it to be that way.

Although a large amount of focus is placed on high school students and college students, Facebook has added another popular feature to their website. That feature is workplace networks. By joining a specific workplace

network, you will be granted access to other community members who work for the same company as you. This feature is nice, especially since many companies have become large corporations or expanded across the country. You may be able to make contact and become friends with a long-distance coworker that you never knew you had.

Another aspect of Facebook that you may find inconvenient is their lack of available information, before you decide to become a community member. When viewing their online website, which can be found at www.facebook.com, it is hard to tell whether or not the site is free to use. Most online social networking sites will make this known right up front, but Facebook does not.

Aside from the price, you should easily be able to obtain additional information on Facebook, before making the decision to become a member. This additional information may include how Facebook works, why you should become a member, how the invite process works, and general rules and restrictions that are in place.

If you are interested in joining the Facebook community, you should do what you should do with all other social networking websites, research. By taking the time to research and examine everything that Facebook has to offer, you should be able to decide whether or not this popular networking community is what you were looking for.

There is a good chance that it will be, but if not, do not worry. There are literally an unlimited number of other social networking websites that you can join.

Chapter 7: Using Social Networking Websites to Promote Your Blog

Do you know what the main purpose of a social networking website is?

If you are an avid internet user, you likely do. Social networking websites are online communities that make it easier for internet users to meet and communicate with each other.

If you are an internet user who enjoys using the internet to meet new people, there is a good chance that you already belong to a social networking website. What about an online blog? Do you have one of them? If you do, do you know that you could use your social networking website to promote your blog?

Promote your blog? Why would you want to do that? Honestly, if you have to ask yourself that question you probably shouldn't even have one. The whole purpose of a blog is to document your thoughts, views, and opinions on a particular topic, issue, or subject. What good will your blog do if no one reads it.

In addition to sharing your thoughts with the rest of the world, did you know that you could also make money from your blog? You can sign up for affiliate programs or other programs like Google AdSense. If you are using your blog to make money then you will defiantly want to promote it.

When it comes to promoting blogs, there are many blog owners who decide to let the search engine do the work for them. Search engines, such as Google, Yahoo, and MSN use special techniques that reads the content on your website. That content is then used to rank your website with particular keywords.

This means that you run a blog on graduating from high school in New York, there is a good chance that your blog will appear in searches done on New York high schools. Although many blogs are successfully ranked in search engines, not all are. That is why you are advised against relying solely on search engines, when it comes to promoting your blog.

As previously mentioned, if you love meeting with or talking to people online, there is a good chance that you belong to a social networking website or community.

The individuals that you talk to and that are in your community are likely the individuals that you wish to target. Since most social networking websites work to connect internet users who have the same goals and common interests, there is a good chance that your online friends will enjoy reading your blog. But, before they can read your blog, you have to let them know that it exists.

When it comes to promoting your blog on social networking websites, you have a number of different options. Your first option is to include a link to your blog in your community profile or profile page. This will allow other community members to checkout your blog, only if they wish to do so.

The other way is to inform your online friends of your blog through private messages. Once you join a social networking website and create or join a network of friends, you should easily be able to communicate with those friends.

Sending each of your friends a private message with information and a link to your blog tends to be more effective than just placing a link in your profile or on your profile page.

Although there is a good chance that you are already a member of a popular social networking website, you may not be. If you are not already a member, but would like to become one, you will need to find a social networking website to join. This can easily be done with a standard internet search.

In your search, you will likely find a number of popular network sites, such as MySpace, Facebook, FriendFinder, Yahoo! 360, and Orkut. Before becoming a community member at one of these networking sites, you may want to first examine the website to ensure that it is everything that you want it to be.

As you can easily see, there are a number of different ways that you can go about promoting your blog on online social networking websites. You never

known, but, in addition to promoting your blog, you may also make new friends along the way.