Macaholics UNANIMOUS

Social Media: *Facebook & Twitter*

by Sue Beal

We had a great turnout in March to hear Phil Weydener on the social media phenomenon. People are using Facebook and Twitter to keep in touch, to share information, and to promote business. Some of us, like me, didn't even know what they were; others in the room were active users. We had a fun evening with some lively discussion, and everyone learned something!

Social Media

What is social media? Simply internet sites that encourage people to interact on a social level. Businesses may also use them, but the focus is social. Sites like Facebook, Twitter, MySpace, Flickr and YouTube are some of the best-known social media sites. Our evening primarily focused on Facebook with a nod to Twitter.

Facebook

Facebook is at www.facebook.com. You go there and sign up to get an account...but what is it exactly? Wikipedia says: Since September 2006, anyone over the age of 13 with a valid e-mail address can become a Facebook user. Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by workplace, school, or college. The website's name stems from the colloquial name of books given to students at the start of the academic year by universities with the intention of helping students to get to know each other better.

The website currently has more than 400 million active users worldwide! A January 2009 study ranked Facebook as the most used social network worldwide, followed by MySpace. Entertainment Weekly put it on its end-of-the-decade 'best-of' list, saying, "How on earth did we stalk our exes, remember our co-workers' birthdays, bug our friends, and play a rousing game of Scrabulous before Facebook?"

Personal or Business?

Facebook can be presence for a business to stay front-of-mind with clients and customers. Phil says you need to think about how you'll use your Facebook account before you sign up; you can get a business account or a personal one, but once set up you can't switch from one to the other. Personal

Phil Weydener is the new CAO/CIO for Schooner Seafoods (The Fish House & Encore) in Key Largo. He has an impressive resume of systems work. Following the Marines, he worked at Holiday Isle in the late eighties, Coast to Coast Technologies in Tavernier in the late nineties, and for Pitney Bowes from 2004 to 2010. He was so gracious to come and share his knowledge with us! Thanks, Phil!

Thursday, April 8 at 7pm, KL Library Community Room:

A showing of the CNBC Documentary
Planet of the Apps
& Group Discussion of YOUR favorite iPhone Apps!

This is a meeting that has been months in the making! First we'll watch the 43-minute documentary from CNBC that first aired in January, which talks about the phenomenon and the business of Apps. We've been wanting to do an App meeting for months and months, but have always been stymied as to how to show you iPhone Apps... you can't connect a projector to an iPhone and show what it's doing in the App world. So we will forgo the demonstration part and after the break we'll ask you participate by naming your favorite apps, telling us what they do for you and why you love them.

Bring your PC friends, this one applies to everyone. Special thanks to Emilie Stewart for her work helping us get the documentary!

Beginners: Come at 6:30 and bring your Mac and your questions. There will be some experienced users there to help for the half-hour before the formal presentation starts!

QUIZ: Planet Of The Apps

We've all seen them. People riding the bus, standing in line or walking down the street, oblivious to the world around them as they fidget with their iPhones. They're not just checking e-mail any more. They could be doing almost anything, from invoicing a client to editing Christmas videos to learning verb tenses in Mandarin Chinese.

This is all possible thanks to the multitude of applications --- or "apps" --- now available for handheld devices How much do you know about apps? Take the quiz and find out.

http://www.cnbc.com/id/34418984

Phil played to a packed house, and the group was a lively one, contributing to the topic.

accounts have "friends," and business accounts have "fans."

Website versus Facebook

What's the difference between having a website and using Facebook? Phil explains it this way: websites are static. Sure, they can be changed, but generally it's time consuming and somewhat difficult. The information on them is, and should be, constant. Facebook is less formal and much easier to update. It's quick and easy to change, and change is what it's all about — keeping it fresh and interesting.

Phil also mentioned that he doesn't like to constantly bombard his customers with emails. Facebook is a way to avoid that and let people see what's going on without filling up their mailboxes. *(I wish a few of the organizations that email me daily would figure that out!)*

The Wall

The page that comes up when you open Facebook is called "the wall." This is where you post comments and news, photos, graphics, special offers or whatever you like. People come and look at your wall, and members can leave comments.

Privacy

Some folks want to share with family and close friends but not just anyone. There are privacy settings that you'll see when you set up your account. You can control whether your page is visible by just anyone and you also control who can post on your site.

Friend Request

Once you set up your page you can send a Friend Request to everyone in your email address book. This is an email that invites them to your page to sign on as a friend or fan. You allow each Friend in, on an individual

This is the Fish House & Encore "wall" on Facebook. Although I am not a Facebook member I Googled them and was able to view their page. To interact, I'd have to join.

basis, which means that if you get a request from someone you don't want in, you can choose NOT to let them in. Or simply ignore the request.

Caveats

The crowd discussion of privacy got pretty lively. A few good points came up.

- If you get a popup that asks you to open up all your friends to see each other, check delete and ignore it. It violates your friends' privacy.

- If you get an email from someone on Facebook directing you to go to YouTube and view something, DO NOT CLICK ON IT! It's a viral email that will replicate itself to all your email addresses.

- Never accept a Friend invitation from someone you don't know personally. (Of course, fans are different in this regard.)

- Got a Friend who talks too much, and you're not interested any more? You can hide their posts and you'll never have to see them again (and the person won't know).

Business Tip

Someone asked how they would ever find the Fish House Facebook page if they didn't already know about it. Phil answered that Facebook is not the best way to attract a new customer to a business. The website works for that. Once on the website there is a button/link that allows the person browsing to become a Facebook fan.

Phil encourages you, as a business Facebook user, to avoid bombarding people with information, but to make

available discounts and special offers to your fans. It keeps them coming back and lets you know your social media marketing is working.

Chatting and Messages

You can chat with a friend or fan privately by using the New Message button of the Facebook wall. There is also a Chat button at the bottom of the page that will pop up a menu and tell you who, of all your Friends, are currently online. If you value your privacy you can set so that others don't know when you are online. (Go to Chat > Options> Offline.)

Poked?

You can "poke" a friend. This sends an email to remind them to come and play with you on Facebook. Of course, they can choose to ignore you!!

Ways to Waste Time

You might find that Facebook eats up a lot of your life. You might find that some of your friends and family have no life other than online. You may find out things about your friends and family that you never really wanted to know (ask John Thomas for his story)! All this comes with the mixed blessing that is Facebook.

There is a host of add-ons to Facebook that will help you play games and waste even more time. Farmville is a popular one, where people have virtual farms and discuss what they're planting and what their animals are doing. There's a dating/matchup service add-on, and many, many more. You choose which of these add-ons you want to invite into your life.

Twitter

Twitter is rapid and immediate. Wikipedia calls it a social networking and microblogging service that enables users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's

"Okay, Marlon...
...this Twitter thing has gone far enough."

Here's what people are saying on Twitter about Mac User Groups as I write this.

subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Since its creation in 2006 by Jack Dorsey, Twitter has gained notability and popularity worldwide.

> "What we do is deliver to people the best and freshest most relevant information possible. We think of Twitter as... an information network. It tells people what they care about as it is happening in the world."
>
> —*Evan Williams*

Are you curious about what people are saying about the latest celebrity misstep or news event? Just go to Twitter and type it into the Search field, and the Tweets will pop up! You can even put in your name and see if they are talking about you!!

If you want to get more involved, sign up and click "Follow" and you'll begin receiving other people's Tweets. Or you can have followers who sign up to hear what you have to say. ⅏

The Joy of Tech™   by Nitrozac & Snaggy
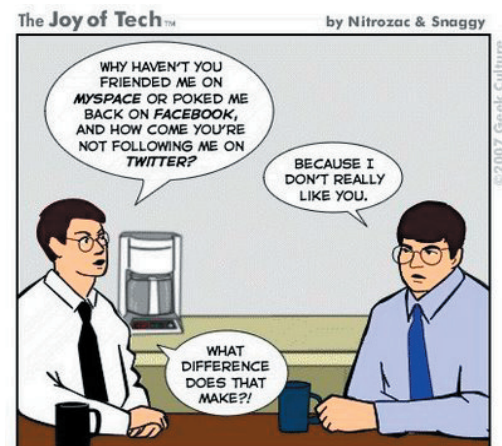
Would it kill you to update your Twitter status if you're going to stay out so late?

Tip from Nancy in New York

Nancy Dillingham wrote:

Interesting little video clip on Apple, innovation and the iPad:

http://www.appleinsider.com/articles/10/03/05/transparent_house_creates_anatomy_of_apple_design_ipad_tribute.html

And she added: Our friend Janet enjoyed the user group. We saw her picture in the newsletter with the new-bies! *Nancy*

Tips for a tidier Mac

Clean up your cables, clear out old data, and get organized

by Christopher Breen, Macworld.com
sent in by John Hammerstrom

Spring may be in the air, but if you've spent a long winter packing your Mac with applications, files, and folders, there's a good chance it could use a stern cleaning. These tips will help you do just that. (Need more spring cleaning tips? Check out our recent story "Unclutter your hard drive".)

Tackle cable and peripheral clutter

If you haven't taken a peek at the back of your iMac or Mac Pro lately, now's the time. Trace the many cables you find back there and see where they lead. You may discover USB cables connected to nothing whatsoever or to a spare photo printer that you haven't used all year or to that hard drive that contains nothing more than a copy of your files from the OS 9 days. While you're in rummaging mode, check any power strips to see if they're connected to power supplies that aren't serving a useful purpose. And before you leave the scene of the crime, untangle the cables you find and make sure you haven't created a conga-line of power strips—one connected to the other—which may be a fire hazard.

Really take out the trash

Just about every Mac user is aware that the items tossed into the Trash remain there until you choose Empty Trash from the Finder menu (or click and hold on the Dock's Trash icon and select Empty Trash from the menu that appears). Fewer, however, know that some applications maintain a trash of their own that, left unemptied, can also add unwanted bloat to a Mac. iPhoto is the first place to look. When you delete pictures and movies, they go into iPhoto's Trash—located in iPhoto's sidebar—where they remain until you

Control (right) click on Trash and choose Empty Trash.

Mail has a Trash too, though, by default, Mail is configured to dispose of messages after a month. You can get rid of them sooner by opening Mail's preferences, selecting the Accounts tab, selecting an account, clicking on the Mailbox Behaviors tab, and choosing a different option in the Trash area of the window. Your choices are Never, One Day Old, One Week Old, One Month Old, and Quitting Mail. To delete all trashed message immediately, Control (right) click on the Trash icon in Mail's sidebar and select Erase Deleted Items.

Deal with duplicate data

If you've been using the same Mac and account for a while, it's likely that you have duplicate items cluttering up your computer. Fortunately some applications have built-in tools for dealing with those duplicates.

Clean out a cluttered Address Book by dealing with all the duplicate entries you've got for contacts.

For example, open Address Book and choose Card -> Look for Duplicates. Address Book will do exactly that and eventually produce a sheet that details the number of duplicate cards and duplicated entries. Click Merge and the information from cards deemed duplicates will be merged into a single card.

You can also identify duplicates in iTunes. Launch iTunes, hold down the Option key, and choose File -> Show Exact Duplicates. iTunes will create a list of tracks that have the same track title, artist, and album. You're welcome to identify those you don't need and toss them out.

Archive old messages

If you're an e-mail packrat, you probably have years of old messages that you'll never read again. You can honor your inner packrat by holding on to these communications while, at the same time, trimming down your Inbox. One way to do that is to create a new mailbox by clicking on the Plus (+) icon in the bottom left corner of the Mail window, dragging your old messages to the resulting mailbox, and then Control (right) clicking on that mailbox

"Every component of this project, from photo editing to design to video, was created entirely on a Mac."
Rick Smolan

Photo credit: Kaveh Sardari, www.sardari.com

What is Rick Smolan doing these days?
sent in by Karen Beal

Rick Smolan: "The Obama Time Capsule" http://www.apple.com/pro/profiles/smolan/
Rick is the son of former UKMUG members Marv and Gloria Smolan, of Ocean Reef.

Try this one— it's less buggy.

This cartoon was sent in by John Cooper, and several of our members mentioned it or showed it at the March meeting. It hit a nerve!

Tips for a tidier Mac

continued from page four

and choosing Archive Mailbox from the contextual menu. A sheet will appear, asking where you'd like to store your archive. Once you've successfully created the archive you can safely delete the messages from Mail.

Clear the decks

Many Mac users believe the Desktop is the perfect place to store files. After all, it puts the files you use most often front and center. The problem is that the Finder treats any folder or file on the Desktop as a window. That window designation is benign if you don't have many items on the Desktop, but clutter it with files and folders and the Finder will slow significantly. If you've noticed that the Finder has become pokey and you have a lot of items on the Desktop, there's your answer—too much clutter. It's time to pick up your junk and put it in its proper place. Speaking of which....

Organize your stuff

Apple provides a simple and intuitive file structure for storing stuff—your user folder and folders within it for documents, downloads, movies, music, and pictures. If you're constantly dashing to Spotlight to find your files, your Mac's probably not as organized as it could be. Don't spend time coming up with your own elaborate filing scheme, just try placing items in the folders designed for them. 𝑀𝑈

THANK YOU KAREN BEAL for taking photos at UKMUG meetings! *Please, anyone who has a digital camera or iPhone is encouraged to snap a shot or two and send it in!*

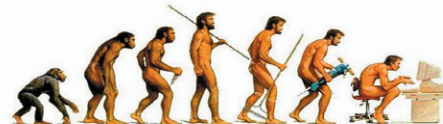**4 articles on social media & your business (handed out at the March meeting)**

http://www.practicalecommerce.com/articles/1453
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iPad... the large print edition of the iPhone!

iMac iPod iPhone iPad iBroke

Evolution

(or is it?)

Lodging/Rental Needed - Request from an UKMUG Member

My lovely neighbors, Hank and Bobbie Freeland are looking for a 3+bedroom home for their son to rent for a year. He was just furloughed from American Airlines, and has 3 sons, no pets, and a lovely wife. Moved here last year from Pensacola, and the home there is on market. He lost his rental in Key Largo to a sale...and wants to remain here in Keys and keep his sons in school here and find new business etc. This would be a wonderful opportunity for someone to rent their home to a lovely family, qualified renter...no agent.. they have furniture if needed, and as I understand they are willing to pay in advance. They want a nice home, but not a mansion—if you know what I mean. Please contact me. My email is <toby47@mindspring.com> and my home phone is 305-853-0012...and I can pass along his contact info. Thanks so much, *Toby Schubert.*

Friends don't let friends use Windows.

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 Apple User Group   Upper Keys Mac User Group Meeting

A showing of the CNBC Documentary

Planet
of the
Apps

Followed by group discussion of YOUR favorite iPhone Apps

PC & Mac Users Welcome

7PM
Thursday **Apr.8**

Key Largo Library Community Room,
MM 101.4 Oceanside Tradewinds Plaza

Hosted by the Upper Keys Mac User Group

Come at 6:30 for Help for Mac Beginners: Bring your laptop and your questions; for a half-hour prior to the main meeting we'll have experienced folks available to help !

Free and open to the public!

 Apple User Group **All Interested Parties Welcome! • Q & A**
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Upper Keys Macintosh Users Group
For more info call Sue at 451-4601

The Upper Keys Macintosh Users Group is a **non-profit organization** promoting the use and enjoyment of personal computers through networking, information & education. This forum is offered as a free public service.

Come at 6:30 for the Beginners Circle:

New! Bring your laptop and your questions at 6:30, and for a half-hour prior to the main meeting we'll have experienced folks available to help, one on one, or in small groups.

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**219 Second St. • Key Largo FL 33037
(305) 451-4601 • ukmug@bellsouth.net**