

# Social Media: Work, Not Play

Compiled by Laura L. Barnes, M.S.L.I.S, Illinois Sustainable Technology Center.  
lbarnes@istc.illinois.edu

---

## Social Media Guides and Tutorials

7 Ways to Promote Your Offline Event Using Social Media  
<http://mashable.com/2010/02/09/promote-offline-event/>

### Federal Government Agencies

- DOE Energy Efficiency and Renewable Energy  
<http://www.eere.energy.gov/socialmedia/>
- Centers for Disease Control  
<http://www.cdc.gov/socialmedia/>
- U.S. EPA  
<http://www.epa.gov/epahome/socialmedia.html>

Social Media and Web 2.0 in Government

[http://www.usa.gov/webcontent/technology/other\\_tech.s.html](http://www.usa.gov/webcontent/technology/other_tech.s.html)

Web 2.0 Governance Policies and Best Practices

<http://govsocmed.pbworks.com/Web-2-0-Governance-Policies-and-Best-Practices>

## Privacy Considerations

Choose Privacy Week Video

<http://vimeo.com/11399383>

HOWTO: Maximize Facebook Privacy (EFF Video)

<http://www.youtube.com/watch?v=TGkUA84ftYU>

### The Library of Congress and Twitter

- FAQ  
<http://blogs.loc.gov/loc/2010/04/the-library-and-twitter-an-faq/>
- How Tweet It Is!: Library Acquires Entire Twitter Archive  
<http://blogs.loc.gov/loc/2010/04/how-tweet-it-is-library-acquires-entire-twitter-archive/>

Privacy in Social Software

<http://fstutzman.com/2010/04/19/privacy-in-social-software/>

Protect Your Privacy on Facebook and Twitter

[http://www.pcworld.com/article/172604/protect\\_your\\_privacy\\_on\\_facebook\\_and\\_twitter.html](http://www.pcworld.com/article/172604/protect_your_privacy_on_facebook_and_twitter.html)

Quick Tutorial: Adjusting Facebook Privacy Settings for Places

<http://www.thehappyaccident.net/quick-tutorial-adjusting-facebook-privacy-settings-for-places/>

## Web 2.0 Statistics

Hitwise Data Center

<http://www.hitwise.com/us/datacenter/main/dashboard-10133.html>

Insights on the Emerging Mobile App Economy

[http://blog.nielsen.com/nielsenwire/media\\_entertainment/insights-on-the-emerging-mobile-app-economy/](http://blog.nielsen.com/nielsenwire/media_entertainment/insights-on-the-emerging-mobile-app-economy/)

### Pew Internet and American Life Project

- Main Site  
<http://www.pewinternet.org/>
- Infographics  
<http://www.pewinternet.org/Infographics/>

Purcell, Kristin. "My Digital Library: Leveraging Today's Mobile and Participatory Information Ecosystem."

Presented at *Digital Libraries à la Carte 2010*: Tilburg University, the Netherlands, 26 - 30 July 2010. Online at <http://pewinternet.org/Presentations/2010/Jul/Digital-Libraries-a-la-Carte.aspx>

Social Media still on rise: Comparative global study

<http://www.trendspotting.com/blog/?p=351>

Social Technographics: Conversationalists get onto the ladder

<http://forrester.typepad.com/groundswell/2010/01/conversationalists-get-onto-the-ladder.html>

Wikipedia:Statistics

<http://en.wikipedia.org/wiki/Wikipedia:Statistics>

YouTube Fact Sheet

[http://www.youtube.com/t/fact\\_sheet](http://www.youtube.com/t/fact_sheet)