

Sosiaalinen media. Osa II : konkretiaa. Miten viestin verkossa?

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2. Mikrobloggaus
3. Yhteisö- ja verkostopalvelut
4. Verkkosyötteet
5. Virkamies verkossa
6. Lopetus

Esittäydyn



I. Huomioita sosiaalisesta mediasta



Sosiaalinen media on “prosessi, jossa yksilöt ja ryhmät rakentavat yhteisiä merkityksiä sisältöjen, yhteisöjen ja verkkoteknologioiden avulla”

Kalliala, Eija & Toikkanen, Tarmo: Sosiaalinen media opetuksessa. 2009

”..tietoverkkoja ja tietotekniikkaa hyödyntävä viestinnän muoto, jossa käsitellään vuorovaikutteisesti ja käyttäjälähtöisesti tuotettua sisältöä ja luodaan ja ylläpidetään ihmisten välisiä suhteita”

TSK Sanastokeskus: Sosiaalisen median sanasto
http://www.tsk.fi/tiedostot/pdf/Sosiaalisen_median_sanasto

Video

Social Media Explained Visually



2. Mikrobloggaus

The screenshot displays the Twitter homepage with the following content:

- Search:** A search bar with the text "What's happening?"
- Navigation:** Home, Profile, Messages, and a user profile icon for "aunant".
- Timeline:**
 - tarmotoikkanen** (Tarmo Toikkanen): "Interaktiivisen valkotaulun (IWB) *virallinen* suomennos on kosketustaulu. #koulut" (49 minutes ago)
 - jjmajava** (Jere Majava): "Ouch! Kudos for linking to that RT @nokia Check out our response to the lack-of-N8-review @gizmodo http://gizmo.do/axUeAb. #N8" (1 hour ago)
 - jjmajava** (Jere Majava): "Kicking the Kindle DRM on the nuts. Sue me." (1 hour ago)
 - jjmajava** (Jere Majava): "Kiit! @nokia! http://bit.ly/cdsCsm" (1 hour ago)
 - davewiner** (Dave Winer): "The future of technology is in the hands of people who live with its limits." http://r2.ly/5j2m" (1 hour ago)
 - jjmajava** (Jere Majava): "Thx for the ticket, but I wont be able to make it after all, giving someone else a shot #TEDxHelsinki" (1 hour ago)
- Right Sidebar:**
 - Your Tweets 82:** "3 Sep. #Gmail Priority Inbox - I just activated it and the the video is cool too! http://t.co/x8fTz3x via..."
 - Following 23:** A row of profile icons.
 - Followers 45:** A row of profile icons.
 - Favorites 1:** "aunant 25 years of..."
 - Listed 5:** "Recently listed in: COP, Powerpoint - more cons than finland7, Uni.Helsinki, pros? http://cio.us/q3nka... Opetusteknologiakeskus, luennoja"
 - Trends:** Worldwide - change, SHINee won, Layton, Rooney wants #helloshineinki, Fenomena Alay, #top10rappers, Alex Ferguson, Damn High, #mufc
 - Who to follow:** Suggestions for you - refresh, naimul, WeAreMeego, yfd, problogger
 - Twitter for iPad:** n. the official Twitter app for iPad.
 - Footer:** About - Help - Blog - Status - Jobs - Terms - Privacy - Shortcuts, Businesses - Media - Developers - Widgets - © 2010 Twitter

twitter

- viestit eli "tweetit" max. 140 merkkiä
- julkisia
- muita ihmisiä kontakteiksi
- omat ja muiden twiitit muodostavat virran
- suodatusta hashtageilla esim. #sometu

Realtime results for #sometu



teemul Tänään klo 14 ilmainen ja avoin online seminaari: "Wikipediaan kirjoittaminen": <http://connect.ilonait.fi/avo> #avohanke #sometu
about 6 hours ago via web



sometu RT @tarmotoikkanen: Tänään klo 14 avoin webinaari "Wikipediaan kirjoittaminen": <http://connect.ilonait.fi/avo> #avohanke #sometu
about 6 hours ago via TweetDeck



arongas RT @tarmotoikkanen: Tänään klo 14 avoin webinaari "Wikipediaan kirjoittaminen": <http://connect.ilonait.fi/avo> #avohanke #sometu
about 6 hours ago via TweetDeck



hpulkkinen RT @tarmotoikkanen: Tänään klo 14 avoin webinaari "Wikipediaan kirjoittaminen": <http://connect.ilonait.fi/avo> #avohanke #sometu
about 7 hours ago via TweetDeck



tarmotoikkanen Tänään klo 14 avoin webinaari "Wikipediaan kirjoittaminen": <http://connect.ilonait.fi/avo> #avohanke #sometu
about 7 hours ago via TweetDeck



hpulkkinen RT @PauliinaMakela: Kaivataan osaavia tekijöitä <http://51.fi/wanted> #sometu #nettikansa #avohanke @sometu
1 day ago via web



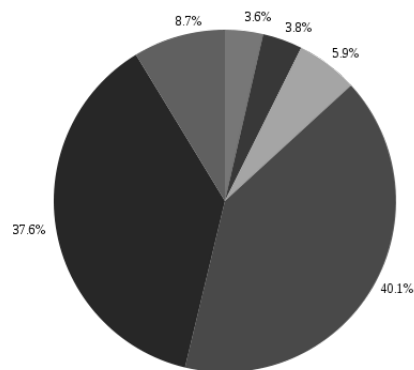
krisseruuskanen RT @PauliinaMakela: Kaivataan osaavia

Hei, mitä sä oot
tekemässä?

Hei, mitä on meneillään
juuri nyt?
Siis ihan missä päin
maailmaa tahansa..

Mitä twiitataan?

- Höpinää — 41%
- Keskustelua — 38%
- Viestinvälitystä — 9%
- Markkinointia — 6%
- Roskaa — 4%
- Uutisia — 4%



Kelly, Ryan, ed. "Twitter Study – August 2009"

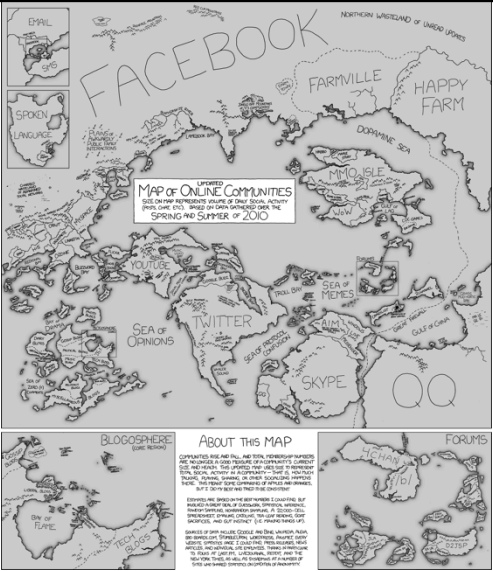
Twitteristä hyötyäkin?

- “höpinälläkin” arvoa (social grooming)
- keskustelun avauksia
- tiedotus
- markkinointi
- verkkonäkyvyyden ylläpito
- verkostoituminen

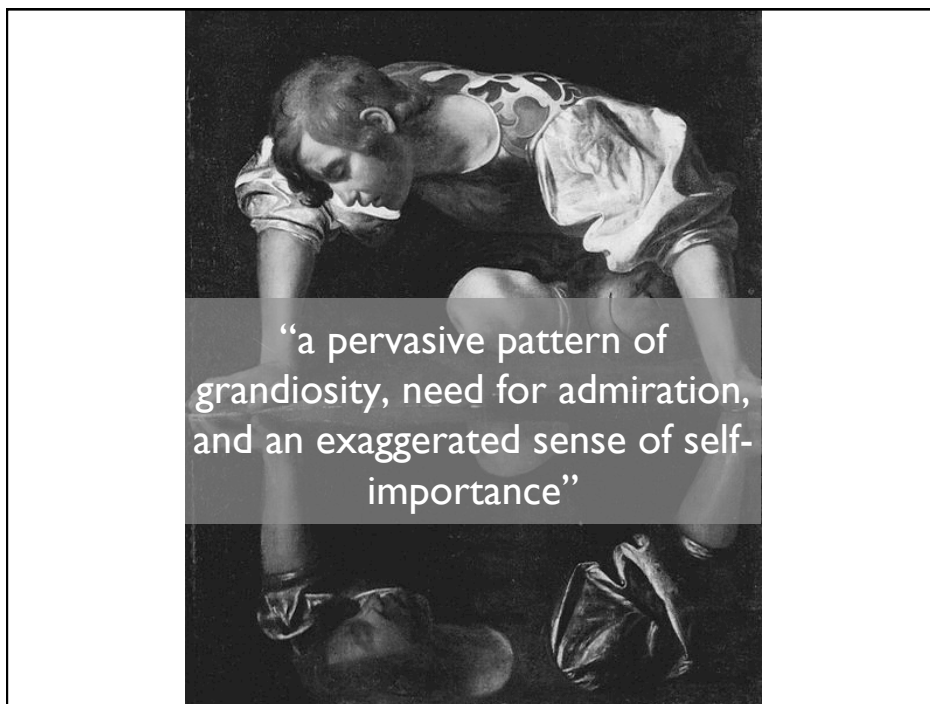
3. Yhteisö- ja verkstopalvelut

The Facebook logo is displayed within a dark grey rectangular box. The word "facebook" is written in a white, lowercase, sans-serif font, centered within the box.

facebook



500M käyttäjää (7/2010)



facebook Search Home Profile Account

American Red Cross Like

Wall Info Red Cross Find Chapter Stories Boxes

OFFICIAL FACEBOOK PAGE DONATE BLOOD VOLUNTEER RED CROSS STORE

American Red Cross DISASTER ALERTS: Typhoon Megi | Hazardous Materials in Illinois | Wildfire in Arkansas | Hazardous Materials in Indiana | More... **GIVE NOW**

LEARN MORE...

DISASTER NEWS

- Oct 18 - Disaster Alert: Typhoon Megi
- Oct 12 - Video: A Conversation with Matt Marek, Deputy Country Representative, Haiti
- Oct 12 - Disaster Update: Tornadoes in Arizona
- Oct 11 - Photo: Flooding in North Carolina
- Oct 11 - Press Release: Red Cross Continues Helping Eastern NC Families Devastated by Floods

BLOG MORE...

- Oct 19 - Gail Travels Around the Country
- Oct 19 - Red Cross Experts Reviewing the New CPR Guidelines
- Oct 18 - Teens Totally Text Tons
- Oct 18 - Typhoon Megi Hits Philippines
- Oct 18 - Red Cross Contributes Additional \$200,000 to Support Mexico Flood Relief

TWITTER MORE...

- Oct 15 - Blog Action Day: Gaining Perspective on Water (with the Haiti earthquake response) [#BAD10](http://bit.ly/d87D9E)
- Oct 14 - Did you know space heaters are responsible for 74% of fire-related deaths in the US? Heating safety: <http://bit.ly/avGZHe>
- Oct 14 - RT @CraigFEMA: Experimental: Send your storm reports to the National Weather Service via Twitter <http://www.weather.gov/stormreports/>
- Oct 13 - As Chilean miner rescue mission carries on, Red Cross support continues at Camp Hope: <http://bit.ly/appxMU>
- Oct 12 - Fire Safety Tip: teach your children what your fire alarm sounds like and what to do when they hear one.
- Oct 7 - @RedCrossGCC in AZ helping post-tornadoes. Cleanup kits, water, snacks. Damage assessment ongoing [@BrookeBCNN](http://newsroom.redcross.org)

211,782 people like this

何大姐 何大姐

Bulanbin tang Dean Bob Campbell

Nancy Hudson Lee Kun Nancy Stafford

Chat (Offline)

LinkedIn Account type: Basic Antero Aunesluoma Add Connections Help

Home Profile Contacts Groups Jobs Inbox More

Messages Initations Go to Inbox »

Satu Nurmela Sep 5
LinkedIn Event: Verkkoja kokemassa -seminaari
Reply · Reply All · Forward · Archive · Delete

Anne Rongas Mar 6
Ajatuslahjoitusta kalastellen
Reply · Forward · Archive · Delete

Antero Aunesluoma, Martin Cleaver Sep 23
RE: WikiSym song
Forward · Archive · Delete

Network Activity

Share an update
Attach a link Share

Kari Klemi is now connected to Mathy Vanbuel, Jason van Berg (jvanberg@arrowsgroup.com) and Brian T. Adams
50 minutes ago

Jesse Lahtinen is now connected to Hannes Rauhala, Olli-Pekka Niemi and Olli Vinberg
1 hour ago

Kari Klemi Salkunen is nowadays Klemi - married Eeva 20.10.2010 Kari Klemi
3 hours ago · Like · Comment · Reply privately

Perttu Tolvanen is now connected to Kai Forsman, Jani Jaakola and Dr. Petri I. Salonen
3 hours ago

People You May Know

Rasmus Vuori, Educator and Explorer in the field of New Media
Connect

John Evans, at
Connect

Jani Turunen, Technology Specialist at Helsinki Institute for Information Technology
Connect

See more »

Who's Viewed My Profile?

6 Your profile has been viewed by 6 people in the past 90 days.

32 You have shown up in search results 32 times in the past 90 days.

Your LinkedIn Network

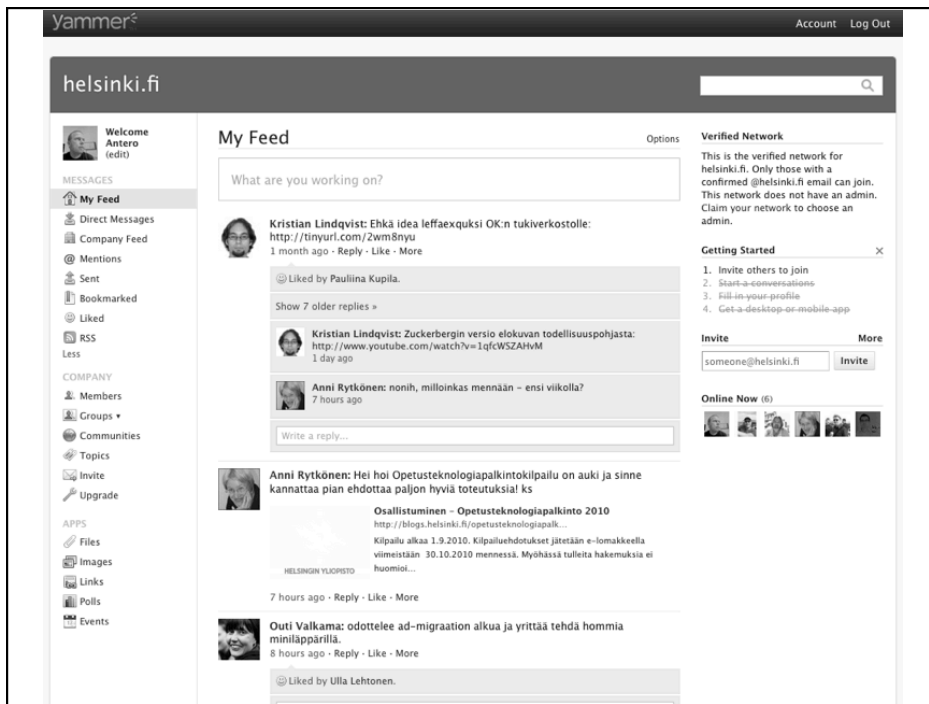
97 Connections link you to 1,658,303+ professionals

14,769 New people in your Network since October 14

Add Connections

Jobs You May Be Interested In BETA

Development Officer (iPhone)
Steam Republic Ltd - Helsinki, Finland



The screenshot shows the Yammer Helsinki.fi interface. At the top, there's a search bar and a 'Log Out' link. The main content area is titled 'My Feed' and contains several posts. The first post is by Kristian Lindqvist, asking for ideas for a 'tukiverkostolle' (support network). The second post is by Kristian Lindqvist, mentioning a video about the Zuckerbergin version of the movie. The third post is by Anni Rytönen, asking when the next meeting will be. The fourth post is by Anni Rytönen, announcing a competition for the 'Opetusteknologiapalkinto 2010'. The fifth post is by Outi Valkama, mentioning an ad-migration. On the left side, there's a navigation menu with sections for 'MESSAGES', 'COMPANY', and 'APPS'. On the right side, there's a 'Verified Network' section and a 'Getting Started' section with a list of steps.



The screenshot shows the Twitter interface. At the top, there's a search bar and navigation links for 'Home', 'Profile', and 'Messages'. The main content area is titled 'What's happening?' and contains a timeline of tweets. The first tweet is from tarmotoikkanen, mentioning 'Interaktiivisen valkotaulun (IWB) "virallinen" suomenos'. The second tweet is from jmajava, mentioning 'Ouch! Kudos for linking to that RT @nokia'. The third tweet is from jmajava, mentioning 'Kicking the Kindle DRM on the nuts. Sue me.'. The fourth tweet is from jmajava, mentioning 'Kiitit, @nokia!'. The fifth tweet is from davewiner, mentioning 'The future of technology is in the hands of people who live with its limits.'. The sixth tweet is from jmajava, mentioning 'Thx for the ticket, but I wont be able to make it after all, giving someone else a shot #TEDxHelsinki'. On the right side, there's a sidebar with sections for 'Your Tweets', 'Following', 'Followers', 'Favorites', 'Listed', 'Trends', and 'Who to follow'.

Yhteisöjä vai verkostoja?



Pohdittavaa:

- yksi vai monta profiilia?
- yksi vai monta palvelua?
- mihin yhteisöihin kuulun?
- haluanko luoda uusia kontakteja vai voimistaa olemassaolevia?

4. Ajan tasalla pysyminen

..vai tietotulvan
suodattaminen?



What does **RSS** mean?
"I'm Ready for Some Stories"

RSS is a way to get a quick list of the latest story headlines from all your favorite websites and blogs.

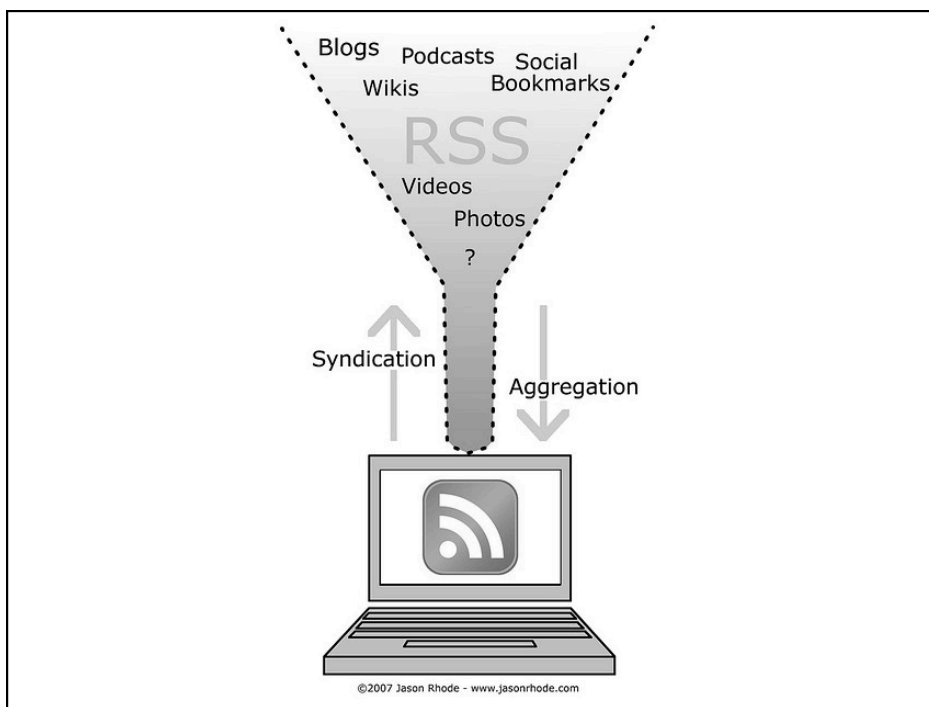
RSS makes it a lot easier and faster for you to get the stories you care about from around the web.

Your RSS list

- Fed keeps interest rates at 5.25%
- House passes bill to make voters show ID
- Feds bust fake drug scam
- HP scandal reaches new weirdness level
- Brad & Angelina donate \$1 million
- The OC continues without Mische
- Sarah Jessica Parker may be pregnant
- Lindsay Lohan goes to hospital, AGAIN
- TomKat wedding is on
- 5 ways to get back in your skinny jeans
- Spa finder 2006 Reader's Choice Awards
- High-fiber cereal helps in weight loss
- Small ways to cut big calories

RSS Reader

Look for an RSS symbol on a website, blog, or browser window to "subscribe" to their RSS list feed.



Gmail Calendar Documents Reader Web more ▼ antero.aunesluoma@gmail.com | Settings | My Account | Help | Sign out

Google reader All items Search

Navigation ▾ Edublogs Show: Expanded - List

Show: 81 new items - all items | Mark all as read | Refresh | Folder settings... | show details

☆ Jane's E-Learning Pick of tl	Zoomit v4 - Zoomit is a screen zoom and annotation tool for technical presentations that include	9:01 PM
☆ eLearning Technology	Defending 2.0 - I saw an interesting post by Mark Oehlert "Learning 2.0" and why that name	5:09 PM
☆ Corporate eLearning Strate	Preparing for DevLearn - Part 3 - Don't forget! - Don't forget! Since we're in learning its important	Oct 20, 2009
☆ Jane's E-Learning Pick of tl	Metamorphosis - Gordon wrote to tell me about Metamorphosis - the automated e-learning system.	Oct 20, 2009
☆ eLearning Technology	Rapid Learning Management Systems - I've been asked numerous times over the past couple of	Oct 20, 2009
☆ Opeblogi	Ahistaako-kiinnostaako twitteröinti? - Tulossa suomalainen Twitterkirja lupalee apua ahistukseen	Oct 20, 2009
☆ eLearning Technology	LearnTrends Speakers and Topics Announced - We've put up a preliminary schedule for	Oct 19, 2009
☆ FLOSSE Posse	New Media, Digital Culture and Learning Society - There are two new lectures online, I gave	Oct 19, 2009
☆ Jane's E-Learning Pick of tl	ImageChef: Make Word Mosaic - Here's a fun tool - along the lines of the very popular Wordle: Write	Oct 19, 2009
☆ Jane's E-Learning Pick of tl	This week's blog postings and bookmarks - Here is my weekly round-up of blog postings and	Oct 18, 2009
☆ eLearning Technology	eLearn 2009 - Just a quick note that I will be up in Vancouver for E-LEARN 2009 - World Conference	Oct 16, 2009
☆ Jane's E-Learning Pick of tl	cctext - "The Best Collaborative Wiki You've Ever Seen" - that is how cctext is promoted. Features	Oct 16, 2009
☆ e-Literate	Moodle, Wave, and Widgets (Oh my!) - Scott Wilson , Paul Sharples, Dai Griffiths and Kris Popat	Oct 15, 2009
☆ Taitavammaksi kouluttajaks	Blog Action Day: Ilmastomuutos - Tänään on Blog Action Day, joka toteutetaan vuosittain 15.	Oct 15, 2009
☆ SocialLearn	Climate change collaboration - Climate change is a reality. It is affecting the lives of billions of	Oct 15, 2009
☆ Jane's E-Learning Pick of tl	Knowledge Notebook - Knowledge Notebook is designed for high school and college students.	Oct 15, 2009
☆ The Ed Techie	The REF - a digital scholarship perspective - Having given an overview of the REF in my last post,	Oct 15, 2009
☆ The Ed Techie	The REF - a user's guide - This is the first of two posts looking at the Research Excellence	Oct 15, 2009
☆ Jane's E-Learning Pick of tl	5 great resources to find out about Google Wave - Have you got your Google Wave invite yet?	Oct 14, 2009
☆ eLearning Technology	Convert ILT to eLearning - Estimating - I received an inquiry from a reader and I'm hoping that	Oct 14, 2009
☆ Opeblogi	Wikispaces-wikissä nyt keskustelu ilman kirjautumista - Wikispaces-wiki on aiemmin vaatinut	Oct 14, 2009
☆ SocialLearn	It's not about failure - "A quarter unable to read properly", "150,000 children unable to read and write	Oct 14, 2009

Previous item Next item more than 60 items

5. Miten viestin verkossa?

Huoneentaulu: Virkamies verkossa

Teoksesta: "Sosiaalisen median mahdollisuudet hallinnolle"
Toimittanut Tuija Aalto
Oikeusministeriö Demokratia- ja kieliasioiden yksikkö

- Kerro, kuka olet ja mitä organisaatiota edustat
- Kuuntele muita ennen kuin itse osallistut
- Harkitse ja kysy työkavereilta, kun et ole varma, miten toimia
- Puhu arkikieltä, jätä kapulakieli toimistoon

- Älä jaa organisaatiosi mainosviestejä siellä, missä niitä ei kaivata
- Tee selväksi muille, milloin puheenvuorosi on organisaation virallista viestintää ja milloin yksityisajattelua
- Ole oma persoonallinen itsesi työroolisi rajoissa – jokaisella on hyvät ja huonot päivänsä
- Tunne netiketti ja kunnioita yhteisöjen toimintatapoja

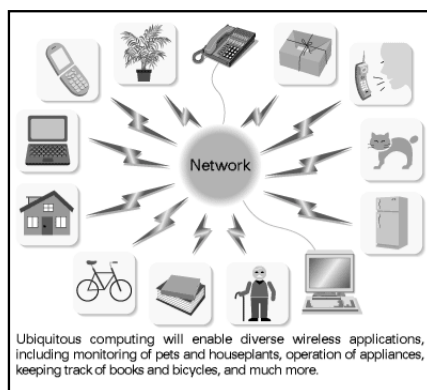
- Kehitä osaamistasi, opi muilta ja jaa oppimaasi eteenpäin
- Huolehdi salasanoistasi, tietoturvasta ja yksityisyydestäsi
- Tunnista avoimuuden rajat, vaali kanssaihmisten yksityisyyden suojaan niinkuin omaasi
- Keskity päätehtävääsi ja arvioi onnistumistasi tavoitteittesi valossa

- Rakenna yhteistyöverkostoja organisaation sisällä ja ulkona
- Suojele vapaa-aikaasi – työt eivät tekemällä lopu netissäkään

Lopuksi

Kohti ubiyhteiskuntaa?

- jokapaikan tietotekniikka
- huomaamattomasti sulautunutta
- laitteetkin viestivät keskenään
- tietosuoja ja tietoturva?



Kiitoksia!

antero@ainesluoma.net

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43 by Gabriel Shalom