

SOCIAL - BEST HABITS TO FOLLOW AND PITFALLS TO AVOID



t.n.c.venkata rangan

CMD, Vishwak Solutions Pvt. Ltd.
Microsoft Regional Director, Chennai

Company or Individual

- Do's & Don't vary



How People contacted in 1980s?

- Office
- Social Clubs
- Residence

In late 90s?

- Bulletin Boards & Forums
- Chat
- Email
- Mobile Phone

In 2010!



LinkedIn Home Profile Contacts Groups Jobs Inbox (71) More...

Transfer Media Files Fast - Send large files faster than FTP. Stop wasting

Edit My Profile View My Profile

Venkataraman TNC
Chairman at Vishwak Solutions Pvt. Ltd.
Chennai Area, India Outsourcing/Offshoring

Current

- Director at LIFCO Publishers Pvt. Ltd.
- Chairman at Vishwak Solutions Limited
- Chairman & President at Vishwak Solutions, Inc.

Past

- Former Chairman at International Forum for Information Technology in Tamil

Education

- St Venkateswara College of Engineering
- Staine Vallankanni Senior Secondary School

Connections 202 connections

Websites

- My Company
- My Blog
- My RSS Feed

Public Profile <http://in.linkedin.com/in/venkataraman>

Facebook

Venkataraman Thirumalai

What's on your mind?

Attachments

Venkataraman Thirumalai Good initiative by Dept of Consumer Affairs Govt of India by hvg TV Ads on prime time warning against Internet Online Scams Now in StarWorld

Venkataraman Thirumalai Came across this classic 'Father Forget' by W. Livingston. An inspiring poem about parenting. <http://bit.ly/5z328g>



Picasa Web Albums My Photos People Explore Upload

Albums (44) View My Photo Gallery Unrated Gallery Sort by: Album date / Upload date

- 10000 photos 10 Jan 2010
- Visit to Du Akshai Mahal - Pondicherry 04 May 2010
- Trip to Sri Lanka 29 Apr 2010
- My Visit to Fort St. George 26 Apr 2010
- Trip to Sri Lanka in November 2010 14 Nov 2010
- Trip to Sri Lanka in December 2010 14 Dec 2010
- 100 Exhibitions & Festivals in Pondicherry 10 Jan 2010
- Akshai & Subramanian 21 Nov 2010
- Yelagiri Trek 27 Nov 2010
- Vengalooru Foods in Hong Kong 15 Nov 2010
- Trip to Marissa SAR 14 Nov 2010



Venkataraman's Blog (Dorukku, puzhudi, amma, unchiyaru)

Madrasapattanam (06/07/2010, 14:00)

The characterisation for the movie 'Madrasapattanam' was brilliant. The DVD Box set cost about 75 Lakhs. With about 1000 photos, audio and video, it is a valuable asset of our shared memories and the history of our city. Last weekend, I went to the movie in Hospital. (Link & Digg by clicking the 'me' icon in the bottom right corner.) (Share) Love what (Like) (Add to Favorites) (Subscribe) (Add to Favorites) (Add to Favorites)

Thanks 'Veng' for his characterisation of an offshore and how they, in all these years has helped to a lot of the effort. The story is not just a good story to remember of those and today. Throughout the movie, some scenes, along with all others. At many of the points, one can get a lot of info on the history of the city.

twitter Home Profile Post Photos Settings Help Sign up

venkataraman

Location Chennai, India
Web http://www.venkataraman.com
Bio Blogger, reader and technologist

33 274 15

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Came across this classic: 'Father Forget' by W. Livingston. An inspiring poem about parenting. <http://bit.ly/5z328g>

I have some Jai Anaysa upgrade members but I couldn't use them in any flights I took in last 1 year - only few eligible Ticket Fare credits

Last week went MAA-DEL with Jai Anaysa and return by special rail. Most all flights are now connect, service & food better with special.

YouTube Search Browse Upload Create Account Sign in

Venkataraman's Channel

venkataraman live at 10:45pm PST on 07/21/2010 in Chennai

View comments, related videos, and more

Understand the medium

- Instant Messenger & Chat
- Yahoo! Groups & Forums!
- YouTube or Flickr
- Facebook or Linked-In
- Blogging
- Twitter
- Four Square

SOCIAL IS CHILD'S PLAY

What can go wrong?



ShashiTharoor

twitter

Home Profile Find People Settings Help Sign out

 **ShashiTharoor**

 **Following** 

i now realize i shldnt assume people will appreciate humour. &u shouldn't give those who wld wilfully distort yr words an opporntny to do so
about 7 hours ago from web

i'm told it sounds worse in Malayalam, esp out of context. To those hurt by the belief that my repeating the phrase showed contempt: sorry
about 7 hours ago from web

it's a silly expression but means no disrespect to economy travellers, only to airlines for herding us in like cattle. Many have misunderstd
about 7 hours ago from web

learned belatedly of fuss over my tweet replying to journo's query whether i wld travel to Kerala in "cattle class". His phrase which i rptd
about 7 hours ago from web

 *Verified Account*

Name Shashi Tharoor

Location New Delhi

Web <http://tharoor.in>

Bio author, humanitarian, peacekeeper, columnist, former UN Under-Secretary General, now Minister of State for External Affairs, Govt of India

9 **171,159**

[following](#) [followers](#)

Tweets **1,385**

[Favorites](#)


[Actions](#)

[block ShashiTharoor](#)

[Following](#)



 [RSS feed of ShashiTharoor's tweets](#)

 *Verified Account*

Name Shashi Tharoor

Location New Delhi & Thiruvananthapuram

Web <http://tharoor.in>

Bio Member of Parliament (Lok Sabha), Thiruvananthapuram. Author of 12 books. Former Under-Secretary General, United Nations. Former Minister

37 **838,208** **8,017**

[following](#) [followers](#) [listed](#)

Example's of Don't

- 16, September 2008: Hacker, David Kernell, had guessed Palin's password by looking up biographical details such as her high school and birthdate
- Reference:
http://en.wikipedia.org/wiki/Sarah_Palin_email_hack



More Examples

- In March '10 an unemployed Frenchman was arrested for trying to hack into the accounts of President Barack Obama and Britney Spears
- In USA a man from Oklahoma City was arrested by FBI agents after he posted threatening Tweets about a bloody rampage against the government
- An Aussie newspaper columnist was given the boot after making a string of controversial Twitter remark
- A New Yorker was arrested last year for using Twitter to alert protesters to police movements
- Jennifer Aniston reportedly ended her relationship with John Mayer because he was obsessed with Twitter

SHOULD WE DO SOCIAL?

It seems to be very risky

Why should we do social?

- Barack Obama used it & won
- Facebook has 500 million users, Twitter 190 million
- Identify and invite speakers
- Market yourself, reach out to new friends (leads)
- Keep in touch with friends (Research on prospective clients)

Social

DO's

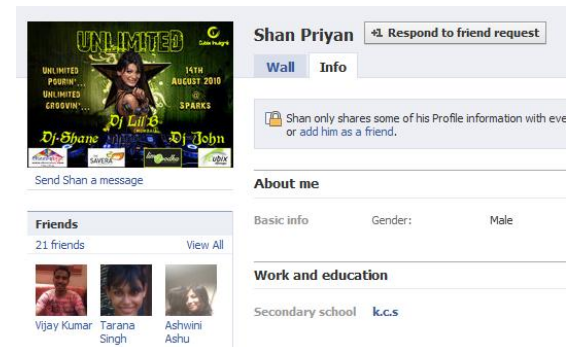
- join social networking groups that cater to your preferences
- do update regularly
- mother was right, do give to get
- start slow
- study & tweak default privacy settings

Dont's

- don't overdo member profile
- don't befriend everyone
- don't trust chat
- don't keep old passwords
- don't post year born
- don't spread rumours
- don't be afraid to use "report/block this person"

Rules for Create

- Nothing called 100% private in social
- Do the NewsPaper front page test
- Your friends value their privacy
- PII especially of Kids & Girls not okay
- Choosing your profile picture
- **Discretion is Appreciated**
- **Don't Out Your Boss as a Jerk**



Tips to Consume - Aggregator

- Aggregator like Sobees or TweetDeck or Windows Live

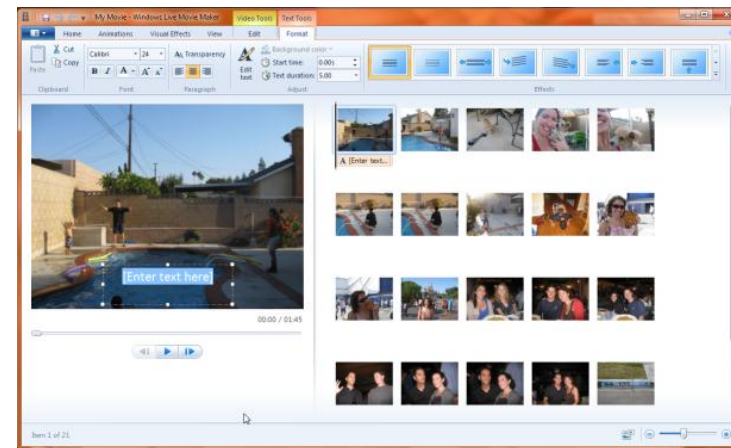
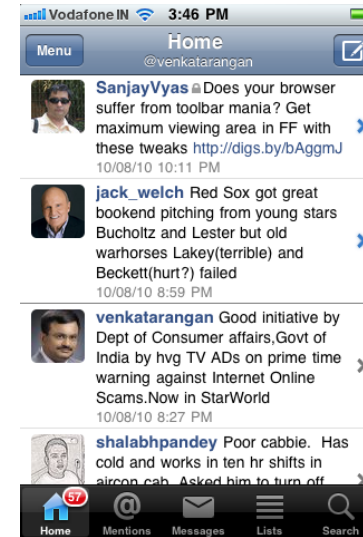
The screenshot displays the Windows Live Messenger Beta interface. At the top, a notification bar shows a contact named 'Venkatarangan TNC' with an 'Inbox (12)' and a search field for contacts. Below this, the 'SOCIAL' section features navigation links for 'highlights', 'recent', 'me', 'photos', and 'more'. The main content area is divided into two columns of social updates. The left column shows a post from 'Vijay Raj' about wearing ethnic attire at work, accompanied by a photo of him in a white shirt standing in front of a 'TEXAS INSTRUMENTS 25 YEARS IN INDIA 1985 - 2010' banner. Below this is a comment section with replies from 'Raju PP' and 'Sushma Hegde', and a new post from 'Amrita Ghosh'. The right column shows a post from 'Eric Yuen' with a photo of a 'RAMADA' hotel entrance. To the right of the main content is a 'FRIENDS' sidebar with sections for 'Favorites' (listing contacts like beula paul, Balachandar Mani, and Vijay Raghavan), 'Groups' (with a 'Create a group' prompt), and 'CoWorkers - Vishwak' (listing contacts like eravi, Nasir Ahmed, and vijaya raghu). A yellow notification bar indicates 'You have 8 invitations.' and a 'Dating' section is partially visible at the bottom right.

Tips to create



Use Appropriate tools

- **Single Post:** Integrate Twitter to FaceBook, Blogger to Twitter, YouTube to Twitter
- **Mobile:** EchoFon
- **Video:** Windows Live Moviemaker, CISCO FlipShare, Adobe Premiere Elements
- **Photos:** Google Picasa, Apple iPhoto, Windows Live Photo Gallery



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ನಿಂತಿರಲು ನನ್ನ

ನಿಂತಿರಲು

ಧನ್ಯವಾದಗಳು

ಪ್ರೀತಿ

TWITTER: @VENKATARANGAN

FACEBOOK.COM/VENKATARANGAN

www.venkatarangan.com/blog

"Anything that can go wrong will go wrong"