



**AAPA**

AMERICAN  
ACCOUNTS PAYABLE  
ASSOCIATION

# Guide to Social Networking

facebook

LinkedIn

twitter

# Quick Start Guide

<b><u>Facebook</u></b>	<b><u>Page</u></b>
What is Facebook? .....	2
Getting Started.....	2
Using Facebook to Communicate Professionally.....	4
Privacy – protecting yourself on Facebook .....	5
Communication Tips .....	8
<b><u>LinkedIn</u></b>	
What is LinkedIn? .....	10
Getting Started.....	10
Using LinkedIn .....	12
Privacy .....	13
Communication Tips .....	15
<b><u>Twitter</u></b>	
What is Twitter? .....	16
Getting Started.....	16
Using Twitter to Communicate Professionally.....	18
Privacy – Protecting Yourself on Twitter .....	20
Communication Tips .....	21
<b><u>Appendix</u></b>	
Facebook Etiquette: Five do's and don'ts .....	23
Facebook Etiquette: 10 Rules for Better Socializing .....	23
Social Networking Crime: Keeping yourself safe online.....	24

## WHAT IS FACEBOOK?

Facebook is dynamic social media website with tools for members to easily network with other APA members and stay in touch with friends, family and coworkers. The site lets users communicate via broadcast messages and the posting of photos, videos, and links.

The APA has three Facebook pages:

[www.facebook.com/americanpayrollassociation](http://www.facebook.com/americanpayrollassociation)  
[www.facebook.com/nationalpayrollweek](http://www.facebook.com/nationalpayrollweek)  
[www.facebook.com/annualcongress](http://www.facebook.com/annualcongress)

## I. Getting Started

**A. How to signup.** To get on Facebook is extremely easy.

1. Visit [www.facebook.com](http://www.facebook.com) and fill out the “Sign Up” form



2. **Find friends and co-workers.** The “Are your friends already on Facebook” page lets Facebook access your e-mail accounts to help you find your friends. Click “skip this step” if you’re uncomfortable with Facebook accessing your e-mail accounts.



- 3. Fill out your profile information.** This allows you to be found by others on Facebook by putting you into “networks.” A network refers to a group of people with a similar experience, i.e., graduate of a particular university, employee of a particular company, etc. You can also skip this step, if desired by selecting “skip.”
- 4. Set your profile picture.** Select from a photo on your computer or take a photo of yourself using your computer’s webcam. Remember that your business contacts may see the photo, so don’t choose a picture that is too unprofessional. For further information see the communication tips on page 8 in section IV.

#### **B. “Become a Fan” of APA’s Facebook pages.**

1. APA has three pages on Facebook. You can find them by searching for each (American Payroll Association, Annual Congress, National Payroll Week) in the upper right hand search box or by typing in the direct URLs:  
[www.facebook.com/americanpayrollassociation](http://www.facebook.com/americanpayrollassociation)  
[www.facebook.com/annualcongress](http://www.facebook.com/annualcongress)  
[www.facebook.com/nationalpayrollweek](http://www.facebook.com/nationalpayrollweek)
2. Once you have found a page, click “become a fan” to interact with APA and other APA members.

## II. Using Facebook Tools to Communicate Professionally

**A. Professional communication.** Balancing work and personal connections on Facebook is incredibly important. Most Facebook friend lists include both personal and professional contacts, but most communication on the site doesn't apply to both groups. It's important to be careful about how and what you communicate as any offensive communication could damage both your personal and professional reputation with the click of a mouse. For communication tips see section IV on page 8.

**B. Facebook tools.** Facebook provides many tools to help make communication easy. Use these tools to communicate with your friends, family and business contacts effectively and professionally:

**1. Wall.** You can communicate with your friends, family or APA by posting comments on a user or page's central dashboard or "[Wall](#)." To post, use the "write something" box near the top of the page or profile. You can attach a photo or video by using the icons next to "Attach:"

Wall comments you make will be viewed by all of your friends and/or all the fans of the APA page, so be careful what you write. Avoid making social plans, inside jokes, or other communication that isn't group oriented. For individual communication, you can use the "send a message" tool. For further communication tips, see section IV on page 8.

**2. Discussion.** A Facebook discussion, like a real-life [discussion](#), allows you to pose a question to a group and have all the answers/replies appear in one place. You can start a discussion on all of APA's Facebook pages. This tool can be used to get answers to payroll questions, seek study advice, etc.

**3. "Send a message."** This tool is very similar to traditional e-mail. You can send a direct message to another Facebook user that only that person can view. This is a good tool to use when you need to communicate with another user and the content is either socially or politically sensitive or doesn't apply to a group.

**4. Photos/video.** One of the most popular aspects of Facebook is its photo and video feature. This allows you to upload and post photos and videos to your profile and to the APA Facebook pages. To attach a photo to the APA Facebook page, simply use the icons by "Attach:" under the "write this" box on the page wall. To post a photo to your personal profile, click the photo tab in your profile and select "Create a Photo Album."

Some photos may not be appropriate for all of your friends. For example, photos of your night on the town may not be appropriate for your business contacts. To see how you can restrict who can view your photos/videos see the Privacy section on page 7.

5. **Events.** The [events](#) tool will tell you about upcoming classes, conferences, and other payroll events. Facebook fans will get access to Facebook-only offers and discounts, so watch for special deals. Members can visit the events page to interact directly with other members who are attending that specific event. To find any event, click on the “Events” tab along the top of the page.
6. **Newsfeed.** The newsfeed or “home” on your profile is the central place where all the activities of your friends are recorded for you to follow. It’s the first thing you see when you login to your Facebook account. On the newsfeed page, you’ll see everything from friend wall comments to quizzes or other applications they’ve completed. This is likely where you’ll see and comment on most of your friends activities.
7. **Notes.** The [notes](#) feature is the Facebook version of a blog. The tool allows each Facebook user to communicate in a longer, more narrative form than the traditional comments or quick updates most common in Facebook. Your friends can view and comment on your notes.
8. **Games/Quizzes.** Games and quizzes also known as [applications](#) are common on Facebook. Although a fun way to pass the time, they can also reflect negatively on your reputation. Be sensitive to the content of any quizzes you take and don’t post the results of any quiz or game that you think may annoy or offend your Facebook friends.

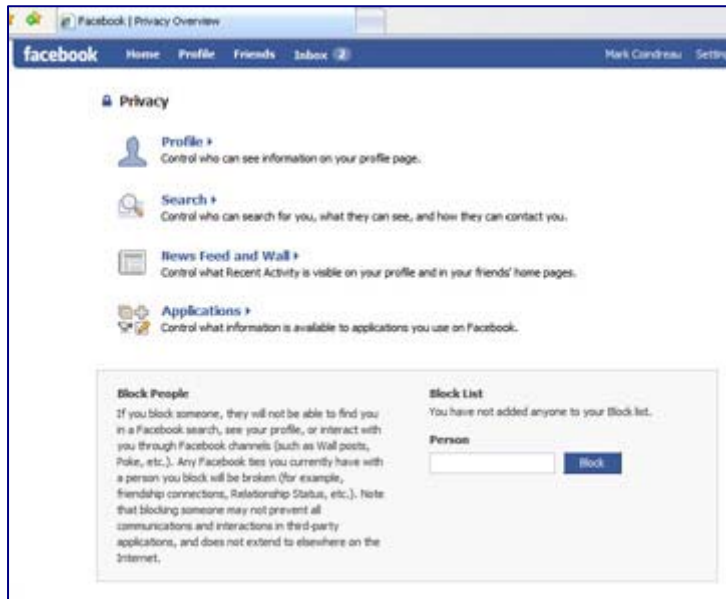
Facebook games, in particular, often send many annoying updates to your friends’ newsfeeds. Remember that you’re always asked if you’d like publish the results of every game or quiz. If you choose to not publish, your results won’t appear on each of your friend’s newsfeeds. Don’t worry, even if you don’t publish, you can often send individual results or challenges to friends of your choosing.

### III. [Privacy](#) – Protecting Yourself on Facebook

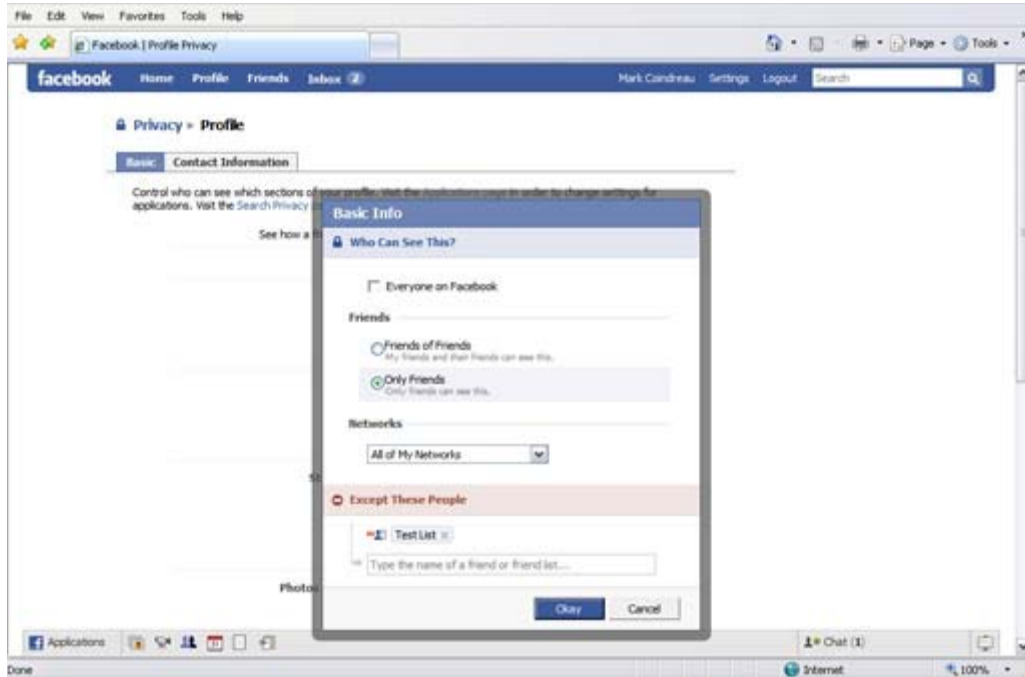
A. **Lists.** Facebooks lists allow you to control who views your various posts such as photos, videos, wall comments, etc. To create a list is a very simple process:

1. Select “All Friends” under the Friends menu near the top of your profile.

2. Select “Create a new list.” Select which friends you’d like to include in each list. For example, you could create a list of co-workers, a list for family, and a list for your sorority friends. Create as many lists as needed.

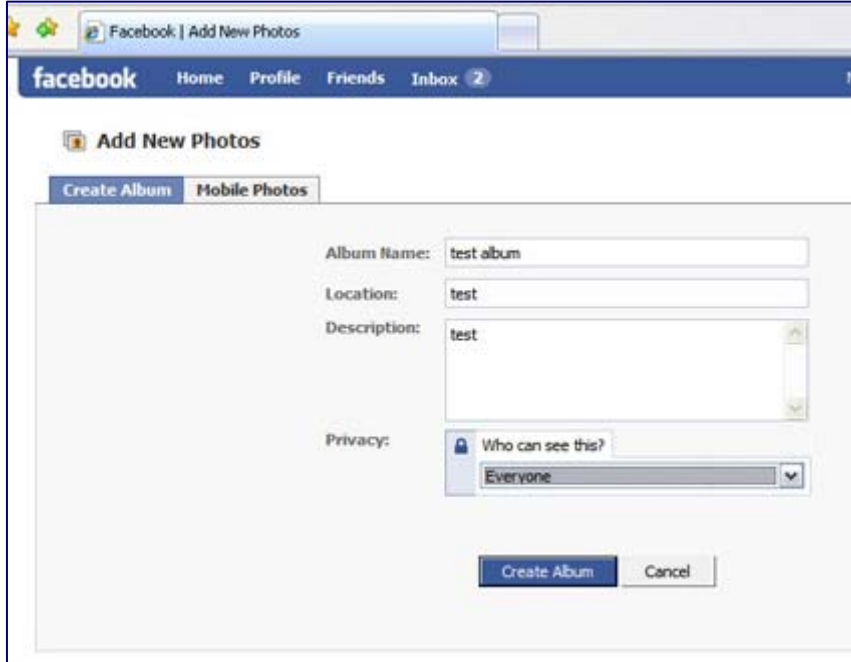


3. Select “[Privacy](#) Settings” under the Settings menu near the top of your profile.
4. Choose which section of Facebook you’d like to limit.
  - a. Profile. This controls who sees the various sections of your profile. Use the drop down menus to adjust your settings. To exclude specific lists, click “edit custom settings” under the pertinent section, and type in the name of the appropriate list under the “except these people” section.



- b. **Search.** This controls who can find you by searching Facebook.
  - c. **Applications.** This controls what information the various applications on Facebook (games, quizzes, etc.) can pull from your Facebook profile.
  - d. **News Feed & Wall.** This controls who can see the various posts you make on Facebook and what is posted to your wall and newsfeed.
- B. Privacy-Picture/Video.** Pictures and videos that you post to your profile can easily be hidden from the view of specific friends and lists. To limit who can see your photos, indicate your privacy settings each time you upload a new photo album in the “privacy” drop down menu (see below).





**C. Hiding Inappropriate or Annoying Updates.** Many of your friends may make annoying or inappropriate updates frequently on Facebook. To remove a particular friend's updates from your newsfeed, simply hover your mouse to the right of one of the friend's updates on your newsfeed. A hidden "hide" option will appear that will allow you to hide that friend's updates. You can also hide updates from a particular game or application, like Farmville, through the same process.

#### IV. Communication Tips

**A. Be careful what you post.** Wall comments, photos, videos, notes, etc. you post will likely be viewed by all of your friends and/or all the fans of the APA page. Be sure to avoid offensive topics and try to remain courteous, avoiding swears and other potentially impolite communication.

***Great potential posts:***

- A post that highlights your hobbies or personal area of interest.
- Major or fun developments from your day to your wall. Be selective on what you post. Only post about the big events or interesting moments.
- Pictures from a family outing. (see section III on [Privacy](#) to learn how to limit who can see your photos)
- An interesting article or study that relates to your industry. (See section III on Privacy on page 5 to segment your posts to specific lists.)

***Posts to avoid:***

- Any post about religion and politics should be avoided. This includes posting your response to a politically charged quiz or game.
- Game and quiz result posts are similar to e-mail spam in each of your friend's newsfeeds. Try to keep the posts to a minimum and make sure you don't post during work hours.
- Requests—Farmville, Mafia Wars, Smile, etc., should only be sent sparingly, if at all.
- Your search for a new job while still employed.

- B. Don't post messages meant for an individual.** Avoid making social plans, inside jokes, or other communication that isn't group oriented on your wall or the wall of your friend. For individual communication, you can use the "send a message" tool.
- C. Never say anything negative about your company.** Any negative post that names or alludes to your company or co-workers can damage your reputation, ruin relationships, and even get you fired or sued. If you're frustrated, send a personal message or chat with a sympathetic friend.
- D. Avoid an unprofessional profile picture.** As Facebook is a bit more "casual," your profile picture doesn't have to be as professional as the picture on your business card, but avoid using photos of your weekend out, Halloween costume, etc. Be sure that whatever photo you use isn't offensive in any way.

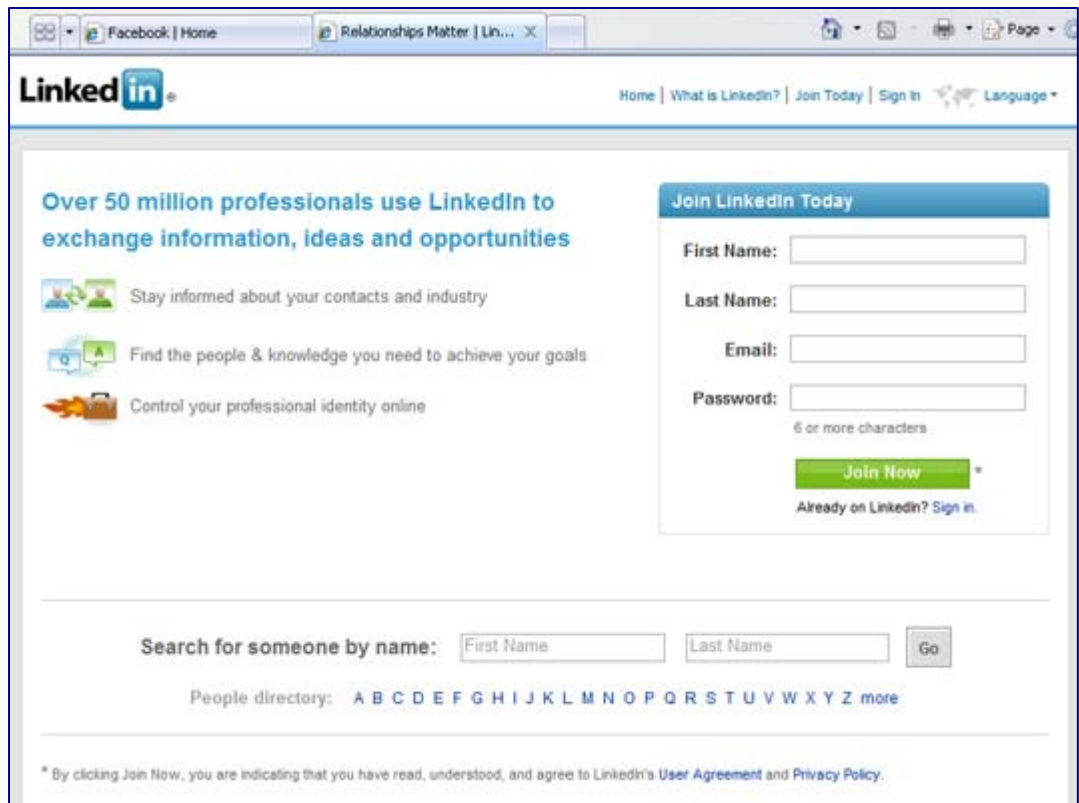
## WHAT IS LINKEDIN?

LinkedIn is an online business networking website. Members create an online profile, essentially an online resume, and can find or be found by former colleagues, clients, and partners and make connections with them. Members can make connections, “recommend” or be recommended by former colleagues or friends, and start discussions.

### I. Getting Started

**A. How to signup.** To get started on LinkedIn is extremely easy.

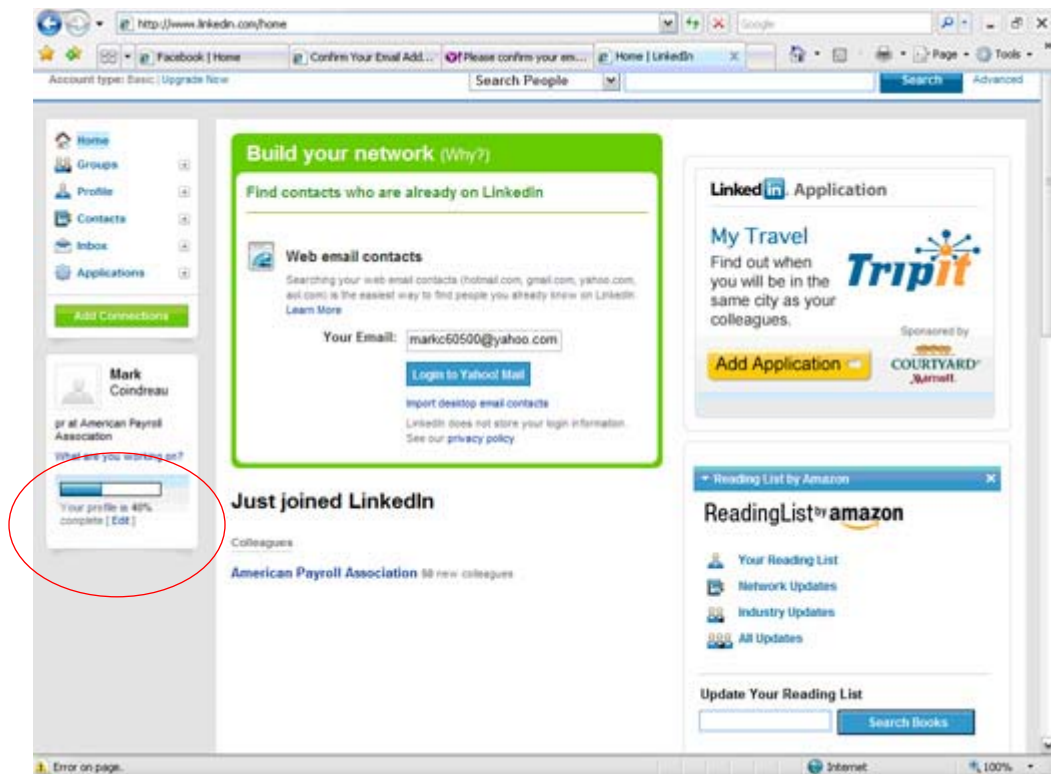
1. Visit [www.linkedin.com](http://www.linkedin.com) and fill out the “Join LinkedIn Today” form. After you click “Join Now,” follow the prompts, including country, zip code, and current employment to setup your profile.



The screenshot shows the LinkedIn homepage with the 'Join LinkedIn Today' form. The form includes fields for First Name, Last Name, Email, and Password (with a note '6 or more characters'). A green 'Join Now' button is present, along with a link for 'Already on LinkedIn? Sign in.' Below the form is a search bar for 'Search for someone by name:' with 'First Name' and 'Last Name' input fields and a 'Go' button. A 'People directory' link is also visible, followed by a list of letters from A to Z and a 'more' link. At the bottom, there is a small disclaimer: '\* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's User Agreement and Privacy Policy.'

2. **Find friends and co-workers.** LinkedIn tries to help you find friends and co-workers in three concurrent steps:
  - a. **Step 1.** The “See Who You Already Know on LinkedIn” page lets LinkedIn access your e-mail accounts to help you find your friends. Click “skip this step” if you’re uncomfortable with LinkedIn accessing your accounts.

- b. **Step 2.** After you've confirmed your e-mail address, LinkedIn will show you potential friends and colleagues that you may want to connect with. If you're uncomfortable with this step, you can again select "skip this step."
  - c. **Step 3.** LinkedIn will ask you to type in other e-mail addresses that weren't included in steps 1 and 2 in the "Connect to more people you know and trust" screen. If you're uncomfortable with this step you can select "skip this step."
3. **Fill out your profile information.** Once you've created your profile, select "edit profile" to provide details on your career, your profile photo and much more. LinkedIn was originally started as a job board tool and its profiles are setup to appear very much like an online resume.



## B. Join APA's LinkedIn group.

1. APA has a special LinkedIn group. You can find it by searching for "American Payroll Association" in the search box in the upper right hand corner of the screen. Be sure to select "Search Groups" from the search drop down menu.
2. Once you have found the group, select "Join Group" to interact with APA and other APA members.

## II. Using LinkedIn

*Disclaimer: You must have a LinkedIn account and be a member of the APA LinkedIn group in order to access the links below.*

### A. APA's LinkedIn Group

1. **Discussions.** The APA group offers a central [discussion area](#) for all members to post questions or comments about payroll-related topics. The discussions are shared with all members of the group and updates are sent out regularly. To start a discussion topic, simply click "start a discussion" when on the "Overview" or "Discussions" pages of the group.
2. **News.** In the [news section](#) of the APA LinkedIn group, members can post links to the latest payroll-related news items and discuss their impact on the payroll industry. To comment on a news story, simply click "discussion" after the news story you'd like to comment on.
3. **Jobs.** In the [jobs section](#), group members can post job openings and seek candidates from the qualified APA group. Group members seeking employment can also post their qualifications for all the group members to see.

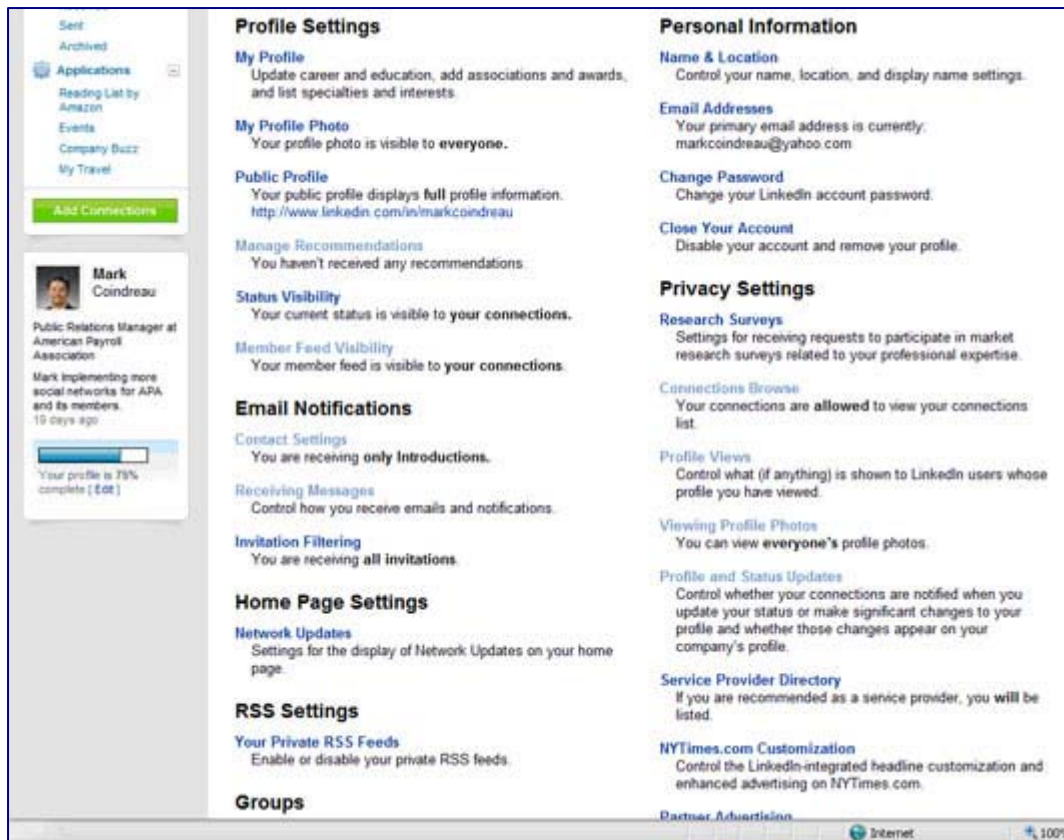
### B. Individual User Tools

1. **Status Updates.** LinkedIn allows each user to post status updates, similar to Facebook. The updates allow you to communicate with your network of connections all at once. To leave a status update, simply type your update in the "what are you working on" box on your homepage and click "share."
2. **Inbox.** LinkedIn provides each user his or her own e-mail inbox. You can send direct messages to your connections within LinkedIn using this tool. Note that you must be connected to a LinkedIn user to send them an e-mail message.
3. **InMail.** InMail is one of two methods to reach out to a person you don't know the email address of and/or you were not a colleague or classmate in the past. InMails are private messages that enable you to contact or be directly contacted by another LinkedIn user, while protecting the recipient's privacy. The "Send InMail" link will be visible in the upper right area of that person's profile. This option is available only if the member is not already a connection and they have set their contact settings to be open to accept InMails.
4. **Introductions.** Introductions are LinkedIn messages that allow LinkedIn members to contact or to be contacted through shared or mutual connections. One of your connections can introduce you to anyone in their network by forwarding an introduction message through a chain of their trusted professionals. If you wish to take a more direct approach, you can contact any LinkedIn user directly via InMail.

5. **Recommendations.** LinkedIn users can recommend a connection or request a recommendation from a colleague, a service provider, a business partner or student. You can request a recommendation or make a recommendation by using the “recommendations” link under the “profile” menu on the left hand side of your profile.

### III. Privacy

- A. **Account & Settings.** You can access your [Account & Settings](#) via a link in the upper right hand corner of your LinkedIn account. The Account & Settings area provides a number of areas for you to control your privacy.



1. **Profile Settings.** You can control your profile and its visibility in the Profile Settings section of the Account & Settings area on LinkedIn. Areas that you control in this area include:
  - a. *The Member Feed* is a profile module that displays a condensed version of your activity like recent status updates, connections and recommendations. From the Profile Setting area, you can control who can and can't see your member feed.



- c. *Groups Order Display* controls how your groups are displayed in the left-hand column of your account.

#### IV. Communication Tips

- A. **Be careful what you post as a Status Update.** Status updates, recommendations, and notes you make may be viewed by all of your connections on LinkedIn. Be sure to avoid offensive topics and try to remain courteous, avoiding swears and other potentially impolite communication. See section III on privacy to learn how you can limit what your LinkedIn connections can see.

*Great potential posts:*

- An interesting article or study that relates to your industry. (See section III on Privacy to segment your posts to specific lists.)
- A payroll-related question.
- A post that highlights your hobbies or personal area of interest.
- A job opening at your company.
- Recommendations.

*Status Updates to avoid:*

- Any status update about religion and politics should be avoided.
- Your search for a new job while still employed.

- B. **Don't post messages meant for an individual.** Avoid making social plans, inside jokes, or other communication that isn't group oriented on your profile. For individual communication, you can use the "email" tool (see "inbox" under the individual user tools in section II on page 12).
- C. **Never say anything negative about your company.** Any negative post that names or alludes to your company or co-workers can damage your reputation, ruin relationships, and even get you fired or sued. If you're frustrated, send a personal message to a sympathetic friend.
- D. **Make your profile picture professional.** LinkedIn is much more professional than Facebook and Twitter, and your profile photo should reflect it. Your profile picture should be professional enough to put on a business card.



## WHAT IS TWITTER?

Twitter is a real-time short messaging service that asks one question, "What's Happening?" Answers must be under 140 characters in length and can be sent via the web, mobile texting, or instant message. APA members can use Twitter to stay connected with co-workers and friends, as well as keep up with real-time developments in the payroll industry.

The APA operates one Twitter account:

[www.twitter.com/PayNews](http://www.twitter.com/PayNews)

### I. Getting Started

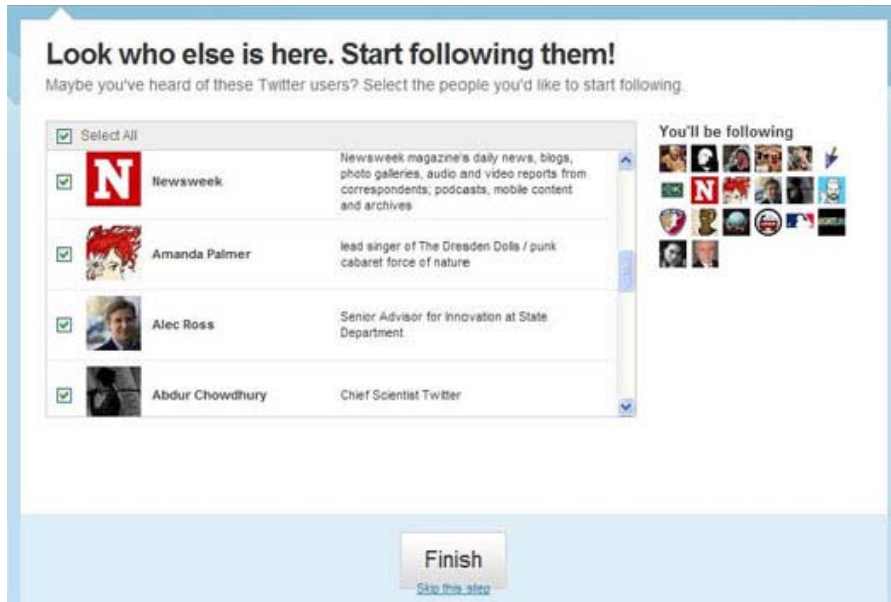
**A. How to signup.** Creating a Twitter account is simple.

1. Visit [www.twitter.com](http://www.twitter.com), and click the "Sign Up Now" button. Fill out the form with your information.

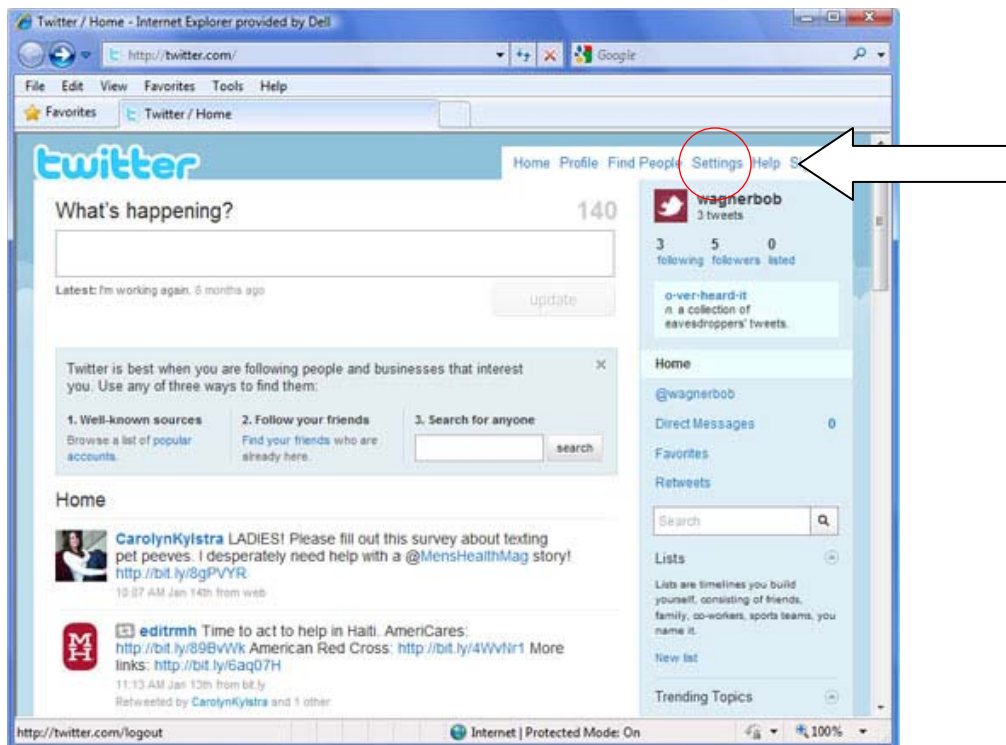


2. **See if your friends are on Twitter.** This step allows Twitter to access your e-mail accounts to help you find your friends. Click "skip this step" if you're uncomfortable with Twitter accessing your e-mail accounts.

3. **Look to see who else is on Twitter. Start following them!** When you first open your account, Twitter will suggest users who you may be interested in following. When you follow a user, you will receive their real-time messages in your twitter feed. Click “skip this step” if you don’t like any of the recommendations.



4. **Customize your account.** Choose “Settings” from the menu at the top of your page. Click through the various tabs to choose a profile photo, change the design of your profile page, make your account private, and much more.



## B. “Follow” APA’s Twitter Account

1. APA has a Twitter account under the handle “PayNews.” You can find us by clicking “Find People,” from the menu at the top of the page, and searching for PayNews or by typing in the direct URL: [www.twitter.com/PayNews](http://www.twitter.com/PayNews).
2. When you reach our page, click “Follow” below the APA logo to receive real-time messages and updates from the APA.

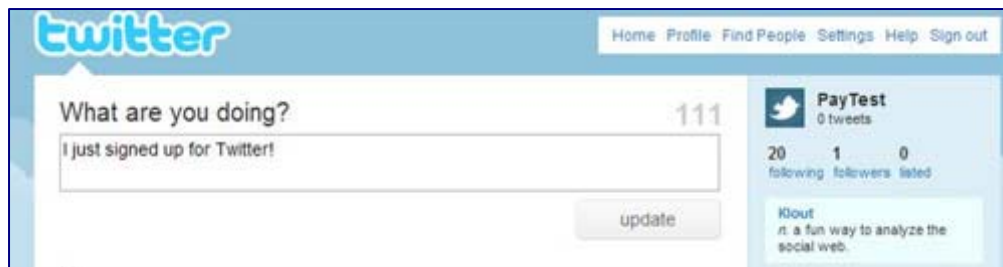


## II. Using Twitter to communicate professionally

- A. Professional communication.** Balancing work and personal connections on Twitter is incredibly important. Most Twitter accounts have followers that include both personal and professional contacts, but some of your messages may not apply to both groups. It’s important to be careful about how and what you communicate, as any offensive communication could damage both your personal and professional reputation with the click of a mouse. For more tips see the communication tips section on page 21.

**B. Twitter features.** Twitter provides many tools to help make communication easy. Use these tools to communicate with your friends, family and business contacts effectively and professionally:

1. **Updates or “tweets.”** Twitter always asks the question, "What’s Happening?" Each answer to that question is considered a Twitter status update, or what people often call a "tweet." Each update is 140 characters or less. Once you've signed up, just type your first tweet in the update box. Twitter even counts the characters for you! Click the update button to post the tweet to your profile.



2. **Following.** Following is a way to receive information in the form of tweets from a person, company, or organization. If an account seems interesting, you can follow that account and see their updates in your timeline. When you follow someone, every time they post a new message it will appear on your Twitter homepage. New messages are added to your homepage as people post them, so you always get the updates in real time.
3. **@ replies.** You can start a tweet with @username, and it will appear in the person's replies tab. All tweets containing @yourusername are collected for you, accessible by a link in your sidebar. Click on your user name to see all replies made to you, and mentions of your user name. You can also reply directly from someone's tweet by clicking the curved arrow next to the tweet; Twitter will automatically add @username to your next tweet.



4. **Direct messages.** This tool is very similar to traditional e-mail. In addition to public updates and @replies, you can send followers private tweets, called direct messages. If someone is following you, you can send a direct message from the web via the "Direct Message" link on the right-side of your profile page. You can also send direct messages from: the reply icon attached to messages in your direct message inbox, the drop down box on the direct message inbox page.
5. **Hashtags.** Because Twitter provided no easy way to organize tweets or add extra data, the Twitter community came up with their own way: hashtags. A hashtag helps group tweets into a category. If you add a hashtag to your tweet and you have a public account, anyone who does a search for that topic may find your tweet. Hashtags have the "hash" or "pound" symbol (#) preceding the tag, like so: #payroll, #followfriday, #NPW. Hashtags can occur anywhere in a tweet.

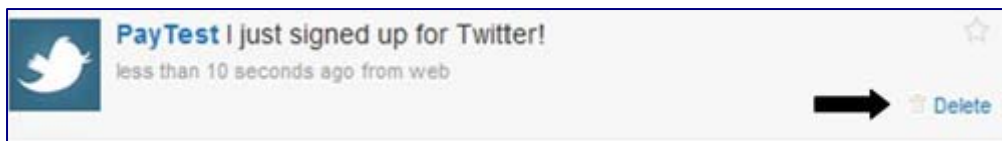
### III. Privacy – Protecting Yourself on Twitter

- A. **Public accounts.** When you sign up for Twitter, you have the option of keeping your account public (the default account setting) or protecting the account to keep your updates private. Public accounts have profile pages that are visible to everyone, and anyone can follow public updates without approval from the account owner.



**B. Protected accounts.** Protected accounts receive a follow request each time someone wants to follow them, and only approved followers are able to see your profile page. If the idea of strangers reading your Twitter updates makes you feel a little weird, try protecting your profile at first. You can always change your mind later. You can protect your profile by clicking “Settings” from the menu at the top of your page. Protected account owners control who can follow them, and keep their updates out of the public Twitter stream.

**C. Deleting a “Tweet.”** If you've posted something that you'd rather take back, you can remove it easily. When you hover over your update when viewing your home or profile page, you'll see a star and a trash can at the end of the update. The star is for marking the update as a favorite, and the trash can is for removing it.



**D. Blocking or un-following an account.** Blocking someone means that you and your profile photo will not appear on the blocked user's profile page, timeline or anywhere else. The person will not be notified that they've been blocked, and they will be unable to follow you. If your account is public, the blocked party can still view your profile page, but can't receive your updates in their timeline or on their phone. To block someone on Twitter, go to the profile page of the person you wish to block. Click “Block” from the menu on the right side of the page.

#### IV. Communication Tips

**A. Be careful what you post.** Be sure to avoid offensive topics and try to remain courteous, avoiding swears and other potentially impolite communication.

***Great potential posts:***

- A post that highlights your hobbies or personal area of interest.
- Fun APA Chapter events.
- Major or fun developments from your day. Be selective on what you post. Only post about the big events or interesting moments.
- Pictures from a family outing or work function.
- An interesting article or study that relates to your industry.

***Posts to avoid:***

- Any post about religion and politics should be avoided.
- Your search for a new job while still employed.

- B. Messages meant for an individual.** You can make social plans, inside jokes, and other communication that isn't group oriented as long as you use Twitter's reply feature. For longer, detailed messages, you can use the "Direct Message" tool. Avoid announcing plans or other more individual messages as a tweet.
  
- C. Never say anything negative about your company.** Any negative post that names or alludes to your company or co-workers can damage your reputation, ruin relationships, and even get you fired or sued. If you're frustrated, send a direct message to a sympathetic friend.
  
- D. Avoid an unprofessional profile picture.** As Twitter is a bit more "casual" your profile picture doesn't have to be as professional as the picture on your business card, but avoid using photos of your weekend out, Halloween costume, etc. Be sure that whatever photo you use isn't offensive in any way.

# Appendix

## Facebook Etiquette:

### Five Do's and Don'ts

By C.G. Lynch, CIO.com



Balancing your work and personal life on social networking tools such as Facebook has become more complex than ever -- and the dangers go beyond the well-publicized examples of posting party pictures to your profile. How can you avoid blunders that will deem you a thoughtless spouse, friend or colleague? Kirsten Dixon, a reputation management and online identity expert, warns of five places where you can get into trouble.

1. Choosing your profile picture
2. Filling out your biography
3. Posting content, links and news
4. Talking to one vs. many
5. Watching your tone

Get her tips on ways to avoid Facebook blunders and read the full article at: [http://www.pcworld.com/businesscenter/article/154374/facebook\\_etiquette\\_five\\_dos\\_and\\_donts.html](http://www.pcworld.com/businesscenter/article/154374/facebook_etiquette_five_dos_and_donts.html)

## Facebook Etiquette:

### 10 Rules for Better Socializing

Christopher Null, PC World

What's okay on Facebook? This article presents essential Facebook etiquette, including:

1. Friending on Facebook
2. Updating
3. Sharing quizzes and other applications
4. Chatting
5. Poking friends
6. Avoiding "group think"
7. Embarrassing photos
8. Tagging photos
9. Untagging photos
10. Ignoring requests



Read the full article at

[http://www.pcworld.com/article/169120/facebook\\_etiquette\\_10\\_rules\\_for\\_better\\_socializing.html](http://www.pcworld.com/article/169120/facebook_etiquette_10_rules_for_better_socializing.html)



# Facebook, Twitter users beware: Crooks are a mouse click away



Learn how to keep yourself safe online.  
According to Stephanie Chen of CNN.com:

1. The FBI reports nearly 3,200 account hijacking cases since 2006
2. Online scam losses amounting to \$264.6 million reported in 2008
3. Facebook has automated systems that detect compromised accounts
4. MySpace.com creates blacklists of phony accounts

Read the full article at

<http://www.cnn.com/2009/CRIME/10/19/social.networking.crimes/index.html>