

stewart@stewartcutler.com

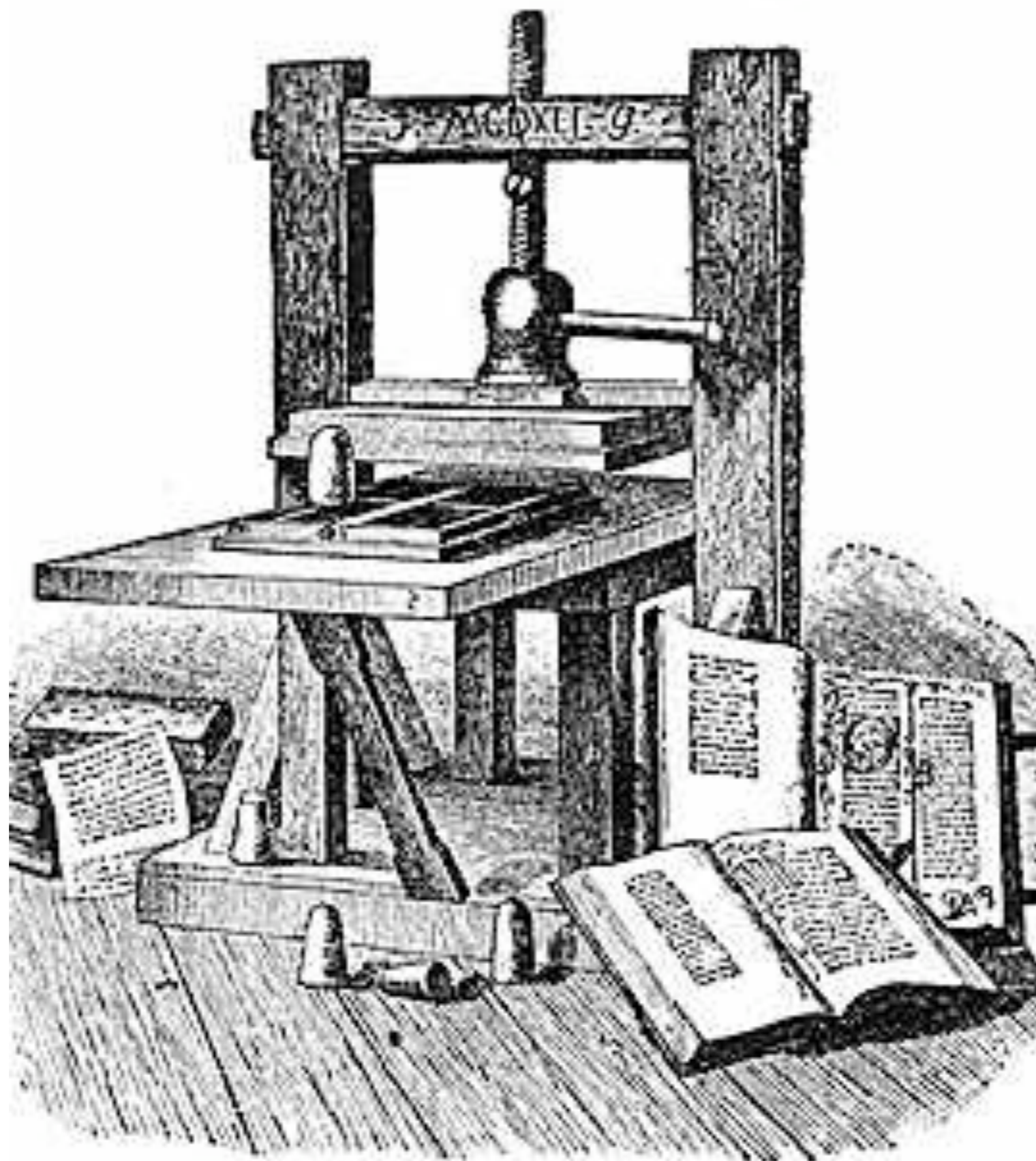
web: stewartcutler.com



twitter

@stewartcutler

social media



fundamental shift in communication



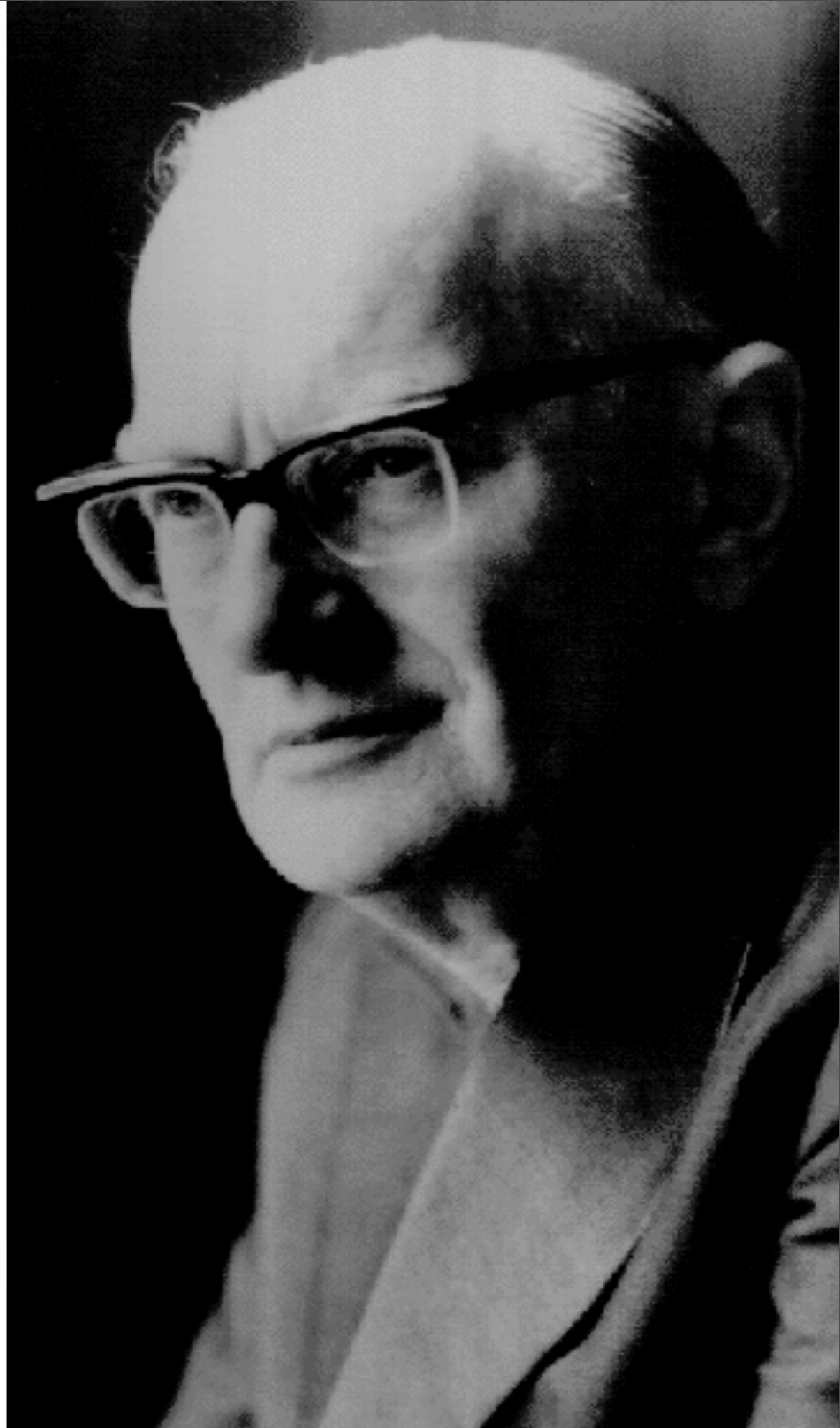


**“tools don’t get
socially
interesting
until they get
technologically
boring”**

clay shirky

**“any sufficiently
advanced
technology
should be
indistinguishable
from magic”**

arthur c clarke



**technology is
neither good, nor
bad, nor either**

krantzburg

social networking

profile based

&

content based

profile based



facebook



myspace
.com



Stewart Cutler hi all. changing Twitter name to @stewartcutler. Please change you follows. Cheers. Stewart. on Friday clear

Wall Info Photos My Flickr Boxes +

Update Status Share Link Add Photos Add Video Write

What are you doing right now?

Post

View Photos of Me (2)

Children & Youth Development Officer for URC in Scotland. Into emerging church & web2.0. http://stewartcutler.com

Relationship Status: Married to Avril Cutler

57% have joined a social network



Rich Olyott wrote at 8:42pm

You need to configure your My Flickr! What did you use to get your blog on here? Just the Word Press app or another Blog one?

Wall-to-Wall

Advertise

Get a Half Price Sky+ Box



Sky+ Box just £75 (normally £150) with selected Sky TV, broadband and call combinations from £26 a month.



Political Blog Photos



**only 18% of young
people are on social
networks**

50%

**check their social network
at least once a day**

65 million users

only 6% under 18

facebook

3rd

**biggest country in
the world**

16%

users under 18



**myspace
.com**

**users spend 1.14billion
mins a month**

33% under 18



**average of 6
hours per
month**

**increase of
82% in a year**

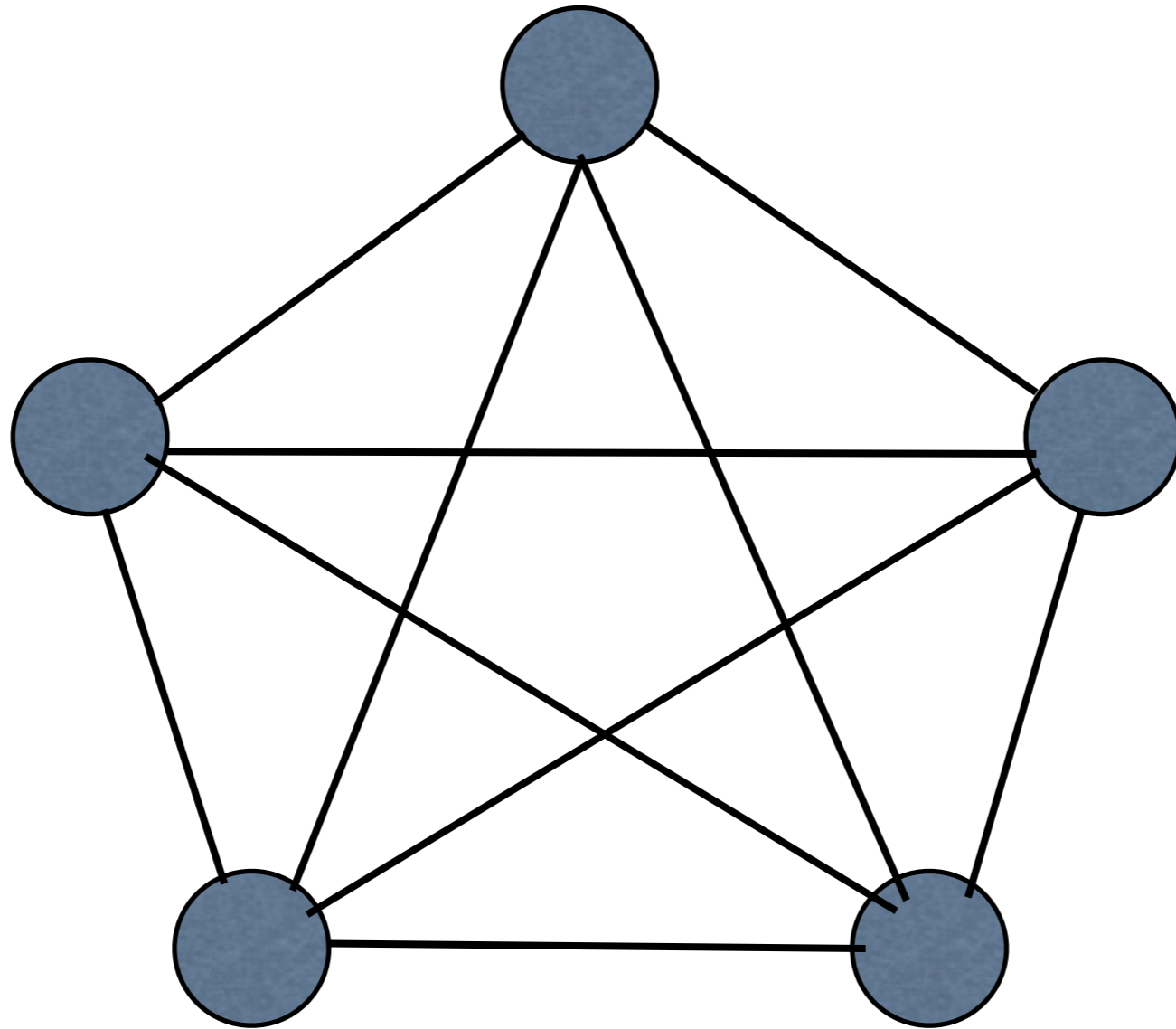
**'exposing
more surface
area'**

jonnie moore

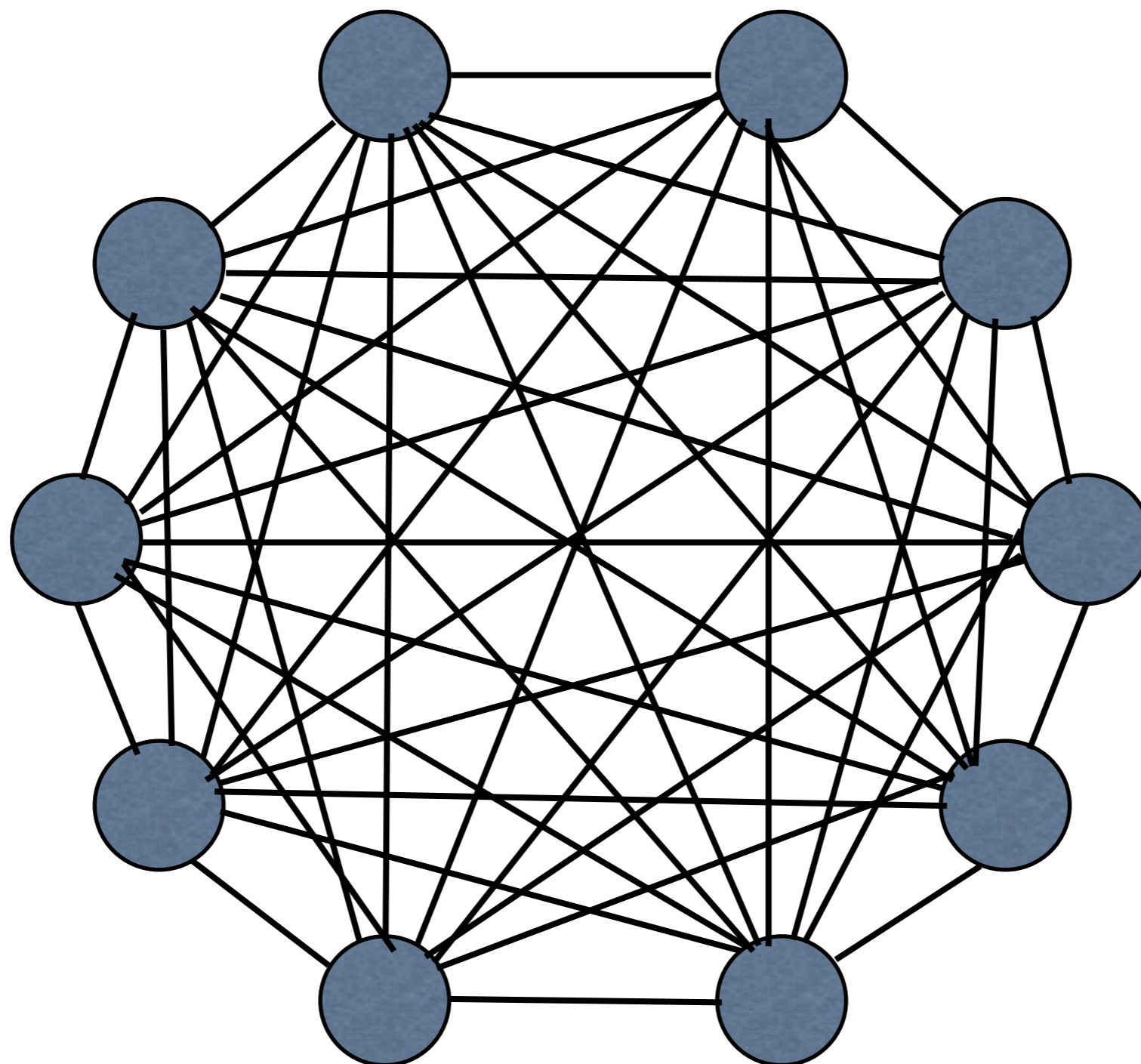
**'continual
partial
friendship'**

dave weinberger

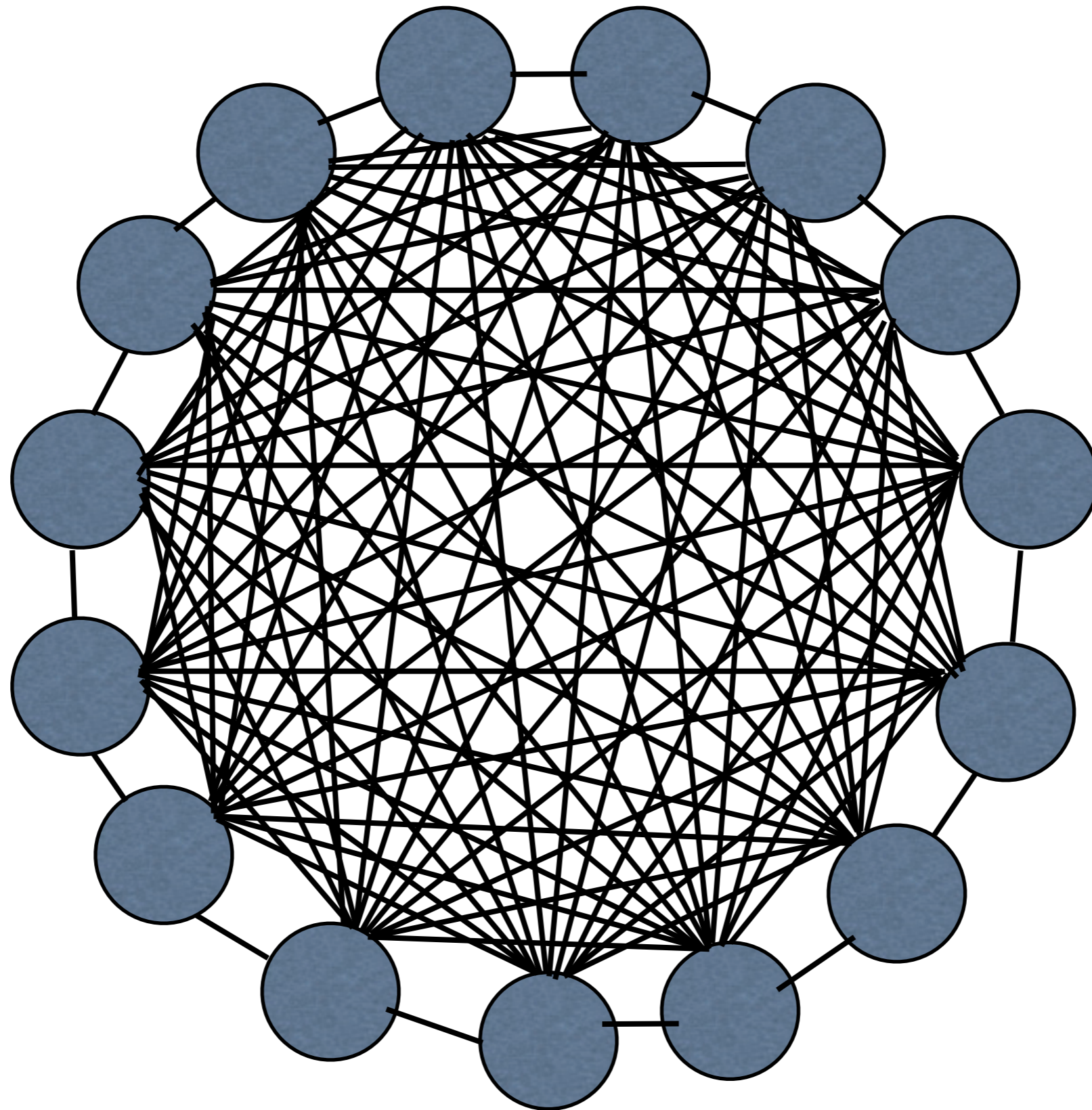
**relationships
are complex**



5 people = 10 relationships



10 people = 45 relationships

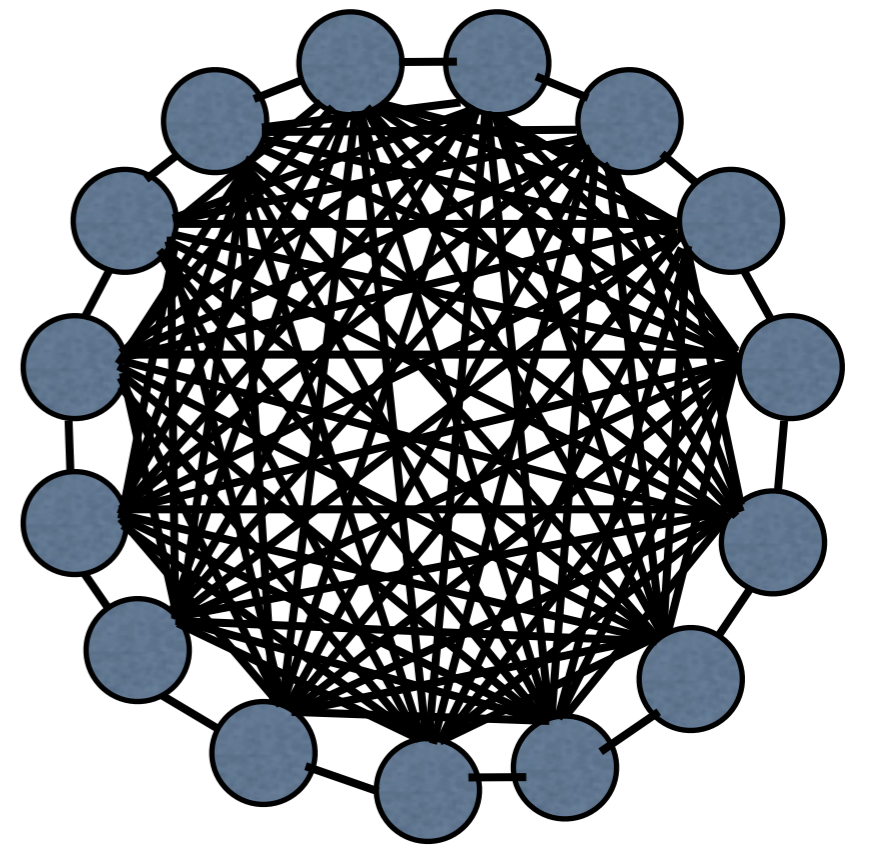
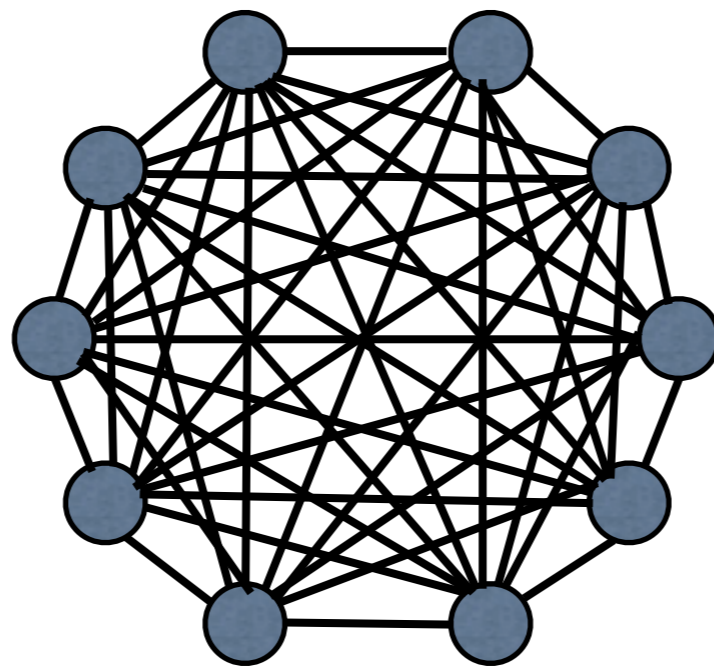
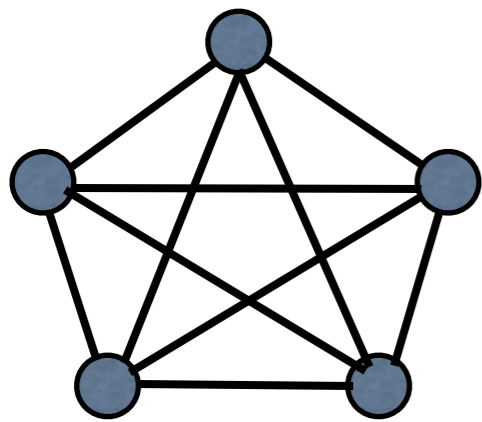


15 people = 105 relationships

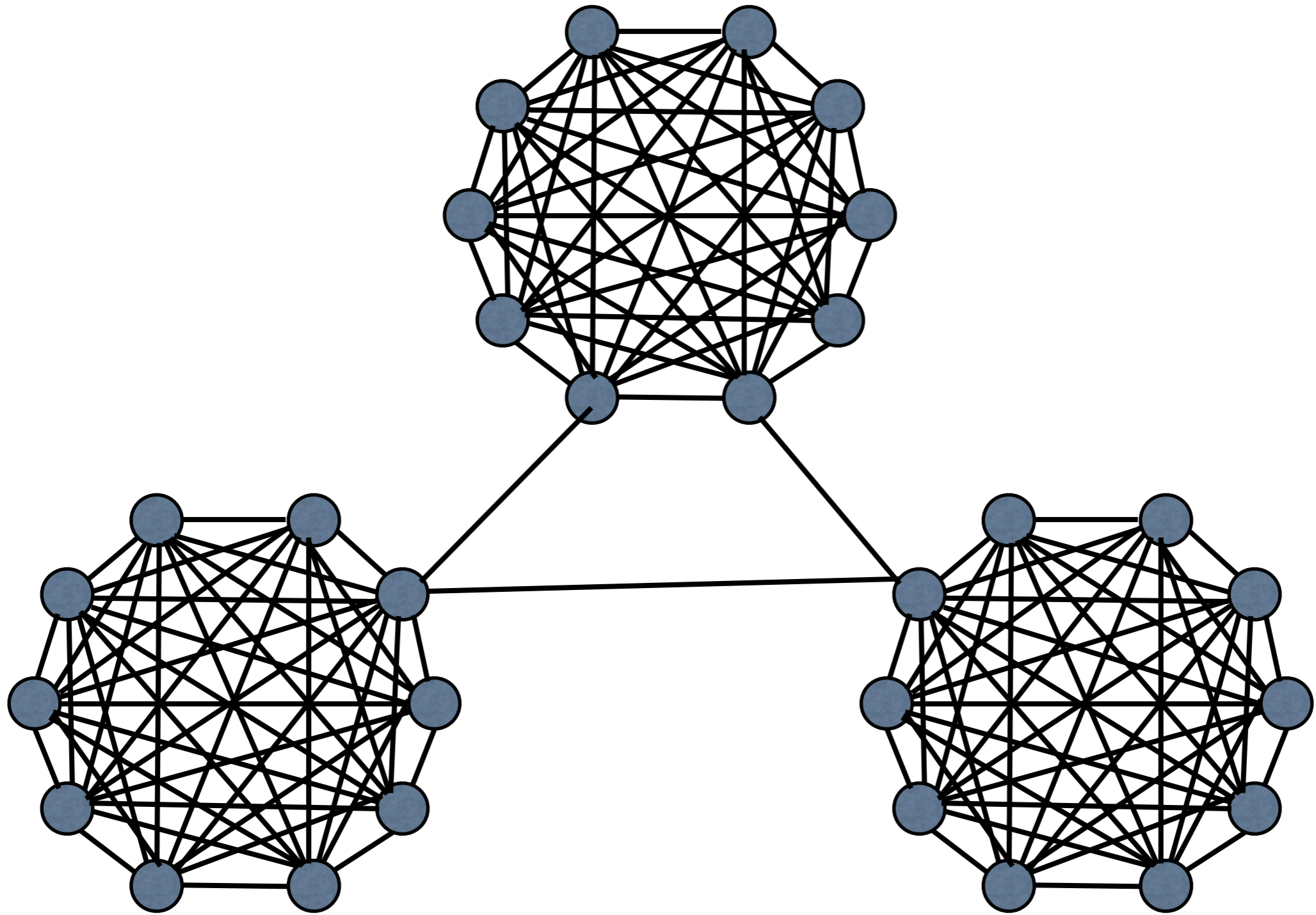
is

biggger

better?



X



**most of us are
'real' online**

A silhouette of a Buddha statue in a meditative pose, set against a bright, golden sunset sky. The sun is low on the horizon, creating a strong backlight effect. The foreground is a dark, solid black shape representing the ground or a hill.

online karma

content based



Broadcast Yourself



> 6 billion

videos viewed per month (Jan 2009)




Broadcast Yourself

Battle at the Upau

43%

in UK watch online
video clips every day
(ICM)



 From: **swryv**
Joined: 1 year ago
Videos: 1 [Subscribe](#)


Added: **March 26, 2008** ([More info](#))
My great movie.

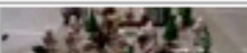
Embed: [Customize](#)
<object width="425" height="344"><param name="movie" value="h

Video Owner Options
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► **More From: swryv**

▼ **Related Videos**

 **3D lego Technics Halfire Droid**
00:11 From: 3dwannabee
Views: 18,378

 **clone invasion of kashyyyk part 2**
00:05 From: ...



Your photostream

[Collections](#) [Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)



Edinburgh
12 photos | [Edit](#)



Roy & Harry
31 photos | [Edit](#)



Glasgow
4 photos | [Edit](#)



nature
5 photos | [Edit](#)



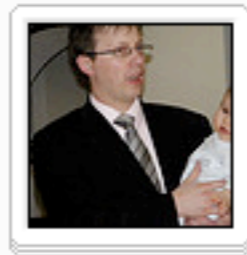
places
1 photo | [Edit](#)



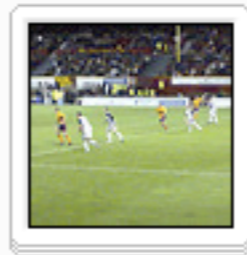
New Lanark
46 photos | [Edit](#)



best photos
45 photos | [Edit](#)



ruby wedding
16 photos | [Edit](#)



football
4 photos | [Edit](#)



church
303 photos | [Edit](#)



Chatelherault
17 photos | [Edit](#)



Moon
7 photos | [Edit](#)

55% have uploaded photos

200,000,000
blogs



StewartCutler.com

youth work, church & technology

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73%

of active online users have read a blog

65,600,000

subscribe



14,000,000
articles



other spaces



**18 million
residents**





but online you can be who you want to be

**12 million
users**



**what should
we share?**

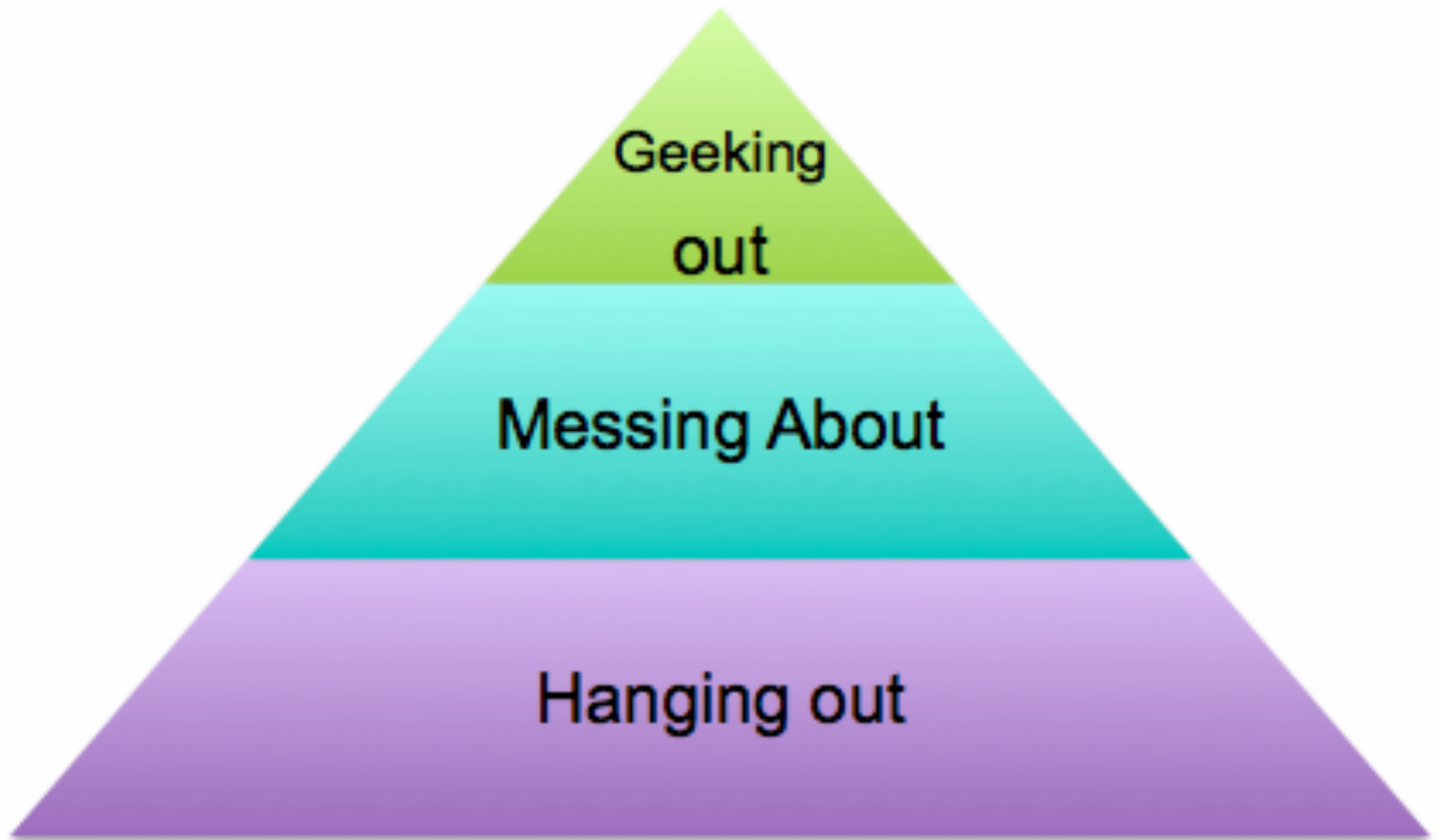
everything

something

nothing

so what?

**young people
spend lots of
time online**



5 ways to engage

[Tim Davies](#)

**support young
people with
information and
opportunities to
reflect**

**promote your
services and
provision through
web**

**use social network
sites to enhance
your face to face
work**

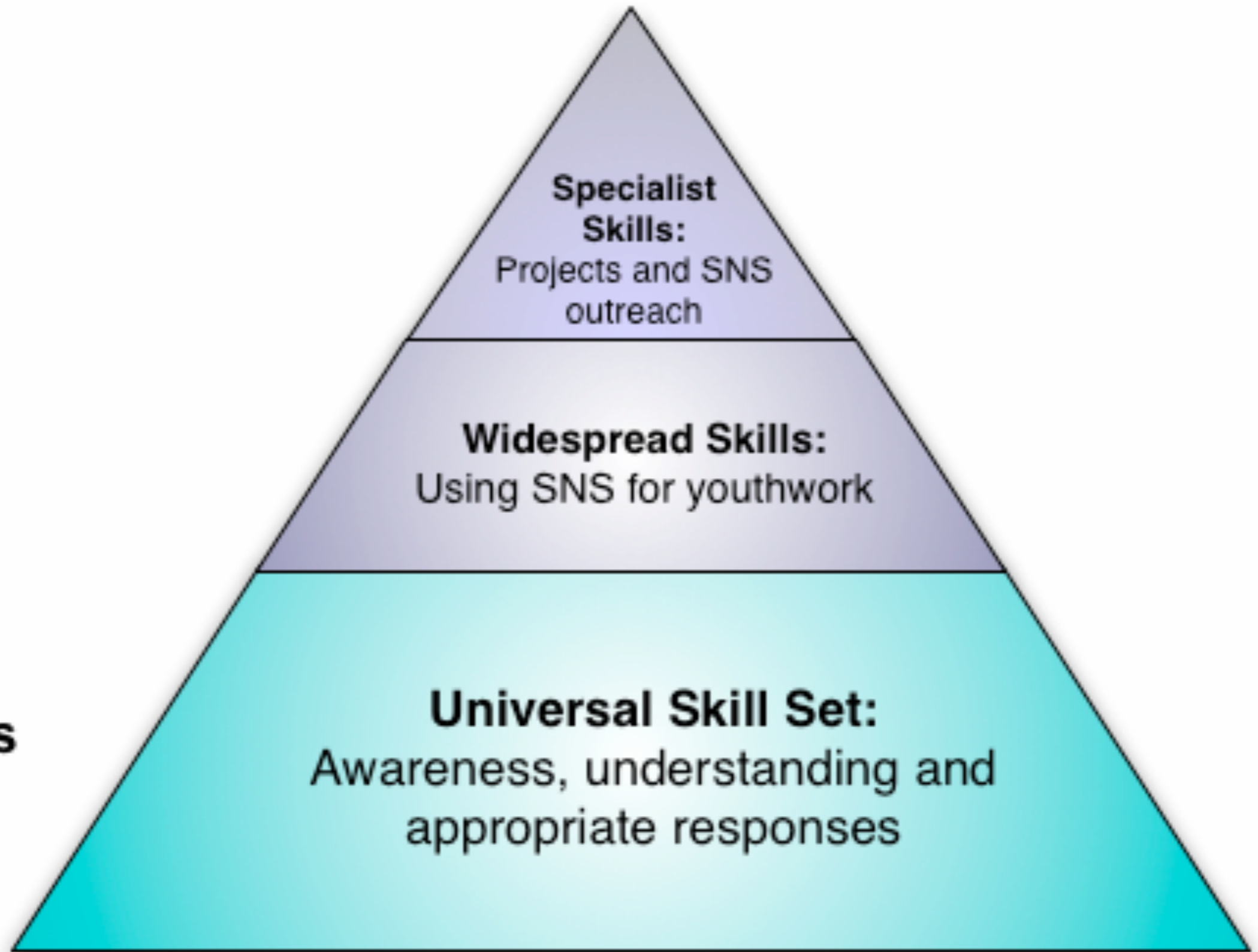
**use social network
sites for research,
participation and
virtual detached
work**

**support young
people to carry out
peer to peer work
online**

Outreach

Use

Awareness



awareness

all staff need to be aware of how social media affects young people's lives – and to understand that young people's lives play out in both online and offline environments. Staff need to be able to identify risks and respond to them; to be sensitive to the role of the Internet and social media when supporting young people's personal and social development; and to be able to identify and encourage young people to explore positive online opportunities.

use

some staff should have the skills to use social media and other online services as youth work tools – whether to promote, extend or enhance face-to-face work; to equip young people with critical skills in making greater use of social media; or for promoting young people’s participation in projects. There are a wide range of different ‘use’ roles – and no single member of staff will be suited to them all. Use of social media in youth work builds upon existing practice and starts from established activities or groups.

outreach

some services will want to consider creating new models of online working – reaching out to new groups of young people and providing online-only support and projects, or projects that start online, before leading to face-to-face and blended work.

good for creativity

social media can help your young people to create

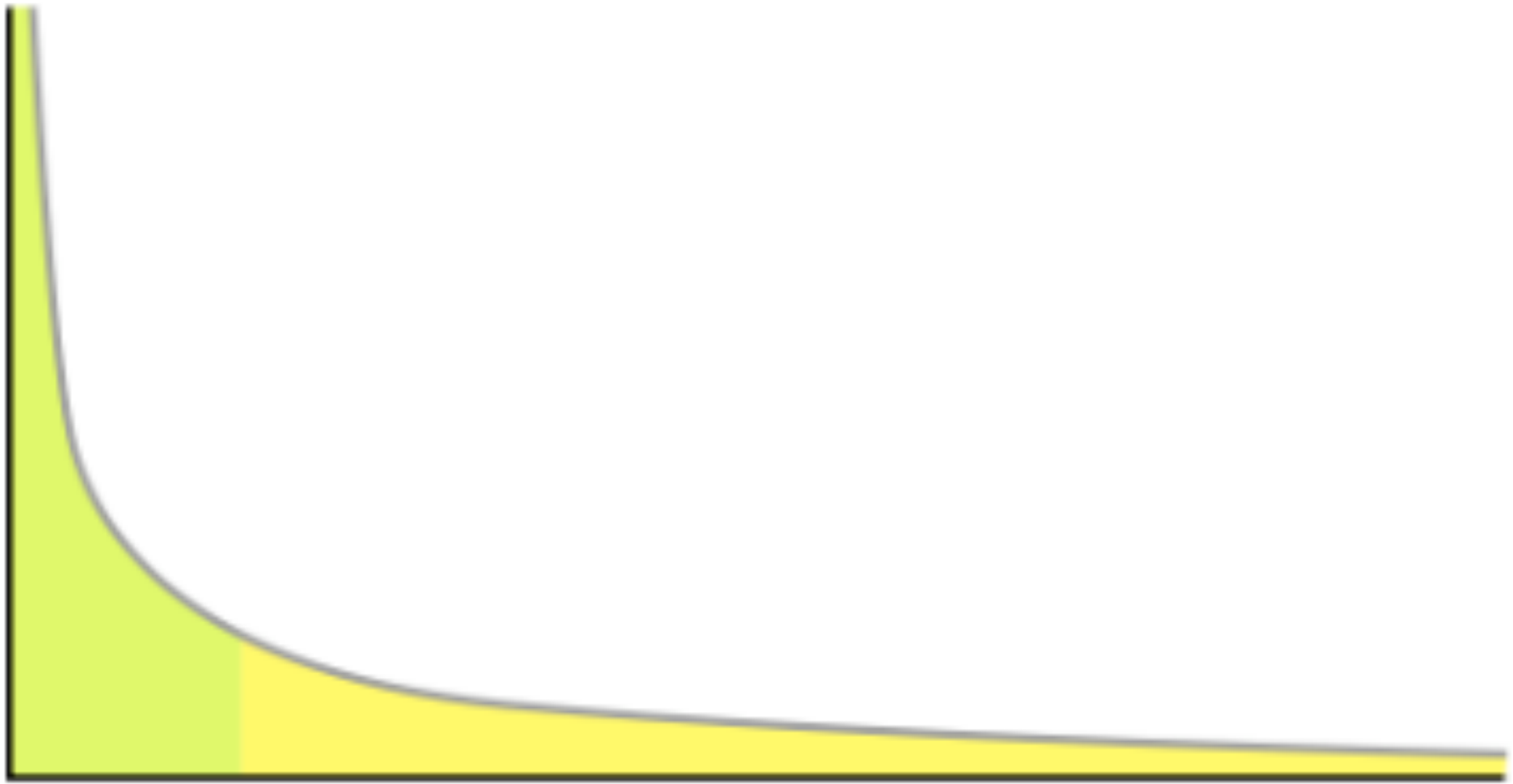


sharing

licensed under  Attribution-NonCommercial-ShareAlike 2.0 Germany | Ludwig Gatzke | <http://flickr.com/photos/stabilo-boss/>

why share?

participation
culture



power law distribution

- Welcome
- About this collection
- More collections
- Getting started



Welcome to Photosynth, a new technology from [Microsoft](#) and [Live Labs](#) that takes a large collection of photos of a place or an object, analyzes them for similarities, and displays them in a reconstructed three-dimensional space.

We've assembled a few collections for you to play with, and we're working on adding more. In the future you'll be able to "photosynth" your own photos, but we aren't there yet.

And hey, it's a tech preview, so you might encounter a bug or two.

We'll update our site with information on improvements and new collections as we go along. We welcome your comments, bug reports, and ideas.

Quick Tip: Photosynth loves to be zoomed, so use the scroll wheel on your mouse to zoom in and out from wherever the mouse is pointing. For more, see [Getting Started](#).

[Photosynth Home](#) - [Feedback](#)

risks?

- **lack of awareness of issues**
- **privacy is taken care of by site**
- **low levels of confidence to change settings**

- **adding unknown people as friends**
- **information on privacy settings hard to find**
- **perception that social networking sites safer**

blogs

wordpress



45%

have started their own blog

Blog Domain

.wordpress.com

Blog Title

My Weblog

The blog title can be changed at any time.

Language

What language will you be primarily blogging in?

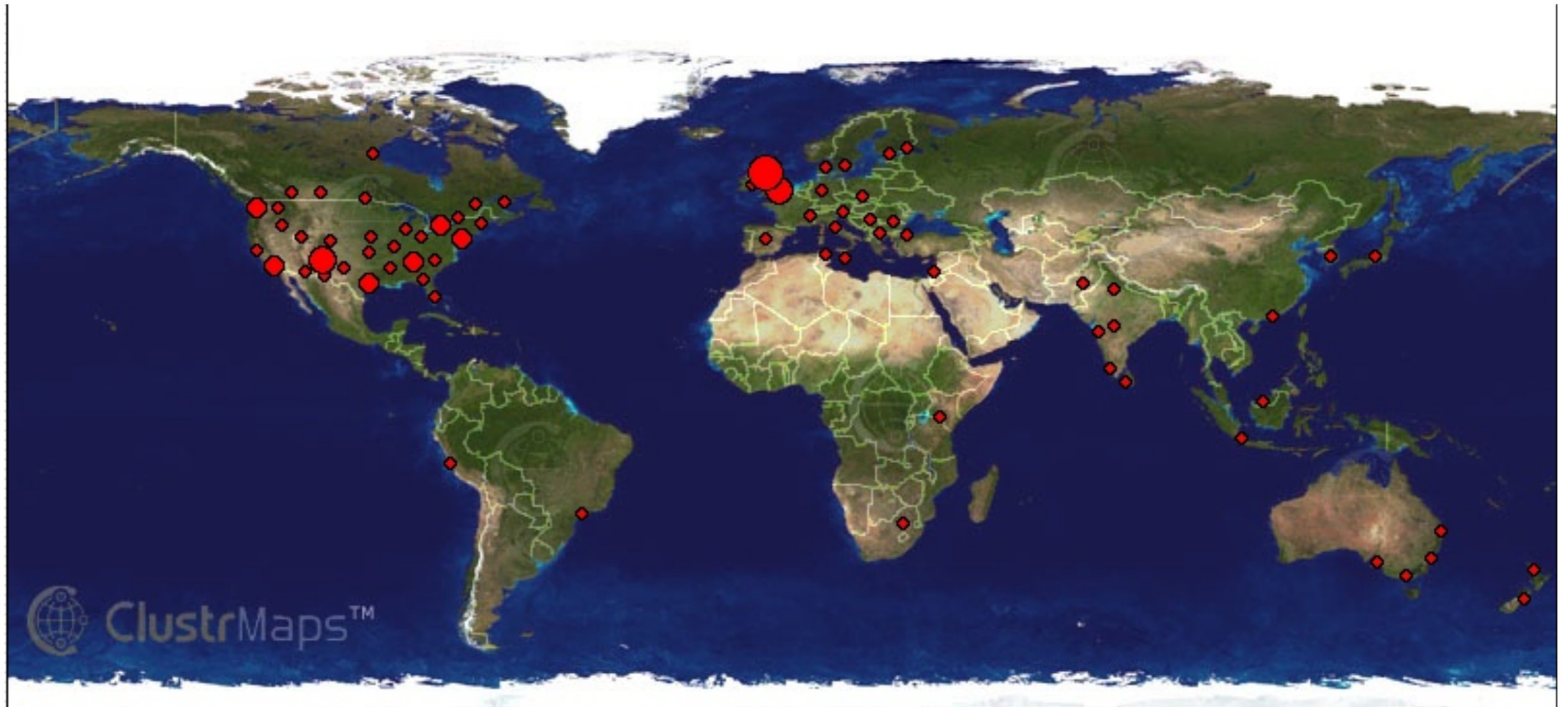
en - English



Privacy

I would like my blog to appear in search engines like Google and Technorati, and in public listings around WordPress.com.

Create Blog →



June 2007



yesterday 2010



twitter

professional boundaries

- **professional / agency profile**
- **be clear about your purpose**
- **visibility of your online activity**
- **complaints procedure**

- **organisation policy?**
- **cyber bullying**
- **systems for recording online work**
- **access, firewalls and filters**
- **training needs**

GOOGLE™
never forgets

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twitter

@stewartcutler

scottishyouthministry.ning.com

ukyouthonline.ning.com