Social Media Tools

For collaborating online with team members

Game Development Foundations

Contents

- What is 'Social Media'

- Types of Tools and Applications

- Issues Associated with Social Media Tools

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Social Media

- "Computer-mediated tools that allow people to create, share, or exchange information in virtual communities and networks"
  - Uses Internet-based applications
  - Highly interactive
  - Allow the creation and exchange of user-generated content

Social Media

- Using this definition, we see that Social Media Tools are more than just Facebook

- Any tool that lets us collaborate, create, and share our work online

Types of Social Media Tools

- Social Networking
  - Connect with friends, colleagues and others to share media, content and communicate
  - Facebook, LinkedIn
- Blogs and Microblogs
  - Wordpress, Twitter
- Content Communities
  - Organize, share and comment on different types of content
  - YouTube, Flickr, scribd

Types of Social Media Tools

- Discussion Forums
  - Reddit, Stack Overflow
- Collaboration
  - Allow teams collaboration in an online environment
  - Skype, Trello, Asana
- There are many other 'types' of social media tools

Conversations in Social Media
German Edition V2.0
powered by ethority
Inspired by Brian Solis & JESS3

Conversations in Social Media – Version 2.0 – 04.2010 by ethority | http://social-media-prisma.ethority.de | http://www.twitter.com/ethority | Contact us for updates: prisma@ethority.de
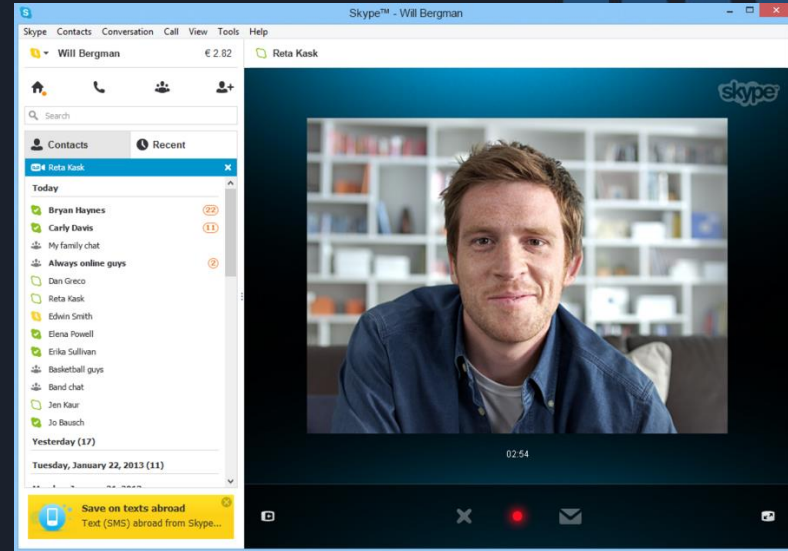
Issues Associated with Social Media

- Disparity
  - Level of access between rich/poor, location, or education
  - How does where you live affect how you use social medial (do you have NBN, poor mobile coverage?)
- Trustworthiness
  - Can you trust everything you read on the internet?
  - Is user generated content more or less trustworthy?

Issues Associated with Social Media

- Ownership of Content
  - Content is generated by users and hosted by the company, so who owns it?
- Privacy
  - Information could be captured without users' knowledge
  - Law enforcement and government use of information
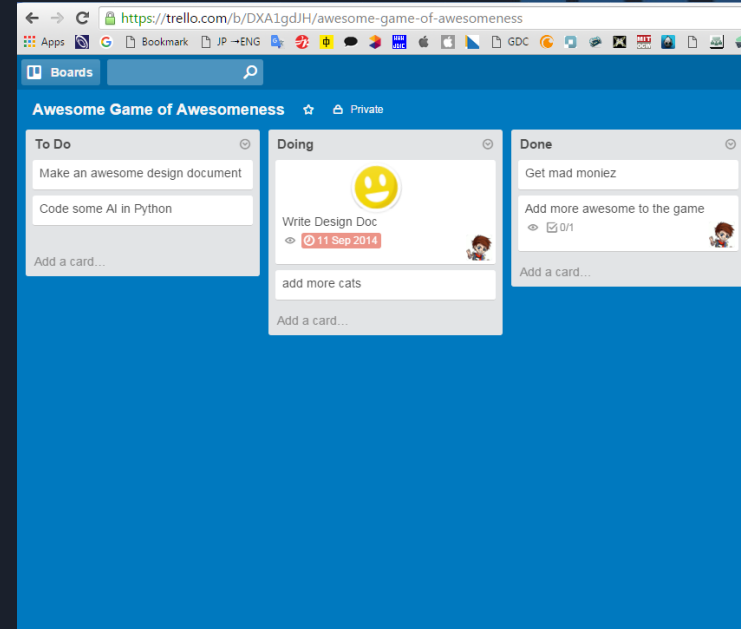 - Monitoring of employees through social media

Popular Tools: Skype

- http://www.skype.com/en/

- Text, voice and video chat

- Online communication with team members
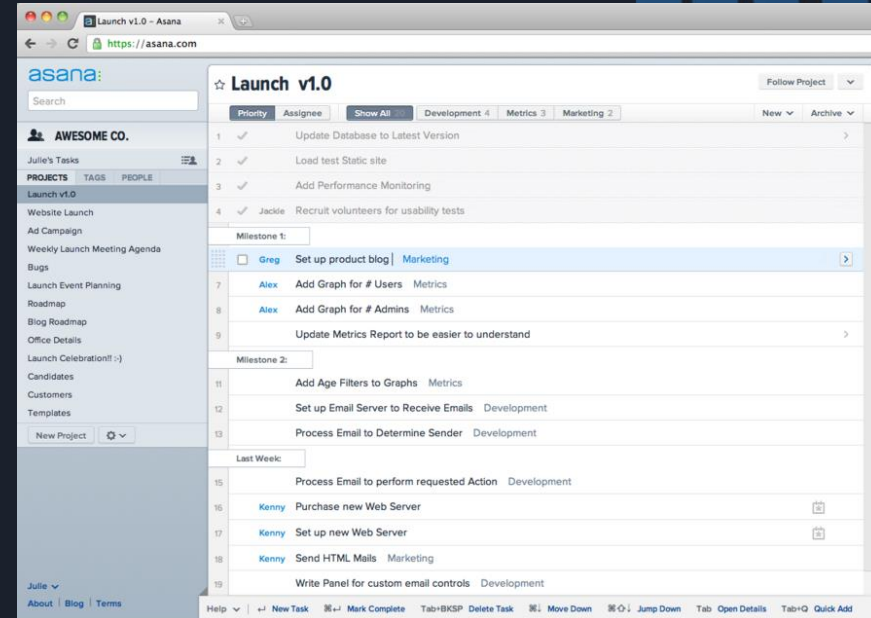
- Allows screen sharing

Popular Tools: Trello

- https://trello.com/

- Organize your project into lists

- Cards can progress from one list to the next

- Replace email threads or speadsheets

Popular Tools: Asana

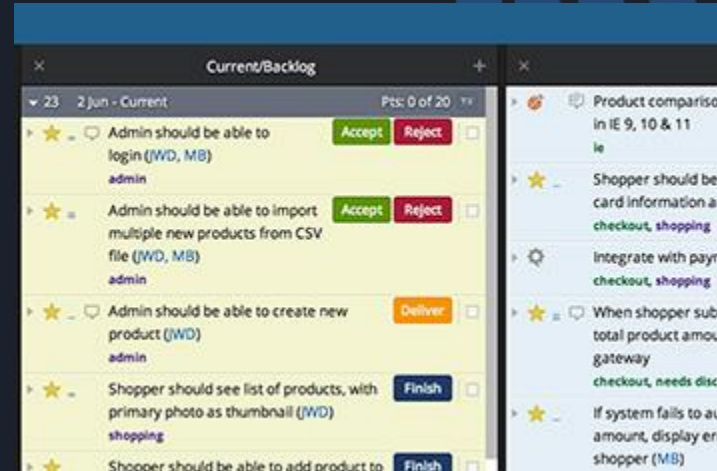- http://asana.com/
- Track progress on projects
- Assign responsibilities
- Add notes, comments and attachments to tasks
- Receive notifications when the state of tasks change

Popular Tools: Pivotal Tracker

- <u>https://www.pivotaltracker.com/</u>

- Project management tool

- Break a project into 'stories' (tasks) and estimate complexity

- View and manage your project backlog

Summary

- Social Media tools include any web-based applications that facilitate communication and the sharing of information
  - Not just Facebook!
- There can be many issues associated with using Social Media tools
- Popular tools for project management include Skype, Trello, and Asana
- Evaluate and choose the tools that work best for your team

References

- Boundless.com. 2016. *Defining Social Media*. [ONLINE] Available at:https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/social-media-marketing-15/introduction-to-social-media-and-digital-marketing-98/defining-social-media-480-10597/. [Accessed 12 January 2016].

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