Social Networking for Scientists
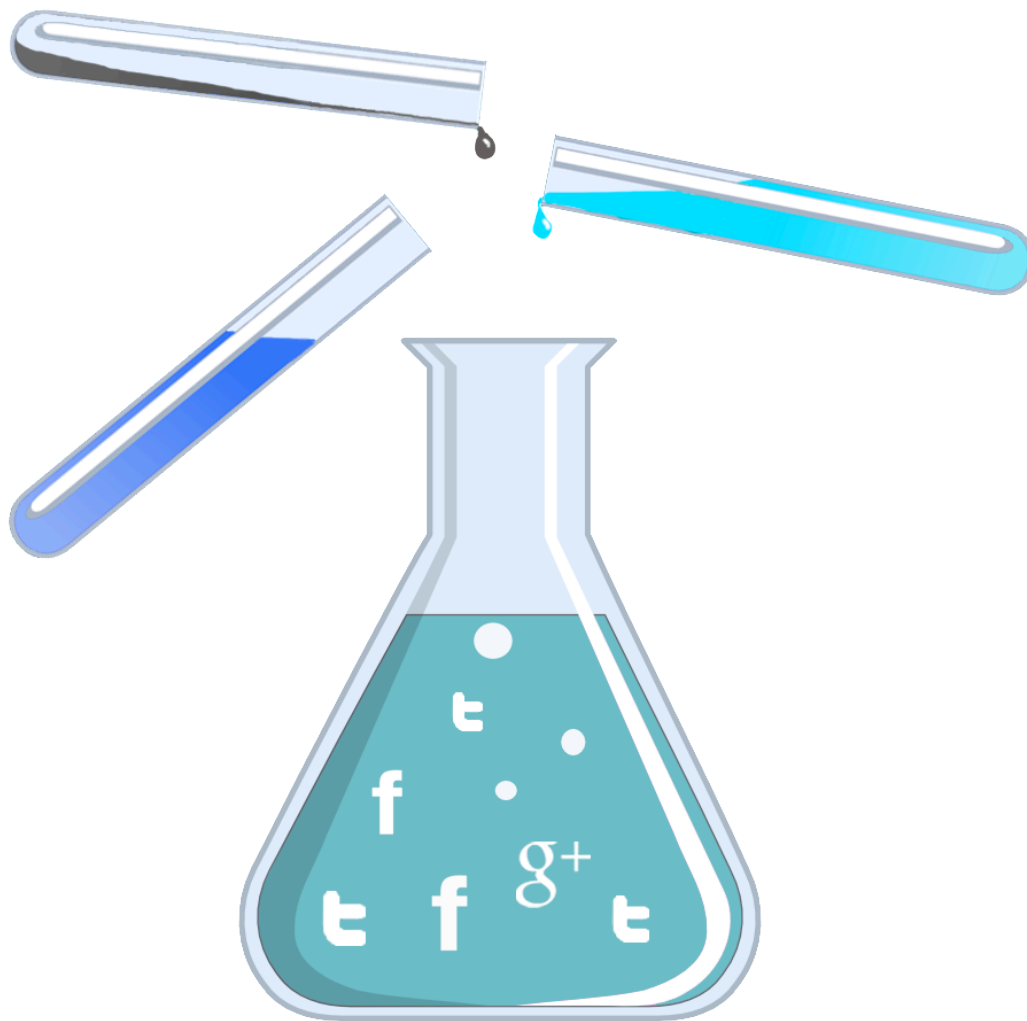
A beginner's guide

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About the Author: Christie Wilcox

Christie began her scientific career as a biologist in 2007 when she received her B.S. in Marine Science with a minor in Chemistry from Eckerd College. She then spent two years working in a biomedical lab before applying to doctoral programs. She is currently pursuing her Ph.D. in Cell and Molecular Biology at the University of Hawaii at Manoa. In addition to her studies and research, she has emerged as a leading advocate for using online tools to facilitate scientific research, outreach and communication.

Christie is also highly active in the online science community, and has been freelancing as a science writer and blogger since 2008. She now pens the blog *Science Sushi* for Scientific American. Her writing has won numerous awards and honors, including being selected for publication in the annual anthology of the best science writing online, *The Open Laboratory*, for four years running. She has active profiles on Twitter, Facebook, and Google +, and is an expert on the use of social media for science.

Social Networking for Scientists: a beginner's guide was created by Christie to compliment interactive in-person workshops and an online collaborative wiki on how and why social networking is an important part of scientific research and outreach. All opinions herein are her own, and do not reflect the position of any of her employers.

Find Christie online at http://christiewilcox.com

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More Twitter resources are available on the wiki

http://socialnetworkingforscientists.wikispaces.com/Twitter

Twitter 101

A brief introduction to the Twitterverse

#SNFS   #IDEA2012   #SCWEET

"The qualities that make Twitter seem inane and half-baked are what makes it so powerful."
*– Jonathan Zittrain*

"It's easy to mock the idea of Twitter with its silly name and teenagers reporting on what they had for lunch. But many scientists underestimate the extent to which casual background communication can help to identify trends and get quick questions answered." – Michael Tobis

"Twitter is a news system, today, it will be more of a news system in the future, and whatever becomes of Twitter the company or their web service, the essentials of what Twitter does is an integral part of the news system of the future." – David Winer

Technically speaking, Twitter is microblogging site. Since its launch, Twitter – or "the SMS of the Internet" – has become one of the top 10 most visited sites. Posts, called 'tweets', are restricted to 140 characters long and are curated in real time, allowing for speedy dissemination of news and information. With over 140 million active users as of 2012 who are generating over 340 million tweets daily, Twitter is one of the largest social networks out there, and one of the most important for science communication on a global scale.

Getting started: how to set up a Twitter account

All you need to start a Twitter account is an e-mail address. When you first go to Twitter.com, you'll be greeted with a screen like this:
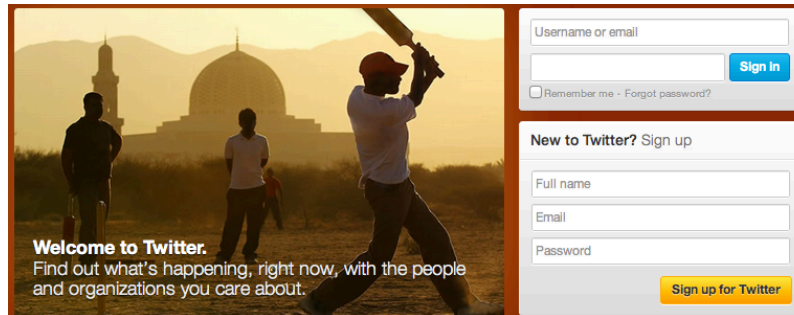
On the righthand side, you'll find a box that is titled "New to Twitter? Sign up". Enter your name (or whatever name the Twitter account will have; a website name, your organization, lab, etc), the e-mail you'll use for the Twitter account (mostly for validation purposes), and a password you'll remember. You'll then be taken to a page that looks like this (except with your info filled in):

Here you will choose a username, which will be your Twitter handle. Try to make this as simple, short but to the point as possible. For personal Twitter accounts, your name is a good start, or a pseudonym you want to be known by (e.g. "scicurious"). You can be creative if want, but the shorter and easier to remember, the better. They'll let you know if what you want is already taken and offer suggestions based on your info. It's up to you if you want to check either of the two boxes (to stay logged in or to tailor twitter to you), though for the moment, I suggest keeping them unchecked. Finally, click "create my account" - and congrats! You're now on Twitter. Validate your e-mail through the link they send you, and you're 100% official.

I'm on Twitter! Now what?

Once you click the "Create my account" button, you'll be taken to Twitter's mini getting started tutorial. Click "next" to get started.

The first thing they'll ask you to do is build your timeline by following five people. If you know the Twitter handles of people you want to follow, or want to search for people or organizations, *great*. Search for them and start following. If you don't know who you want to follow, you don't
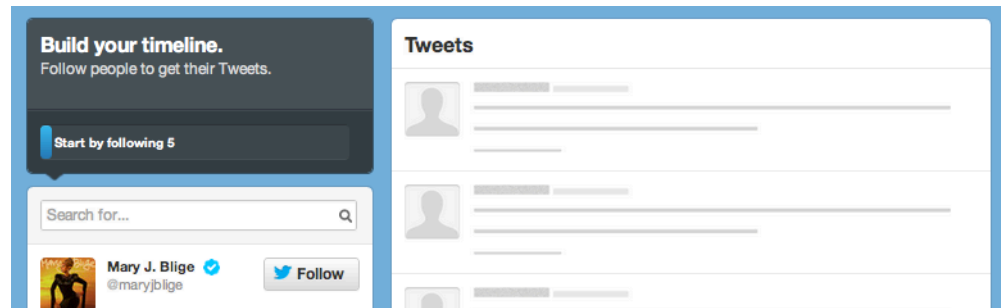
have to spend time figuring that out now. Simply click "skip this step" (which is hiding down on the lower left). Skip again to get through the second page asking you to follow people, and you'll arrive at the first profile step.
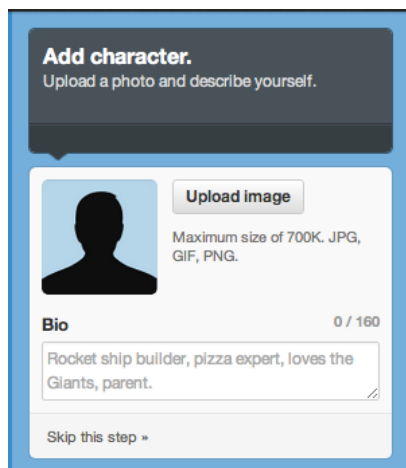
You'll definitely want to upload an image to set yourself apart from the drones and spam accounts. This can be anything, though I suggest that for a personal Twitter, use a real photo of yourself (unless you are tweeting anonymously). Organizations usually use a logo.

Next, type a brief bio in the prompt box. You can change this at any time, so don't worry about being perfect now. Simply saying who you are in one sentence is plenty, and feel free to include a link to your main webpage if you'd like.

You'll then be taken to your main Twitter front page. From here, you can do anything you might want to when it comes to Twitter.

mentions, replies and interactions

find new people, topics, etc

your Twitter feed

compose a tweet

basic stats

compose a tweet

On the left, you have your basic stats. Below it will be Twitter's boxes to try and help you find new people or hashtags to follow. On the right is your timeline - a real-time feed of the tweets of all the people you follow. Up at the top is your Twitter toolbar, where you can look for people, topics, and change your settings.

The little person logo opens up a menu that allows you to look at direct messages, lists, and most importantly, change your settings. You can personalize Twitter here: change your background, set up a mobile device, modify when Twitter sends you e-mails or other notifications, and edit your picture and bio, should you feel the need to change them. Spend a few minutes to play around, both in the settings menu and on the Twitter page, to familiarize yourself with the site. Mouse over or click on a tweet to see options to retweet, reply or favorite that tweet. Click through to see what the **@ Connections** and **# Discover** pages look like.

What's that?! Twitter Terminology

Mentions (@username)	When you want to talk about someone on Twitter, you use the @ followed by their username. Any tweet which includes an @user will appear under their "@ Connect"(or Mentions) tab. This can be used in context of a link or quote (e.g. "Scis should tweet, says @NerdyChristie"), to get attention ("Hey @NerdyChristie!..."), or in reply to a tweet (see Replies)
Replies	Replies are a special kind of mention that is specifically aimed at a person's tweet through clicking the reply button (which appears when you mouse over or click on a tweet).
Hashtag	The # symbol, called a hashtag, is used to mark keywords or topics in a tweet and to categorize messages. They're a great way to follow a topic without having to follow everyone who talks about it. For example, conference hashtags (like #IDeA2012) allow you to follow the Twitter chatter about a conference even if you don't follow any attendees.
RT	RT stands for "retweet", and indicates that the text following after it is word-for-word someone else's tweet. "RT @NerdyChristie: ....", for example, means that someone retweeted a tweet by NerdyChristie
MT	MT stands for "modified tweet", and it is similar to retweet in that it indicates someone else's post. Instead of being word-for-word, MT indicates that the tweet was changed somehow (usually cut down to fit)
Favorite	Favoriting a tweet can be used to let the poster know that you liked it or so you can save the tweet for later, and is represented by a small star icon.
List	A list is a group of Twitter users, usually used to help funnel down the main stream into relevant subdivisions. When you view a list, you'll only see the tweets from the users in that list. You can add users that you don't follow to lists, and you can follow other people's lists without following every user on it.
Interactions	Twitter refers to mentions, retweets, favorites and follows by the broad term "interactions". These under the "@ Connect" menu option

Who should I follow?

Now that you are on Twitter know the lingo, it's time to start following people. Who you follow and how many you follow is a personal choice, and will depend in part on how you plan to use your Twitter account. Some easy suggestions:

- Major funding agencies: @NSF, @NASA, @NOAA, @EPAgov, @NIHforHealth
- Journals relevant to your field: @sciencemagazine, @naturenews, @PLoSBiology
- Other scientists: (search a keyword like "Neuroscience" and see who pops up)
- People that follow you! (though scan their page first to make sure they're a real person)

A tip for following: if you go to a person/organization's Twitter page (https://Twitter.com/#!/username), you can see who they follow and who follows them to find people that might be similar. Also, click on the "Lists" tab on the right to see any lists they have or are a part of – sometimes checking out lists that a user has been added to is a great way to find more of the same (e.g. the journal Science is a part of Molecular Biologist @Alexis_Verger's list "T Science Journals" (http://bit.ly/OFUhbU), making it easy to find a whole ton of other science journals in one fell swoop).

If you're not sure about a person, give them a test run. Follow them for a week, and if you aren't interested in the tweets they produce, unfollow them.

Also, it will make your life easier later on if you start making lists early and often. The hardest part about Twitter is that you have to accept that you will not read the majority of what is said. Tweets flow like a waterfall, and when you check your feed, you are only sampling a cup of it. This is ok! This is how Twitter works! But, if you want to see everything certain people say, or really keep tabs on a given set of users, you'll want to group them so you can see them independent of the deluge. You can do the same for hashtags or keywords by saving searches or by using a third-party application (e.g. Hootsuite or Tweetdeck).

There are also lots of suggestions for who to follow if you look online! Some examples:

Neuroscience On Twitter: 30 High-Profile Scientists Who Tweet: http://huff.to/LDhdZS
Hundreds of Scientific Twitter Friends, curated by ScienceBase.com: http://bit.ly/scibasetweeps
27 Best Twitter Accounts for Science Lovers: http://bit.ly/M6bMAm
100 Amazing Scientists You Should Follow On Twitter: http://bit.ly/KDCpMy
Time's 140 best feeds of 2011 (incl. 10 heath & science): http://ti.me/LDi6BJ

Taking the plunge: dos and don'ts of Twitter

Now, it's time to start tweeting. Here is a basic list of what you should and shouldn't do.

DO:

- Try to get on Twitter once a day, even if only for a few minutes. The more you use it, the more comfortable you will be, and the more you will get out of it.

- Interact with other users. Retweet, reply and generally be involved with the network you are creating. Think of it like mingling, but on a bigger scale.

- Use hashtags. This is especially true when you're at a conference!

- Be polite. Tweeting is like starting a conversation with the world - so remember that anyone may read your tweet (friends, employers, relatives, etc), and act accordingly.

- Be creative. Twitter is perfect for letting your natural quirks shine. Make funny one liners? Great. Always know what events are going on in your area? Tell others. Show your followers your personality as well as what news, blogs, etc you want to share.

- Be interesting. Think about the tweet you're about to send. Would you care if someone else posted it? If you think it's boring, so will your tweeps (your twitter peeps).

DON'T:

- Spam your followers. Tweet links and such once or twice, but then stop. Over-promoting is annoying and is sure to get people to unfollow you.

- Tweet your every movement. Got something funny to say about breakfast? Fine. But don't tell me what you're eating just because you can.

- Tweet when you're angry or drunk. *Trust me.*

Other resources on getting started and what scientists can get out of Twitter

- Your 5-minute, 5-day orientation to Twitter: http://bit.ly/LnkUzA

- What is Twitter and why scientists need to use it: http://bit.ly/LDqilu

- Why should scientists use Twitter?: http://bit.ly/MHRBHW

- Twitter and why scientists should bother: http://bit.ly/NAbmWT

- The scientist's top 10 guide to Twitter: http://bit.ly/MHRZ9t

- Live-tweeting best practices: http://bit.ly/KDF4pI

- How to live tweet a conference: http://bit.ly/LFZFLq

More Facebook resources are available on the wiki

http://socialnetworkingforscientists.wikispaces.com/Facebook

Facebook 101

The world's largest network, from friends to fan pages

👍 Like
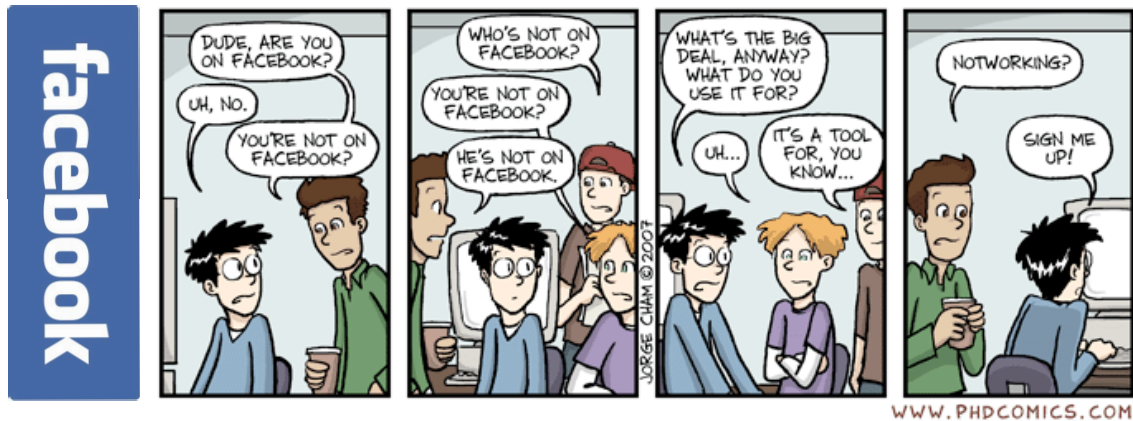
"Younger generations aren't going to look for your company or Society in print —they're going to go directly to your Web site and then maybe your Facebook page, and, if interested, they will follow you on Twitter. If you're not there, neither will they be—and you've lost them at a critical point of contact." – Kea Giles

"How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?" – Seth Godin

It's not enough to say that Facebook is the largest social network on the planet, with an expected $1/7^{th}$ of the planet or so account holders – one *billion* users – by Fall 2012. Half of them log in every day. Users can share long form text-based posts that are over three times longer than tweets, and associate links, pictures, videos with these posts. Not only is Facebook king when it comes to the truly social side of networking (catching up with old friends, maintaining acquaintances, etc), Facebook has transcended its social nature and become a major source of news and information as well as opinion and dialogue. The nature of wall posts and their associated comments, shares and likes encourages both conversation and circulation, and thus makes Facebook a powerful tool for both career development and science outreach.

Profile or Page? How do I know what to create?

There's a simple difference between Facebook profiles and pages: profiles are meant to represent a single person, while pages are for groups and organizations. So if you want to connect with old colleagues or otherwise interact as yourself, you're going to want a profile. If you want to use Facebook as a lab, department, school, or organization, you'll want to use a page. As Facebook explains,

> "Pages are distinct presences, separate from user profiles, and optimized for an organization's needs to communicate, distribute information/content, engage their fans, and capture new audiences virally through their fan's recommendations to their friends. Facebook Pages are designed to be a media rich, valuable presence for any artist, business or brand."

Profile   **versus**   **Page**
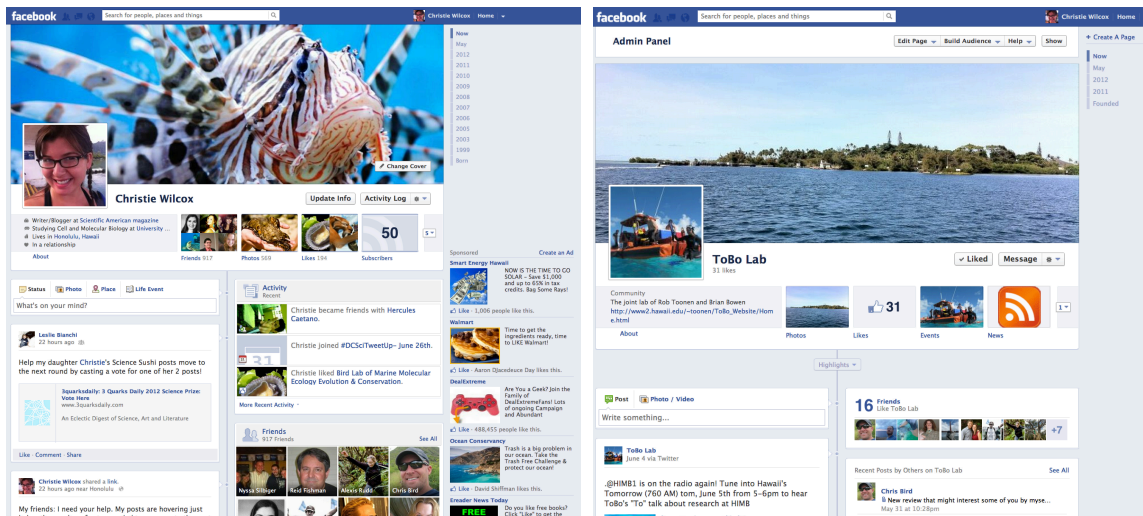
My advice? Have **both**. As yourself, you can make career connections and develop important contacts on top of keeping in touch with family and friends. Meanwhile, if your employer or lab doesn't have a Facebook page, create one. Pages function somewhat like profiles in that you can add links, events, discussion boards and other features that make them interactive. More importantly, pages are easier to follow than accounts – instead of having to add 'friends' that you don't know, strangers can follow your page by liking it without creating a connection with you, increasing your pages' connections *while* allowing you to keep your profile more private (a Facebook page, for example, is always public and searchable, while you can set your profile to be unsearchable). Additionally, you can add more than one admin to a page, so you don't have to be solely responsible for posting content. Lastly, pages with enough likes have *insights*, which are rudimentary stats that allow you to see how well your page is doing in terms of traffic.

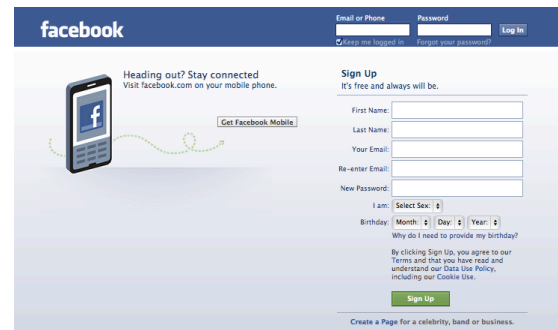## Getting started: how to set up a Facebook account

If you go to facebook.com, the first thing you will see is how to sign up. Like Twitter, it requires an e-mail address. Fill in the boxes with the required information (first and last name, e-mail, a password of your choice, age, etc) and hit "Sign Up".

Facebook will then take you through a series of three steps to help set up your account. The first is to use e-mail contacts to look for potential friends. If you don't want to do this, simply hit "Skip this step" in the lower right hand corner.
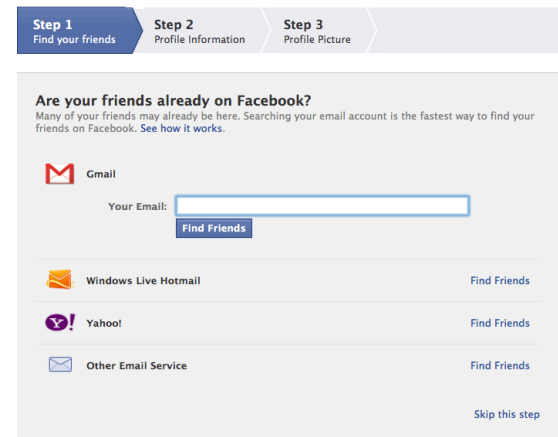
Next, you can enter some information about your life – what schools you went to, where you work, etc, to start filling out your profile. Not in the mood that instant? Skip it, too.

Finally, Facebook will ask you for a profile photo. A recent photo that allows people to recognize you is best, but feel free to choose whatever picture you want. Or, skip this step for now (though you will want to include a picture eventually).

Finally, Facebook will take you to your main page. At the top, Facebook will remind you that you need to confirm your account (they'll have sent you an e-mail with a confirmation link). On the left will be your navigation menu. Click on your picture or name to go to your profile page. I recommend taking some time now to flesh out your profile. Hit the "edit profile" button (upper right), and click through the various categories on the left menu to edit your information as you see fit. You don't have to answer everything, just what you want to.
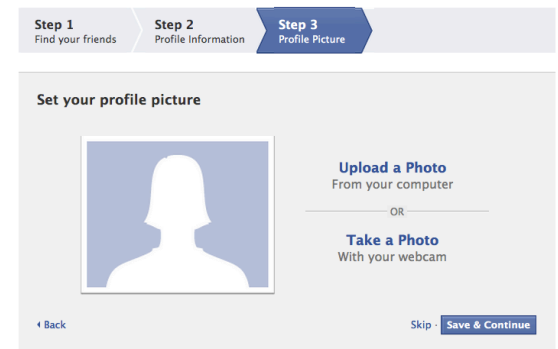
## Getting started: how to set up a Facebook page

If you already have a Facebook account, setting up a Facebook page is simple: simply choose the "create a page" link from the bottom menu (lower right, third option in). You can create a Facebook page without your own personal account, too, by clicking the "create a page" link on the bottom of the sign up form (under the sign up button).

Both will take you to the same screen with six boxes of page categories. Choose the category that fits best; if it's a scientific organization, for example, you might pick "Company, Organization or Institution".

You'll be asked to pick a category within the main category and enter the name of your company, which will become the Page's name. Check the box to agree to Facebook's terms, and hit **Get Started** to create your page.
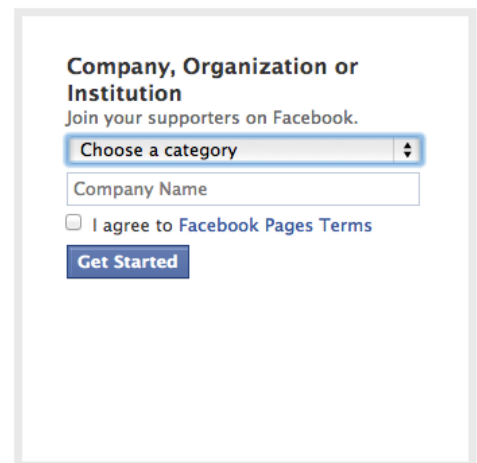
If you started without a Facebook account, you'll be asked to make one now. If you really don't want to make a personal account, set up a generic one here. For example, I created a lab page for my PIs by using the lab's hotmail address for ordering and used the first name "My" and the last name "Lab". Make sure the birthday is older than 13 (kids aren't allowed to make pages), and hit "Sign Up Now!". If you already have a personal account, great – sign in with that instead.

Next, you'll be asked to fill out some basic info and add a picture for your page. Follow the steps or hit "skip" if you want to wait on these, and you'll be taken to your admin page. On the bottom you'll see your page as it looks to others, while on the top will be your admin panel. Facebook will take you on a couple step by step windows to show you the interface, including what likes are, how to invite people to your page, and how to post (which you can skip by hitting next or skip). Voila! Your page is set up, and now you can hit the "Edit Page" button in the upper right to flesh out more details or add other admins.
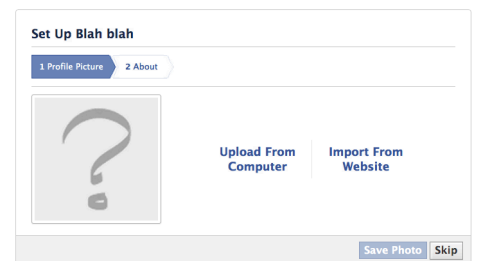
I have a Facebook account! Now what?

Facebook is so popular because you can do so much on it. While the options seem overwhelming at first, just take some time to play around and get used to the layout:

On the top left are three icons that let you know of new friend requests, messages and notifications. Notifications include every way someone might interact with you: new likes or comments on your posts, app requests, posts in groups (see pg. 15), mentions, etc. On the far right of the same top bar, you'll see yourself (which links to your profile), **Home** (to return to this screen from others), and an arrow which is your **Settings** menu. This is where you can change privacy settings, notifications (e-mail, text etc) and general account settings like your password. If you have are the admin of a page, you'll also have the option to use Facebook as that page.

Front and center is your news feed, which consists of updates from your friends, subscriptions, and any pages you have liked (artists, organizations, etc). Above it is a box where you can update your own status, including images, videos, polls and location, as well as level of privacy. Regular links can be added to status updates by simply pasting the link in the text box (you'll see a little box with the link appear below the status). On the left hand side of the screen are all your other options of what to do – messages, events, groups, apps, pages, friends and interests. Start by exploring where these take you, and become familiar with the variety of things you can do.

Oh the things you can do!

Events

Having a party? Giving a lecture? Give your Facebook friends the details all at once. Clicking on **Events** on the left sidebar will take you to your events dashboard, where you can see upcoming events and create your own. Click the "+ Create Event" button in the upper right to create a new event, filling in what, where and when. Choose whether to keep the event private or open it up to anyone. Once created your event, you can add more info as well as a picture and invite your friends.
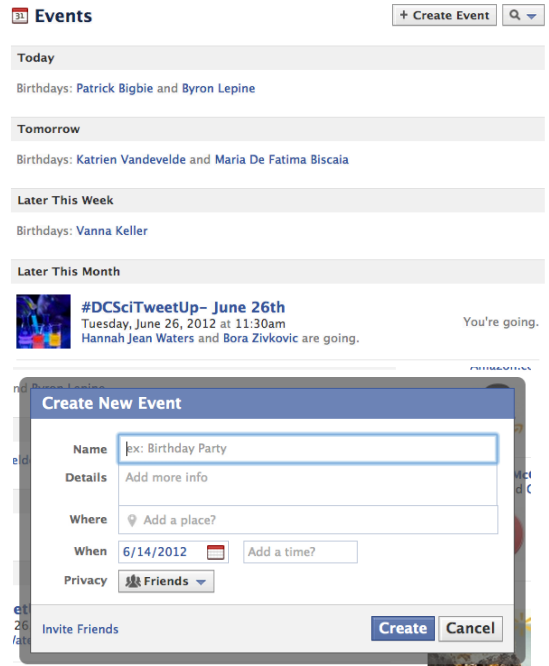
Groups

Groups provide a space for groups of people to communicate about shared interests. They're similar to pages, with a few differences. Groups can be private, while pages cannot. But, when groups reach a certain size, features are limited, unlike pages. They're best for small groups, while pages are best for a potentially unlimited audience.

When you click the word **GROUPS** on the left of your main page, you'll be taken to your groups dashboard, which lists the groups you are in and allows you to create groups by clicking "+ Create Group" in the upper left. Enter a name, choose some initial invitees from your list of friends, and decide how private you want the group to be, then click "Create". As a group member, you can post on the group wall, upload multimedia, create events and edit info and other details. Posts from the group wall will show up as notifications on your main page unless you click on the little green checkmark next to the word **Notifications** (circled). It should turn into the no sign if notifications are off.
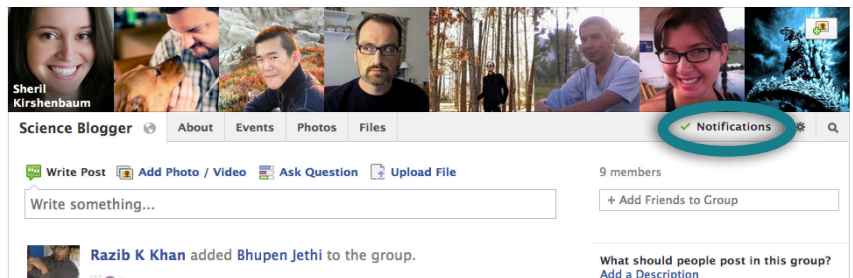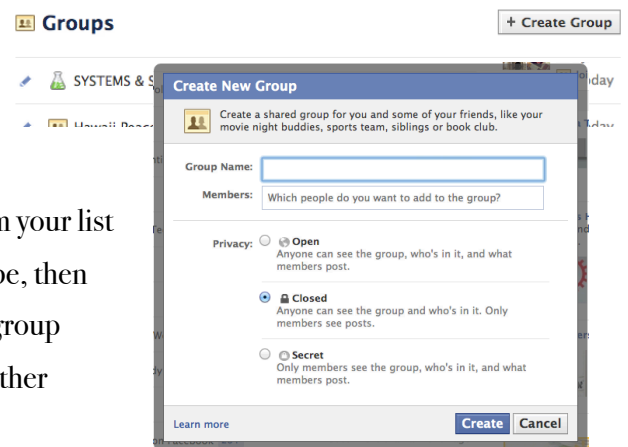
Friends


When you click on the word **FRIENDS** on the lefthand menu on the front page, you'll be taken to your friends dashboard. Here you can add and edit friend lists. Friend lists allow you to funnel content much like Twitter lists: when you click on a friends list on the lefthand menu, you'll see a feed like your main page but it will only be of posts from people on that list. The list **Close Friends** is special: you'll receive all updates from people on this list as notifications.

You can also use lists as privacy filters, making your profile or parts of it (photos, wall posts, etc) only visible to certain lists. If you click on the settings menu (the arrow in the top right) and go to **Privacy Settings**, for example, you can set your default privacy based on lists. Click "Custom" instead of Public or Friends, and you'll be given the option to make things visible to or hidden from different lists. In general, almost every aspect of your account privacy, from your contact info to tagging photos of you, can be list-based, allowing you to choose who sees or can do what.
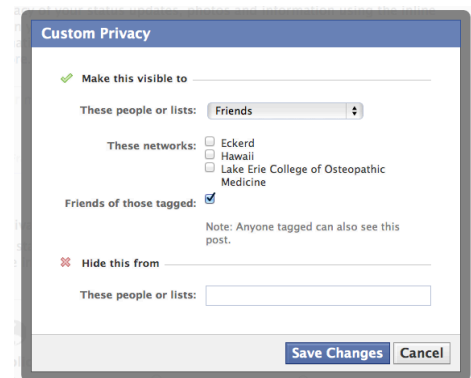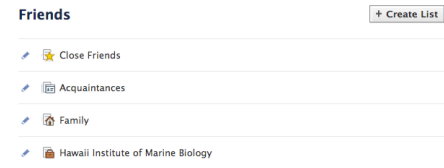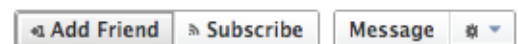

Subscriptions

One of the newest features Facebook has rolled out is subscriptions. With these you can:

1. Choose what you see from people in News Feed

You are automatically subscribed to your friends and favorites (music, etc) that you fill in on your profile. If you don't want posts from a person or interest in your feed, you can unsubscribe from them. Hover your mouse over a post and click on the small arrow that appears in the upper right. A menu will appear allowing you to customize what of theirs is in your feed, from everything they post (**All Updates**) to nothing at all (**Unsubscribe from __**).
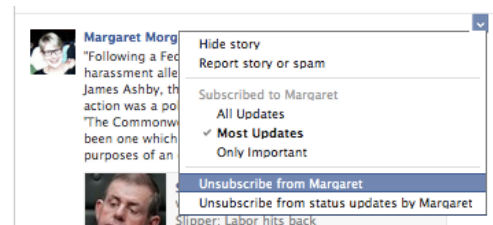
2. Hear from people, even if you're not friends
3. Let people hear from you, even if you're not friends

If someone has allowed subscribers, you will see a Subscribe button on the top right next to **Add Friend**. To allow subscribers, go to **Account Settings** through the settings arrow in the upper right. On the left you'll see the menu option **Subscribers**. Click on it, then check **Allow Subscribers** to let non-friends follow your public updates (updates targeted to certain friend lists or to your friends are not visible to subscribers).

Be sure to join the wiki for more resources and to continue the conversation online!

http://socialnetworkingforscientists.wikispaces.com/

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Messages and Chat
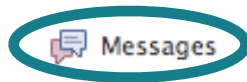
Clicking on **MESSAGES** on your lefthand menu will take you to your message inbox. Messages are the private conversations you can have with other Facebook users, sort of like Facebook e-mail. When you are looking at your inbox, the word **Other** appears below the messages icon on the left – messages from non-friends and other spam will be funneled into this sub-folder. Messages include not only messages that you send (by clicking +**New Message**, a **Message** button on a profile, or by responding to a message), but also transcripts of chats.

On the far right of your screen, you'll see a grey area. The top half of this is a running timeline of the most recent updates from your friends, but below it is Facebook chat. Friends that are online will have a little green dot to the far right of their name. When you click on their name, a chat box will appear from the bottom of your screen, and you can chat in real time. The little box image is a phone, and indicates that any chats will be sent as messages to their phone. If you try to chat with someone who isn't online, your chats will simply appear as messages in their inbox. If you don't want to be available, you can click on the little sprocket at the bottom and choose **Go Offline.**
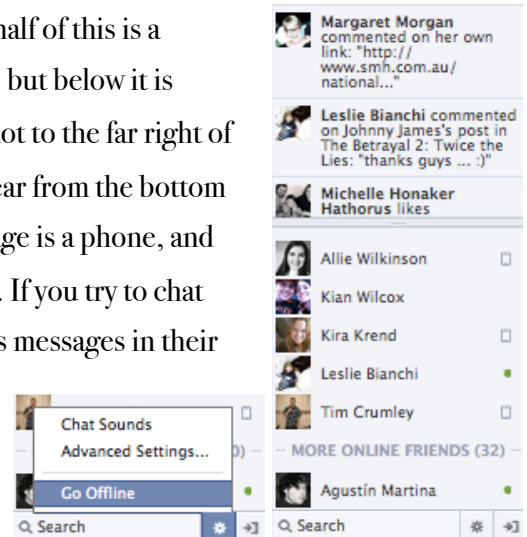
Apps

Clicking on **APPS** on your lefthand menu will take you to your apps dashboard. Apps are kind of like mini-programs, and are designed to enhance your experience on Facebook (like games and useful features). Technically, **Events**, **Messages** and **Photos** are apps. You'll probably receive other app requests from friends. You're not required to add apps, though you might want to as you play around on Facebook and find features you like. To find new apps, click on the **Apps and Games App**, and explore. It's ok to try out an app you're not sure of – you can always go to your apps dashboard or your settings and get rid of apps you don't like. Click on the pencil to the right of an app to either list it as a favorite (so it appears beneath **APPS** on your lefthand menu) or to remove it.

Pages!   PAGES

Pages – even independent of a personal account – have a lot of features. You can post different kinds of content and even add apps to your page. When you go to your page, either by clicking **PAGES** from your personal account's lefthand menu or by logging in as a page-only account, you'll be greeted with your Admin Panel followed by your page:

Your admin panel is split into several sub-panels which will tell you of notifications, messages, and likes as well as offer tips. At the top, you'll see **Edit Page**; clicking that will open a list of options, including updating info and managing admins. When you first set up your page, you'll want to make your page as complete as possible. Through **Update Info**, you can also access the other menu options, including setting a specific "landing page" that all users see when they go to your page. Like a personal page, you can click on **Manage Notification** to decide if and how you want to alerted to actions related to your page (e-mail, etc). The page looks slightly different if accessed through a personal account - at the top, there will be options to switch to using Facebook as your page or yourself, and in the settings, you will find an option to post as yourself or as the page on your page's wall.

Insights

The greatest asset of pages are *insights*. You won't have access to them until your page has 30 likes, but once it does, you'll learn a lot about who talks about your page and how. In the **Overview** section, you'll see your basic page stats - likes, friends of fans, how many people are talking about your page, and your reach. Below these, you will see how different posts have fared. This will let you know what kind of posts and material are well received, and which are less so.
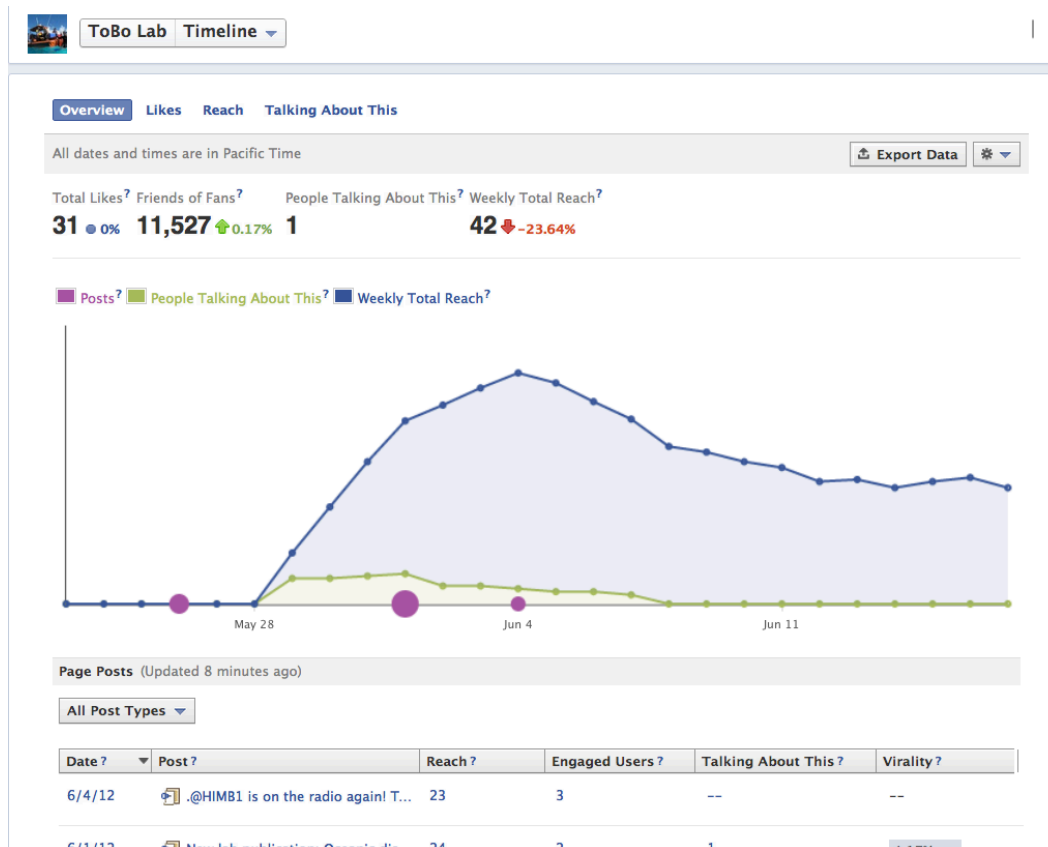
Clicking on **Likes** will give you a breakdown of the people who have liked your page by gender, age and country. Similarly, clicking on **Reach** will break down users reached by the same demographics, as well as show you how many visitors are unique and what content reached people. Lastly, clicking on **Talking About This** will break down demographics of people who talk about this page, but only if more than 30 people talk about your page within the past week.

Other resources on getting started and what scientists can get out of Facebook
- How to Use Facebook in the College Classroom: http://bit.ly/O2KSP4
- Facebook and Research: http://bit.ly/MIUg71
- How nonprofit organizations are using Facebook: http://bit.ly/MAphbE

More Wiki resources are available on the wiki

http://socialnetworkingforscientists.wikispaces.com/Wikis

Wiki 101

A collaborative internet space

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"A wiki is like play-doh or paper and you can make anything out of it." – Anonymous

"A wiki is not a carefully crafted site for casual visitors. Instead, it seeks to involve the visitor in an ongoing process of creation and collaboration that constantly changes the Web site landscape." – Ward Cunningham

A wiki – which comes from the Hawaiian word for quick or fast – is a dynamic platform. In a way, wikis are like blogs or websites, but they are written by a group. They are, thus, community driven. Whether that community be a classroom or a conservation organization, wikis are a collaborative resource that can be edited and updated by multiple users, and their flexibility allows for a wide variety of uses, from teaching to outreach. While wikis lack the viral nature of Twitter and Facebook, they make up for it in their collaborative potential.

There are a number of free and paid software programs to generate wikis, but in this case, I'm going to focus on one of the simplest, Wikispaces, because it is free and easy to use.

## Getting started: how to set up a Wiki with Wikispaces

Wikispaces makes it easy to create a wiki for any purpose, and actively

promotes the use of wikis by teachers and schools. You can follow the different subheadings to explore how to use wikis for different purposes, but to get started, click on **Sign In** in the upper righthand corner. If you already have a Wikispaces account (from editing another wiki, for example), sign in. If not, click **Create a new Wikispaces account**. You'll need to enter a username, e-mail and password to create an account, and can choose whether to begin creating a wiki immediately or not. If you choose no or sign in with a previously created account, you'll be

taken to your Wikispaces user dashboard which will show you your favorite wikis, any messages you've received, and any changes to wikis that you are monitoring. To create a new wiki, click **New Wiki** from the top righthand menu, next to **Dashboard**.
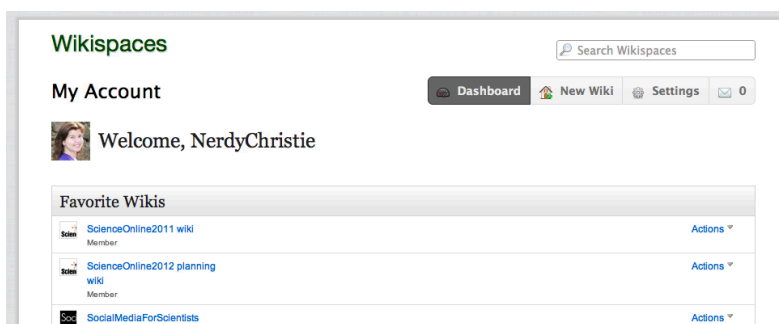
A menu will appear asking for a wiki name (which becomes the web address), what kind of permissions you want it to have, and what type of wiki it is. For a free wiki, you can either choose to have it be Public, which means anyone can view and edit pages, or protected, which limits edits to members. Later, you'll have the option to set certain pages to higher privacy (e.g. only editable by you), or to limit membership (by approval, for example). Choose your privacy setting and wiki type (optional), then hit **Create**.

You'll be taken to your new wiki, with a help window automatically opened to show you around. Feel free to take a moment and read through as much of the instructions as you want, and learn all about how to manage and edit your wiki. When you're ready, close this window, and you'll see the welcome screen for your wiki. Instructions for how to change things are right there!
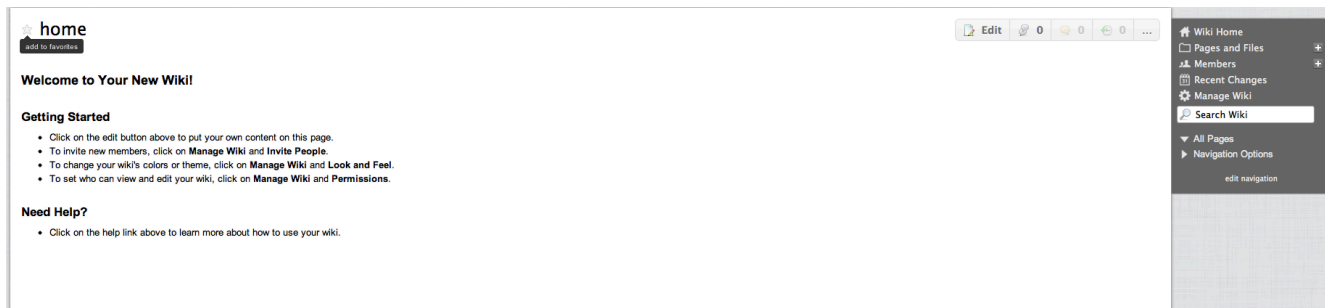
Configuring your wiki

Currently, all your settings and menus are located on the righthand side of your page (for now – this can change with different templates). Click **Manage Wiki** to open up the main menu for editing and managing your wiki.

Content

| Pages and Files | Tags | Templates | Recycle Bin |

Content

In this section, you can edit the overall content of your wiki. View, add or delete pages under **Pages and Files**; view page tags under **Tags**; make or edit page templates under **Templates**; and see what you've thrown away under **Recycle Bin**. Of this section, you'll probably use **Pages and Files** the most, to both manage content and upload files (e.g. PDFs) that you want to share with your wiki members.

People

| Members | Permissions | Invite People |
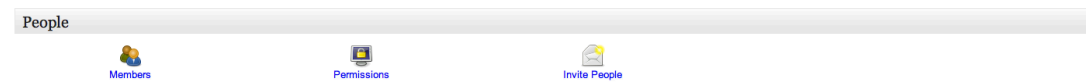
People

The options in this section are all about who is allowed to access your wiki and how much. Clicking on **Members** will show you who is a member of your wiki and any pending membership requests or e-mail invitations. You can edit what kind of site your wiki is (those original privacy options) under **Permissions**, as well as allow membership requests and customize individual page permissions. Lastly, **Invite People** can be used to tell others about your wiki through e-mail invites.

Settings

| Look and Feel | Wiki Info | Subscription | Domain Name | Content Manager |

Settings

Here is where you will do most of the initial wiki set up. Click on **Look and Feel** to change the color scheme and template of your wiki. Changing the Themes and Colors is the simplest way to change the look of the wiki. Keep in mind that you can customize any theme. If you're good at CSS, you can customize your stylesheet, too. Changing the Logo will change the running title on the top of your wiki. You can't just edit the font and image – to make the title a different font or style, you'll have to edit the stylesheet or create a logo image with the text how you want it. You can also edit your **Wiki Info**, including basic information as well as discussion settings and

licensing information. If you want to pay for certain features, this is dealt with under the **Subscription** setting – keep in mind that Wikispaces allows educators special upgrade options, including free upgrades for certain things. You can also choose to have a different **Domain Name** than the given Wikispaces one, if you desire. In general, these must be purchased externally, or you could choose to use a university-based one. Last but not least is the **Content Manager**. Different from **Pages and Files**, **Content Manager** allows you to create custom templates and pages for different functions. For example, you can choose the text that is displayed when someone requests membership, or what a pages look like to people without membership access.
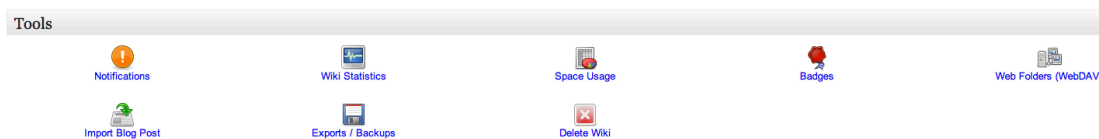
Tools

The various options under the tools section allow you to monitor your wiki, from how many people have seen it **(Wiki Statistics)** to getting rid of it if you want **(Delete Wiki)**. Of the most interest are the **Wiki Statistics** and the **Export/Backups** options. You'll want to export or back up your wiki just in case, especially if you and your collaborators put a lot of time and effort into making it just the way you want it.

How to edit wiki pages

Editing wiki pages, as a member or as the creator of a wiki, is simple and straightforward. When you're on a page, you'll see a toolbar in the upper righthand corner that looks like this:

Clicking **Edit** will allow you to edit the page content as if it were a word document. You can type in text, copy and paste from other sources, and even include files, tables, or other content. When you're satisfied with your changes, hit **Preview** to see how it looks, or hit **Save** if you're confident about your edits. If you decide you made a mistake, clicking on the little time icon (fourth from the left) will allow you to look at previous versions and compare differences. To view discussions or start a new discussion on the page, click on the double chat bubble icon (second from the left). You can also leave a comment about a page by clicking on the yellow chat bubble icon (third from the left). Lastly, the **"…"** button will lead to more options, including editing tags.