












SOCIAL NETWORKING SITES

What are social networking sites?

Social networking sites are online communities that allow you to connect with or provide resources to clients, colleagues, family, and friends. Many social networking sites let you upload videos, photos, create a blog, post events, join groups, and send messages.

There are many different types of social networking sites, many of which are free, and they range from general to those tailored for a specific demographic or interest area. Some health-specific social networking sites include PatientsLikeMe  and Daily Strength . MiGente  and BlackPlanet  are examples of population-specific sites. Examples of general social networking sites include MySpace  and Facebook . You can also use sites like Ning  to create a topic-specific online social network.

Who is using social networking sites?

- 61% of Internet users have created a profile on at least one social networking site. ¹ 
- 400 million users have created an account on Facebook as of April 2010; and
- 50% of Facebook users log on to the site every day. ² 
- 39% of users that look online for health information use a social networking site of some kind. ³ 
- 1.7 million social networks have been created on Ning as of November 2009. ⁴ 





Social networking sites in response to HIV

- Connect people around HIV prevention, testing, treatment, and research information.
- Form support groups for those living with, or affected by, HIV and AIDS.
- Recruit people for HIV-related focus groups or clinical trials.
- Find and share information about HIV-related events or activities.

Examples from the field

- AIDS.gov on Facebook: www.facebook.com/AIDS.gov ; MySpace: www.myspace.com/aidsgov 
- CDC on Facebook: www.facebook.com/CDC ; MySpace: www.myspace.com/cdc_ehealth 
- PEPFAR on Facebook: www.facebook.com/PEPFAR 
- UNAIDS' AIDSspace: www.aidsspace.org 

Where can I learn more about social networking sites?


- Common Craft's Video "Social Networks in Plain English": www.commoncraft.com/video-social-networking 
- CDC's Social Networks Data Brief: cdc.gov/healthmarketing/ehm/databriefs/socialnetworksresearch.pdf 
- Facebook Fan Page Information: www.facebook.com/facebook 
- MySpace "About MySpace": collect.myspace.com/index.cfm?fuseaction=misc.about 

1 Research and Markets, "Social Networking in the United States 2010," http://www.researchandmarkets.com/product/c49539/social_networking_in_the_united_states_2010 Accessed on 04/26/10.

2 Facebook, "Press Room," <http://www.facebook.com/press/info.php?statistics> Accessed on 04/28/10.

3 Pew Internet, "The Social Life of Health Information," <http://www.pewinternet.org/Reports/2009/8-The-Social-Life-of-Health-Information.aspx?r=1> Accessed on 04/28/10.

4 Ning, "Ning Expands Executive team," http://about.ning.com/press/press_release_111209.php Accessed on 04/28/10.

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 www.facebook.com/AIDS.gov

 www.myspace.com/AIDSGov

 www.youtube.com/AIDSGov