

## I've Been Facebooked!

First came LinkedIn™, and I thought to myself: "Well, this is **novel**. A website that lets me see how my friends, colleagues and I are **interconnected**."

I signed up and willingly **revealed** my details. Now the world could see my business **qualifications**, and my own **burgeoning** network. Some people had hundreds of connections, **begging the perception** that "he with the most connections wins!"

Then along came Facebook™. Suddenly, not only could I see my interconnections to friends, but I could also see their images. If I wanted, I could send messages and videos, and be part of a global village voicing **my two cents** on everything imaginable.

Cops are even catching bandits **on the run** by determining their geographic location when they log-in to Facebook™. Now if that isn't high-tech, then nothing is.

For those people who think social media is just some **passing fancy**: **wise up!** Companies today have whole legions of consumers testing and critically evaluating new product launches via online chat groups. Those companies that ignore the dialog do so **at their peril**.

MySpace™, blogs, wikis... the power of increased two-way communication is enormous. People are **forging** new relationships and building alliances on a scale never before imagined.

The once nameless, faceless masses have a face . . . and a real voice these days.

## Glossary

<b>at their peril</b>	omalla vastuullaan
<b>begging the perception</b>	tässä: kerjäten huomiota
<b>burgeoning</b>	nopeasti kehittyvä
<b>forge</b>	muokata
<b>interconnected</b>	yhteydessä keskenään
<b>my two cents</b>	vaatimaton mielipiteeni
<b>novel</b>	aivan uusi, ennen- näkemätön
<b>on the run</b>	pakomatalla
<b>passing fancy</b>	ohimenevä ihastus
<b>qualifications</b>	pätevyys
<b>reveal</b>	paljastaa
<b>wise up</b>	tässä: koeta nyt tajuta