

## The three faces of social networking – which one are you?

Whether you Twitter night-and-day or **flat out refuse** to enter social media says a lot about your personality. Many of us **embrace** Facebook, YouTube and LinkedIn while others **shy away** entirely.

The people who have no accounts – anywhere – likely guard their privacy. They have no **desire** to broadcast their personal life and might even fear negative consequences. They think social media is definitely not for them and do not see the value in online networking.

The moderate social network users, **by contrast**, have a Facebook or LinkedIn account. Their friends joined and sent email invitations asking that they join, too. They might have a photo online but **rarely** change it. To the moderates, social networking is interesting enough to **warrant** being present, but they don't see any real **pay-off**.

And then there's the active user. She updates her photos on Facebook regularly and has a full biography on her LinkedIn account. She posts friends about events she is attending and things she likes. The digital frontier **allows** her to expand her network – and it's just **plain fun**. The **avid user** feels her life is **enriched** from her online experiences and the opportunities it provides.

So, which face do you put forward? What does it say about your personality and how quickly you adopt new technologies? Like it or not, our online **presence** or **absence speaks volumes**.

## Glossary

<b>absence</b>	frånvaro
<b>allow</b>	låta
<b>avid user</b>	ivrig användare
<b>by contrast</b>	däremot
<b>desire</b>	lust, önskan
<b>embrace</b>	ansluta sig till, ta till sig
<b>enrich</b>	berika
<b>flat out refuse</b>	vägra blankt
<b>pay-off</b>	nytta
<b>plain fun</b>	bara kul
<b>presence</b>	närvaro
<b>rarely</b>	sällan
<b>shy away</b>	rygga tillbaka
<b>speak volumes</b>	talat sitt tydliga språk
<b>warrant</b>	motivera

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