

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

at their peril	at their own risk
begging the perception	<i>here:</i> begging for attention
burgeoning	growing or expanding rapidly
forge	shape
interconnected	connected at multiple points
my two cents	expression used to say that something is just the speaker's humble opinion
novel	original and of a kind not seen before
on the run	fleeing
passing fancy	a short-lived liking of something
qualifications	the required work-related knowledge, education and experience
reveal	uncover
wise up	<i>here:</i> try to understand