

## 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>novel</b>	nymodigt
<b>burgeoning</b>	snabbt växande
<b>interconnected</b>	sammanlänkade
<b>voicing my two cents</b>	uttrycka min mening
<b>passing fancy</b>	övergående nyhet, modefluga
<b>at their peril</b>	på egen risk
<b>forging</b>	bilda, forma