

## 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>flat out</b>	absolutely
<b>embrace</b>	eagerly accept a new idea, opinion etc
<b>shy away</b>	avoid doing or dealing with something
<b>guard</b>	protect something
<b>broadcast</b>	tell something to a lot of people
<b>consequence</b>	a result of a particular action
<b>moderate</b>	not extreme, middle-of-the-road
<b>warrant</b>	make something necessary
<b>pay-off</b>	advantage
<b>post</b>	put a message on the Internet
<b>frontier</b>	an unknown area
<b>plain</b>	simply
<b>avid</b>	enthusiastic, eager
<b>enrich</b>	improve the quality of something
<b>absence</b>	not being present
<b>speak volumes</b>	clearly show something

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