

Google+ and Facebook Updates

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Google+

What It Is:

Google's latest social networking platform and identity service (requiring real names in most cases, versus Facebook's ability to use pseudonyms and set up pages for organizations). Launched in June 2011, with around 40 million users by October 2011. (Facebook has around 800 million.)

Features:

Circles: Arrange other Google+ users by common groups (friends, co-workers) and by groups of your choice, with the ability to hide who is grouped where. Posts by you are only displayed to the circles you select. Users can share circles with each other too.

Hangouts: Group video chat for up to ten users, with the ability to easily share. Hangouts also has the ability to do live video webcasts from Android phones, though it's in limited availability now.

Messenger: Chat to circles from your Android phone

Sparks: Google search results based on interest by those in your circles

+ button: Similar to Facebook Like button; informs Sparks results

Automatic uploading of photos and video from Android devices

"Data Liberation": Ability to download your Google+ data

Hashtags: Tag posts for correlation and easier search indexing

Pages: Organizations can create Google+ pages now

Why use Google+?

Alternative to Facebook with a different take on privacy

Who can use Google+? Anyone!

Facebook Updates

Since April 2011 Facebook users have had the ability to make live voice calls and leave voicemail via Facebook Chat, allowing users to chat with others from all over the world.

On July 6, 2011, Facebook launched its video calling services using Skype as its technology partner.

On September 14, 2011, Facebook launched a Subscribe button. The feature allows for users to follow public updates, and these are the people most often broadcasting their ideas.

Added a sidebar news stream, revised what items show up in your main news feed

September 22, 2011 timeline, the ability to more easily see your past posts and media, allowing you to add items to fill in gaps (coming soon)

<http://mashable.com/2011/09/22/how-to-facebook-timeline/#27129Step-4>