



We took a brief stroll down social media memory lane last meeting. Bear re-introduced us to many social media internet sites who have gone by the wayside, struggling to survive or have become very successful.

Social media success is based on the number of subscribers and the amount of revenue generating clicks.

Here are just a few of the dozens who have come and gone. Do you remember them? Do you even recognize any?

How many of you remember the non-GUI site? It was called the Bulletin Board System (BBS). It was primarily DOS based and users could read news and bulletins, exchange text mail and upload/download software, files and other data, but not visible graphics. Pictures could be sent/received but only in file formats.

This eventually progressed into on-line providers such as AOL and CompuServe, the earliest on-line providers that offered graphical user interface (GUI). Access was via dial-up landline connection.



Friendster was one of the first social networking websites and is

also called the "grandfather" of social media. It allowed users to contact other members and share content and media, including messages, comments, photos and videos. It was also used for dating and discovering events, bands and hobbies. Friendster ended on June 14, 2015, citing "the evolving landscape in our challenging industry" and insufficient engagement.

Classmates ~ The website was founded in Nov. 17, 1995, by Randy Conrads with the idea of helping users connect with classmates and colleagues from kindergarten, primary school, high school, college, and the U.S. military. It offers options of planning high school reunions and access to yearbooks, pictures of old friends and celebrities. The site is still around but has been eclipsed by Facebook.

LiveJournal ~ was started in April 1999 by U.S. programmer Brad Fitzpatrick to keep his high school mates updated on what he was doing. The website allowed users to maintain a journal, diary or blog, offering photo storage, publishing features, style templates and privacy controls. The site is still around, having reached its peak in 2005, but is now more popular in countries outside the U.S.

Napster ~ Napster began as a music-focused site, allowing users to share audio files (songs

and music), in MP3 format. The user-friendly interface was a major factor in its success. In 2000, the Recording Industry Association of America sued the company for copyright infringement and Napster lost, causing them to go into bankruptcy in 2002. After having its brand and assets being purchased by several different companies, It now operates as a music streaming service, operating legally.

Hi5 ~ is a social networking site which was founded in 2004 and was initially very popular. Apart from the usual social media features, the site introduced gaming and entertainment with more than 200 games in 2009. It is now considered a "gaming site" as opposed to a social media site.

Xanga ~ is a website that hosts weblogs, photoblogs, and social networking profiles. It began in 1999 as a site for sharing book and music reviews. Currently, they are trying to position themselves as a place for bloggers and is now working on a fee-based platform.

MySpace ~ From 2005 to 2009, MySpace was the largest social networking site in the world. The site is still alive and kicking and now geared more towards established and budding musicians, who are able to share their music or news on the site. Many say the site failed because it focused

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MOAA Hawai'i Aloha Chapter
Computer User Group
Est. 1988



Happy Birthday, America!

Member of



Why do we celebrate Independence Day on July 4 and not July 2?

John Adams, didn't think the day to commemorate was July 4, he thought July 2 was the date that would be celebrated "as the great anniversary festival." Why? Because it was on July 2, 1776, that delegates at the Second Continental Congress meeting in Philadelphia officially separated the 13 American colonies from Britain by approving a motion for independence advanced by Richard Henry Lee of Virginia. The next day, on July 3, Adams wrote a letter to his wife Abigail with this prediction:

The Second Day of July 1776, will be the most memorable Epoch, in the History of America. I am apt to believe that it will be celebrated, by succeeding generations, as the great anniversary Festival. It ought to be commemorated, as the Day of Deliverance by solemn Acts of Devotion to God Almighty. It ought to be solemnized with Pomp and Parade, with Shews, Games, Sports, Guns, Bells, Bonfires and Illuminations from one End of this Continent to the other from this Time forward forever more.

So, why do we celebrate July 4 as Independence Day? Because, that's when the actual Declaration of Independence was adopted, although not signed by all members of the Continental Congress. Only two men signed the Declaration of Independence on July 4th 1776 John Hancock and Charles Thompson. The average age, of all those who signed the Declaration of Independence, was 45. The youngest at age 27, was Thomas Lynch, Jr of South Carolina. The oldest delegate was Benjamin Frank-

lin of Pennsylvania at age 70. Thomas Jefferson was 33. Jefferson's original draft was lost and the one eventually signed is the "engrossed" document and is kept at the National Archives. He wrote it on a "Laptop" !!

The printed version of the Declaration was called the Dunlap

Broadside - 200 were made but only 27 are accounted



for. One of these was found in the back of picture frame at a tag sale and sold at auction for \$8.14 million dollars to television producer Norman Lear. It now travels the country to be displayed to the public. In January 1777, Congress commissioned Mary Katherine Goddard to print a new broadside that, unlike the Dunlap broadside, listed the signers of the Declaration. With the publication of the Goddard broadside, the public learned for the first time who had signed the Declaration. See a picture of the Library of Congress copy at

<https://tinyurl.com/yc4cafwa>

Thomas Jefferson and John



Adams both died on July 4, 1826. Kenneth C. Davis, historian and author of the

"Don't Know Much About" series explained, "That may be the most extraordinary coincidence in all of history. On the 50th anniversary of the adoption of the declaration...the two giants of the declaration both died. ... Jefferson died first. Adams was alive, of course, in Massachusetts. He didn't know that Jefferson had died but said, famously, perhaps apocryphally, that 'Jefferson still lives.' And people took that to mean his words will live forever."

The oldest continuous Independence Day celebration in the United States is the 4th of July Parade in Bristol, Rhode Island; it began in 1785.

Fireworks have been a part of the Fourth of July since the very first anniversary of the Declaration of Independence.

The cities of Boston and Philadelphia both included fireworks displays as part of the celebrations of Independence Day in 1777. But the use of fireworks on the Fourth spread relatively slowly. They spread through New England and New York in the decades after the Revolution. But the firing of cannon and muskets and parades were much more common. Besides, fireworks at the time were expensive, tricky to manage safely, and not nearly as impressive as they are today. By the late 19th century, fireworks were entrenched as something to be seen on the Fourth of July across the country, and not just in the leading cities. Last year, upwards of 20,000 cities and towns had fireworks displays. The cost ranges from \$5K to \$30K The 10 most elaborate ones are generally listed as:

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1. Macy's 4th of July Fireworks\
2. Music City Nashville 4th of July Fireworks
3. National Mall 4th of July Fireworks
4. Boston Pops Fireworks Spectacular
5. Philly 4th of July Jam
6. Atlantic City 4th of July Fireworks
7. Freedom Over Texas, Houston
8. The Waterfront Blues Festival Portland
9. Las Vegas 4th of July Fireworks & 10. S. Lake Tahoe's Lights on the Lake.

If you decide you have to do some, yourself, The National Council on Fireworks Safety encourages consumers to follow these safety tips:



1. Obey all local laws regarding the use of fireworks.

2. Know your fireworks; read the cautionary labels and performance

descriptions before igniting.

3. A responsible adult should supervise all firework activities. Never give fireworks to children.

4. Alcohol and fireworks do not mix. Save your alcohol for after the show.

5. Wear safety glasses when shooting fireworks.

6. Light one firework at a time and then quickly move away.

7. Do not hold a fireworks item in your hand.

8. Use fireworks outdoors in a clear area; away from buildings and vehicles.

9. Never relight a "dud" firework. Wait 20 minutes and then soak it

in a bucket of water before you discard it.

10. After purchasing fireworks, always store them in a cool, dry place.

11. When using fireworks always have a connected hose, bucket of water, or other water source nearby.

12. Never carry fireworks in your pocket or shoot them into metal or glass containers.

13. Do not experiment with homemade fireworks.

14. Dispose of spent fireworks by wetting them down and place in a metal trash can away from any building or combustible materials until the next day.

15. Ensure all pets and animals are away from fireworks noise.

16. With the rise in stress-related disorders affecting American service men and women, pay special consideration to individuals who may be sensitive to loud noises in proximity to your fireworks show.

Be safe and enjoy the Holiday..GBA

**Aloha,
Lou, and in spirit,
Pooky**



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Social

important visual content has become on the web. As the fastest standalone site ever to reach 10 million monthly unique visits,

Pinterest's beautiful and intuitive pinboard-style platform is one of the most enticing and useful resource for collecting the best images that can be categorized into separate boards. Pinterest is also growing to become a huge influencer in social shopping, now featuring "Buy" buttons right on pins of products sold by some retailers.

Tumblr ~ is an extremely popular social blogging platform that's heavily used by teens and young adults. Like Pinterest, it's best known for sharing visual content. Users can customize their blog theme, create blog posts in all sorts of different types of content formats, follow other users to see content in their dashboard feed and be followed back. Reblogging and liking posts is a popular way to interact. If you post great content, you could end up with thousands of reblogs and likes depending on how far it gets pushed out into the Tumblr community.

There are many more sites that are topic specific, such as, knitting, photography, ethnicity, careers and just plain hobbies. Trying to list them all would just eat up the rest of the space in this small newsletter.

So if you have an interest or a hobby, Bing "List of Social networking sites." And browse away.

tumblr.

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more on advertising and less to catering to the needs of its users in a quickly changing social media landscape.

Digg ~ July 2012, later being changed to a news aggregatDigg was a social news website allowing users to share and rank their favorite web content. The most popular “Diggs” were shown on the website’s front page. Digg started to lose ground with the entry of other social networks and once valued at \$175M was sold off for \$500K to Betaworks.

BeBo ~ Bebo was launched as a social networking website in 2005 and allowed users to post blogs, photographs, music, videos and questionnaires. Users could add friends, send messages, update profiles and send notifications. Bebo has been relaunched as a company that makes social apps.

Ello ~ In March 2014, Ello was formed as an ad-free alternative to social networks like Facebook and Myspace. After an initial flurry of users and excitement around the site, it has since become more of a niche site for fashion, art, music, and photography.

Nowadays we've moved on from the days of MySpace to a social media era now dominated by Facebook and all sorts of other social mobile apps. A lot of millennial's admit to using Snapchat the most, suggesting that it could be the future of where social networking is headed.

Recent investment reports indicate that Snapchat has lost some of its luster, though.

Most of you already know that **Facebook** is the top social network on the web. It's a thriving beast of a social net-



working site on the web with about 2 billion monthly active users and more than one billion that log on daily (according to Facebook itself). **Statista** shows that Facebook Messenger, with tons of cool features, is the second most popular messaging app behind WhatsApp. After failing to acquire Snapchat in 2013, Facebook acquired WhatsApp in 2014 so that it could be the one that was on top of instant messaging.



Twitter is known as the real-time, public micro-blogging network where news breaks first. Most users love it for its iconic 140 character limit and unfiltered feed that showed them absolutely everything. Twitter has changed dramatically over the years, and today it's criticized a lot for going the way of looking and functioning almost exactly like Facebook. Besides Twitter Card integration, which now makes it easy to share all sorts of multimedia content in tweets, you can expect to see algorithmic timelines coming to Twitter soon as well.

LinkedIn ~ is a social network for professionals. Anyone who needs to make connections to advance their careers should be on LinkedIn. Profiles are designed to look sort of like an extremely detailed resumé, with sections for work experience, education, volunteer work, certifications, awards and all sorts of other relevant work-related information. Users can promote themselves and their businesses by making connections with other professionals, interacting in group discussions, posting job ads, applying for jobs, publishing articles to LinkedIn pulse and so much more.

Google+ ~ Making its debut in the early summer of 2011, Google+ became the fastest growing social

network the web has ever seen. After failing a couple times already with Google Buzz and Google Wave, the search giant finally succeeded at creating something that stuck . . . kind of. Nobody really needed another Facebook clone, so Google+ had always been widely criticized for being a social network that nobody really used. In late 2015, a brand new Google+ was rolled out to put more emphasis on its Communities and Collections features to help differentiate the platform a bit more and give existing users more of what they wanted.



Where does everyone go to watch or share video content online? It's obviously **YouTube** After Google, YouTube

is the second largest search engine. Despite being owned by Google, YouTube can still be recognized as a separate social network all on its own as the premiere place online to go to watch videos on every topic under the sun and upload your own as well. From music videos and movies, to personal vlogs and independent films, YouTube has it all. YouTube also launched a premium subscription option, called YouTube Red, which removes all advertisements from videos.

Instagram has grown to be one of the most popular social networks for photo sharing that the mobile web has ever seen.



It's the ultimate social network for sharing real-time photos and short videos while on the go.

Pinterest ~ has become a major player both in social networking and in the search world, proving just how

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