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# BACKGROUND

## BACK TO SCHOOL: PARENT'S GUIDE TO STAYING CONNECTED

### **Social Networking Sites and Communication Tools Help Parents Keep in Touch with Kids**

**SANTA CLARA, Calif., Sept. 2, 2008** – It's that time of year again. Kids across the country are back in school and spending more and more time on their PCs, mobile devices and cell phones communicating with their friends. As a parent, you might wonder if you'll see much of your kids between now and the next summer break. Don't worry – you too can easily stay connected through social networking sites and communication tools – and you just might find it fun.

“The time for parents to engage in social networking and the online communication space is now,” said Kari Aakre, an online consumer education manager at Intel. “According to a recent study<sup>1</sup>, 93 percent of teens are online daily and 34 percent visit the Internet multiple times each day. Additionally, 55 percent of teens have at least one social networking profile. Parents should understand and even consider using the same medium their kids choose first for communication.”

Aakre recommends some tips below to get started as parents wade through the world of social networking. Most networking sites and online tool accounts simply require a name and a valid e-mail address. To get started, just follow the link and provide the information requested.

- **Your Tech Equipment:** Before entering the new world of social media and online communication, make sure you've got the best equipment for what you plan to do. Are you planning to add photos to your Facebook\* page or post video of a weekend getaway on your blog? Or maybe you just want to use instant messaging or share recipes online with your kids off at college. Buying the best PC, be it a desktop or a laptop, hasn't always been easy. A new site called [PC.com](http://www.pc.com) is a one-stop shop for PC research, education and purchase advice in real-world language to help reduce the complexity. Plus, check out celebrity tech make-overs for the latest must-have technology for the home.
  - To get advice for your next PC purchase, visit [www.pc.com](http://www.pc.com)

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<sup>1</sup> Pew Internet & American Life Project “Teens and Social Media”, 2007

- **Social Networking:** Stay connected online. Here's a chance to learn more about your child's life outside of the home. What movies and music do they like? What are their favorite books? Who are their friends? Let them get to know you a little better by creating your own personal page with your likes and interests. Who knows? You may have more in common than you thought. This is great opportunity for parents and children to talk and build trust – snooping is not recommended. Additionally, social networking sites help teach the importance of sharing things publicly: if it would make your mom flip – or your potential boss think twice about hiring you – don't add it to your social network or set the privacy controls appropriately. There are number of social networking sites around the world, including Facebook and MySpace\*, among others.
  - To sign up for a Facebook account, visit [www.facebook.com/index.php](http://www.facebook.com/index.php)
  - To sign up for a MySpace account, visit [signups.myspace.com/index.cfm](http://signups.myspace.com/index.cfm)
- **Texting and Instant Messaging:** LOL, OMG, BRB. Do you know what these acronyms mean? We've all seen the commercials highlighting the new language of the "Millennial" generation. No need to study the new vocabulary, you'll pick it up quickly. Simply set up a screen name of your own and get typing. Texting on a cell phones or instant messaging on your Intel-based PC is an easy way to keep in touch at home or on-the-go – real time – when your student is at the library, in the dorm room, or walking to and from class.
  - To sign up for an AIM\* Instant Messenger account, visit [dashboard.aim.com/aim](http://dashboard.aim.com/aim)
  - To sign up for an MSN\* Web Messenger account, visit [webmessenger.msn.com/](http://webmessenger.msn.com/)
  - Check with your cell phone service provider for texting or messaging plans
- **Bloggng:** Set up and maintain a blog. Not only will it give your kids a chance to see what you're thinking about and interested in, but it opens the door to two-way communication through blog comments and links to relevant sites. You can keep your blog up to date with your favorites including books and movies by providing a link to your Netflix\* selections to share recently watched DVDs. Suggest a blog to your child too – and don't just read it: Respond. Give feedback. Dispense your friendly parental wisdom. Remember, though, not all comment sections of blogs are private, and they aren't always the best forum for that "remember the time you..." character building story.
  - To create your own blog, visit [www.blogger.com/start](http://www.blogger.com/start) or [blog.com/](http://blog.com/)
- **Bloggng Goes Micro:** Your daughter's not answering her cell? Can't get an e-mail response from your son to save your life? Want to know what is so important that your child can't check in? Set up a Twitter\* or Plurk\* account to give and receive real-time updates in 120 words or less on your PC, cell phone or mobile Internet device. Twitter, Plurk and services like these are attention grabbers and allow instant communication. And, most sites let you decide who can receive your updates so you don't have to share them with the world.
  - To sign up for a Twitter account, visit <https://twitter.com/signup>
  - To sign up for a Plurk account, visit [www.plurk.com/Users/showRegister](http://www.plurk.com/Users/showRegister)
- **Snap and Send:** Redecorating the house? Getting a new haircut? Taking a weekend vacation? Upload, edit and share your digital photos documenting the changes back home by posting new photos and videos on sites such as Snapfish\* by HP or KODAK Gallery\*. These

sites let you share your photos with friends and family, while also allowing photo-viewers to comment, mark as a favorite and add to blogs or social networking sites. With an Intel-powered PC, you upload, save and send photos faster, from home or on the go.

- To sign up for a Snapfish account, visit [www.snapfish.com/](http://www.snapfish.com/)
- To sign up for a KODAK Gallery account, visit [www.kodakgallery.com/Register.jsp?UV=861029643577\\_38750753614](http://www.kodakgallery.com/Register.jsp?UV=861029643577_38750753614)
- **Good Ol' Home Cooking:** Is it your child's first time cooking for him or herself? Give your college student a break from the Top Ramen\* and a little taste of home. E-mail or scan recipes from your super-fast wireless enabled, Intel® Centrino® 2-based laptop in the kitchen, then post them to your blog, send via e-mail or enter onto an online cookbook, such as My Cookbook\*. Or you can share access to your Amazon.com\* account so your kids can take a peek at the cookbooks you are reading or send a hint on a new one you would like to buy. Don't worry, you can't do laundry online, so there will always be a reason for your student to come home...
  - To sign up for a My Cookbook account, visit [www.mycookbook.com/](http://www.mycookbook.com/)
- **YouTube\*:** Is your freshman missing Fido? Want to send lil' sister's dance recital video to your study-abroad student? Post your home videos online on sites such as YouTube.com. There are a variety of video hosting sites available, just surf the Internet to find the site that best meets your needs. You can also watch videos of your kid at school, so you can be at the game or party in spirit.
  - To sign up for a YouTube account, visit [www.youtube.com/signup?next=/](http://www.youtube.com/signup?next=/)
- **Skype\*:** How do you keep your long distance bill low when your kid decides to attend a university across the country or if they're studying-abroad for the semester? Skype is a free PC-to-PC calling system that allows you to keep in touch with your teen and actually speak with him or her face to face. With web cameras embedded in certain Intel® Centrino® 2-based laptops, you can actually see your student and his or her surroundings in real time as you chat.
  - To sign up for a Skype account, visit [www.skype.com/welcomeback/](http://www.skype.com/welcomeback/)

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