

Paper 305-2012

## Connect with SAS® Professionals Around the World with LinkedIn and sasCommunity.org

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### Abstract

Accelerate your career and professional development with LinkedIn and sasCommunity.org. Establish and manage a professional network of trusted contacts, colleagues and experts. These exciting social networking and collaborative online communities enable users to connect with millions of SAS users worldwide, anytime and anywhere. This presentation explores how to create a LinkedIn profile and social networking content, develop a professional network of friends and colleagues, join special-interest groups, access a Wiki-based web site where anyone can add or change content on any page on the web site, share biographical information between both communities using a built-in widget, exchange ideas in Bloggers Corner, view scheduled and unscheduled events, use a built-in search facility to search for desired wiki-content, collaborate on projects and file sharing, read and respond to specific forum topics, and more.

### Introduction

SAS users have a powerful social networking application with more than 40 million professionals in LinkedIn and a "virtual" website in sasCommunity.org where they can collaborate with other users anywhere in the world; access content; learn about upcoming events, forums and user group conferences; and discuss anything and everything that is related to SAS software, from SAS users to SAS users.

### Social Media Websites

Kaplan and Haenlein define social media as a group of Internet-based applications that provide for the creation and exchange of user-generated content. Social media integrates technology and social interaction for the creation of value. Example social media websites include:

- FaceBook
- Myspace
- YouTube
- Blogger
- LinkedIn
- Twitter
- sasCommunity.org
- Blogs.sas.com/JMP
- SAS-L
- Wikipedia.com
- FamilySearch
- Trivani International

Social media websites can be for your profit, friendships, or both, as illustrated in Figure 1.

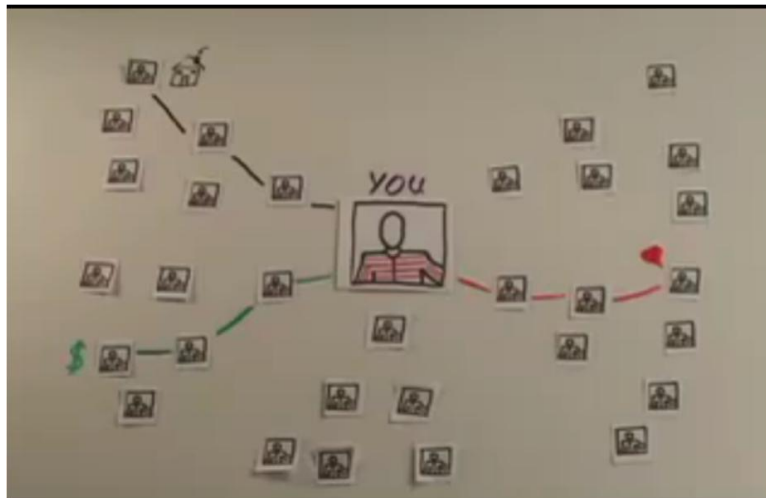


Figure 1. Friends of Friends of Friends

The SAS Global Forum (SGF) website uses social media to advantage, shown in Figure 2.



Figure 2. SAS Global Forum (SGF) 2012 website

## LinkedIn Social Networking

LinkedIn is a powerful contact and relationship management application boasting more than 40 million professionals worldwide. Professionals control their identity online while staying informed by exchanging information, ideas and opportunities with like-minded individuals. Joining LinkedIn, creating a profile and connecting with professionals around the world is free. It also provides access to a directory of groups sharing a common experience, interest, affiliation or goal, as illustrated in Figure 3.

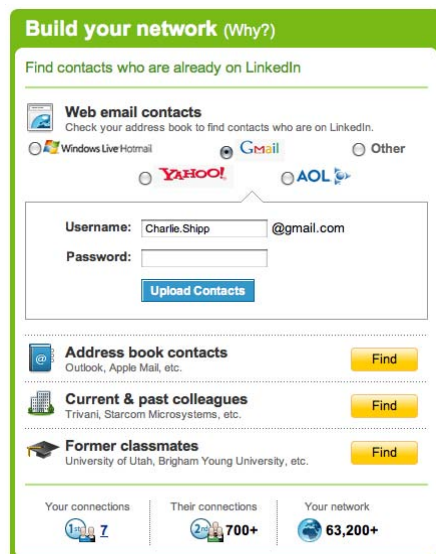


Figure 3. Building Your Professional Network with LinkedIn

Sample LinkedIn profiles are shown in Figure 4 and 5.



**Charlie Shipp**  
member at Advisory Board, [sasCommunity.org](http://sasCommunity.org)  
Greater Los Angeles Area | Computer Software

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**Current** **Consultant at Consider Consulting, Inc.**  
**member at Advisory Board, [sasCommunity.org](http://sasCommunity.org)**

**Education** University of Utah  
Brigham Young University

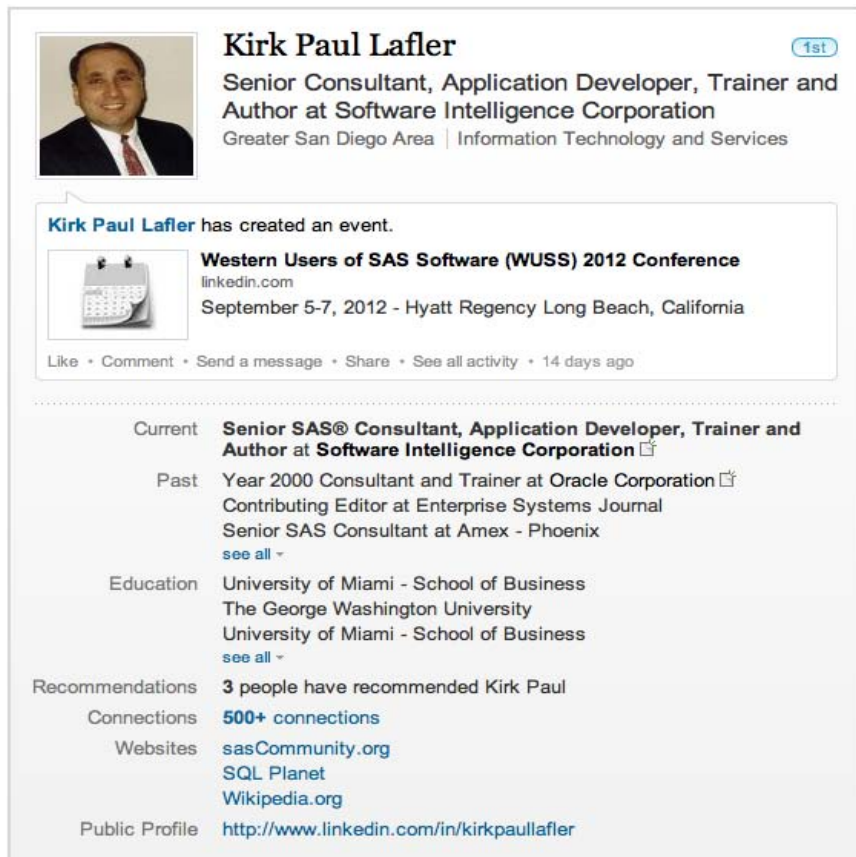
**Recommendations** 2 people have recommended Charlie

**Connections** [223 connections](#)

**Websites** [sasCommunity.blogspot](http://sasCommunity.blogspot)  
[sasCommunity.org](http://sasCommunity.org)

**Public Profile** <http://www.linkedin.com/pub/charlie-shipp/11/70/0>


Figure 4. Sample LinkedIn Profile



**Kirk Paul Lafler** 1st  
Senior Consultant, Application Developer, Trainer and  
Author at Software Intelligence Corporation  
Greater San Diego Area | Information Technology and Services

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**Kirk Paul Lafler** has created an event.

 **Western Users of SAS Software (WUSS) 2012 Conference**  
[linkedin.com](http://linkedin.com)  
September 5-7, 2012 - Hyatt Regency Long Beach, California

Like • Comment • Send a message • Share • See all activity • 14 days ago

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**Current** **Senior SAS® Consultant, Application Developer, Trainer and Author at Software Intelligence Corporation**

**Past** Year 2000 Consultant and Trainer at Oracle Corporation  
Contributing Editor at Enterprise Systems Journal  
Senior SAS Consultant at Amex - Phoenix  
[see all](#)

**Education** University of Miami - School of Business  
The George Washington University  
University of Miami - School of Business  
[see all](#)

**Recommendations** 3 people have recommended Kirk Paul

**Connections** [500+ connections](#)

**Websites** [sasCommunity.org](http://sasCommunity.org)  
[SQL Planet](http://SQL Planet)  
[Wikipedia.org](http://Wikipedia.org)

**Public Profile** <http://www.linkedin.com/in/kirkpaulafler>

Figure 5. Sample LinkedIn Profile

Your professional use of social networks extends from business to personal networks. sasCommunity.org acts as the hub for SAS, SGF, JMP, LinkedIn, and SAS-L activities when identifying the top SAS-related websites, as shown in Figure 6.

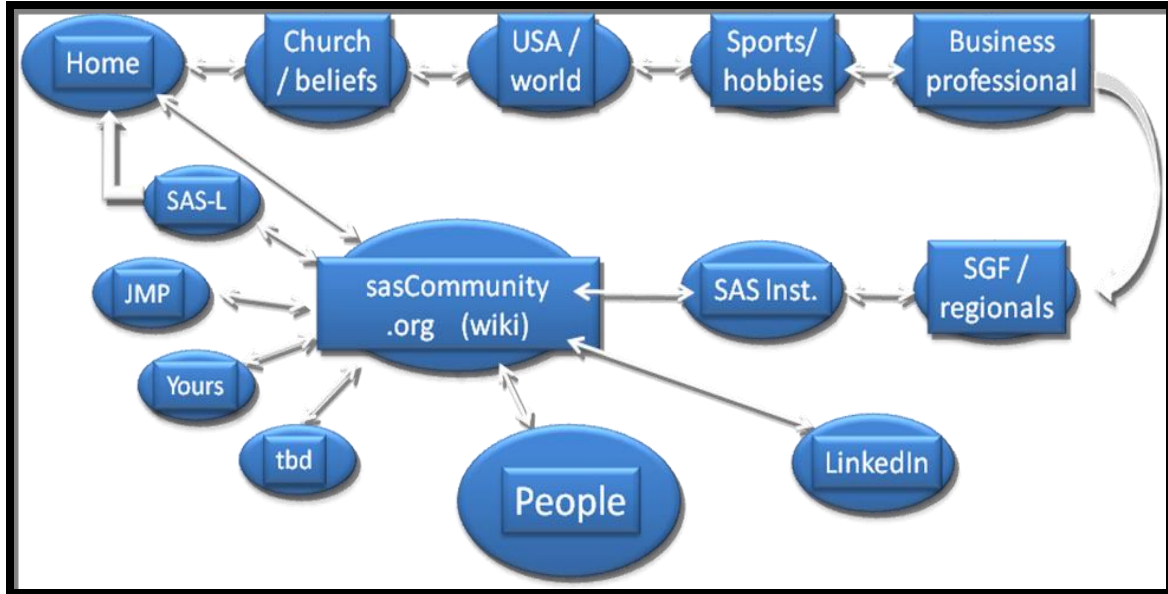


Figure 6. sasCommunity.org and the Hub of SAS-related Activities

As illustrated in Figure 7, there is overlap between the professional and personal websites available to Internet users.

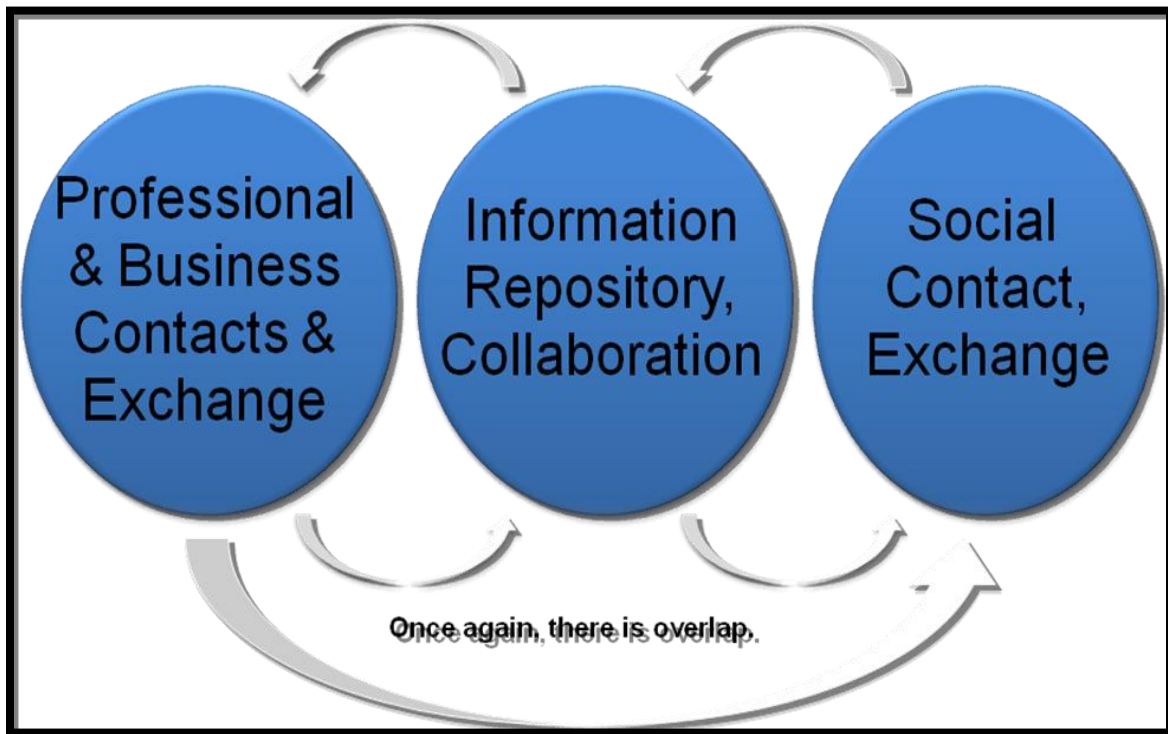


Figure 7. The overlap between professional and personal websites



Figure 8 illustrates leading SAS-related social networks within the social media framework.



Figure 8. Social Networks within Social Media

### The sasCommunity.org Main Page

To get the most from sasCommunity as well as the numerous features within, you'll want to become familiar with the Main Page, shown in Figure 9. The Main Page is the primary interface that users see as they access and interact with sasCommunity.org. The first thing you will notice about the main page, besides the beautiful graphics, is that it is organized into a number of parts: 1) on the left side is a grouping of hyperlinked keywords related to the main menu, page activity, getting started, search, and toolbox; 2) at the very top-right are two hyperlinks, Log in and Create account; 3) at the top are a grouping of special tabs related to articles, discussions, view source, and history; 4) in the body portion are the Bloggers' Corner and Forums; and 5) at the bottom of the body portion are a number of icons related to joining sasCommunity, getting involved, Sasopedia, events and user groups.

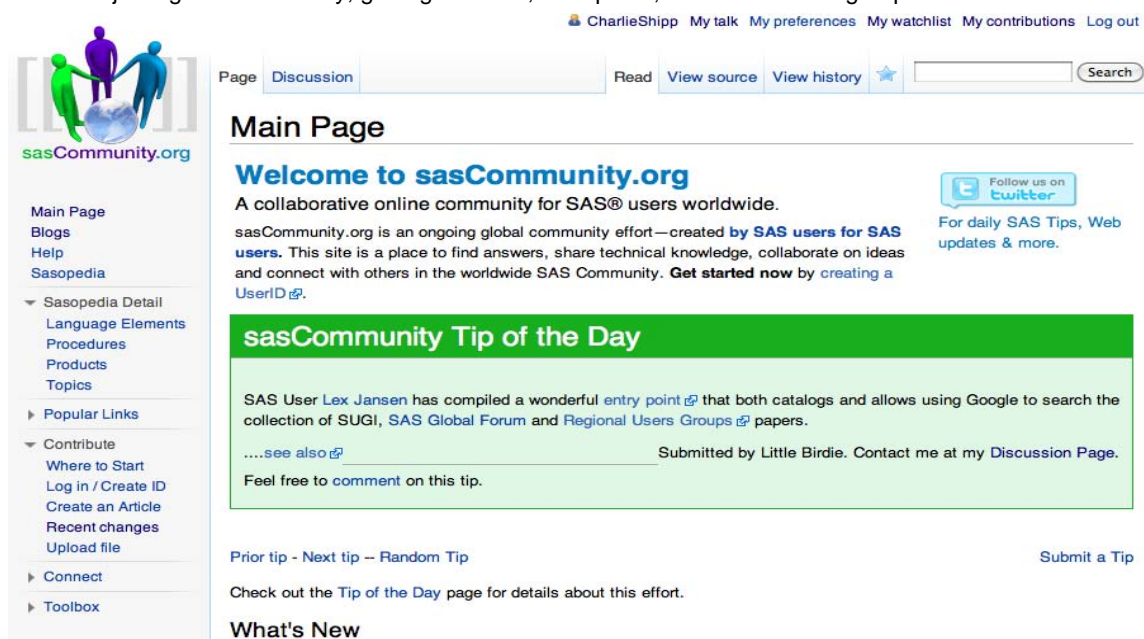


Figure 9. sasCommunity.org Front Page

## Joining sasCommunity – Creating an Account

At some point during your online experience, and particularly before you are permitted to contribute to sasCommunity, you will need to create an account. To create an account you will need to click the “**log in / create account**” hyperlink located at the top-right of the Main Page. This will automatically display the Log in / create account special page, see Figure 10. Click the “**Create an account**” hyperlink to proceed. The Log in / create account page will automatically display.



Figure 10. Log in / create account special page

With the Create account page displayed, you are now ready to enter a unique Username, password, E-mail address, and optional Real name. Once this information is entered, click the **Create account** button, see Figure 11. Note: Although an e-mail address is required to be entered, an entry for Real name is optional and can be left blank. A password is your secret sequence of typed characters and is required for accessing your account. Anyone who knows your password can sign on to your account and could potentially cause a world of havoc such as deleting mail messages, sending bogus messages that look like they are coming from you, post messages on public forums that appear to be coming from you, and so on. Also, don't choose a password that is too obvious or too easy to guess. Because a password is so important, you should really select one with the utmost care.

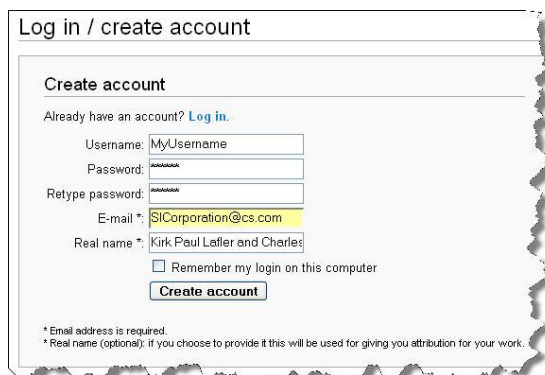


Figure 11. Create account page

If your account is successfully created, a special Welcome message will display indicating that your account has been created, see Figure 12. You can then click the **Return to Main Page** hyperlink to display the Main Page.

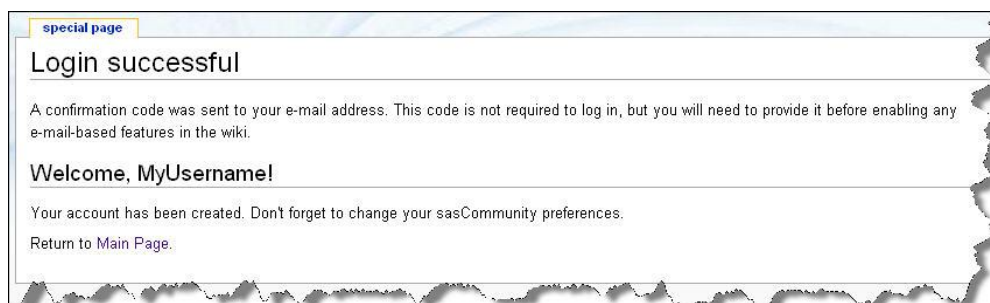


Figure 12. Your account has been created page

As part of the verification process, an e-mail containing a confirmation code is automatically sent to the e-mail address you provided during the account creation process. Before you can activate e-mail activities on sasCommunity you will need to open the link displayed in the e-mail by clicking the listed hyperlink, see Figure 13.



Figure 13. Confirmation E-mail message

After clicking the hyperlink displayed in the e-mail, a confirmation page will automatically display indicating that the account belongs to you. As soon as this confirmation page displays sasCommunity e-mail features will be enabled, see Figure 14.



Figure 14. Confirm E-mail address page

## Blogger's Corner

Blogger's Corner displays a list of Blogs or articles defined by SAS users. You can access Blogger's Corner from the Main Page by clicking the **"Blogs"** keyword hyperlink under the Main Menu category. Or, click the hyperlink, Visit **Bloggers' Corner** to see what your sasCommunity.org colleagues are blogging about..., located in the Blogger's Corner section of the Main Page. Once clicked, the Blogger's Corner page appears, see Figure 15.

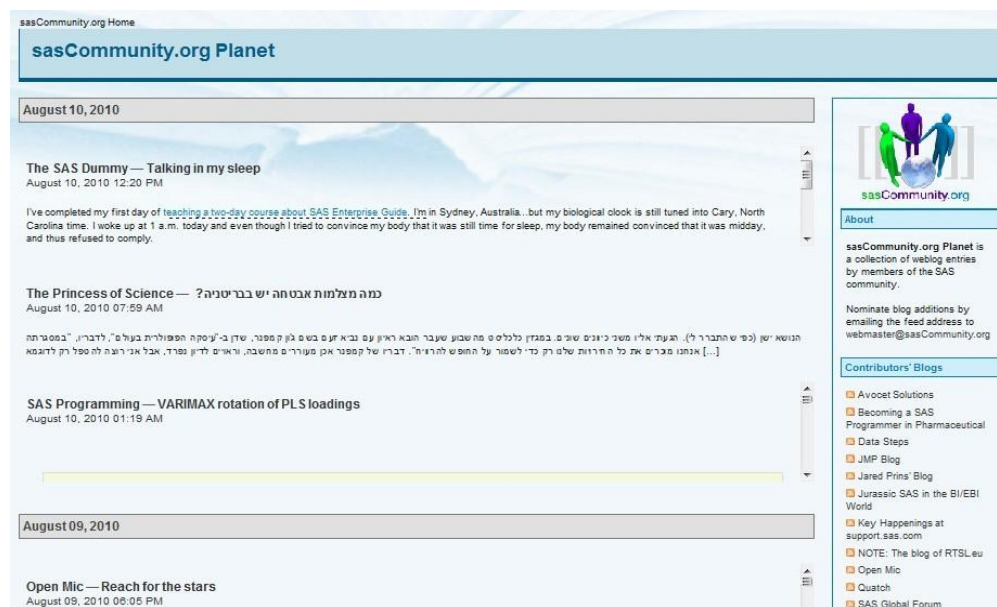


Figure 15. Blogger's Corner page

Accessing a blog is as easy as point-and-click. For example, click “**SAS Global Forum**” from the list of Contributors Blogs in the right panel to display the blog for SAS Global Forum, see Figure 16. Once the blog is accessed (and you are logged in), you will be able to participate in the discussion associated with that blog by clicking the ‘discussion’ tab located at the top of the page.

The screenshot shows the SAS Global Forum Blog page. The header includes navigation links: BLOG DIRECTORY, SAS SOFTWARE, and FOLLOW US. The main banner features the SAS logo and the tagline 'THE POWER TO KNOW.' Below the banner, the breadcrumb trail reads: SAS BLOGS HOME > SAS USERS GROUPS > UNOFFICIAL OFFICIAL GUIDE TO SAS GLOBAL FORUM - FULL SPEED AHEAD.

The blog post is titled "Unofficial Official Guide to SAS Global Forum - Full speed ahead" by Wayneette Tubbs, dated MARCH 5, 2012. It has 959 views, 1 comment, and 10 tweets. The post is attributed to Andrew T. Kuligowski.

The content of the blog post includes a preface: "By show of hands, I'd like to know what you consider to be the most exciting day of SAS Global Forum". It then lists the schedule for the event:

- Sunday** – Wonderful laid back day. Everything kicks off when the SAS Support and Demo Area opens (Yes, that's right. The SAS Support and Demo Area will be open on Sunday this year.) Then, I'm off to Opening Session.
- Monday** – The Technology Connection and Keynote presentation provide a good start to the day, and the Mixer a nice ending.
- Tuesday** – The whole day is dedicated to attending presentations with a trip to the SAS Support and Demo Area mixed in ending with a great party in the evening.
- Wednesday** – I might squeeze in a paper or two before the Closing Session, if I'm not too tired.

On the right side of the page, there is a search bar, a section titled "About this blog" with a list of bullet points, and a "Subscribe to this blog" section with an email input field.

Figure 16. SAS Global Forum Blog page

To post a comment to the blog posting, enter the 'Comment' in the Comment box (and log into your account) located at the top of the blog page. With the Comment page displayed, you will be able to view and post a response (or comment) to the blog message, see Figure 17.

The screenshot shows the "Post a Comment" form. It includes a warning: "Your email is *never* published nor shared. Required fields are marked \*". The form has fields for Name, Email, and Website. Below these fields is a checkbox labeled "Check to confirm you want your comment to appear publicly on this blog". A large text area is provided for the comment. At the bottom, there is a "POST COMMENT" button.

Below the comment text area, there is a list of HTML tags and attributes that can be used: `<a href="" title="">`, `<abbr title="">`, `<acronym title="">`, `<b>`, `<blockquote cite="">`, `<code>`, `<del datetime="">`, `<em>`, `<i>`, `<p>`, `<pre lang="" line="" escaped="">`, `<q cite="">`, `<strike>`, and `<strong>`.

Figure 17. SAS Global Forum comment page



## Exploring Popular Links

sasCommunity.org provides a number of popular links for users to access and explore. Click the **“Popular Links”** keyword from the hyperlinks located at the left of the main page to display the Popular Links page, see Figure 18. This listing of popular links is organized as a collection of frequently accessed pages for ease of use.

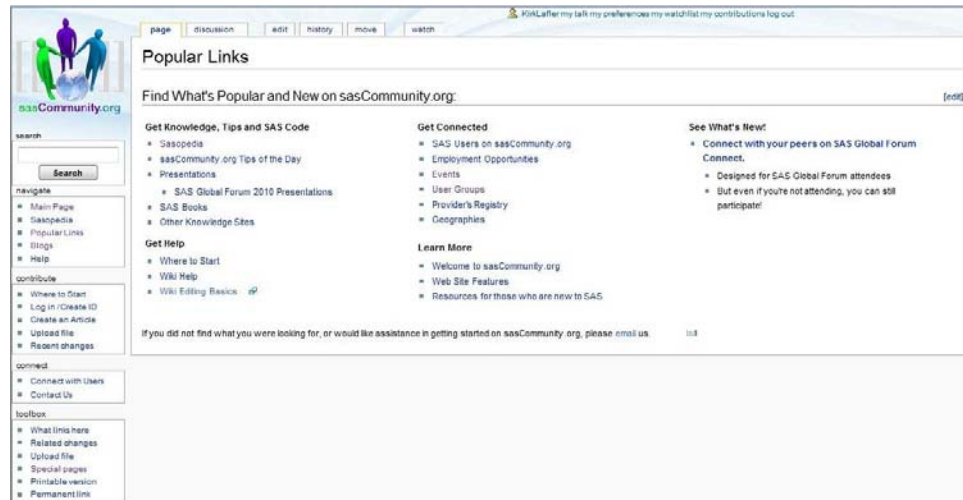


Figure 18. Popular Links page

## Exploring Upcoming Events

SAS users have a convenient way to find out about upcoming events including user group meetings, conferences, training classes, webcasts, and other interesting events relevant to the user community. Click the **“Events”** keyword hyperlink under the Main Menu category to display the Events page, see Figure 19.

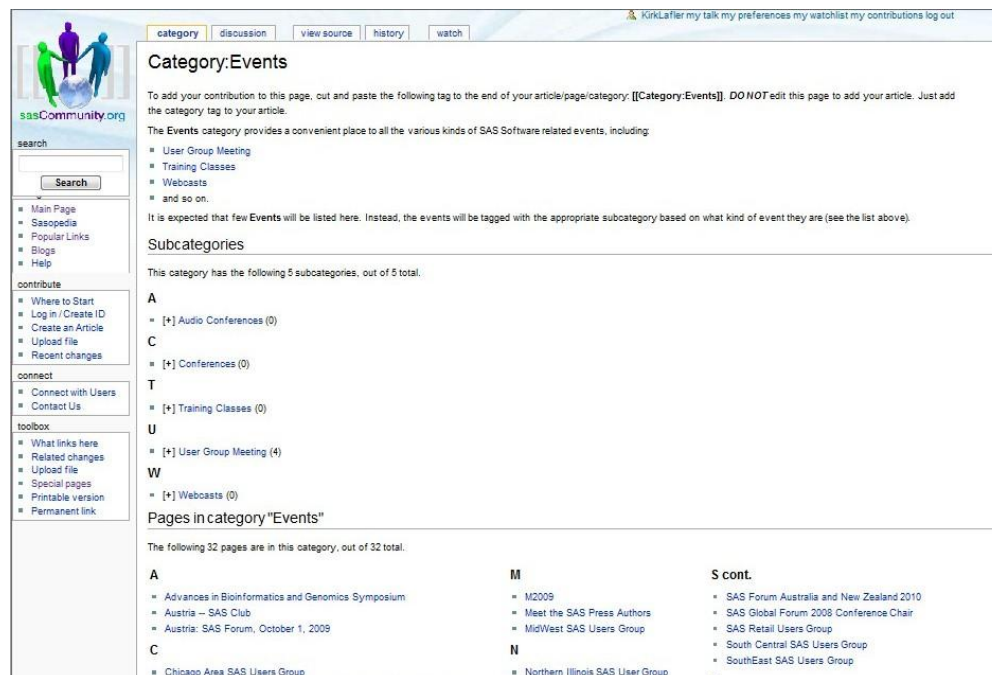


Figure 19. Events page

## Using the Sasopedia

The Sasopedia is the place where users can access factual information and tips on using the SAS software. To access this fact-based resource, click the “**Sasopedia**” keyword hyperlink under the Popular Links category to display the Sasopedia page, see Figure 14. Although Sasopedia is currently being reorganized, it displays the following categories: 1) Language Elements, 2) Procedures, 3) Products, and 4) Topic for user convenience.



Figure 20. Sasopedia page

## Staying Connected with User Groups

Users can access the latest goings-on with in-house, local, regional, and SAS Global Forum anytime, and anywhere. To access this fact-based resource, click the “**User Groups**” keyword hyperlink under the Popular Links category to display the User Groups page, see Figure 21.

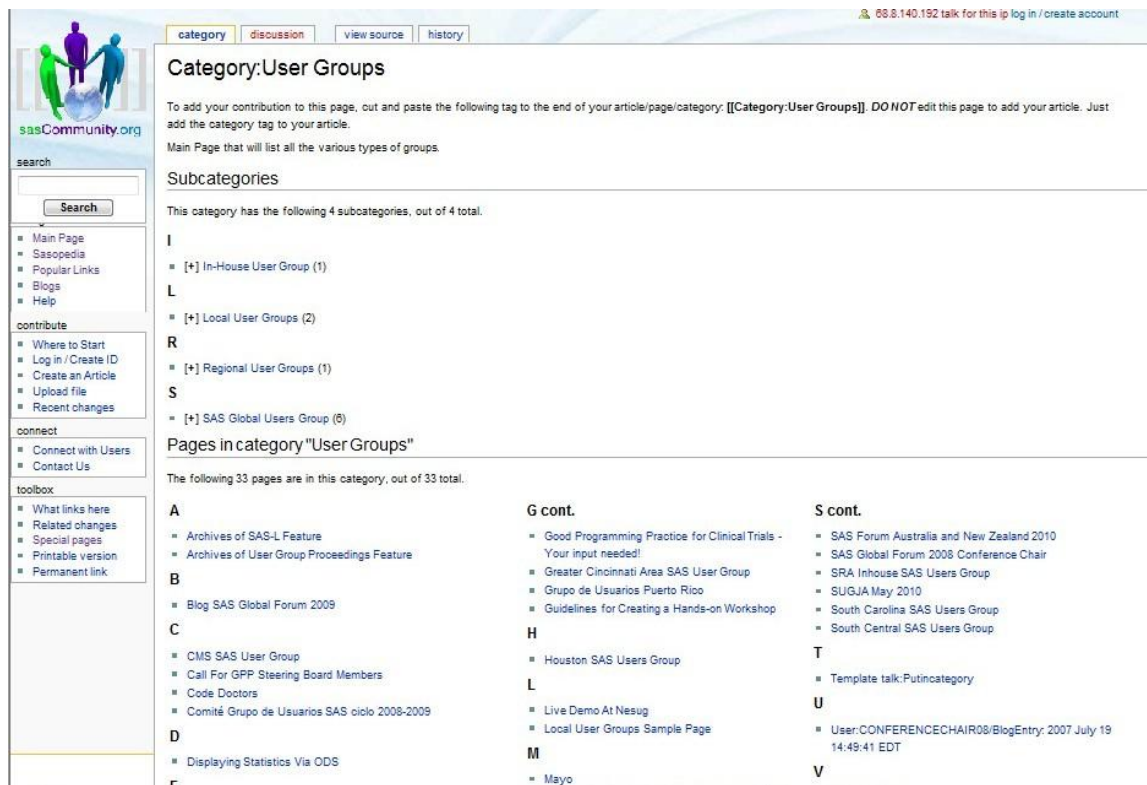


Figure 21. sasCommunity User Groups page

## Using a Wiki

sasCommunity uses Wikimedia software to improve the overall user experience while using the virtual community. Wiki features include: a consistent look and feel with navigation bars and short-cuts, file upload capabilities, mathematical formulas using LaTeX syntax, automatic image resizing, maintain and create a watchlist to track changes to articles, show changes using side-by-side diffs, ability to link to individual sections, support of subpages, comprehensive editing capabilities, support of discussion pages, comprehensive backend database-driven and cookie-based support, permission and security capabilities, and comprehensive full text search and query capabilities. For additional information about a Wiki and its capabilities, you are referred to the following URL [http://meta.wikimedia.org/wiki/Help#Feature\\_list](http://meta.wikimedia.org/wiki/Help#Feature_list), see Figure 22.



Figure 22. Wikimedia website

## Using the Search Feature

The built-in search feature lets you search topics on anything SAS, and/or SAS-related topics. In the Search dialog box, located on the left side of the Main Page, character-string information can be entered, and either the **Go** or **Search** buttons clicked. For example, say you are searching for anything 'consulting' as illustrated in Figure 23.



Figure 23. Search dialog box

Results matching the user-supplied character-string 'consulting' are automatically displayed and grouped as Article title matches and Page text matches. A partial listing of results for 'consulting' is displayed in Figure 24.

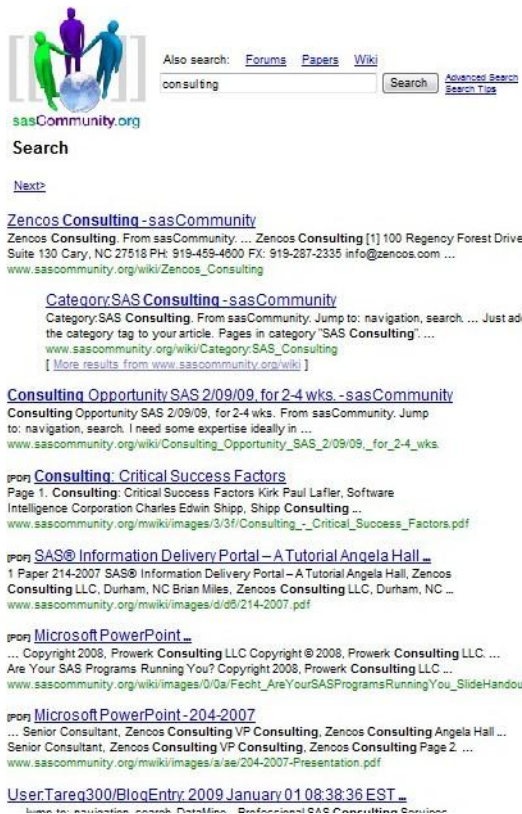


Figure 24. Page text matches for 'consulting'

## Logging-out of a Session

Our quick tour of sasCommunity.org would not be complete without showing you how to log out (or sign out) of the virtual community. Although you probably have already guessed how to do this, we thought we would complete our tour and show you how anyway. Logging-out of a session requires you to click the **Log out** hyperlink that is located at the very top of any page in sasCommunity.org. Once clicked, the Log out page displays as illustrated in Figure 25.

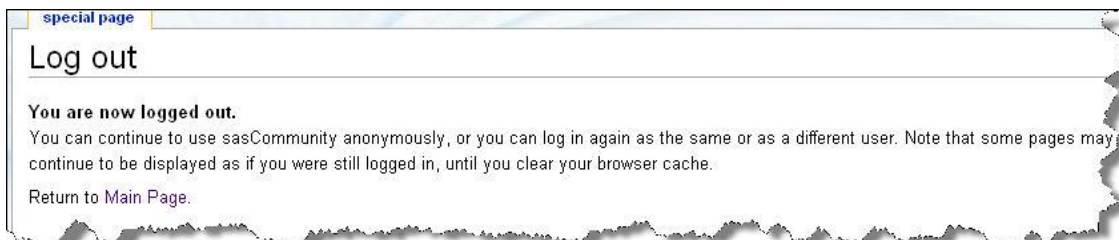


Figure 25. Log out page

## Conclusion

With the features found in LinkedIn and the comprehensive content in sasCommunity.org, users have amazing social network and content applications for connecting with SAS professionals worldwide. Those already participating are finding it to be a great resource for social networking, collaboration, tips, code examples, user group and webcast events, forums, and much more. The Wiki technology fosters user participation. In its debut at the annual 2007 SAS Global Forum (SGF), sasCommunity.org is a resource for all users, not just at one event. sasCommunity.org should prosper well into the future as organizations experience declining travel budgets and technological advances in the area of the Internet. Here's your chance to make the most of this virtual user community – explore, learn and share.



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Charles Edwin Shipp is a programmer, consultant and author, and has been using the SAS and JMP software since 1980. He is credited in the original JMP manual for his roles in the early days. He has written more than one hundred papers and has been an invited speaker at more than one hundred International, regional, local, and special-interest SAS and JMP conferences and meetings, and is the recipient of 11 "Best" contributed paper awards. Charlie is the co-author of three books including the ever-popular Books by Users (BBU) book, Quick Results with SAS/GRAPH Software. Currently, Charlie is involved as an eBook author, sasCommunity.org Advisory Board member, app developer, consultant for Trivani Foundation International, and consultant in JMP and JMP Genomics.

Kirk Paul Lafler is consultant and founder of Software Intelligence Corporation and has been using SAS since 1979. He is a SAS Certified Professional, provider of IT consulting services, trainer to SAS users around the world, and sasCommunity.org Advisory Board member. As the author of four books including PROC SQL: Beyond the Basics Using SAS, Kirk has written nearly five hundred peer-reviewed papers, been an Invited speaker and trainer at more than three hundred SAS International, regional, local, and special-interest user group conferences and meetings throughout North America, and is the recipient of 19 "Best" contributed paper, hands-on workshop (HOW), and poster awards. His popular SAS Tips column, "Kirk's Korner of Quick and Simple Tips", appears regularly in several SAS User Group newsletters and Web sites, and his fun-filled SASword Puzzles is featured in SAScommunity.org.

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