Patrice-Anne
Rutledge

Sams Teach Yourself Google+™ in 10 Minutes

SAMS

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Sams **Teach Yourself**

Google™+

in **10 Minutes**

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About the Author

Patrice-Anne Rutledge is a business technology author and journalist specializing in social media, online applications, and small business technology. Her other books include *Sams Teach Yourself LinkedIn in 10 Minutes*, *Using LinkedIn*, *Using Facebook*, and *The Truth About Profiting from Social Networking*, all from Pearson. Through Rutledge Communications, she also offers writing and editing services to businesses and nonprofits worldwide. You can reach Patrice through her website at www.patricerutledge.com.

Dedication

To my family, with thanks for their ongoing support and encouragement.

Acknowledgments

Special thanks to Rick Kughen, Karen Weinstein, Betsy Harris, and Sam Sinkhorn for their feedback, suggestions, and attention to detail.

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Introduction

Google+ is Google's answer to social sharing on the web. Soon after its launch of a limited field trial on June 28, 2011, Google+ already had tens of millions of members with thousands more joining every day, eagerly seeking out invitations from friends and colleagues. When Google+ opened to the public in mid-September 2011, its user base jumped more than 30 percent within days.

If you use other social sites such as Facebook, LinkedIn, or Twitter, the basic concepts of Google+ should seem familiar to you. You can post text-based updates, photos, videos, and links; comment on posts from people you know and follow; share interesting content from around the web; and much more. Google+ has several unique features as well, such as the power to maintain complete control over how you share each piece of content you post. Google+ also extends beyond traditional social networking to offer unlimited uploading and storage of photos and videos, video chats, group text messaging, and more.

Sams Teach Yourself Google+ in 10 Minutes is designed to get you up and running on Google+ as quickly as possible. This book is based on the Google+ beta. Because Google+ is still under development and its functionality will continue to change over time, the features available to you may vary at any given time. The companion website to this book will help keep you updated on what's new with Google+. For now, turn to Lesson 1, "Introducing Google+," to get started with this powerful social-sharing tool.

Who Is This Book For?

This book is for you if...

- You're new to Google+ and want to learn what it's all about.
- You want to share content, photos, and videos on the web with friends, family, and colleagues and heard that Google+ is a great way to do this.

- You want to become productive on Google+ as quickly as possible and are short on time.

Companion Website

This book has a companion website online at http://www.patricerutledge.com/books/google-plus.

Visit the site to access the following:

- Book updates
- News about Google+ enhancements and features
- Other books and articles that may be of interest to you

Conventions Used in This Book

The Teach Yourself series has several unique elements that will help you as you are learning more about Google+. These include the following:

NOTE: A note presents interesting pieces of information related to the surrounding discussion.

TIP: A tip offers advice or teaches an easier way to do something.

CAUTION: A caution advises you about potential problems and helps you steer clear of disaster.

PLAIN ENGLISH: Plain English icons provide clear definitions of new, essential terms.

LESSON 5

Sharing Content on Google+

In this lesson, you learn how to share content on Google+, including photos, videos, and links.

Using the Share Box

The share box displays at the top of your Google+ home page, ready for you to share interesting content with your friends and colleagues—or everyone on the web. Using the share box, you can share text updates, links, photos, videos, and even your location.

To share a post using the share box, follow these steps:

1. Click the **Home** icon at the top of Google+ if you aren't already on your home page. Figure 5.1 displays your Google+ stream, which opens. Your stream enables you to share content as well as view content other people have shared. See Lesson 6, "Viewing Your Google+ Stream," for more information.

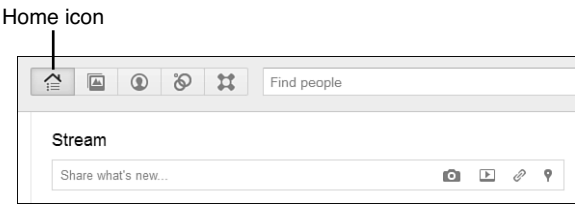

FIGURE 5.1 Click the Home icon to access the share box on your Google+ stream.

TIP: **Access the Share Box from the Google+ Bar**

Another way to access the share box is from the Google+ bar. Click the **Share** button in the upper-right corner of the Google+ bar to open it. This feature is most useful when you're on a Google site other than Google+ and want to share something. See Lesson 7, "Using the Google+ Bar," for more information about this bar.

2. Click in the share box to expand it, as shown in Figure 5.2.

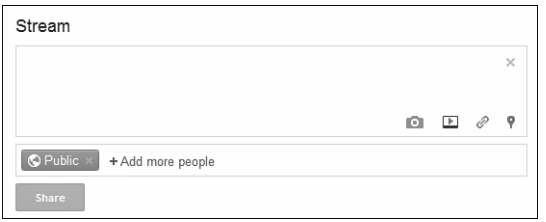

FIGURE 5.2 Expand the share box to display additional fields.

3. Type your post in the text box.
4. Optionally, you can add other content and apply formatting to your posts. These tasks are covered later in this lesson. For example, you can do the following:
   - Format your post using bolding and italics.
   - Add a link to the profile of another Google+ user you mention.
   - Add a photo.
   - Add a video.
   - Add a link to an external website.
   - Share your location.
5. Specify who you want to share this post with. Your options include:
   - **Anyone on the web.** By default, Google+ makes your initial post public, visible to anyone on the web. Later,

Google+ uses the default settings from your most recent post. If you don't want to share this post publicly, click the **Delete** icon (x) on the right side of the **Public** chip.

- **People in specific circles.** To share this post with specific circles, click the **Add More People** link. In the menu that opens (see Figure 5.3), select the circles you want to share with. If you want to share with all your circles, select **Your Circles**. If you want to share with your extended circles (friends of friends), select **Extended Circles**. When you're finished selecting circles, click outside the menu to close it.

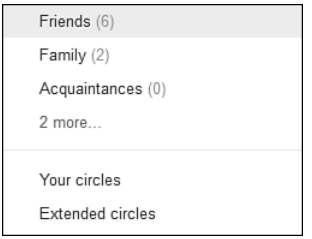

FIGURE 5.3 You can choose the specific circles you want to share with.

- **A specific person.** This is the equivalent of sending a private message on Google+. If the person you want to share with uses Google+, type the person's name in the text box and select from the pop-up menu of potential matches (see Figure 5.4). Optionally, you can enter an email address to share with someone who doesn't use Google+ yet.

FIGURE 5.4 You can share a post with just one person.

NOTE: **Understanding Color-Coded Sharing Chips**

Google+ uses color-coded chips to differentiate the groups of people you share with. The **Public** and **Extended Circles** chips are green, which signifies that you are sharing with people you don't know. The chips corresponding to your own circles or individual people are blue, which signifies that you are sharing with people you know.

6. If you want to send a notification and email message about this post to the people in a circle, hover the mouse above that circle and select the **Notify About This Post** checkbox. In general, you should send notifications and emails only for very urgent or important posts.

7. If any of the people in your selected circles aren't on Google+ yet, click the following link to send them your post by email instead: **Also Email [Number of] People Not Yet Using Google+**. For example, if two people you added to circles haven't signed up for Google+ yet, this link says "2 People." Again, use caution when emailing people and send emails only for very important content.

NOTE: **Who Will Receive an Email?**

To view a list of the people who will receive this email, click the **[Number of] People** link. A pop-up box displays the people in your circles who aren't on Google+ yet.

8. Click the **Share** button to share your post with the people you selected.

Figure 5.5 shows a sample post, visible on the streams of the people you shared with as well as on your public profile if you selected to make this post public.

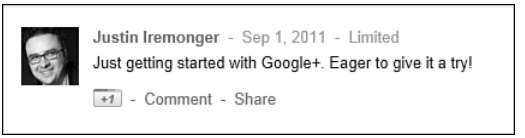

FIGURE 5.5 A post shared on Google+.

After you share a post:

- You can edit its content, delete it, or prevent others from sharing or commenting on it.
- Your Google+ network can comment on, share, or +1 this post.

See Lesson 6 for more information about these tasks and features.

Formatting Your Posts

Google+ enables you to format your posts using bolding, italics, and strikethroughs. You can:

- Bold text by surrounding it with asterisks.
- Italicize text by surrounding it with underscore.
- Strike through text by surrounding it with hyphens.

Figure 5.6 shows an example of formatting text in the share box.

Figure 5.7 shows an example of the results of this formatting.

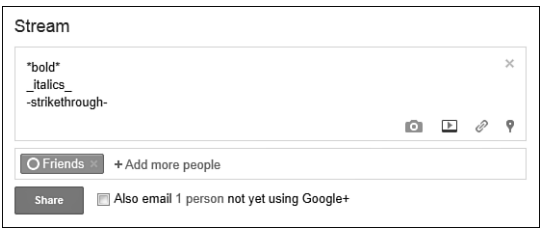

FIGURE 5.6 Use these characters to apply text formatting to your posts.

FIGURE 5.7 Formatting in a live post.

Mentioning Other People in Your Posts

When you mention another Google+ user in a post, you can link to that person's Google+ profile. Mentioning a person is most useful when you want to give someone public credit or thanks within the Google+ community. Google+ also notifies this person of the mention.

To mention someone in a post, enter the plus sign (+) or at sign (@) in the share box, start typing someone's name, and select the person you want to mention, as shown in Figure 5.8.

FIGURE 5.8 Select the person you want to mention from the list of Google+ users.

Figure 5.9 shows a sample mention in a published post. You can pause your mouse over a mention to view a pop-up box with more information or click the mentioned name to view this person's Google+ profile.

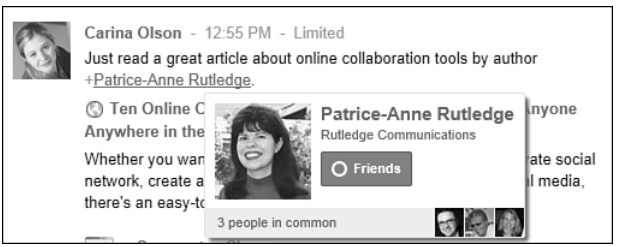

FIGURE 5.9 Pause your mouse over a mention to view a pop-up box.

Sharing Your Location

Optionally, you can share your location in your Google+ post.

To share your location, click the **Add Your Location** button in the lower-right corner of the share box, shown in Figure 5.10. Google+ analyzes your location and displays it at the bottom of your post.

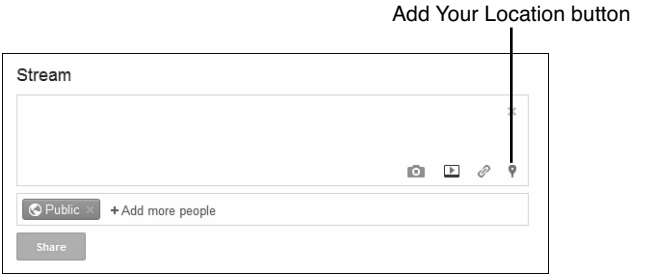

FIGURE 5.10 You can display your location in your Google+ posts, but consider carefully whom you want to share this information with.

> CAUTION: **Think Twice Before Sharing Your Location**
>
> The Google+ location-sharing feature is most useful when you're away from home and want to share your location from a mobile device. For example, you could let the people in one of your circles know that you're at an event or a favorite restaurant. Be careful using this feature from your home computer as Google+ could display your home address on your post.

Sharing Photos

You can easily share photos on your Google+ posts. For example, you could share vacation photos only with your Friends and Family circles or photos of your company's products on a public post. Google+ offers unlimited photo uploads. If your photos are larger than 2,048 by 2,048 pixels, however, Google+ resizes them during the upload process.

See Lesson 8, "Working with Photos," for more information about the many ways you can use photos in Google+.

To share a photo on Google+, follow these steps:

1. Click the **Home** icon at the top of Google+ if you aren't already on your home page (refer to Figure 5.1).
2. Click in the share box to expand it (refer to Figure 5.2).
3. Type your post in the text box. For example, you can introduce or comment on the photo you're sharing.
4. Click the **Add Photos** button in the lower-right corner of the share box. A pop-up menu opens, offering three ways to add photos (see Figure 5.11).

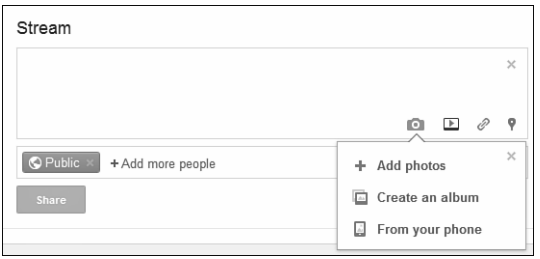

FIGURE 5.11 Add photos to enliven your posts.

5. Attach your photo to the post by selecting one of the following menu options:
   - **Add Photos.** Search for and upload a photo from your computer. Using this method, you can add only one photo at a time. To add more photos, click the **Add More** link (see Figure 5.12). If you want to add a caption or rotate your photo, click the **Edit Photos** link. To delete a photo, click the **Delete** button (x) in its upper-right corner.
   - **Create an Album.** Create and upload a photo album by selecting multiple photos from your computer. Figure 5.13 shows the **Create an Album** dialog box, which opens. See Lesson 8 for more information about photo albums.

FIGURE 5.12 You can edit your photo or add more photos to your post.

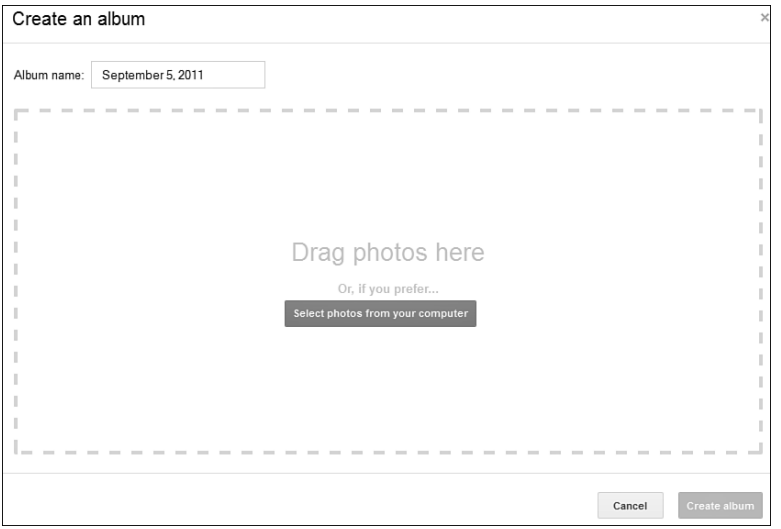

FIGURE 5.13 Post multiple photos in an album.

- **From Your Phone.** Upload photos from your phone. You must have an Android 2.1+ smartphone and download the Google+ for Android app to use this feature. Google+ uploads the photos you take from your phone and places

them on the **Photos from Your Phone** tab on the **Photos** page. These photos remain private until you choose to share them. See https://market.android.com/details?id=com.google.android.apps.plus&hl=en for more information about this app.

6. Select the people or circles you want to share this post with or, optionally, make this post public. For a reminder of how to do this, refer to steps 5 through 7 in the section "Using the Share Box" earlier in this lesson.
7. Click the **Share** button to share your post with the people you selected.

Figure 5.14 shows a sample post with a photo.

FIGURE 5.14 A shared post that appears on your stream.

After posting your photo, you can click it to use the lightbox view, where you can edit it, add a caption, add tags, and more. See Lesson 8 for more information about working with photos.

Sharing Videos

Sharing videos is another way to enliven your posts. Google+ gives you three ways to share your videos. You can upload from your phone, share

from YouTube, or upload from your Android 2.1+ smartphone. Google+ lets you upload an unlimited number of videos of up to 15 minutes each.

To share a video on Google+, follow these steps:

1. Click the **Home** icon at the top of Google+ if you aren't already on your home page (refer to Figure 5.1).
2. Click in the share box to expand it (refer to Figure 5.2).
3. Type your post in the text box. For example, you can introduce or comment on the video you're sharing.
4. Click the **Add Video** button in the lower-right corner of the share box. A pop-up menu opens offering three ways to add videos (see Figure 5.15).

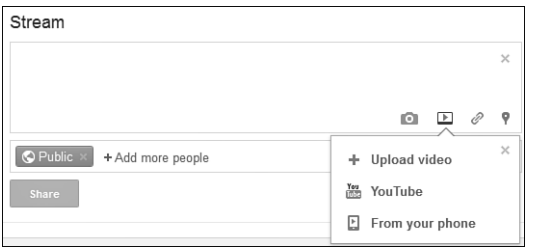

FIGURE 5.15 Google+ gives you three ways to add videos.

5. Attach your video to the post by selecting one of the following menu options:
   - **Upload Video.** Open the **Upload Videos** dialog box, shown in Figure 5.16, from which you can upload videos from your computer. Select the videos you want to upload and click the **Add Videos** button.
   - **YouTube.** Search for YouTube videos by keyword, enter the URL of a specific YouTube video, or select from YouTube videos you've shared in the past. Figure 5.17 shows the **Choose a YouTube Video** dialog box from which you select your video.

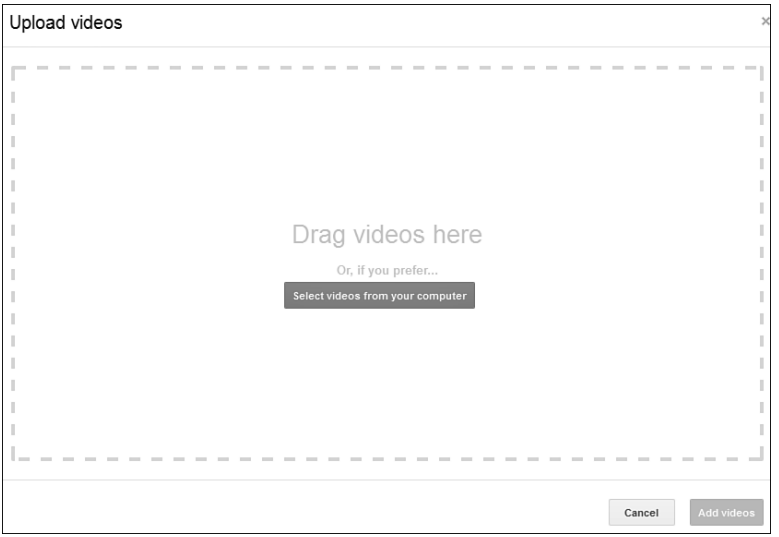

FIGURE 5.16 Add videos from your computer to your Google+ posts.

FIGURE 5.17 Embed a YouTube video on a Google+ post.

- **From Your Phone.** Upload videos from your phone. You must have an Android 2.1+ smartphone and download the Google+ for Android app to use this feature. See https://market.android.com/details?id=com.google.android.apps.plus&hl=en for more information about this app.

6. Select the people or circles you want to share this post with or, optionally, make this post public. For a reminder of how to do this, refer to steps 5 through 7 in the section "Using the Share Box" earlier in this lesson.
7. Click the **Share** button to share your post with the people you selected.

Figure 5.18 shows a sample post with a video, which users can click to play.

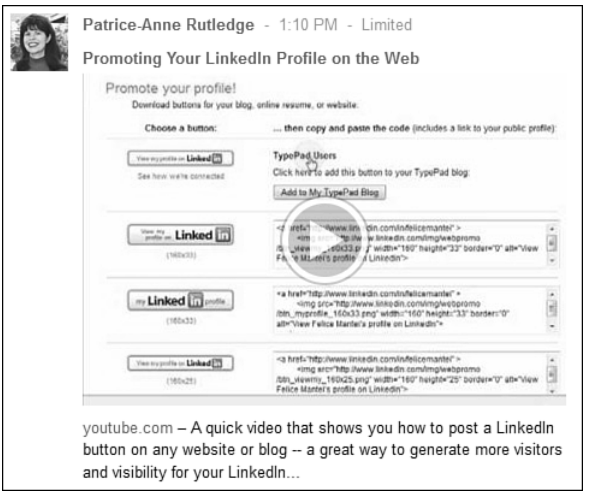

FIGURE 5.18 Click this video to play it right on Google+.

Sharing Links

Google+ makes it easy to share links to external websites in your posts. For example, you might want to share your latest blog post or an interesting article you read on the web.

To share a link on Google+, follow these steps:

1. Click the **Home** icon at the top of Google+ if you aren't already on your home page (refer to Figure 5.1).
2. Click in the share box to expand it (refer to Figure 5.2).
3. Type your post in the text box. For example, you can introduce or comment on the link you're sharing.
4. Click the **Add Link** button in the lower-right corner of the share box. The share box expands to display new fields, as shown in Figure 5.19.

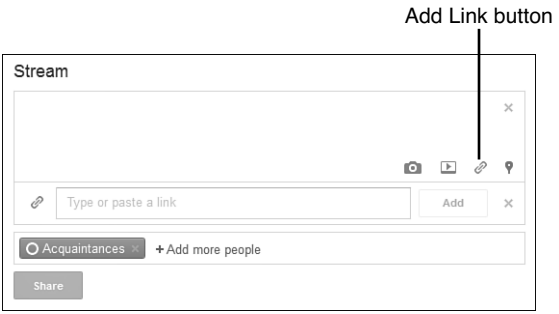

FIGURE 5.19 Link to an interesting website or blog post.

5. Enter the complete URL of the website page you want to link to, such as http://www.patricerutledge.com. Optionally, you can copy and paste a longer URL.
6. Click the **Add** button. The share box displays the link name, its description, and an image, as shown in Figure 5.20.

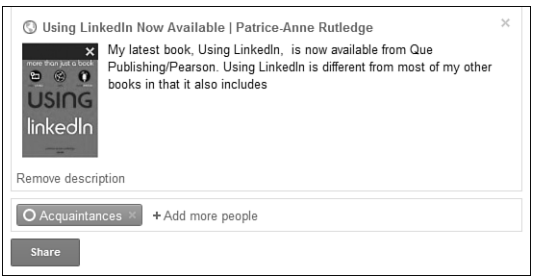

FIGURE 5.20 Preview your link before posting.

NOTE: **Where Does Google+ Get the Link Data?**

Google+ retrieves the link name, description, and image from the metadata and content on the site you're linking to. Optionally, you can delete the default description by clicking the **Remove Description** link or delete the default image by clicking the **Delete** button (small x) in the upper-right corner of the image.

7. Select the people or circles you want to share this post with or, optionally, make this post public. For a reminder of how to do this, refer to steps 5 through 7 in the section "Using the Share Box" earlier in this lesson.
8. Click the **Share** button to share your post with the people you selected.

Figure 5.21 shows a sample posted link, visible on the streams of the people you shared with as well as on your public profile if you selected to make this post public.

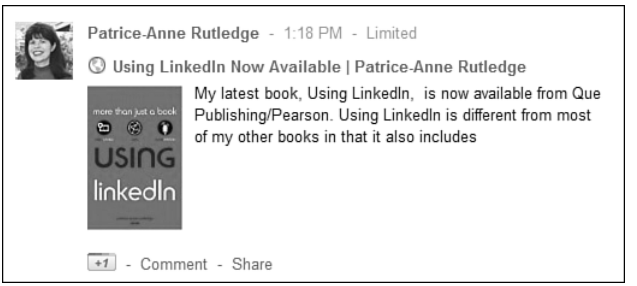

FIGURE 5.21 Click a link to visit the shared site.

Summary

In this lesson, you learned how to post content on Google+. Next, learn how to view and manage your Google+ stream.

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