

# An Early Look at Google Plus

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## The Basics About Google Plus

- What is it? Google+ is a relatively new social network created by Google.
- Launched in late June as a “field trial”. It is scheduled to be available on July 31, 2011.

## Posting and Privacy

- What can you post? Text, photos, videos, links and location.
- What about **privacy**? Who can see your posts?  
Public - That means everyone! This is available in Google search  
Extended Circles - People in your circles, and their circles. Not available in search.  
Circles – People in the circles of you’re choosing. Not available in search.
- Google Profiles are public by default. Settings are manageable.

## Circles



- Groups or sub-networks of people you are connected to on Google+ (5000 limit)
- You can create custom circles. Examples: “Corvallis”, “Business”, “Fishing”, “Harry Potter”
- You do not need someone’s permission to add them to your circle. The vice versa is true as well.
- Blocking will prevent the blocked person from appearing in your stream. But they can still see your public posts.
- Compared with Facebook: **Control versus Relevance Algorithm**

## Hangouts

- Enables face-to-face online chat via video/audio. Up to 10 people.

## Sparks

- Meant as a search engine to support sharing within Google+
- Surprisingly limited now. Should drastically improve over time.

## Looking Ahead

- **Search Engine Results** - Currently no clear indication. Speculation is high.
- For Brands and Businesses - a separate experience is in development and expected to be available in Q3, 2011.
- Blogger, Gmail and Google tools – Expected to be richly integrated in Google+.

## Resources and Links

- Search Google+  
<http://www.googleplussearchengine.com/>
- Google+ : The Complete Guide  
<http://mashable.com/2011/07/16/google-plus-guide/>

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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