

● PASSIVE OUTCAST

Anti-onliners face social reject tag

Henry Budd

Not checking your Facebook often enough or not sending enough tweets could make you a public outcast, a social media expert has warned.

Iggy Pintado, author of *Con-nection Generation*, said how you connected with people online would determine your place in society.

Pintado said their were five types of social media users: super connectors, active, selective, passive and basic.

Passive and basic users – the two groups that rarely used social networking site – would be left behind socially and professionally if they did not start connecting, he said.

"It is really just mimicking what happens in the offline world," Pintado said.

"If you don't share and participate in the conversation you're soon known as the social outcast."

As the conversation moves online, those who don't follow suit risk being left out, he said.

"Already, you hear of people missing parties because the invite was on Facebook and they didn't check their account," he said.

"Susan Boyle is another online phenomenon, she has about 110 million hits on YouTube.

"People are talking about her at dinner parties, but if you're not online you're not going to know about her and you won't be able to join in."

Basic connectors don't use social media, but will sometimes use a family member to connect on their behalf, he said.