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## New At Aplus.net

November 2008

- ▶ Our CEO, Phillip Spencer, was recently interviewed in an exclusive article for the [Web Host Industry Review](#).
- ▶ Aplus.net has been named among the Top 10 web hosting companies for November 2008 by [topseos.com](#).
- ▶ The Aplus.net Blog has received a total makeover with lots of fresh content about the world of online business.
- ▶ If you haven't done so yet, it's time to check out the new Aplus.net community site, the Aplus.net Forum!

### Featured Blog posts

- [Forbes' Top 25 eCommerce Tech Terms, and More](#)
- [Google Ramps Up AdSense: Integrates with Analytics](#)
- [Report: Online Advertising Up 15% in 2008](#)

## Feature Story

### Improve Your Online Business with Forums and Social Networking



Social networking is probably the Internet's hottest trend. The term social networking is the act of connecting with people and forming a community based on common interests and goals. This has evolved and made its way to the Web through message boards/forums, micro-blogging, social networks, photo-sharing, blogging, and more. These communities all have one thing in common — they connect people with similar interests regardless of their geographical location.

You may have spent time interacting on social networks like MySpace or LinkedIn, or at least posted "comments" on sites like YouTube, the New York Times, or CNN. It's a unique way to interact with people all across the globe, and to find people who share your interests but who may live far away from you in geographical terms. Blogging, or the sharing of information via weblogs, contributes to this general community of online information trading.

The phenomenon is growing at a fantastic rate, primarily because of the many advantages online social networking has over more traditional means of communications — it's instantaneous, as well as easy and inexpensive (especially as compared to the old-fashioned methods of spreading information, involving transportation and gasoline).

Today, one of the most common social networking methods is through Internet forums or message boards. Internet forums are websites dedicated to discussions, where members of a community hold conversations via a community "message board." Questions are asked and answered; advice is sought; discussions spring up just for the sake of conversation. These sites are almost entirely dependent on user-generated content for the purpose of sharing information on a specific topic. Whatever interest you have, chances are there is (or soon will be) a social networking site dedicated to the topic on the Internet. If you'd like to get involved in a message board dedicated to the topic of online business, check out the [Aplus.Net Forum](#).

#### Uses of Social Media:

- Branding
- Viral Marketing
- Reputation Management
- Customer Service and Outreach

### Quick Links

Get Started at  
[blogger.com](#)  
[wordpress.com](#)  
[phpbb.net](#)

Also check your control panel for built-in solutions.

Need Help?

[Knowledge Base](#)  
[Technical Support](#)  
[Control Panel](#)

## Buzzword: Operating System (OS)

An OS, or Operating System, is the software and programming that operates your computer or server. In the world of dedicated hosting it's particularly important, as it is the foundation your whole system is based upon. It organizes, manages, and coordinates all the activities of your system; it handles how the hardware is operated; it allocates resources to the programs your server uses. It's essential, then, for you to know what kind of OS you have and how you can best utilize it. Visit the Aplus.net Blog for a useful summary of 5 key factors in choosing the right OS for your dedicated hosting needs.

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