

Beyond Social Networking: Take The Next Step To Knowledge Networking

(NAPSA)—Even if you're not yet into the online phenomenon of social networking, chances are you've heard about it. Social networking sites such as MySpace, Facebook, LinkedIn and others provide ways for people to grow their personal and professional circles.

The problem is, social networking comes with, well, problems. Users encounter lots of spam e-mail and phishing schemes. They're also bombarded with copious—not to mention sometimes inappropriate—advertising. Researchers say many people are so concerned about security that they enter false information because they fear their real information could be used to steal their identities.

Perhaps most tellingly, an editor of technology site CNET wonders, as do many others, what she can actually do once she's joined a site.

What's the solution for people who like the links with other people that social networking offers but want more? It's the logical, yet infinitely more useful, next step in the evolution of online connection: knowledge networking. Instead of networking for networking's sake, knowledge networking's goal is sharing knowledge and growing your expertise on subjects you're passionate about—fly-fishing, politics, swing music, vegetarianism, you name it.

An easy-to-use online tool that already offers a great opportunity for knowledge networking is TrueThinker. Here's how it works:

Let's say you've got a passion for



Online tools can help people use their computer to network for knowledge.

gardening. With TrueThinker.com, you can form a community about gardening and invite anyone anywhere who's interested in gardening to join. In your community, you and other members share what you know about new varieties, planting schedules, garden design, pest control, etc. You can organize garden walks, send notices of horticultural events, chat using the messaging feature and more.

You can also build a "KnowledgeBank" on gardening. Here, community members save and share relevant information like helpful or thought-provoking articles, Web site links, photos, journals and much more.

Ultimately, you can use the site not just to connect with others but, most importantly, to grow what you and others know about nearly any topic. If you visit www.TrueThinker.com, you can sign up for a free, seven-day trial to take the site for a test-drive.