

# Connect with SAS<sup>®</sup> Professionals Around the World with LinkedIn and sasCommunity.org

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## Abstract

Accelerate your career and professional development with LinkedIn and sasCommunity.org. Establish and manage a professional network of trusted contacts, colleagues and experts. These exciting social networking and collaborative online communities enable users to connect with millions of SAS users worldwide, anytime and anywhere. This presentation explores how to create a LinkedIn profile and social networking content, develop a professional network of friends and colleagues, join special-interest groups, access a Wiki-based web site where anyone can add or change content on any page on the web site, share biographical information between both communities using a built-in widget, exchange ideas in Bloggers Corner, view scheduled and unscheduled events, use a built-in search facility to search for desired wiki-content, collaborate on projects and file sharing, read and respond to specific forum topics, and more.

## Introduction

SAS users have a powerful social networking application with more than 40 million professionals in LinkedIn and a “virtual” website in sasCommunity.org where they can collaborate with other users anywhere in the world; access content; learn about upcoming events, forums and user group conferences; and discuss anything and everything that is related to SAS software, from SAS users to SAS users.

## Social Media Websites

Kaplan and Haenlein define social media as a group of Internet-based applications that provide for the creation and exchange of user-generated content. Social media integrates technology and social interaction for the creation of value. Example social media websites include:

- FaceBook
- Myspace
- YouTube
- Blogger
- LinkedIn
- Twitter
- sasCommunity.org
- Blogs.sas.com/JMP
- SAS-L
- Wikipedia.com
- FamilySearch
- Trivani International

Social media websites can be for your profit, friendships, or both, as illustrated in Figure 1.

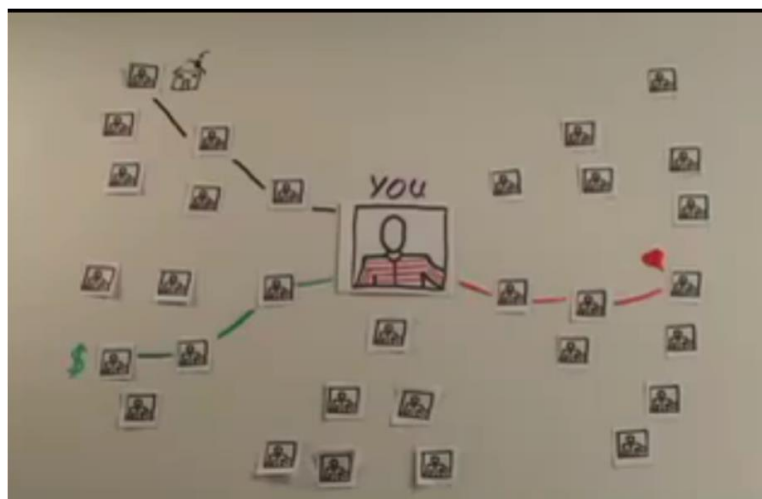


Figure 1. Friends of Friends of Friends

The SAS Global Forum (SGF) website uses social media to advantage, shown in Figure 2.



Figure 2. SAS Global Forum (SGF) 2015 website

### LinkedIn Social Networking

LinkedIn is a powerful contact and relationship management application boasting more than 40 million professionals worldwide. Professionals control their identity online while staying informed by exchanging information, ideas and opportunities with like-minded individuals. Joining LinkedIn, creating a profile and connecting with professionals around the world is free. It also provides access to a directory of groups sharing a common experience, interest, affiliation or goal, as illustrated in Figure 3.

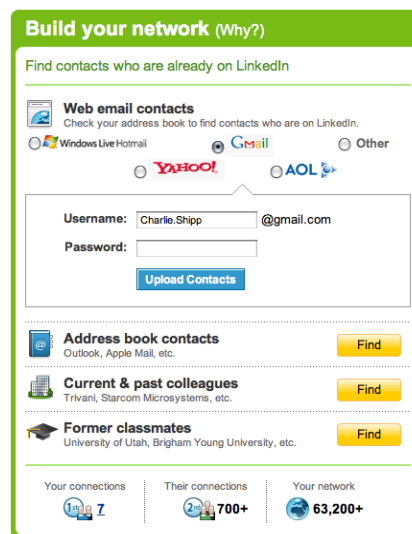



Figure 3. Building Your Professional Network with LinkedIn

A couple of sample LinkedIn profiles are shown in Figures 4 and 5.



## Charlie Shipp

member at Advisory Board, sasCommunity.org  
Greater Los Angeles Area | Computer Software


Current	Consider Consulting, Inc., Advisory Board, sasCommunity.org
Previous	Northrop Corp, Draper Lab, MIT
Education	University of Utah

[Send a message](#)

1st

500+  
connections

### Background


 Experience

#### Consultant

Consider Consulting, Inc.  
January 2009 – Present (5 years 8 months) | Southern California

We provide consulting to JMP consultants and those that choose to become JMP consultants. Consider becoming a consultant.

▼ 1 recommendation

**Kirk Paul Lafler**  
Senior SAS Consultant, App Developer, Data Scientist, Trainer and SAS Author with Softwar...  
Charlie is a successful SAS and JMP consultant with more than 30 years experience and numerous publications! We have worked together on contracts and user group activities for more than 20 years. View ↓

#### member

Advisory Board, sasCommunity.org  
July 2007 – Present (7 years 2 months)

Figure 4. Sample LinkedIn Profile





## Kirk Paul Lafler

Senior SAS Consultant, App Developer, Data Scientist, Trainer and SAS Author with Software Intelligence Corporation

Greater San Diego Area | Information Technology and Services

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Current	<b>Senior SAS® Consultant, Application Developer, Trainer and Author at Software Intelligence Corporation</b> <b>Founder, Senior SAS Consultant, Senior Trainer and Author at Software Intelligence Corporation</b>
Past	Project Manager, Senior SAS Consultant and Application Developer at Judicial Council of California Senior SAS Consultant and Application Developer at Amgen Senior SAS Consultant and Application Developer at IDEC Pharmaceuticals <a href="#">see all</a>
Education	University of Miami - School of Business The George Washington University University of Miami - School of Business <a href="#">see all</a>
Recommendations	4 people have recommended Kirk Paul
Connections	500+ connections
Websites	<a href="#">sasCommunity.org Profile</a> <a href="#">SQL Planet</a> <a href="#">Wikipedia.org Profile</a>

### Kirk Paul Lafler's Summary

Kirk Paul Lafler is consultant and founder of Software Intelligence Corporation and has been programming in SAS since 1979. As a SAS Certified Professional and SAS Institute Alliance Member (1996 – 2002), Kirk provides years of programming and development experience, IT support and technical programming expertise, project management and consulting services, and instructor-led and hands-on training to SAS users around the world.

Figure 5. Sample LinkedIn Profile

Your professional use of social networks extends from business to personal networks. sasCommunity.org acts as the hub for SAS, SGF, JMP®, LinkedIn, and SAS-L activities when identifying the top SAS-related websites, as shown in Figure 6.

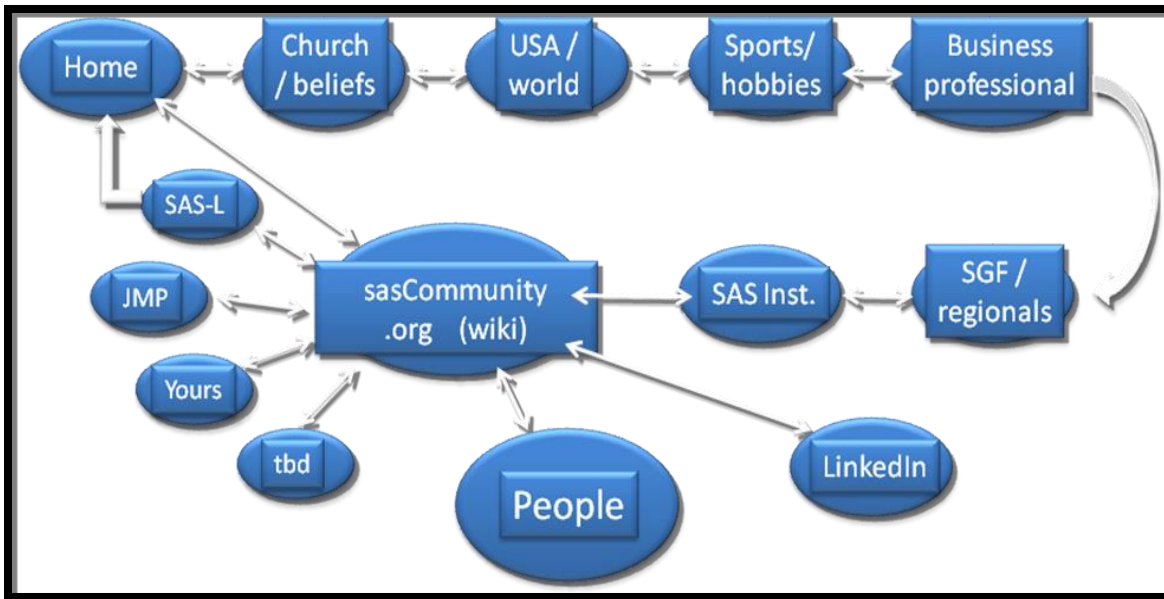


Figure 6. sasCommunity.org and the Hub of SAS-related Activities

As illustrated in Figure 7, there is overlap between the professional and personal websites available to Internet users.

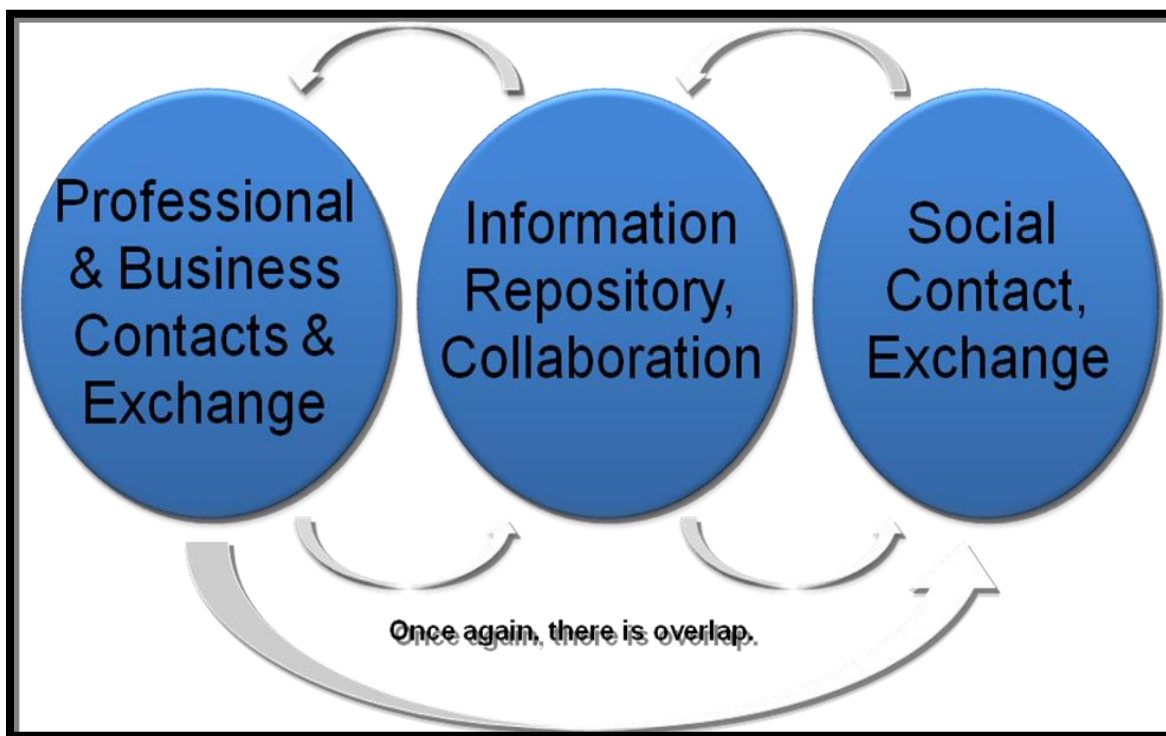


Figure 7. The overlap between professional and personal websites



Figure 8 illustrates leading SAS-related social networks within the social media framework.



Figure 8. Social Networks within Social Media

### The sasCommunity.org Main Page

To get the most from sasCommunity as well as the numerous features within, you'll want to become familiar with the Main Page, shown in Figure 9. The Main Page is the primary interface that users see as they access and interact with sasCommunity.org. The first thing you will notice about the main page, besides the beautiful graphics, is that it is organized into a number of parts: 1) on the left side is a grouping of hyperlinked keywords related to the main menu, page activity, getting started, search, and toolbox; 2) at the very top-right are two hyperlinks, Log in and Create account; 3) at the top are a grouping of special tabs related to articles, discussions, view source, and history; 4) in the body portion are the Bloggers' Corner and Forums; and 5) at the bottom of the body portion are a number of icons related to joining sasCommunity, getting involved, Sasopedia, events and user groups.

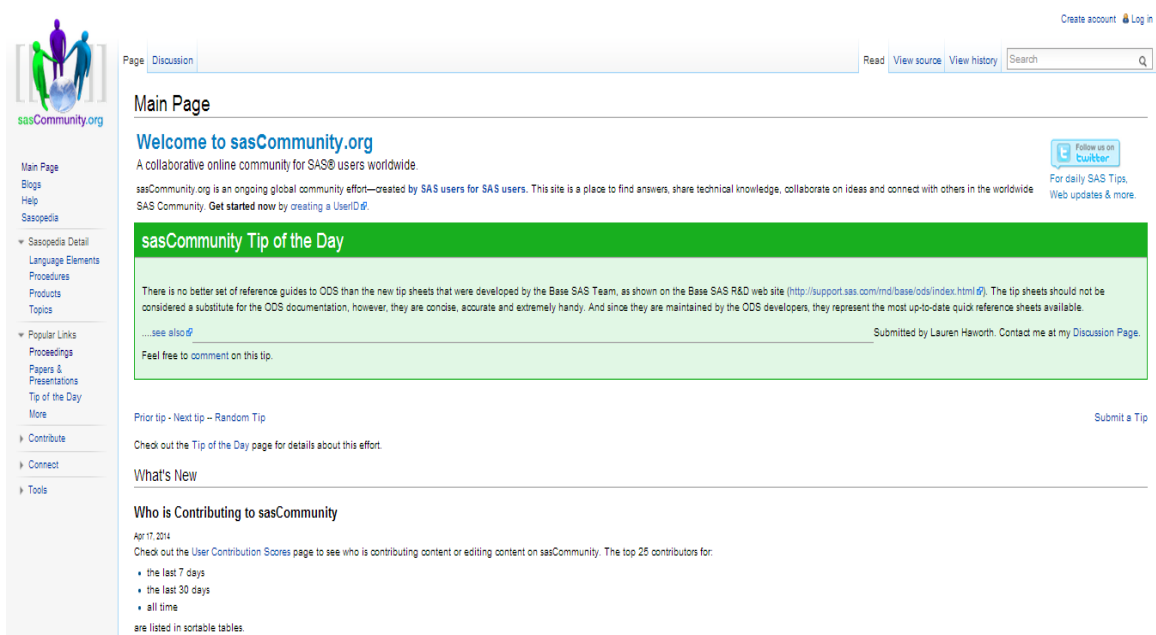


Figure 9. sasCommunity.org Front Page

## Joining sasCommunity – Creating an Account

At some point during your online experience, and particularly before you are permitted to contribute to sasCommunity, you will need to create an account. To create an account you will need to click the “**log in / create account**” hyperlink located at the top-right of the Main Page. This will automatically display the Log in / create account special page, see Figure 10. Click the “**Create an account**” hyperlink to proceed. The Log in / create account page will automatically display.



Figure 10. Log in / create account special page

With the Create account page displayed, you are now ready to enter a unique Username, password, E-mail address, and optional Real name. Once this information is entered, click the **Create account** button, see Figure 11. Note: Although an e-mail address is required to be entered, an entry for Real name is optional and can be left blank. A password is your secret sequence of typed characters and is required for accessing your account. Anyone who knows your password can sign on to your account and could potentially cause a world of havoc such as deleting mail messages, sending bogus messages that look like they are coming from you, post messages on public forums that appear to be coming from you, and so on. Also, don't choose a password that is too obvious or too easy to guess. Because a password is so important, you should really select one with the utmost care.

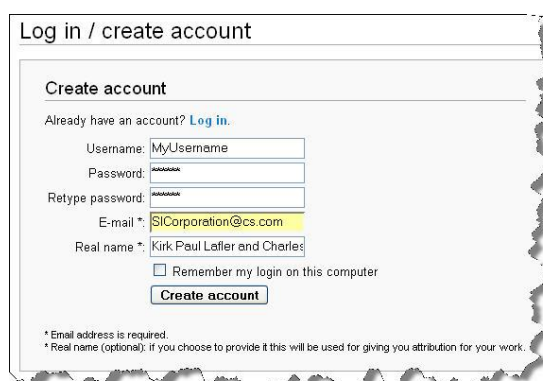


Figure 11. Create account page

If your account is successfully created, a special Welcome message will display indicating that your account has been created, see Figure 12. You can then click the **Return to Main Page** hyperlink to display the Main Page.

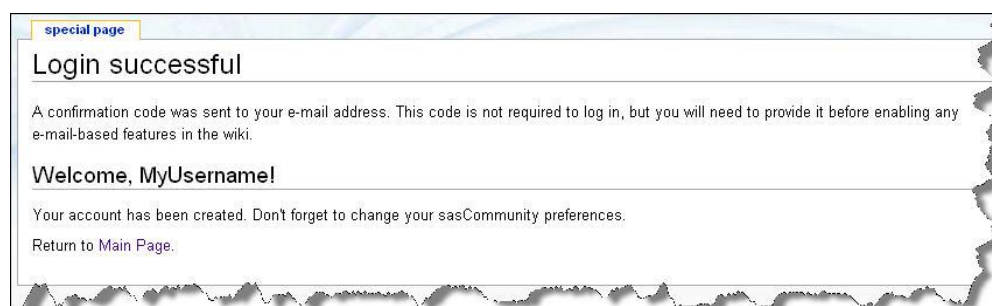


Figure 12. Your account has been created page

As part of the verification process, an e-mail containing a confirmation code is automatically sent to the e-mail address you provided during the account creation process. Before you can activate e-mail activities on sasCommunity you will need to open the link displayed in the e-mail by clicking the listed hyperlink, see Figure 13.



Figure 13. Confirmation E-mail message

After clicking the hyperlink displayed in the e-mail, a confirmation page will automatically display indicating that the account belongs to you. As soon as this confirmation page displays sasCommunity e-mail features will be enabled, see Figure 14.



Figure 14. Confirm E-mail address page

## Blogger's Corner

Blogger's Corner displays a list of Blogs or articles defined by SAS users. You can access Blogger's Corner from the Main Page by clicking the **"Blogs"** keyword hyperlink under the Main Menu category. Or, click the hyperlink, Visit **Bloggers' Corner** to see what your sasCommunity.org colleagues are blogging about..., located in the Blogger's Corner section of the Main Page. Once clicked, the Blogger's Corner page appears, see Figure 15.

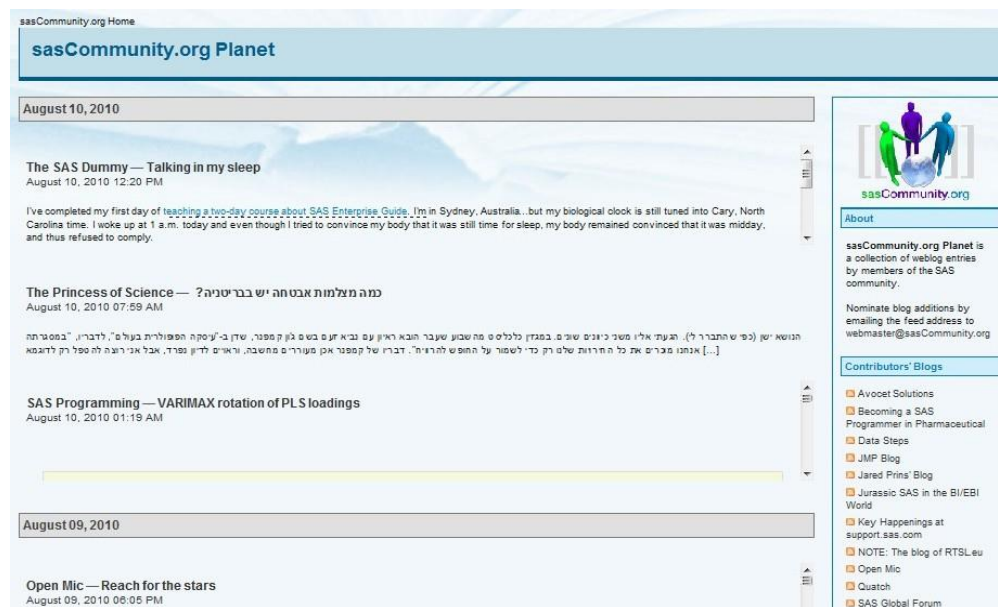


Figure 15. Blogger's Corner page



Accessing a blog is as easy as point-and-click. For example, click “SAS Global Forum” from the list of Contributors Blogs in the right panel to display the blog for SAS Global Forum, see Figure 16. Once the blog is accessed (and you are logged in), you will be able to participate in the discussion associated with that blog by clicking the ‘discussion’ tab located at the top of the page.



Figure 16. SAS Global Forum Blog page

To post a comment to the blog posting, enter the ‘Comment’ in the Comment box (and log into your account) located at the top of the blog page. With the Comment page displayed, you will be able to view and post a response (or comment) to the blog message, see Figure 17.

**Post a Comment**

Your email is *never* published nor shared. Required fields are marked \*

Name \*

Email \*

Website

☐ Check to confirm you want your comment to appear publicly on this blog

Comment \*

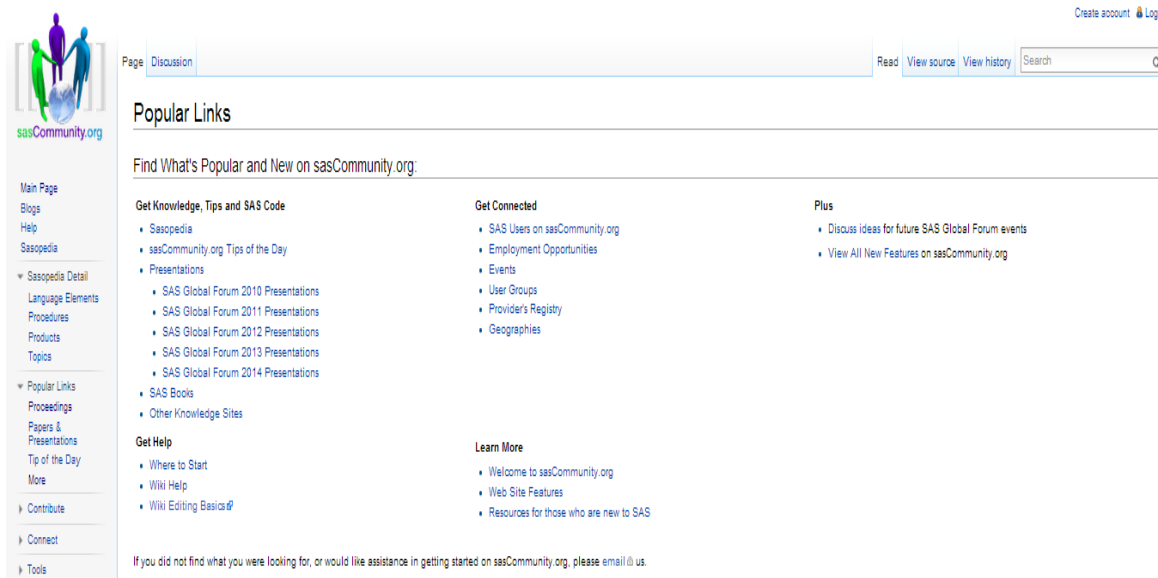
You may use these HTML tags and attributes: <a href="" title=""> <abbr title=""> <acronym title=""> <b> <blockquote cite=""> <code> <del datetime=""> <em> <i> <p> <pre lang="" line="" escaped=""> <q cite=""> <strike> <strong>

**POST COMMENT**

Figure 17. SAS Global Forum comment page

## Exploring Popular Links

sasCommunity.org provides a number of popular links for users to access and explore. Click the “**Popular Links**” keyword from the hyperlinks located at the left of the main page to display the Popular Links page, see Figure 18. This listing of popular links is organized as a collection of frequently accessed pages for ease of use.

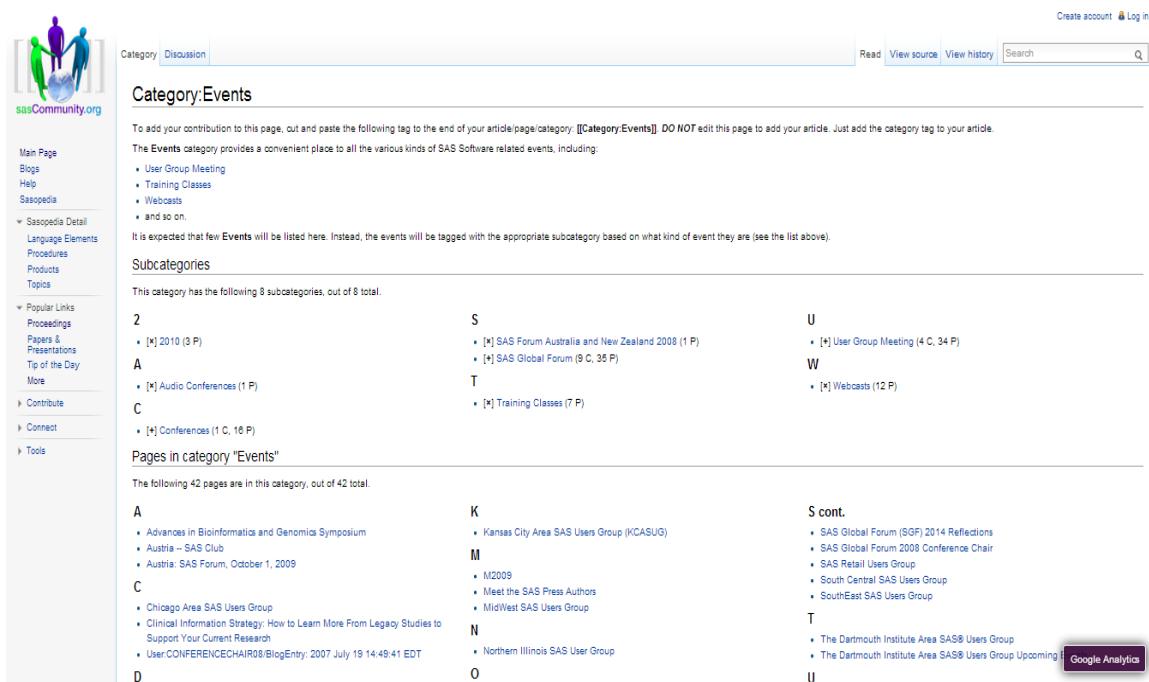


The screenshot shows the 'Popular Links' page on sasCommunity.org. The sidebar on the left includes links for Main Page, Blogs, Help, Sasopedia, and various details. The main content area is titled 'Popular Links' and includes a search bar at the top right. The content is organized into several sections: 'Get Knowledge, Tips and SAS Code' (listing Sasopedia, Tips of the Day, and Presentations), 'Get Connected' (listing SAS Users on sasCommunity.org, Employment Opportunities, Events, User Groups, Provider's Registry, and Geographies), 'Plus' (listing ideas for future SAS Global Forum events and new features), 'Get Help' (listing Where to Start, Wiki Help, and Wiki Editing Basics), and 'Learn More' (listing Welcome to sasCommunity.org, Web Site Features, and Resources for new users). A footer note mentions assistance in getting started on the site.

Figure 18. Popular Links page

## Exploring Upcoming Events

SAS users have a convenient way to find out about upcoming events including user group meetings, conferences, training classes, webcasts, and other interesting events relevant to the user community. Click the “**Events**” keyword hyperlink under the Main Menu category to display the Events page, see Figure 19.



The screenshot shows the 'Events' page on sasCommunity.org. The page is titled 'Category: Events' and includes a search bar at the top right. The content is organized into several sections: 'Subcategories' (listing 8 subcategories), 'Pages in category "Events"' (listing 42 pages), and a 'Google Analytics' button at the bottom right. The subcategories are listed in columns: 2, A, C, D, S, T, U, W, K, M, N, O, S cont., and T. The pages in the category are listed in columns: A, C, D, S, T, U, K, M, N, O, S cont., and T.

Figure 19. Events page

## Getting Help

Getting help in sasCommunity is as easy as 1-2-3. Simply click the Help hyperlink keywords located on the left to display the Help: Contents page, as illustrated in Figure 20.

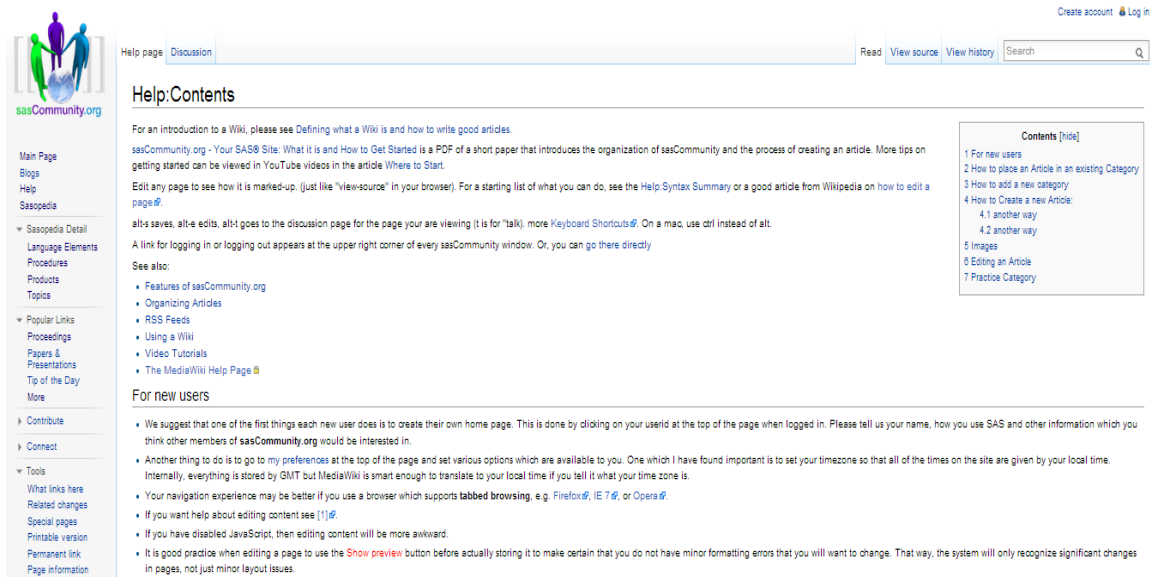


Figure 20. Help page

## Using the Sasopedia

The Sasopedia is the place where users can access factual information and tips on using the SAS software. To access this fact-based resource, click the “Sasopedia” keyword hyperlink from the Main Page to display the Sasopedia page, see Figure 21. Although Sasopedia is currently being reorganized, it displays the following categories: 1) Language Elements, 2) Procedures, 3) Products, and 4) Topics.

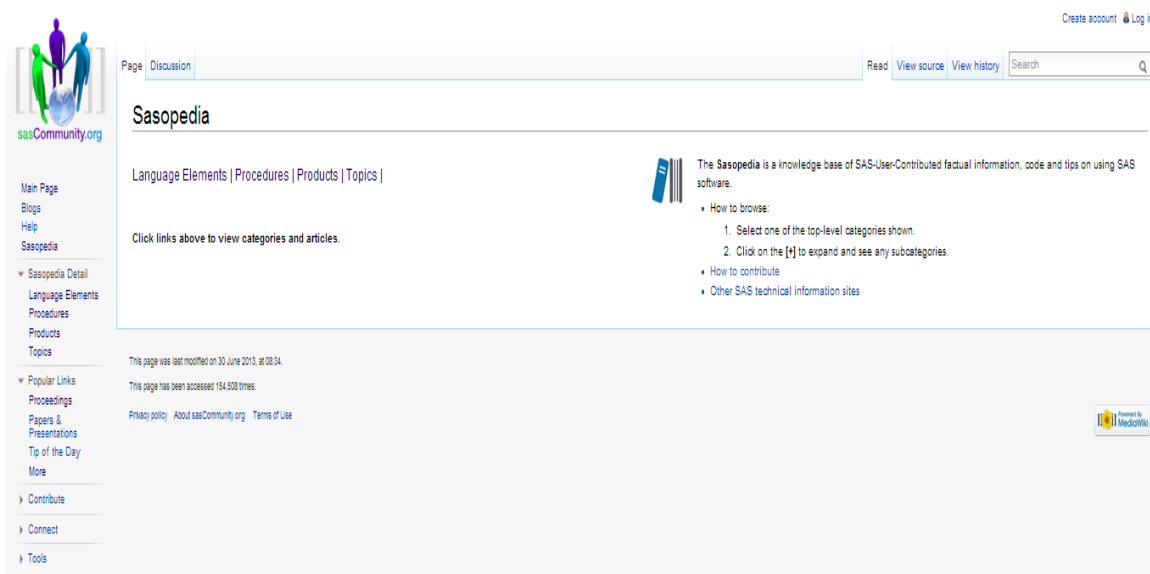
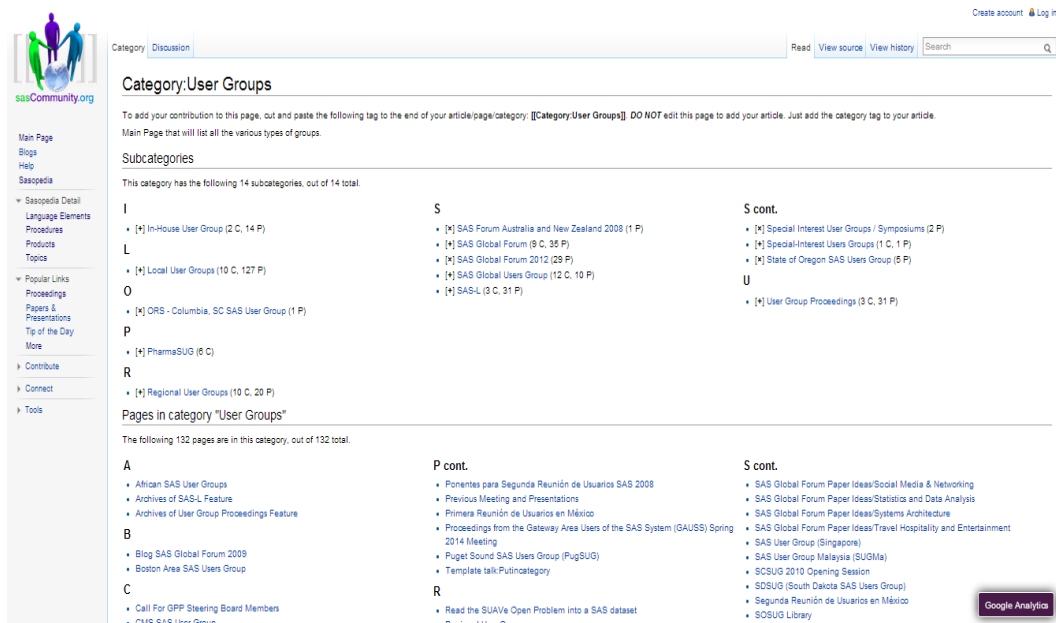


Figure 21. Sasopedia page

## Staying Connected with User Groups

Users can access the latest goings-on with in-house, local, regional, and SAS Global Forum anytime, and anywhere. To access this resource, click the **“User Groups”** keyword hyperlink from the Main Page to display the User Groups page, see Figure 22.

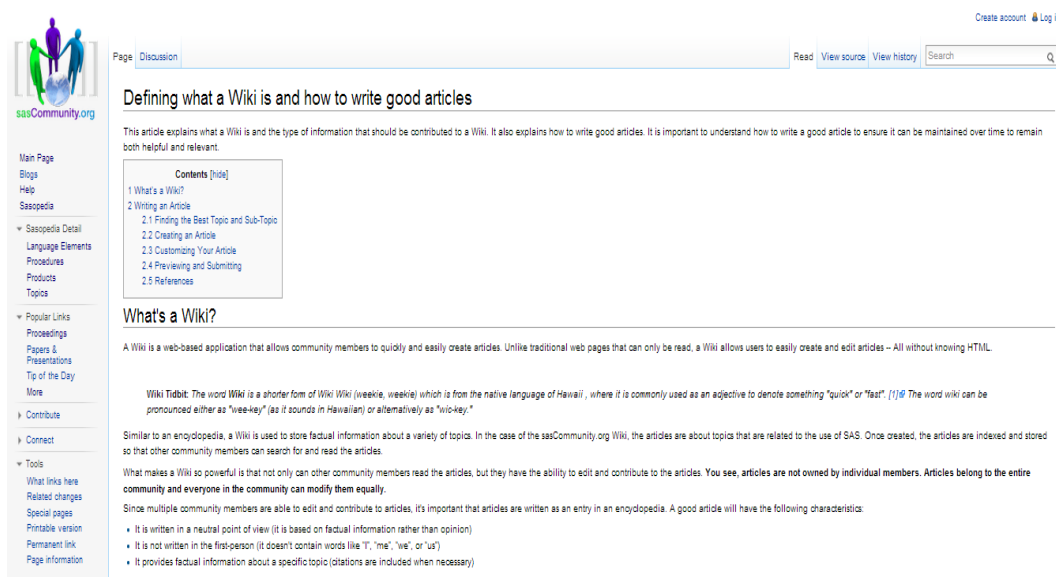


The screenshot shows the 'Category: User Groups' page on sasCommunity.org. The sidebar on the left contains links for Main Page, Blogs, Help, Sasopedia, and various subcategories like Sasopedia Detail, Language Elements, Procedures, Products, Topics, Popular Links, Proceedings, Papers & Presentations, Tip of the Day, More, Contribute, Connect, and Tools. The main content area has a search bar and a list of subcategories. The 'Subcategories' section lists 14 subcategories, including In-House User Group, Local User Groups, Regional User Groups, and various international forums. The 'Pages in category "User Groups"' section lists 132 pages, including African SAS User Groups, Archives of SAS-L Feature, Archives of User Group Proceedings Feature, Blog SAS Global Forum 2009, Boston Area SAS Users Group, Call For GPP Steering Board Members, CMIS SAS User Forum, SAS Forum Australia and New Zealand 2008, SAS Global Forum, SAS Global Forum 2012, SAS Global Users Group, SAS-L, SASUG, and various international forums and symposiums.

Figure 22. sasCommunity User Groups page

## Using a Wiki

sasCommunity uses Wikimedia software to improve the overall user experience while using the virtual community. Wiki features include: a consistent look and feel with navigation bars and short-cuts, file upload capabilities, mathematical formulas using LaTeX syntax, automatic image resizing, maintain and create a watchlist to track changes to articles, show changes using side-by-side diffs, ability to link to individual sections, support of subpages, comprehensive editing capabilities, support of discussion pages, comprehensive backend database-driven and cookie-based support, permission and security capabilities, and comprehensive full text search and query capabilities, see Figure 23. For additional information about a Wiki and its capabilities, you are referred to the following URL [http://meta.wikimedia.org/wiki/Help#Feature\\_list](http://meta.wikimedia.org/wiki/Help#Feature_list).



The screenshot shows the 'Defining what a Wiki is and how to write good articles' page on the sasCommunity.org Wiki. The page has a sidebar with navigation links similar to Figure 22. The main content area includes a 'Contents' table of contents, a 'What's a Wiki?' section, and a 'Defining what a Wiki is and how to write good articles' section. The 'What's a Wiki?' section explains that a Wiki is a web-based application that allows community members to quickly and easily create articles. The 'Defining what a Wiki is and how to write good articles' section provides a definition of a Wiki and lists characteristics of a good article, such as being written in a neutral point of view, not being in the first-person, and providing factual information.

Figure 23. Wikimedia website

## Using the Search Feature

The built-in search feature lets you search topics on anything SAS, and/or SAS-related topics. In the Search dialog box, located on the left side of the Main Page, character-string information can be entered, and either the **Go** or **Search** buttons clicked. For example, say you are searching for anything 'consulting' as illustrated in Figure 24.



Figure 24. Search dialog box

Results matching the user-supplied character-string 'consulting' are automatically displayed and grouped as Article title matches and Page text matches. A partial listing of results for 'consulting' is displayed in Figure 25.

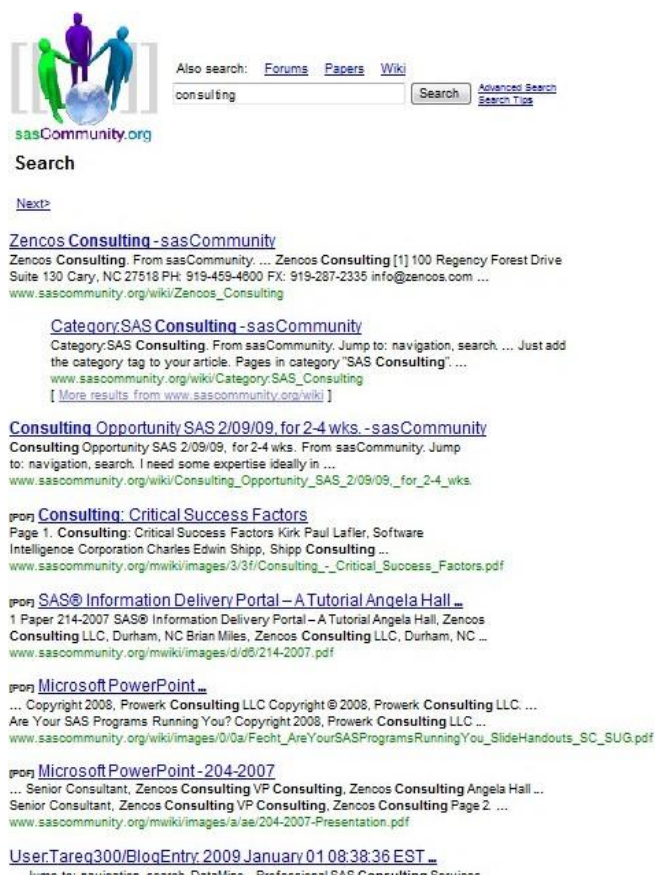


Figure 25. Page text matches for 'consulting'

## Logging-out of a Session

Our quick tour of sasCommunity.org would not be complete without showing you how to log out (or sign out) of the virtual community. Although you probably have already guessed how to do this, we thought we would complete our tour and show you how anyway. Logging-out of a session requires you to click the **Log out** hyperlink that is located at the very top of any page in sasCommunity.org. Once clicked, the Log out page displays as illustrated in Figure 26.



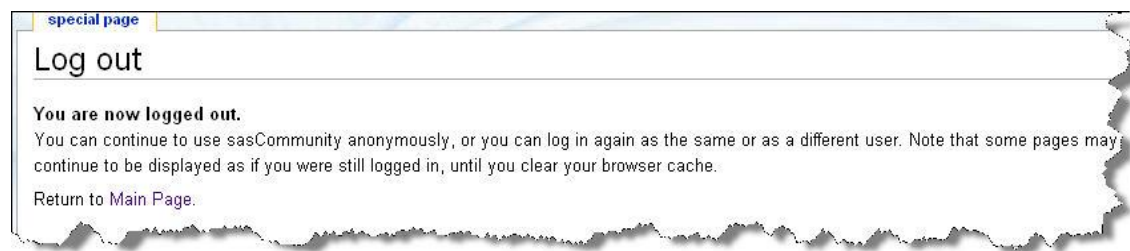


Figure 26. Log out page

## Conclusion

With the features found in LinkedIn and the comprehensive content in sasCommunity.org, users have amazing social network and content applications for connecting with SAS professionals worldwide. Those already participating are finding it to be a great resource for social networking, collaboration, tips, code examples, user group and webcast events, forums, and much more. The Wiki technology fosters user participation. In its debut at the annual 2007 SAS Global Forum (SGF), sasCommunity.org was introduced as a resource for all users, as a portal for all SAS users. sasCommunity.org should prosper well into the future as organizations experience declining travel budgets and technological advances in the area of the Internet. Here's your chance to make the most of this virtual user community – explore, learn and share.

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Kirk Paul Lafler is consultant and founder of Software Intelligence Corporation and has been using SAS since 1979. He is a SAS Certified Professional, provider of IT consulting services, trainer to SAS users around the world, and sasCommunity.org emeritus Advisory Board member. As the author of six books including Google® Search Complete! (Odyssey Press. 2014), PROC SQL: Beyond the Basics Using SAS, Second Edition (SAS Press. 2013); PROC SQL: Beyond the Basics Using SAS (SAS Press. 2004), Kirk has written more than five hundred papers and articles, been an Invited speaker and trainer at four hundred-plus SAS International, regional, special-interest, local, and in-house user group conferences and meetings, and is the recipient of 23 “Best” contributed paper, hands-on workshop (HOW), and poster awards.

Charles Edwin Shipp is a programmer, consultant and author, and has been using the SAS and JMP software since 1980. He is credited in the original JMP manual for his roles in the early days. He has written more than one hundred papers and has been an invited speaker at more than one hundred International, regional, local, and special-interest groups. He is the recipient of 13 “Best” contributed paper and poster awards. Charlie is the co-author of three books including Google® Search Complete! (Odyssey Press. 2014) and Quick Results with SAS/GRAPH Software. Currently, Charlie is involved as an eBook author, App developer for Apple iPad, sasCommunity.org Advisory Board member, consultant for 4Life, AdvoCare, Genesis Pure, Melaleuca, Trivani Foundation International, and consultant in JMP and JMP Genomics.

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