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# Connect with SAS 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 paper explores exciting features found in both virtual communities. Topics include creating a profile and social network content, developing a network of friends and colleagues, joining special-interest groups, accessing a Wikibased web site where anyone can add or change content on any page on the web site, sharing biographical information between both communities using a built-in widget, exchanging ideas in Bloggers Corner, viewing scheduled and unscheduled events, using a built-in search facility to search for desired wiki-content, collaborating on projects and file sharing, reading and responding to specific forum topics, and much 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.

## 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. Figure 1 and 2 illustrates sample profiles.

	ainer and Author at Software Intelligence Corporation ea   Information Technology and Services
Current	Senior SAS® Consultant, Trainer and Author at Software Intelligence Corporation
Past	<ul> <li>Contributing Editor at Enterprise Systems Journal</li> <li>Senior SAS Consultant at Amex - Phoenix</li> <li>Systems Analyst, Systems Tester and Technical Writer at Management Analysis Consultants (MAC)</li> </ul>
Education	<ul> <li>University of Miami - School of Business</li> <li>The George Washington University</li> <li>University of Miami - School of Business</li> </ul>
Recommendations	3 people have recommended Kirk Paul
Connections	413 connections
Websites	<ul> <li>sasCommunity.org</li> <li>SQL Planet</li> <li>Wapedia</li> </ul>
Public Profile	http://www.linkedin.com/in/kirkpaullafler

Figure 1. Sample LinkedIn Profile



Figure 2. Sample LinkedIn Profile

# 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 3. 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.

1	Bage discussion view source history
	Main Page
sasCommunity.org	Welcome to sasCommunity.org       A collaborative online community for SAS® users worldwide.       Image: Collaborative online community of SAS® users worldwide.         sasCommunity org is an ongoing global community effort—created by SAS users. This site is a place to find answers, share technical knowledge, collaborate on ideas and connect with others in the worldwide SAS Community. Get started now by creating a UserD.       Image: Collaborate on Users & Collaborate & Collabora & Collaborate & Collaborate & Collaborate & C
Search	sasCommunity Tip of the Day
Main Page     Sasopedia     Popular Links     Blogs     Help	When you need to create a data set but need to take care only to avoid data sets that already exist, use _DATA For example:
contribute	Proc Format CNTLOUT= _DATA_ ; run;
Where to Start Log in /Create ID Create an Article Upload file Recent changes	or
connect	<pre>Proc Sort OUT= DATA_; by =something;</pre>
<ul> <li>Connect with Users</li> <li>Contact Us</li> </ul>	run;
toolbox	see also 🗗 Submitted by Peter Crawford Contact me at my Discussion Page.
What links here Related changes Special pages Printable version Permanent link	Feel free to comment on this tip.

Figure 3. 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 4. Click the "**Create an account**" hyperlink to proceed. The Log in / create account page will automatically display.

Log in	
Don't have a	a login? Create an account.
	en and an an an an
You must have	e cookies enabled to log in to sasCommunity.
Username:	

Figure 4. 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 5. 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.

ccount? <mark>Log in.</mark>	
MyUsemame	
autoutout	
skiskiski	
SICorporation@cs.com	
Kirk Paul Lafler and Charles	
Remember my login on th	iis computer
Create account	
	SiCorporation@cs.com Kirk Paul Latler and Charles Remember my login on th

Figure 5. Create account page

If your account is successfully created, a special Welcome message will display indicating that your account has been created, see Figure 6. You can then click the **Return to Main Page** hyperlink to display the Main Page.

special page	
_ogin successful	
, confirmation code was sent to your e-mail add -mail-based features in the wiki.	dress. This code is not required to log in, but you will need to provide it before enabling any
Velcome, MyUsername!	
'our account has been created. Don't forget to o	shange your sasCommunity preferences.
Return to Main Page.	

Figure 6. 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 7.

Subject: sasCommunity e-mail	address confirmation		-7
Date: Tue, 7 Aug 2007 4:5	3 EST		
From: & webmaster@sasco	mmunity.org		
To: 🎗 MyUsername <sic< td=""><td></td><td></td><td></td></sic<>			
Someone, probably you fr	om IP address <b>11.1</b> .	<b>111.</b> , has registered ar	. 🤻
account "MyUsername" wit	n this e-mail addres:	s on sasCommunity.	-
To confirm that this acc	ount really does belo	ong to you and activate	1
e-mail features on sasCo	mmunity, open this l	ink in your browser:	
http://www.sascommunity.	org/wiki/Special:Con	firmemail/a164ed234f28381	4c56cdd34a01cb194
If this is *not* you, do:	n't follow the link	This confirmation code	
will expire at 09:58, 14		THID CONTINUATION COUC	2
and the second s	A sum and and a state of the	a marine and	Anna destables
		And And	

Figure 7. 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 8.



Figure 8. 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 9.

asCommunity org Home		
sasCommunity.org Planet		
	_	
August 10, 2010		4.
The SAS Dummy — Talking in my sleep August 10, 2010 12:20 PM	Î	sasCommunity.org
ve completed my first day of teaching a two-day course about SAS Enterprise Guide. I'm in Sydney, Australia. but my biological clock is still tuned into Cary. North Carolina time. I woke up at 1 a.m. today and even though I tried to convince my body that it was still time for sleep, my body remained convinced that it was midday.		About
nd thus refused to comply.	*	sasCommunity.org Planet is a collection of weblog entries by members of the SAS community.
Cas מצלמות אבטחה יש בבריטניה? מצלמות אבטחה יש בבריטניה? ugust 10, 2010 07:59 AM		Nominate blog additions by emailing the feed address to
שן (כפיש התברר ל). הגעתי אלו משיכיונים שוים. במגדן לללסס מהשבוע שעבר הובא ראיון עם נביא זעם בשם ג'ון קמפני, שדן ב-"עיסקה הפופולרת בעולם", לדבריו. "במסגר תו [] אנחנו מברים את כל החדרות שלם רק כדי לשמור על החופש להרויח". דבריו של קמפנר אכן מעוררים מחשבה, וראיים לדיון 	הנושא	webmaster@sasCommunity.o
	100	Contributors Blogs
SAS Programming — VARIMAX rotation of PLS loadings	(III)	Avocet Solutions
wgust 10, 2010 01:19 AM		Becoming a SAS Programmer in Pharmaceutica
		📫 Data Steps
		I JMP Blog
		Jared Prins' Blog
		Jurassic SAS in the BI/EBI World
ugust 09, 2010		Key Happenings at support sas.com
		NOTE: The blog of RTSL eu
	*	📫 Open Mic
Open Mic — Reach for the stars	.E)	🛄 Quatch
August 09, 2010 06:05 PM		IN SAS Global Forum

Figure 9. 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 10. 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 10. SAS Global Forum Blog page

To post a comment to the blog posting, click the 'Comment' hyperlink (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 11.

Add Comme	nt						
Name	ĺ.						
Email	1						
Homepage	[						
In reply to	[Top	level]					•
Comment			erisks r	narks te	xt as bo	old (*word*), underscore are n	+ nade via
	E-Mai notific To pre string comm your b	ard emo I addres ations went aut you see ent will	omated onated in the only be support:	not be o Bots fro image bo submitt	displaye om com elow in ed if the	e converted to images. d and will only be used for E- mentspamming, please enter the appropriate input box. Yo e strings match. Please ensu ookies, or your comment car	the ur re that
	9	A	1	N	P	Enter the string from the sp prevention image above:	am-
		emembe		mation	?		

Figure 11. SAS Global Forum comment page

## **Exploring Popular Links**

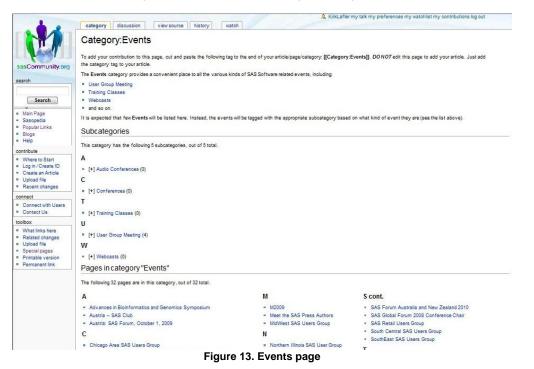
sasCommunity.org provides a number of popular links for users to access and explore. Click the "**Popular Links**" keyword from the hyperlinks located at the left of the main page to display the Popular Links page, see Figure 12. This listing of popular links is organized as a collection of frequently accessed pages for ease of use.

	page discussion edit history mov	& KirkLafler my talk my preferences my watch	watchlist my contributions log out	
	Popular Links			
sasCommunity.org	Find What's Popular and New on sasC	ommunity.org:		[edit
search	Get Knowledge, Tips and SAS Code	Get Connected = SAS Users on sasCommunity.org	See What's New!  Connect with your peers on SAS Global Forum	
	<ul> <li>sasCommunity.org Tips of the Day</li> </ul>	<ul> <li>Employment Opportunities</li> </ul>	Connect.	
Search	<ul> <li>Presentations</li> </ul>	= Events	<ul> <li>Designed for SAS Global Forum attendees</li> </ul>	
navigate	<ul> <li>SAS Global Forum 2010 Presentations</li> </ul>	<ul> <li>User Groups</li> </ul>	<ul> <li>But even if you're not attending, you can still</li> </ul>	
Main Page	= SAS Globar ordini 2010 Presentations	Provider's Registry	participate!	
Sasopedia     Popular Links	Other Knowledge Sites	= Geographies		
= Blogs	Get Help	Learn More		
= Help	Where to Start	<ul> <li>Welcome to sasCommunity.org</li> </ul>		
contribute	<ul> <li>Wiki Help</li> </ul>	<ul> <li>Web Site Features</li> </ul>		
<ul> <li>Where to Start</li> <li>Log in /Create ID</li> <li>Create an Article</li> </ul>	<ul> <li>Wiki Editing Basics 67</li> </ul>	<ul> <li>Resources for those who are new to SAS</li> </ul>		
Upload file     Recent changes	If you did not find what you were looking for, or would like	e assistance in getting started on sasCommunity.org, please email us.	ted.	
connect				
<ul> <li>Connect with Users</li> <li>Contact Us</li> </ul>				
toolbox	-			
<ul> <li>What links here</li> <li>Related changes</li> <li>Upload file</li> <li>Special pages</li> </ul>				
<ul> <li>Printable version</li> <li>Permanent link</li> </ul>				

Figure 12. 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 13.



#### 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 under the Popular Links category to display the Sasopedia page, see Figure 14. Although Sasopedia is currently being reorganized, it displays the following categories: 1) Language Elements, 2) Procedures, 3) Products, and 4) Topic for user convenience.

	page discussion view source history	40.192 talk for this ip log in / create account			
	Sasopedia				
sasCommunity.org	Sasopedia is a place where users of SAS can provide factual information and tips on using SAS software. There are various ways of organizing the information. Categories are used to organize this information as discussed in Organizing Articles which is also found in the <i>getting started</i> box. The <b>Sasopedia</b> is intended to serve the needs of what many people refer to as a FAQ (Frequently Asked Questions). Just select one of the top-level categories, then citck on the [+] to expand and see any subcategories. Just click the link text to see both the articles and categories in that Sasopedia category.	Sasopedia is currently undergoing a re-org (e.g., making the category names consistent). If you are interested in helping with that please email a us.			
navigate = Main Page = Sasopedia = Popular Links = Blogs = Help	Language Elements   Procedures   Products   Topics				
	In addition to the Sasopedia articles found here, there are a number of other sites where you can find technical information on SAS.				

Figure 14. 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 fact-based resource, click the "**User Groups**" keyword hyperlink under the Popular Links category to display the User Groups page, see Figure 15.

			. 68.8.140.192 talk for this ip log in / create account
	category discussion view source history		
	Category:User Groups		
	Outegory.Oser Oroups		
A-767	To add your contribution to this page, cut and paste the folk	wing tag to the end of your article/page/category: [[Category:U	ser Groups]]. DONOT edit this page to add your article. Just
mmunity.org	add the category tag to your article.		
	Main Page that will list all the various types of groups.		
	Out-standard		
	Subcategories		
Search	This category has the following 4 subcategories, out of 4 tota	al.	
Page	1		
pedia	The second second second second		
arLinks	= [+] In-House User Group (1)		
	L		
	= [+] Local User Groups (2)		
to Start	R		
/Create ID	= [+] Regional User Groups (1)		
e an Article d file	S		
nt changes			
	= [+] SAS Global Users Group (8)		
ect with Users	Pages in category "User Groups"		
ct Us	The following 33 pages are in this category, out of 33 total.		
	The following 55 pages are in this category, out of 55 total.		
links here	A	G cont.	S cont.
ed changes al pages	Archives of SAS-L Feature	Good Programming Practice for Clinical Trials -	<ul> <li>SAS Forum Australia and New Zealand 2010</li> </ul>
ble version	= Archives of User Group Proceedings Feature	Your input needed!	<ul> <li>SAS Global Forum 2008 Conference Chair</li> </ul>
inent link	В	<ul> <li>Greater Cincinnati Area SAS User Group</li> </ul>	<ul> <li>SRA Inhouse SAS Users Group</li> </ul>
	= Blog SAS Global Forum 2009	<ul> <li>Grupo de Usuarios Puerto Rico</li> <li>Guidelines for Creating a Hands-on Workshop</li> </ul>	= SUGJA May 2010
	C		<ul> <li>South Carolina SAS Users Group</li> <li>South Central SAS Users Group</li> </ul>
	L	н	Constraint and a second s
	CMS SAS User Group	<ul> <li>Houston SAS Users Group</li> </ul>	T
	Call For GPP Steering Board Members     Code Doctors	L	Template talk:Putincategory
	Code Doctors     Comité Grupo de Usuarios SAS ciclo 2008-2009	Live Demo At Nesug	U
	the second se	Local User Groups Sample Page	User:CONFERENCECHAIR08/BlogEntry: 2007 July 19
	D	M	14:49:41 EDT
	<ul> <li>Displaying Statistics Via ODS</li> </ul>	7,250	V
	F	= Mayo	



# 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. For additional information about a Wiki and its capabilities, you are referred to the following URL http://meta.wikimedia.org/wiki/Help#Feature\_list, see Figure 16.

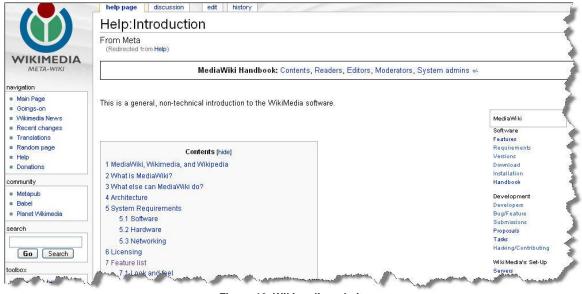


Figure 16. Wikimedia website

# **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 17.



Figure 17. 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 18.



Search

Next>

# Zencos Consulting - sasCommunity Sensos Consulting. From sasCommunity. .... Zencos Consulting [1] 100 Regency Forest Drive Suite 130 Cary, NC 27518 PH: 919-459-4600 FX: 919-287-2335 info@zencos.com ... Category:SAS Consulting -sasCommunity Category:SAS Consulting, From sasCommunity. Jump to: navigation, search. ... Just add the category tag to your article. Pages in category "SAS Consulting". ... www.sascommunity.org/wiki/Category:SAS\_Consulting [ More results from www.sascommunity.org/wiki ] Consulting Opportunity SAS 2/09/09, for 2-4 wks. - sasCommunity Consulting Opportunity SAS 209/09, for 2-4 wks. From sasCommunity. Jump to: navigation, search. I need some expertise ideally in ... www.sascommunity.org/wiki/Consulting\_Opportunity\_SAS\_2/09/09,\_for\_24\_wks. Pon <u>Consulting: Critical Success Factors</u> Page 1. Consulting: Critical Success Factors Kirk Paul Lafler, Software Intelligence Corporation Charles Edwin Shipp, Shipp Consulting ... Critical\_Success\_Factors.pdf Por SAS® Information Delivery Portal – A Tutorial Angela Hall ... 1 Paper 214-2007 SAS® Information Delivery Portal – A Tutorial Angela Hall, Zencos Consulting LLC, Durham, NC Brian Miles, Zencos Consulting LLC, Durham, NC ... www.sascommunity.org/mwiki/images/d/db/214-2007.pdf

Microsoft PowerPoint ... .... Copyright 2008, Prowerk Consulting LLC Copyright @ 2008, Prowerk Consulting LLC. ... Are Your SAS Programs Running You? Copyright 2008, Prowerk Consulting LLC ... www.sascommunity.org/wiki/images/0/0a/Fecht\_AreYourSASProgramsRunningYou\_SideHa ngYou\_SlideHandouts\_SC\_SUG.pdf

pop <u>Microsoft PowerPoint -204-2007</u>
 ... Senior Consultant, Zencos Consulting VP Consultang, Zencos Consulting Angela Hall ...
Senior Consultant, Zencos Consulting VP Consulting, Zencos Consulting Page 2. ...

User.Tareq300/BlogEntry: 2009 January 01 08:38:36 EST ...

Figure 18. 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 following Log out page displays as illustrated in Figure 19.

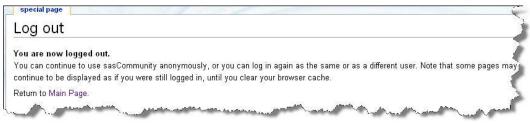


Figure 19. Log out page

# 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. As described at the annual 2007 SAS Global Forum (SGF), sasCommunity.org is a resource for all users, not just at one event. sasCommunity.org should prosper well into the future as organizations experience declining travel budgets and technological advances occur in the area of Internet access. Here's your chance to make the most of this virtual user community - explore, learn and share.

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Charles Edwin Shipp is a programmer, consultant and author, and has been using the SAS and JMP software since 1979. He has written more than one hundred articles been and been an invited speaker at more than one hundred International, regional, local, and special-interest SAS user group conferences and events. Charles is the co-author of the popular Books by Users (BBU) book, Quick Results with SAS/GRAPH Software. Currently, Charles is involved as an eBook author, as a sasCommunity.org Advisory Board member, LinkedIn user, consultant, and web development.

Kirk Paul Lafler is consultant and founder of Software Intelligence Corporation and has been using SAS since 1979. Kirk provides IT consulting services and training to SAS users around the world. As a SAS Certified Professional, Kirk has written four books including PROC SQL: Beyond the Basics Using SAS, and more than four hundred peerreviewed articles. He has also been an Invited speaker and trainer at more than three hundred SAS International, regional, local, and special-interest user group conferences and meetings throughout North America. His popular SAS Tips column, "Kirk's Korner of Quick and Simple Tips", appears regularly in several SAS User Group newsletters and Web sites, and his fun-filled SASword Puzzles is featured in SAScommunity.org.

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