

SOCIAL MEDIA TIPS AND TOOLS TAA October 27 Teleconference

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What is...

Simple, fun explanations from the Common Craft “in Plain English” series on YouTube...

- Social Media in Plain English <http://bit.ly/3waUay>
- Twitter Search in Plain English <http://bit.ly/3waUay>
- Podcasting in Plain English <http://bit.ly/3waUay>
- RSS in Plain English <http://bit.ly/3waUay>
- Social Bookmarking <http://www.youtube.com/watch?v=x66lV7GOcNU>

For the More Daring...

“What the F**K is Social Media: One Year Later” <http://bit.ly/3C1Cnx> (a crass but engaging and on point presentation of the basics of SM)

A Step by Step Guide to Building Your Community and Your Brand

Consider taking these small steps each month in order to build your online reputation and promote your latest book.

Month 1. In the next 30 days, if you haven’t already, set up a Facebook “fan” page (or an individual page—these aren’t the same so see Glossary below for information) and a LinkedIn page. Do at least a basic Google search for your name and your area of expertise. Using Delicious (see glossary), index some blogs or websites that seem useful so that you can share them with your community later. Use Technorati or Stumbleupon accounts to send you blogs on topics of professional interest to you so you don’t have to go search for them.

Month 2. Sign up for Twitter and follow 10 people you admire. Could you say it better? Can you add value to this conversation? Could this be valuable to you/your students? You make the call.

Month 3. Get at least 5 recommendations for yourself on LinkedIn, and more if you are a job-seeker. Join one Linked In discussion group. If you are brave, create your own Discussion Group on LinkedIn related to your subject matter expertise. Join a Facebook cause or two that is meaningful to you (doesn’t have to have a professional connection—you are a real person after all!) Comment on one or two blogs related to your area of expertise and set a time to do this each week.

Month 4. Spend no more than 30 minutes a day checking your most useful blog and Twitter feeds. Spend 30 minutes per weekend for the next four weekends cranking out a list of potential blog topics you could generate with help from colleagues (so you can decide if this is a go or no-go for a January launch).

Case Studies We Will Cover

www.RichardHarringtonblog.com

Rich's trailer for his new iWork book can be found at

<http://www.peachpit.com/store/product.aspx?isbn=0321618513>

<http://twitter.com/nasagoddard> - highly successful twitter account

www.neilgaiman.com – building a community

Thoughts on Copyright

“Will Digital Freeloaders Kill Publishing? Not So Fast” - mediabistro.com: GalleyCat

<http://bit.ly/1AbR4O>

From the Electronic Frontier Foundation <http://www.eff.org/issues/bloggers/legal/liability/IP>

GLOSSARY

Tools to Stay Connected

Linked In: <http://www.linkedin.com> Professional social network, including groups by topics of interest (and you can start your own).

Facebook: <http://www.facebook.com> Share links, photos, news and get involved with advocacy campaigns. You can create an author fan page so your readers can share content and discuss topics.

Twitter: <http://twittter.com> Communicate what you're doing in 140 characters or less.

Ning: <http://www.ning.com> Create social websites around common interests (can be made private). Just some of the education sites on ning include “Educator’s Guide to Innovation” and “Podstock” for educators interested in podcasting.

MySpace: <http://www.myspace.com> Share photos, journals (younger, more social audience).

Friendster: <http://www.friendster.com> Global social network (more focused on building friendships).

Skype: <http://skype.com> Make calls from your computer (free to other Skype users).

Wiki: Numerous services Collaborative tool allows users to post, edit and share information.

*How to start a wiki: <http://www.wikihow.com/Start-a-Wiki>

Tools to Stay Informed

iGoogle: <http://www.google.com/ig>

My Yahoo: <http://my.yahoo.com>

Pageflakes: <http://www.pageflakes.com>

Netvibes: <http://www.netvibes.com>

Twitter Search: <http://search.twitter.com>

Gather Statistics

AWStats: <http://awstats.org> Analyzes server logs (must be installed on your server).

Google Analytics: <http://www.google.com/analytics> Tracks visitors using javascript code.

Twitalizer: <http://www.twitalyzer.com/twitalyzer/> track your Twitter “influence.”

Ligit: www.ligit.com can track all your Social Media hits in one place and allows publishers who write about similar topics to promote their content together and theoretically drive more traffic to their individual sites.

Share & Recommend Content

- **Delicious:** <http://www.delicious.com> Bookmark, tag and share media (organize your online reading).
- **StumbleUpon:** <http://www.stumbleupon.com> Discover and share articles and websites; get recommendations from other members.
- **Digg:** <http://digg.com> Discover and share stories and video; user-based rating system.

Listen/Track

- **Google Alerts:** <http://www.google.com/alerts> Monitors Google results from news, web, blogs, etc. Results delivered via email or RSS.
- **Social Mention:** <http://www.socialmention.com> Searches social media sources, and promises to do so in real time.
- **Who's Talkin?:** <http://www.whostalkin.com> Searches various social media.

- **Backtype:** <http://www.backtype.com> Find and follow comments.
- **Backtype Connect:** <http://www.backtype.com/connect> Track conversations and find who's linking to specific blog posts or articles.
- **BoardTracker:** <http://boardtracker.com> Search discussion boards.
- **Twitter Search:** <http://search.twitter.com> Search tweets (Twitter posts).
- **Social Media Firehose:** <http://pipes.yahoo.com> for the slightly more technically inclined, combine many feeds into one, sort, filter and translate; geocode your favorite feeds and browse items on an interactive map; power widgets/badges on your web site; grab the output of any Pipes as RSS, JSON, KML, and other formats.

View and Share Visual Media

- **YouTube:** <http://www.youtube.com> Create and share videos (build your own channel).
- **Vimeo:** <http://vimeo.com> Upload, store and share videos
- **Hulu:** <http://www.hulu.com> Find TV shows and movies to watch and share.
- **Multiply:** <http://www.multiply.com> Create and share photos and video (billed as more secure and family friendly).
- **Flickr:** <http://flickr.com> Upload, tag and share photos. Search for photos that can be used under a creative commons license: <http://www.flickr.com/creativecommons>

Blogging Resources

- **Technorati:** <http://www.technorati.com> Tracks blogosphere discussions and serves as a blog search engine; claim your site here and track incoming links (another listening tool).
- **FeedBurner:** <http://www.feedburner.com> Useful for publicizing and distributing blog content via email subscriptions.
- **Feed Informer:** <http://feed.informer.com> Use to combine RSS feeds from multiple sources and create a single "feed digest" for your site.
- **Widgets:** Numerous services enable you to add blog headlines and gadgets to your site. (Note—if you use a tool like Wordpress, they make it pretty easy to incorporate these items.)
*Examples: Spring Widgets: <http://springwidgets.com> [and] WidgetBox: <http://www.widgetbox.com>

- **AllTop:** <http://alltop.com> Collects articles and blog posts from top sites and organizes them by topic.

How To ...

- **How to Build a High-Traffic Blog Without Killing Yourself** <http://bit.ly/1JtUk>
- **How to Boost Your Social Media Productivity-A Guide For Busy People**
<http://bit.ly/vcozH>
- **How to Manage Multiple Social Media Profiles:** <http://is.gd/mi2q>
- **How To Create A Facebook Note That Spreads Like Wildfire** <http://bit.ly/4BwFbC>
- **How to Build a Facebook Community** <http://johnhaydon.com/2009/10/howto-build-facebook-community/>
- **Eight Twitter Habits that May Get You Unfollowed or Semi-Followed**
<http://www.socialmediatoday.com/SMC/118535>
- **Longitudinal Study of Use of Social Media by Charities (and other useful stuff)**
<http://www.umassd.edu/cmr/studiesresearch/socialmediacharity.cfm>
- **Creating Your Social Media Plan** <http://outspokenmedia.com/social-media/social-media-planning/>
- **All around useful website for learning about Social Media** <http://mashable.com/>