How To Get The Most Out Of The Auto Social Poster Plugin.

Getting The Most Out Of The Auto Social Poster Plugin

I have been getting a few requests for instructions on how best to use the Auto Social Poster plugin. Although I don't believe there is "one" perfect way to use it, I can describe my own methods here.

My overall approach is to just give the bookmarking sites exactly what they want! Social bookmarking sites want interesting people who bookmark interesting links and content.

Most bookmarking sites are small operations and do not generate any sort of revenue. It's a labor of love basically for the site owner. So they want people to post good links and content that will eventually lead to more traffic for them and possibly revenue down the road.

So I give them exactly that!

Right now, I have hundreds of good content Wordpress blogs. The challenge is to post that content to bookmarking sites regularly without being flagged or even noticed as anything out of the ordinary.

If I took the normal approach of creating one bookmarking account and just bookmarking all of my blogs until my account gets shut down or banned I would not be bookmarking for very long.

Bookmarking sites are cracking down on this and it's just plain old spam, even if you have good content.

What you will see happen is that not only will they shut down your account, but they will also ban your websites. That means neither you nor anyone else will be able to bookmark pages from your websites, ever again!

That's not the kind of attention I'm looking for… So I opt for a different approach!

Even though I'm only one person, I have many personalities, and interests. So I simply create different accounts on each bookmarking site that express those varied personalities!

To do this, I first divide my blogs into categories (also called markets, themes, sectors or groups).

For example, I have 10-20 blogs that generate health related content, 10-20 blogs that focus on pets and pet related topics, 10-20 blogs on home repair, etc.

Let's Focus On My Health Related Blogs

Here is how I set up ASP on my network of health related blogs:

1. Create multiple health focused accounts at each bookmarking site
2. Add those accounts to ASP on my health related blogs
3. Set ASP to choose a random bookmarking site each time new content is added to the blog.
4. Stay under the radar

Let's look at these steps more closely.

STEP 1: CREATING MULTIPLE ACCOUNTS

This step simply requires you to go to each bookmarking site and create a new account. This is fairly straightforward, but there are some guidelines you must follow:

TIP # 1: Never create an account with your personal information if you intend to use it to promote your own sites.

Bookmarking in general was not created as a place for website owners to promote their own sites. We are using it for this purpose, but you can't make it appear this way!

If a bookmarking site discovers that you are simply promoting your own sites they will close your account.

So to avoid this, make sure that your account has no information that will allow them to point to you as the owner of any site you promote.

What I do is create unique personalities. They are all me of course, but they can be seen as different sides of me. This is not that unusual online as rarely will a person give their real information when signing up for a free service.

TIP # 2: When creating a username, use something that describes the personality of that user.

Most bookmarking sites will only ask for a username, password and your email address when creating an account. When I created my health focused users, I gave them names like healthnutz22 and fitfreak101, etc.

This serves two purposes. First it helps me to identify the group that this account belongs to. When you have hundreds of accounts and account names to organize you will appreciate this.

Second, it helps to establish my personality on that bookmarking site. Over time, frequent users will remember that fitfreak101 always posts health related bookmarks and they will come to think of you as a valuable contributor.

TIP # 3: Use a real email address, but not one related to any domain that you promote or own.

Most bookmarking sites will require you to confirm your email address before your account is activated, so you must use a real email address. When doing this, remember Tip #1. Do not use an email address that can point back to you as the owner of the sites you promote.

What most people do is simply use an email from a free email service like hotmail, yahoo or gmail.

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TIP # 4: Each user account that you create must have its own unique email address.

When you are creating multiple accounts on a site, you never want to use the same email address. Remember, each account is a unique and separate personality. So each account must have its own email address.

Using a hotmail or yahoo account works OK, but if you are creating lots of accounts, it can become very time consuming to create multiple email accounts for each unique personality.

What I do is simply create my own version of hotmail. I buy a few domains and set them up on cheap hosting and use those as my email servers.

Here's an example: I buy a cheap hosting account for $4.95/mth and create a domain called: w.ebmail.us.

Then I create a catch-all POP which allows me to assign any name to an email address on the fly.

Doing this serves two main purposes. First, it's really a way for me to create email addresses fast. I usually just assign my username as the email address (e.g. fitfreak101@w.ebmail.us) and I'm done!

Another benefit of this is that at a glance this will appear to be one of the many free email services out there. So if there are multiple accounts that have email from that domain it won't be seen as unusual. How many hotmail users do you think they have? The key is creating a domain that has the word "mail" or "email" in so you will appear like a third party email service.

TIP #5: When creating more than 2-3 accounts, do not create them at the same time!

Although I do not believe that bookmarking sites currently block users who are created from the same IP within X period of time, it is easy for them to do, so don't bring attention to your accounts by creating dozens of accounts at the same time! This is just stupid!

This is one of the main reasons that ASP does not auto-create bookmarking accounts. In time it would just cause the bookmarking sites to monitor account creation more closely and ultimately make it more difficult to create anonymous accounts.

Whenever possible, spread your account creation out over multiple days.

For example:

- **Day 1:** Create one health focused account on each bookmarking site; then create one home repair focused account on each site; then create one pet focused account on each site.

- **Day 2:** Repeat day 1

I also create each account on a different IP. Though using different IPs when creating accounts is not critical, I prefer to do it so my accounts cannot be linked in any way.

To do this, you can use one of the many IP masking services that will mask your true IP. This would allow you to create multiple accounts on the same PC. So your process would look like this:

- **Day 1:** Create one health focused account on each bookmarking site; then create one home repair focused account on each site; then create one pet focused account on each site.

  Switch IPs and repeat the process once more.

  Wait a few hours, switch IPs and repeat the process again.

- **Day 2:** Repeat day 1

Understand that this is not mandatory for success; it's just another layer to consider once you need to create hundreds and hundreds of bookmarking accounts! So don't lose any sleep over this if you can't do it right now.

TIP #6: Create enough accounts so that each account adds bookmarks infrequently.

If you have a large number of blogs, or if you post to your blogs frequently you will need a lot of bookmarking accounts. Ideally, you want each account to post a bookmark no more than once per day.

In fact, my goal is to have each account post a bookmark only 3-4 times per week! That's it. Even less, if the content of your blogs is questionable. The better the content, the more frequently you can bookmark, but you will never want to a user to bookmark the same site more than once per day. It's just not normal behavior for a real user.

To get a rough number of how many accounts you need, you must consider the number of blogs you have; the number of times you post to those blogs and how many bookmarking sites you can create accounts for.

Example, I have 20 health related blogs, and each blog has one new post added every 3 days. So that's about 40 posts each week. I have about 25 ASP bookmarking sites that I can create accounts for, so I need to create 2 unique users for each bookmarking site. That would give me 50 unique users and allow each bookmarking user to only bookmark 1 page per week or less.

This is the ideal set up, but depending on how often you post to your blogs, you can also get away with 30 or even 25 users.

STEP 2: ADD ACCOUNTS TO ASP

Once you have created all of your bookmarking accounts, you now must add them to ASP. You can do this by adding each account to your plugin options page or you can simply edit the mm_conf.php page and then upload it to your site.

Take care here and make sure that you only add your health focused accounts to your health related blogs, and your pet related accounts are only added to your pet related blogs, etc.

STEP 3: CONFIGURE ASP

Your final step is to configure the ASP plugin on each blog. The most important setting will be how many accounts you want to bookmark each new blog post.

The most conservative setting is to add your bookmark to one random account each time a post is made to your blog. This will keep your accounts well under the radar.

You can increase this number if you have a high accounts to post ratio. In otherwords, if you have more accounts than daily posts. I have some blogs that I only post to once every couple of weeks. In that case, I set ASP to bookmark the new post on ALL of my accounts for that blog.

For more information on configuration settings, check out the **Sample Uses** section here: http://www.mass-automation.com/documentation/asp/

STEP 4: STAY UNDER THE RADAR

For long term success, it is very important to make sure your bookmarking accounts look as normal as possible. Mainly you want to appear as if you are not just bookmarking one or two specific sites!

Every once in a while should use your bookmark account to bookmark sites other than your own, or sites that are off topic from the normal bookmarks of that user. For example if user fitfreak101 normally post about health related material, I will throw in a home repair bookmark every once in a while. There are a couple of ways you can do this:

1. You can manually log into your bookmarking account and submitting a bookmark that someone else has already added.

2. You can also log into your bookmarking account and manually submit a totally new site that doesn't belong to you.

Both of these options can be a bit time consuming, but this step is not mandatory for success.

Common FAQs

How many pre-set tags should I add?

I say add as many as you can as long as they are relevant. Realistically, most topics won't have dozens of keywords/tags. Even if you find that many, all of them won't be entirely relevant. So stay as focused as possible.

You also don't want to bookmark more than 5-10 tags per post. Anymore than that and it might be seen as tag spam. How normal is it to see a post with 10, 20 or 30 tags? That is just a big red spam bulls-eye!

Where can I find a list of Scuttle sites?

You won't find a totally filtered list mainly because making a list of sites like that public would cause many of them to shut down. I have a list of unfiltered sites that you must sign up for and test yourself. It should be available in the member's area. Scuttle also has an unofficial list here: http://scuttle.org/wiki/examples_of_scuttle_online

Do I need to create accounts with every site that ASP supports?

Not really. If you only have a few blogs or just make a few posts each week/month, you should just stick with the sites that will give you the best bang for your buck. Those are:

http://del.icio.us
http://www.furl.net
http://www.blinklist.com

They are the most trafficked sites. The other sites ASP supports are great as well, but they are really for those of us who have lots of posts to bookmark. It enables us to spread our bookmarking across many sites instead of just those 3.

If you have any questions about this report, please post them on the forum at:
http://www.mass-automation.com/forum/

Good bookmarking!

Mat Heller

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