

A BEGINNERS GUIDE TO SOCIAL MEDIA



An eBook from



www.simplyzesty.com e. hello@simplyzesty.com

Table of Contents

Table of Contents	0
1. So....What is social media?.....	4
.....	4
2. An active audience.....	8
3. The Tools of Social Media	11
3.1 Blogs.....	12
3.2 Forums.....	62
3.3 Social Networks	63
.....	107
3.4 RSS Feeds	107
3.5 Social Bookmarking	
.....	1103.6 Wikis
3.7 Podcasts	113
3.8 Pictures and Video	114
.....	122
3.9 Virtual Worlds.....	124
4. Some Statistics	125
And now for some science.....	125
5. Social media for businesses	126

1. So....What is social media?

A look at some of the common definitions of social media show that the understanding is often varied. Some consider it to be the set of tools available to us that facilitate communication and sharing, while others define it as the outcome of this ability to share and create.

Wikipedia define it as

"...primarily Internet-based tools for sharing and discussing information among human beings. ..."

While this relatively simple explanation helps us to understand the purpose of social media, it doesn't encompass one of the more significant aspects of social media: the creation of content. The practice of users creating their own content, whether this is text, pictures or video, is central to social media. Without the content, there is nothing to share. And without the community, there's no-one to Social media is such a wide-reaching and constantly changing practice, it can be hard to tie it down with a simple definition. At its most basic, social media is the ability to share and interact with others, in an online community that isn't restricted by geographical boundaries. Social media empowers anyone with access to the internet to consume, engage, distribute and produce.

Social media is by its very nature fluid and abstract, which accounts for the difficulty of attributing a simple definition. With this guide, we hope to help you understand social media in practice, by taking you through real life examples and current understandings of the social media space.

Social media is not your marketing strategy

Yes, I'm saying that as someone who runs a social media agency, but I have a point. 😊 I'd consider myself to be fairly immersed in the world of social media and so from my perspective, it is all that the world ever hears about or writes about. I often wonder what people talk about who aren't already active in this online world and are outside the 'tecchy' circle. The type of people who would give you strange looks if you said "Would you mind if I just twitpic my dinner? My followers love to know what I eat". My answer came at a recent conference I spoke at : it's still social media.



Image courtesy of Matthamm

The conference was billed as internet marketing and different speakers covered areas such as social media (myself and Niall) , email marketing, analytics and web design. During the panel discussion at the end however, I think it's fair to say that around 80% of the questions focused on social media, with a good 50% of the conversation centering on Twitter. To put the conference in context, I spoke to people in the break before the panel session and there were quite a few who had never heard of Google analytics, alerts or adwords. Yet there we all were having a discussion about social media. This is clearly where the curiosity is and I've noticed from other discussions that social media is, unfairly or not, hogging the limelight.

This doesn't mean that it's bad, it doesn't mean that the benefits of social media don't far outweigh more archaic marketing practices. But lets be clear on something : social media is not your marketing strategy, it is one part of it. Social media does not operate in a vacuum and you certainly can't expect it to meet all your marketing needs. I can't emphasise enough the importance of having a joined up strategy where all your marketing channels are working together. You can't expect social media to do all the work for you, because it doesn't work like that. If I've just built a Facebook page for a client for example, I know that it needs external promotion as well and should be a part of a complete branding strategy. I'm going to want the url on flyers at events, I'll request the badge be added to their email newsletter and I'll want it going on to press releases from their PR company. This is not a concession that social media just doesn't cut it on its own, it's simply smart marketing. If you're coming from the client side and you're using a social media agency to run your online presence and a PR agency to take care of the traditional marketing, sit them down together. Share your marketing calendars. Make your marketing work for you, don't make social media do all the work. I've noticed an increasing tendency to focus all your efforts on social media while neglecting others that are equally as important. There's no

point for example, in focusing all your time and effort in building up an external community on social networks then leading that community through to a site that isn't user friendly or doesn't feature fresh content.

Remember that your other marketing channels are still central to your business, only now you have the added benefit of using social media to enhance these. Remember this when you're planning your next campaign or allocating your next budget. I don't want to do myself out of business here, but I can tell you first hand that you need offline channels to work with your online channels and vice versa. Sure, we're pretty much all online now, but we still walk down the street, we still read papers, we still love a free sample outside a shopping centre. Remember where your audience is and focus on making that work for you.



Image courtesy of Pensiero

I want to make it clear here that I am also not advocating the approach of forcing social media into traditional marketing models. Try and apply a 6-point plan to your social media strategy and you'll be lucky if you make it to point 3 without crying or throwing the whole thing out the window. Social media is a new way of communicating, so it requires a new way of thinking. Fundamentally, the future of communication and marketing models are being determined not by the client, not by the budget holders, but by the agencies. It is our job to challenge traditional structures and explore new methods of integrating marketing channels to ensure they are working together and talking to each other.

This is something that Forrester explored in their report on '[The Connected Agency](#)' where they argued that agencies need to become consumer-centric, as opposed to channel – or client – centric. This is putting the community first. I'd recommend you [listen to this podcast](#) with Mary Beth-Kemp, co-author of the report for an interesting discussion on this. There's one point in particular that I find fascinating. Mary explains that as a new consumer-centric agency, you are facilitating a community and that you get to decide which brands to let in

to this community and which brands to keep out. This places a significant amount of trust between the consumer and the agency. The agency in a sense becomes a gate-keeper to information, always placing the needs of your community above the needs of your brands. I'm not quite sure if agencies will willingly adopt this model when we all know who's paying the bills at the end of the month.



Image courtesy of Toban Black

To successfully become a consumer-centric agency you need to move away from 'campaign' thinking. This is a hard step to take, it is essentially what marketing has always been built on. But there is no point thinking in terms of campaign timings, when what you're hopefully creating is a loyal community online. That community is not there to receive your campaign messages when you're ready to throw them. You have to keep the conversation going and, most importantly, be responsive to what's happening.

So what now for your marketing plan? The future of marketing strategies is in the holistic, organic model. To come back to my earlier point, there needs to be a happy medium between throwing all your eggs in the social media basket and running marketing channels that are acting in isolation. Your marketing model essentially needs to more closely resemble human behaviour itself, since people now control your messages and your brand online (you can try to steer them but you can't control them). Think about your consumers, how they act both offline and online and how you can reach them in a way that makes them want to speak to you. If you're focused on social media, remember that real-life conversations are okay too. If you want to run a promotion in magazines, remember that the conversation you've started might end up on Facebook. People are talking to each

other, they've always done this. Only now they're doing it in more places than ever and the whole world can hear what they're saying, so make sure you're listening.

2. An active audience.

One of the biggest implications of social media is that the audience has transformed from being passive, to active. The audience now has the ability to actively engage with the content they consume. Most mainstream news publishers allow comments in certain sections of

the site, giving the previously silent consumer, a chance to share their opinion with anyone that visits the site. The power has transferred to the public and the tools of social media afford them multiple outlets online to share their opinion, whether it's good or bad.

Online behaviour also demonstrates that many use the tools of social media to conduct consumer action against companies. Social media has opened up and given power to the individual, which is an important consideration for businesses.

Many businesses have recognized that the audience is now active and contributes to how their brand is perceived online. Instead of choosing to allow this to happen elsewhere online, some are choosing to bring these people to their own websites, by adding ratings and reviews sections.

Services such as Bazaar Voice provide the software for sites to add this functionality, giving

customers an outlet to provide feedback on a product or service, whether this is complimentary or otherwise.

"Recognize the power of the audience"

The evolution of the active audience online has resulted in crowd sourcing. Many organizations and individuals are recognizing the power and knowledge of the online masses that can be accessed if you know how to. This is known as the wisdom of the crowds and it has a

significant implication for businesses. Organizations are now able to turn to their 'crowd' to ask them about their services and to contribute to the development of new products.

An example that easily explains the concept of crowd sourcing is Dell's Idea Storm.

In February 2007, Dell launched a section on their site where users could submit their own ideas for new products and services. Members of the community can then vote for their favorite ideas. Dell recently developed this further with their launch of Idea storm for Healthcare

The active consumer is a powerful consumer and social media has helped to level the playing field, giving individuals a voice and allowing them to punch above their weight. The consumer voice is powerful online and the results are there for all to see forever.

Is crowdsourcing really worth it?



TWOSE*

I'm asking this both on the side of the designers etc. that submit their work, as well as for the people that commission these projects. The question of whether or not people are adequately compensated for their work has plagued the area of crowdsourcing pretty much since it began. I wrote about crowdsourcing projects as a way to use [social media to find a job](#), but admitted myself that is was probably more valuable to build your experience than as a real way of earning money.

And crowd-sourcing is now bigger than ever – even the [Conservative Party](#) are using it. Whether this is a genuine project or a cheap PR stunt is a whole other blog post 😊 For the large part, I'm a big believer in crowd-sourcing projects. I think it opens up a lot of doors to designers, photographers etc.. who previously would have found it very difficult to get a real outlet for their work. I think we've seen some innovative examples of crowd-sourcing through social media, for example the [Plain Lazy tshirt competition](#). The concept itself is great and helps to create a more equal platform for those who wouldn't typically have access to commissions. The issue is obviously when you consider the hourly rate for those taking part.



On [99 designs](#) the prize value offered for projects can range from \$100 to \$600 . If you're working on a project where you have to turn to something like 99 designs in the first place, it's doubtful that you're going to offer top dollar. Let's face it, you're probably on 99 designs because budget is a concern.

[istockphoto](#), which allows photographers to upload their photos and earn royalties based on downloads is a similiar example. While not exactly crowd-sourcing it offers everyone a chance to upload their photos and earn money for their work. You just have to take a short quiz and upload 3 examples of your work, which can include photo, flash and video. On the face of it – a win/win situation. People get a chance to purchase royalty free images very cheaply and photographers get a chance to showcase their work and earn some money in the meantime. But how much money? The royalties offered range from €0.24 for an extra small image, to a maximum of €6.72 for an XXXLarge image. The earnings are certainly small, but many might just think – why not? It's better than having no money for my images. But there are other things to consider here.

Whose work is it, really?

I was talking to [Phil O’Kane](#), a photographer, about whether or not he would put his photos on a site like this. Having been fairly unimpressed with the royalties he would earn, a bigger concern for him was the attribution for his work. It’s important that where Phil is putting his work up external to his own site, for example Flickr, he is able to lead it back there. His brand is important to him, as it should be to anyone who takes pride in that work. With sites like istockphoto, that’s lost. Yours is just another image among the hundreds of others for that keyword and your name isn’t usually behind it. The creative work that you’ve put into that image is being attributed to the site, not to you. Suddenly, the €0.24 seems a lot less attractive.

Is it win-win?

Though much has been said about whether sites such as 99 designs are really fair to those taking part, the actual quality of the work gets a lot less attention. This is a point that Eoghan raised on the [Contrast blog](#), in a really interesting post. In Eoghan’s own words, what you get a lot of the time is ‘complete crap’. So is it even worth considering spending the \$100 ? I’ve used crowdsourcing for a few projects myself and I have to say that the majority of the time I was less than impressed. My fault I guess – you get what you pay for. But that’s something that I’ve learned the hard way, having wasted money in the first place. You also have to consider who is commissioning these projects. It is a designers job to design, but it is not the designer (if they are worth their salt!) that is going to turn to these sites. It’s most likely the brand owner, who probably doesn’t really know much about design and is too emotionally close to their brand to issue a decent brief that has much meaning. So then you get a mess, because you don’t really know what it is you’re looking for in the first place. A waste of everyone’s time and your money.

So now we’re faced with the prospect that what, on the surface, seems like a great initiative that serves both parties well, is actually not treating either fairly. The concept is too simple – “pay a small amount to get access to great designers for my project” / “I spend a few hours when I’m not working anyway and could earn myself a bit of money.” Obviously, unfortunately, it’s not that simple. I hope that crowd-sourcing can work, but it needs to be developed further to really benefit both sides and produce fantastic work.

3. The Tools of Social Media

So we’ve talked about the definitions of social media, but what exactly are the tools and services that facilitate this sharing and creation of content? They can be broadly split out into the following areas:

*Blogs and Micro blogging
Forums
Social Networks
RSS
Social Bookmarking
Wikis
Podcasts Picture
& Video Virtual
Worlds*

3.1 Blogs

Blogs are essentially online journals. The term was first coined by Jorn Barger in 1997, to describe his website where he documented links that there are over 100 million registered blogs.

The proliferation of blogging is both a result of changing online behavior as we become more adept at publishing and sharing our own content, as well as technological developments. It's incredibly easy to get your own blog – sites such as [blogger](#) allow you to register your own domain name for your blog in a matter of minutes.



"But do bloggers really matter?"
"Err, yes"

Bloggers now regularly cross over into mainstream, offline media having established a name for themselves online. The rise in popularity of blogs has led to the practice of blogger

advocacy. Organizations recognize the power that bloggers yield both online and offline and are now incorporating them into their marketing mix and target media. Board Gais demonstrated integrating this with their launch of the Big Switch campaign, which targeted the domestic electricity market. Board Gais held a pre-launch of the service and invited only bloggers, who were informed of the campaign before traditional media.

Some useful sites to get you started



[Blogger.com](#) – a site allowing you to create your own blog in "3 easy steps"



[Wordpress.org](#) – Similar to blogger.com wordpress also allows you to download blogging software to incorporate a blog onto your own site



[Typepad.com](#) – a paid for blog hosting service targeted at small businesses



[Technorati.com](#) – The leading blog search engine. The site indexes blog posts and allows you to search for content on blogs. Think Google, but for blogs only.

The ultimate guide to Wordpress



<http://www.wordpress.com/>

The blogging platform that we nearly always advise people to go with is Wordpress as it has so many different great features, plugins and simple tools to tailor it to your every need. With that in mind we decided to bring together this huge list of tips and tricks for Wordpress that will help you get started if you are a beginner or help you tinker your blog to perfection if you are a little further down the track. Whatever your needs are you can

be pretty sure that there is a Wordpress solution out there so there really is no excuse now to go out there and get your blog started!

The Basics of wordpress



1.Some simple tips from Wordpress themselves

2.9 simple steps to starting your blog

3.How to host your own Wordpress blog

4.Choose a nice theme for your Wordpress blog

5.How to install Wordpress on your own server

6.30 Wordpress video Tutorials

7.How to add video to your Wordpress blog

8.Wordpress forums and support

9.Installing Google Analytics on your blog

10.50 Tips To UnClutter Your Blog

SEO Tips for Wordpress

- [**1.Use the wordpress all in one SEO pack**](#)
- [**2.Tips for optimising title tags**](#)
- [**3.Optimising your images for SEO**](#)
- [**4.Permalinks explained**](#)
- [**5 SEO tips for Wordpress**](#)
- [**6.Optimising category names**](#)
- [**7.Online copywriting tips**](#)
- [**8.Pingbacks explained**](#)
- [**9.Video tutorial – using the wordpress plugin**](#)
- [**10.Ten SEO tips**](#)

Some great Wordpress design tips



Best WordPress Design Award

- [**2.100 free Wordpress themes**](#)
- [**3.How to add a favicon**](#)
- [**4.Wordpress threaded comments – the easy way**](#)
- [**5.Using images in your post**](#)
- [**6.Basic site usability tips – video**](#)
- [**7. 10 blog design tips**](#)
- [**8.Using Wordpress widgets**](#)
- [**9.Premium Wordpress themes**](#)
- [**10. Do a 5 second test on your site design**](#)

Wordpress Extras

- [**1.Adding RSS feeds**](#)
- [**2.Using your API key**](#)
- [**3.Setting up a new author**](#)
- [**4.How to write a simple wordpress plugin**](#)
- [**5.Using wordpress to grow your business**](#)
- [**6.Scheduling posts**](#)
- [**7.Mastering Wordpress shortcodes**](#)
- [**8.50 ways to improve your Wordpress blog**](#)
- [**9.How to implement Facebook Connect**](#)
- [**10.Wordpress community blo**](#)

Top 10 Wordpress Plugins



- [**1.Wordpress database backup**](#)
- [**2.Subscribe to comments**](#)
- [**3.Block all comment spam**](#)
- [**4.5.Plugins to promote your social profiles**](#)
- [**5.10 Best Twitter plugins for Wordpress**](#)
- [**6.Show top comments**](#)
- [**7.Add advanced advertising to your blog**](#)
- [**8.Add Podcasting to your blog**](#)
- [**9.Add creative commons photos without leaving Wordpress**](#)
- [**10.Display your Wordpress Stats**](#)

7 Simple Steps For Growing Your Blog From Scratch

I have just started a new blog [about football](#) and I am very lucky that I have started a few blogs including this one in the past and know how to build an initial audience. From experience one of the hardest things to do when blogging is to get the blog off the ground and get the first couple of hundred people reading it and lack of traction is often the main reason why people give up blogging completely. With this in mind I wanted to give you a complete guide on some simple steps that I use to get a blog up and running and people reading your posts and hopefully passing them on to friends. You have to remember that your search engine traffic at the start will be very low and you can expect to wait about 3 months for that to kick in properly. As I always say though the most important part of the whole puzzle is the content. Don't have good content and it won't matter how many people you send to your blog as they won't be coming back for more. Here are my tips for building your initial blog audience...

Link It Up



Social Profiles

Chances are you have a Facebook, Linkedin and Twitter profile so get all those links pointing to your new blog. Think of every single account you have ever had on the web like YouTube and Myspace and get in there and link up to your new blog. It is all about building the credibility of the site in the eyes of the search engines so the more links you have the better.

Websites and Blogs

If you already have any personal websites or blogs use them to link up to the new blog. Don't just link to the homepage either but send links to various pages including the "About" page and individual blog posts.

Leaning On Friends

Ask some of your friends and contacts online if they could help you out with a link to your new site. They might not all want to do it but chances are you have helped out somebody in the past and they will be more than happy to help you out with a link.

SEO



Search engine optimization is the art of making sure your blog posts appear in search engines as high as possible so as people find them by searching using tools like Google. The higher your posts appear the more traffic and in return readers you are going to get.

The Free Option

If you are thinking about building your blog on anything other than Wordpress..,you shouldn't be! Wordpress has a great basic publishing system that really is completely idiot proof and with some simple pointers you will be set up in minutes. Once set up there are some great SEO plugins that you can add.

The Cheap Option

If you do want to get a little more serious about your blogging then you may want to get a more professional theme like Thesis. It has all the hard SEO work done for you and is as simple as dragging and dropping content around the site. This will give you a massive initial boost in the rankings and help you attract more readers.

The Pro Option

Get somebody who knows about SEO to optimize your site. If you are using your blog for business them you want to give yourself every chance so pay somebody who knows what they are doing to optimize your content perfectly from the start. It may seem a lot of money but to pay somebody for a day's work but it will save you a lot of hassle in the long run and allow you to concentrate on the content.

Facebook

Not your Average Facebook Fan Page

Simply Zesty
http://www.simplyzesty.com/brands/owns-brand/

Who owns your brand?
www.simplyzesty.com

When it comes to social media, you have to understand the ownership of your brand and make sense of the noise surrounding you. This is exactly what Ryanair did.

December 8 at 7:13am

Simply Zesty Did Twitter miss the heat valuation ever?

Simply Zesty has 755 Fans

Berrik, John, Mark, Donna, Lisa, Gaman, Tuesday, Phil

Simply Zesty on Facebook

Get a Facebook fan page

Depending on the content on your blog you will want to get a Facebook fan page. Treat this as an out post of your blog and share great content from your niche on the Facebook Fan page like good videos you find on Youtube and funny stories. You'll also want to add a Facebook fan box to your blog as this will increase the amount of interaction and the amount of fans you attract to your page. Make sure to suggest the new fan page to your friends as well so as you have a few fans to start you off.

Competitions



You need to beg borrow or steal to get yourself a couple of competition prizes to start you off and create a bit of buzz around your blog at the very start.

Offer Your Skills

If you are a business blog or even are trying to push your own personal brand then you should offer some of your own skills as a prize. Are you a designer? The offer up the prize of a logo or website. Have a blog on gardening? Design a garden for somebody as a prize. None of this will cost you a penny but it will attract some initial readers.

There are lots of different things that you can do here to get your readership numbers up and running and target readers in your niche..

Ask your friends

Chances are you are going to have a couple of hundred of friends on Facebook so make sure to send the word out to them. Link to your blog. Write them a private message asking them to send it to their friends. Ask them to link it up from their profile. They are your friends so chances are they will want to help you.

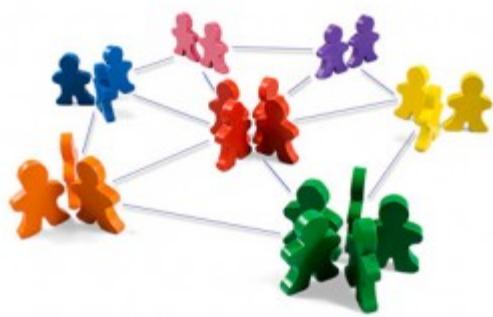
Buy A Prize Yourself

If you have a bit of spare cash and are serious about getting your blog off to a good start why not go and buy 500 Euros worth of prizes. Books only cost about 10 Euros so why not buy 30 books and offer them up as a prize each day for a month. At the end of the day your blog needs to be marketed and this is a cheap and effective way to get some initial buzz going around your blog.

Beg For Prizes

Get out there and start hustling. Get a load of competition prizes from people you know. Dinner for 2. DVDs. Phones. Whatever you can get your hands on. Tell people your blog is a big deal and they are lucky to be getting featured. People get excited about prizes and will interact with your blog as a result.

Networking



Just like when promoting a business or service in the real world one of the best ways to promote your blog online is through networking. The key is connecting with like minded individuals who will possibly be interested in your content.

Twitter

This has to be the easiest way to find people in your niche who might be interested in your blog. Start running a couple of searches that are relevant to your and your blog and follow some people who look interesting. Don't broadcast your blog URL but simply engage with people and share interesting info. Their curiosity will eventually lead them to your blog.

Connecting With Other Bloggers

Rather than seeing other bloggers in your niche as competition you should be hanging around with them both online and if at all possible in the real world. They will help you out in the long run.

Offline Networking

If you don't know many other bloggers or people on Twitter then you'll want to go along to as many meet ups and events as possible. Meeting people who you connect with online will only enhance your relationships and ultimately raise the awareness of your blog.

Commenting



TheInfoPreneur | December 10, 2012

Good post and some interesting points.

I suppose it's the right balance

a lot more to me, that someone

Share buttons are a good idea

or re-tweets, but those RT or

contribute.

What do you think?

Comments are the lubrication that make the blogosphere go around. Used correctly they are not only a great way of raising awareness of your own blog but a highly rewarding reflection on your own blog posts and a way of fostering community on your own blog.

Commenting On Other Blogs

You have probably already heard that you should be commenting on other people's blogs and that is 100% the case. Not only will it make the author aware of your blog but if your comment is actually

adding to the conversation then other readers might see it and click through to your blog. Take your time to read blogs and leave insightful comments rather just commenting for the sake of it.

Commenting On Your Blog

If anybody takes time to read your blog and better still takes time to leave a comment then you should 100% take the time out of your day and comment back and reply to them. There is no better way of engaging with the few readers you have and making sure they hand around in the future.

The Bonus Round



There are literally hundreds of things that you could be doing but here are a selection of a few of the things that I have found the most effective...

Guest Blogging

Many of the big blogs around the world will accept guest blog posts so make sure to start making connections and offering up your services. Most people think they should just write a short guest blog post to save time but it should in fact be your best work as you are going to be showing off your writing skills to a whole new audience. If you write

well enough readers will find your blog interesting and hopefully subscribe and become regular readers.

Offline Media

Journalists are always looking for stories to cover and your own niche will be no different. You'll need to let all journalists know that you are the go to guy on tractors or whatever the subject of your blog is. Submit your blog to be featured in columns that have "new blog" features and generally try and get involved with traditional media.

Submit to directories

There are lots of different directories and places that you should be listed. [Here is a good comprehensive list](#). If you don't have a lot of time on your hands a few good ones to start with would be [DMOZ](#), [Google](#) and [Yahoo](#).

Summary

You are going to have to do everything on this list as soon as possible and if you can get it all working within the first month there is a good chance that your blog will get some early traction. All of this stuff is going to take time but the more you can comment on other blogs and interact with your community the better chance you have of increasing the visibility of your blog. The one thing that I will say is that the first 2 months is the hardest part of getting your blog going and as I said above many people give up completely. Once you see your first few regular readers and have a few people leaving comments you will start to see the rewards of your labor and will hopefully keep on blogging to an even higher level.

50 Resources That Will Improve Your Blogging



Blogging is largely a self taught art where newbies pick up tips and secrets from more established bloggers who share their experiences with the next generation. There is no official guide to blogging as so many people have so many different opinions but we thought we would bring together some of the better resources here in one post that people can use as a reference in the future. Luckily there is a huge community around blogging and people are more than often happy to help with any questions that you might have so if you are not sure about something just fire us over a question or ask anybody listed here to help you out, you'll be surprised at how many times you get an answer, everybody loves to help. You may not use all these resources but you will I am sure find some good little nuggets of information, I know I did...

Prologger

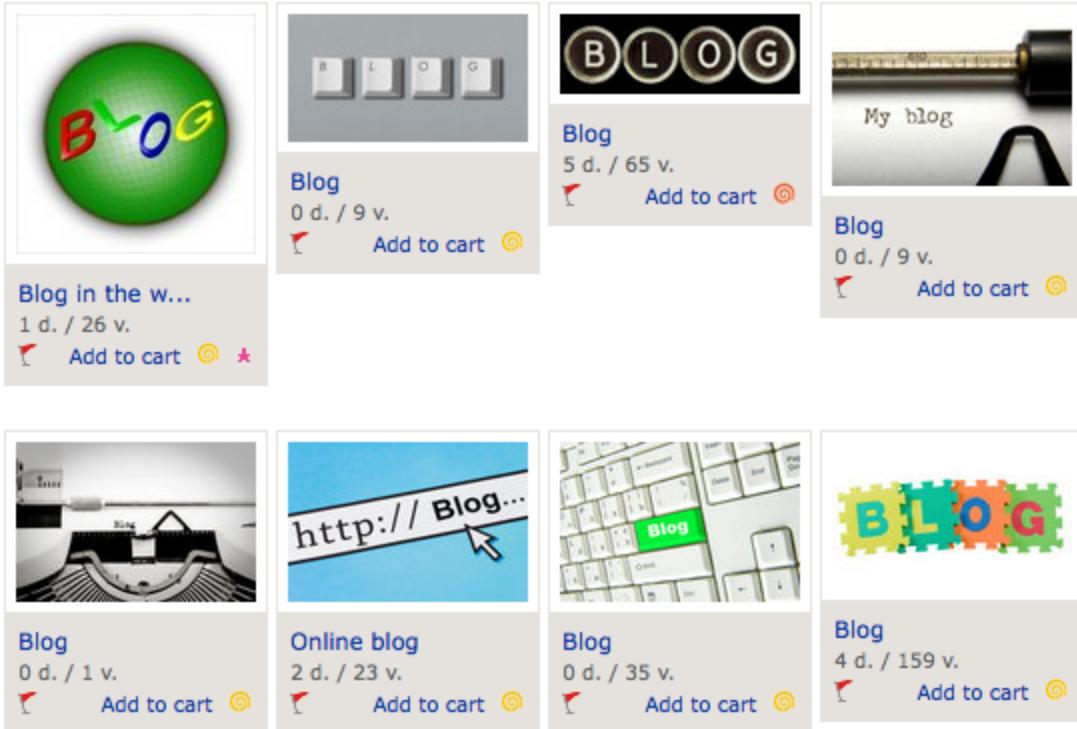
A professional blogger who writes about professional blogging and how you can increase your traffic and make money from your blog. Gives practical examples and has some great ideas for posts that you can use as well as having forums and a community that help each other to write better blogs.

Wordpress Themes

If you are not already using Wordpress you really should be. It is free, incredibly easy to use and has a ton of great plugins that will enhance the quality of your blog in a huge variety of ways. Click on the link above to see a huge variety of themes to get you started.

Dreamstime

Using stock photography will not be for everybody (it also costs) but we use it at certain times here to make our blog look better you can find an image for pretty much anything you are looking for. This is of more use for professional bloggers than casual personal bloggers.



Flickr Creative Commons

This is pretty much the same as the option above with the difference being that you can use any image, don't have to pay anything and simply have to link back to the person who posted the photograph.

Remember The Milk

This application allows you to make the simplest lists you will ever see. You don't need to be in any way technically minded to use this site and it's simplicity is perfect for capturing one line blog titles to write up at a later date.

Google Apps

Again this is probably suited to a business blogger or a team blogging professionally but the tools within Google Apps are perfect for keeping your blog organized and collaborating en masse. You can use everything from the Calenders to simple documents and even presentations or drawings for diagrams.

Polldaddy

There are 100s of different poll and survey options out there but polldaddy is head and shoulders above the rest due to it's simplicity and ease of use. You can have a poll or survey designed and up on your blog within a matter of minutes. Adds great interactivity to your blog.

Google Analytics

You'll need to see how your traffic is doing on an ongoing basis and Google Analytics lets you do that in great detail. You'll be able to measure where you blog is doing well, how to improve the areas it is not performing well in and increase the traffic accordingly.

Learning Google Analytics

Learning Google Analytics can take time but luckily there are some great videos on Youtube that will allow you to play around with your own analytics and set goals and increase conversions. You can walk through the [full Google course here](#).



http://www.youtube.com/watch?v=Hdsb_uH2yPU

Chris Brogan

One of the most forward thinking “social media experts” on the web Chris’ blog is great reading and provides some simple and insightful tips that you can use and transfer to your own blog ensuring you end up with a better end product.

YouTube

I wouldn’t recommend having videos on your blog just for the sake if it or as a space filler when you just can’t think of something to write but if used correctly and as a compliment to your blog posts they can be a great resource and really bring your blog to life.

Tubemogul

This tool is only going to be of use to video bloggers and if that is you and you are not using it yet you need to have your head checked! You can upload your video to Tubemogul and it will be distributed to over 50 partner websites with the click of a button thus spreading your word far and wide.

Daily Blog Tips

Pretty much does what it says on the tin with a series of daily tips that will help you to improve your blog no end. Everything is covered here including SEO, writing great content and how to get more visitors to your blog.

Press releases

There may be times that you have something on your blog that you think is newsworthy enough to have a press release around. [PRweb](#) will give you good international reach and if your story is good enough hopefully it will be picked up and covered.

Hosting Rackspace

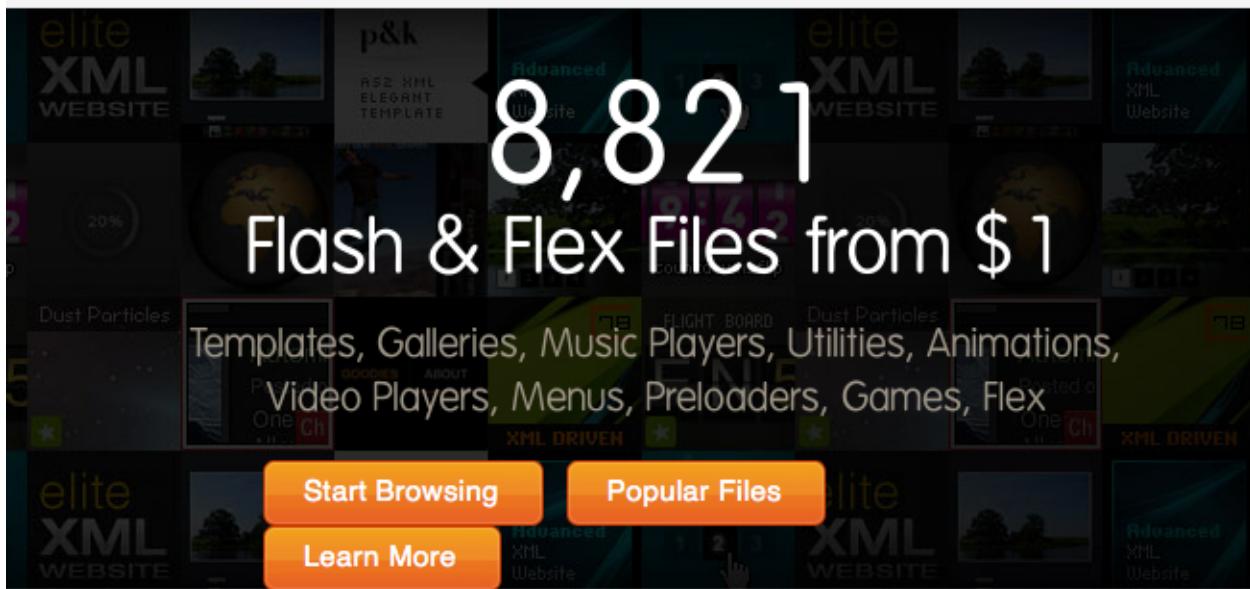
There are lots of good hosting providers (and some not so good) out there but one that stands out and that you should use no matter where you are in the world is [Rackspace](#). Easy to use and scalable for when your blog starts to get really big.

Gary Vaynerchuk

One of the most upbeat video bloggers in the world shares his tips on video and will often not only leave you with lots of great posts to write but leave you full of inspiration to make your blog/business/life a bigger success than it already is.

Stock Flash And Fonts

This site offers great flash elements, logos and fonts for your blog for as little as \$1. Have a browse around and start improving the design of your blog by adding some colour and design elements.



Feedburner

One of the key elements to your blog is the RSS feed which a large portion of your readers will use to find your blog. We recommend you use Feedburner as it is pretty much the standard used among bloggers, is easy to use and provides good reporting.

Technorati

Perhaps not as relevant as it once was but this search and ranking engine for blogs can still have its uses including the ability to see the ranking of certain blogs, finding the latest news by subject from blogs and listing your own blog.

Stumbleupon

This recommendation engine will help you find all the best and most relevant content within your niche if you have it set up correctly. Can provide great inspiration for posts as well as sending you some good traffic if you feature yourself.

The Blog Herald

Does exactly what the title suggests it would do..A news source for bloggers with all the latest news that would affect us from all over the blogging world all brought together in one central resource.

Twitter

You don't need to be a genius to figure this one out but if you are looking for traffic, want to interact with people within your blogging community or want to get feedback about your blog then this is where you need to be hanging out.

Google Adsense

This is for the slightly more experienced blogger who is interested in making a little bit of extra cash from their blog. It will take a decent amount of traffic to even start thinking about this option but if you need to cover hosting or think you could make even more cash then this should be one of your first ports of call.

Google Adwords

If you are blogging for business and want to grow an initial audience it might be an idea to get some Google Adwords running around the keywords associated with your business. You won't want to keep this running forever but it will help to get you off the ground traffic wise.

Chitika

Again if you do feel like going down the money making route on the blog you may want to try Chitika which is used by many of the top bloggers and you can combine it with Adsense or simply test it out on its own.

delicious

This simple tool allows you to bookmark the best articles you see on the web so as you can come back and use them as a reference for your blog posts in the future. The real beauty is

that you can log in from any computer to access your bookmarks.

The screenshot shows the Delicious homepage with a blue header banner featuring the text "The tastiest bookmarks on the web. Save your own or see what's fresh now!" and a small illustration of a stack of pancakes. Below the banner are three navigation tabs: "Fresh Bookmarks", "Popular Bookmarks", and "Explore Tags". A search bar with the placeholder "Search the biggest collection of bookmarks in the universe..." is positioned above a list of bookmarks. One visible bookmark is for "Mortgages, 95% Mortgages, Buy to Let Mortgages, First Time Buyer Mortgages, Right to Buy Mortgages, Adverse Credit Mortgages" via mortgages.ukbridgingloans.co.uk, with a save button showing the number "2". At the bottom of the list is a link to "14 Related Tweets".

Alltop

This service brings together some of the best articles on the web and neatly categorizes subjects by category so as you can both find all the best information and include your own posts so as they reach a bigger audience.

Google Blog Search

Find out what all the bloggers are saying around the world in real time on any subject you can think of. You can use the tool to find relevant stories in your own niche that you might like to cover.

Dosh Dosh

Another blog about making money from your blog through social media, affiliate marketing and SEO. You'll find lots of interesting little tips on how to grow your traffic and all written in a very straightforward manner that anybody can understand.

SEO Tips

Although SEO will only play a small part of your overall strategy you will need to keep an eye on it to help grow your traffic and this is one of the best blogs for doing that with great tips, tricks and industry insights.

HTML School

I write most of our blogs in the HTML section because I took one day to learn HTML at a weekend and it really is the easiest thing you could ever do once you start and it helps you immensely with the formatting of blog posts and general layout.

Pingomatic

[Lauren wrote recently about the importance of not just blasting out your message](#) using this service but if you do feel like sending your blog posts to a few different sources then this is the tool for you.

FTP

During your blogging life you will have to get familiar with FTP if you want to take the blog to the next level. You will find countless tutorials and one of the easiest to start with using is [Cyberduck](#).

Blog Directory

One of the places that you should list your blog but you can also use this directory if you are trying to find resources from any particular blog on any subject of your choosing.

Squarespace

If for some reason you didn't want to use Wordpress we would recommend you go with Squarespace as it is a cheap and easy to use alternative that you can build blogs or websites on in a matter of minutes with little technical knowledge.



Photoshop

This is for the more professional blogger as a legal copy of the software costs over \$600 but if you want to get really serious about the design elements of your blog then this is a great investment.

Vidly HD Twitter Videos

If you want to try something different and add HD quality videos to your blog at the click of a button you could do worse than use Vidly to do so. You have the added advantage of having a ready built audience on Twitter that should migrate over to your blog as well.

Seth Godin

Seth doesn't give you step by step tips or manuals on how to blog but he is a chap who is full of ideas and inspiration and simply reading his short and incisive blog posts will give you the inspiration you need to write a better blog.

Creative Commons

You'll want to make sure that people are not ripping off your photos, text or videos and using them on their own sites. Creative commons are the guidelines that everybody follows and will also dictate how you should use the photos and content of others.

Paypal

You may need to accept some forms of payments for goods on your site or have people pay to attend events, make a donation or simply transfer money and using Paypal is your easiest, most secure and easiest to platform to use.

Basecamp

Again this is more aimed at blogs that have a few authors and need some collaboration. Basecamp is quite simply the best organisational tool on the web.

Facebook Fan Pages

You can see our Facebook fan page widget on the right hand side of this page and you should probably get one for your blog or website too so as you can increase the community feel on your blog. It can be embedded in a matter of seconds.

Retweet Button

You will have seen these buttons appearing on more and more blogs as the retweet button becomes a more important feature in driving traffic to blogs. You can use this plugin to get a similar one to the one that you can see on this site.

Logo Design

Branding is an important element of your blog and getting the logo right is essential. 99 lets you put the project out to a bunch of designers and you get to pay for and select only the best one.



Blogging Tips

Again does exactly what it says on the tin with useful and insightfull tips on blogging from simple writing tips and SEO all the way through to how to increase comments and click throughs on your blog.

Back Up Your Blog

One of the biggest disasters that could befall you as a blogger is losing all the great content you have spent years slaving over. Backing up your blog is one of the smartest and most prudent things you could ever do.

About Blogging

One of the biggest sites in the world has an excellent section dedicated to blogging with a full set of resources, tips and quality links to some of the best blogs in the world that you should be reading.

Copy Blogger

Creating great content is one of the most important factors in writing a great blog and this site will teach you some great techniques in creating great content that will serve you well not just for blogging but for all writing you do.

Andy Wibbels

Andu has some great tips and tricks to help improve your blog and although he focuses on small businesses the tips he provides would apply to most people's blogs.

Favicon Creator

A favicon is the little symbol you see at the top of the page beside the URL and in different tabs you open and it is amazing how something so small can help you with your branding. Use this tool to create your own little identity.

How To Think Of Great Blog Posts



Most people struggle to think of new content for their blog so I thought I would share some of the ways I come up with posts to help others who get writer's block when they sit down and stare at the keys blankly. Writing should be part of a schedule as it can be too easy to flick to other sites or get lost on Twitter when you do sit down to write. I treat it very much as a job and see it as a one hour block of work where I have to tune out from all my other distractions before starting. This may not work for everybody but here are some of the tips I use which help me get at least one good quality (my opinion not yours) post out every single day...

Save One Line Titles

I am always thinking of new blog posts. On my bike, in bed, playing football or cooking dinner. We all have hundreds of ideas for blog posts but we don't act on them very often. I write them down instantly on my iPhone (when I am in bed too) so as I have a reference point in the future. It is amazing how many of my blog posts come from a single title. A title is a great starting point and can be worked into a post relatively quickly.

Have A Posting Timetable

This might seem very methodical and not sound like your idea of fun but I set myself an hour aside to write a blog post every single day. An hour is the very minimum it will take. When you do sit down do whatever it takes to get in the groove be it listening to music or going to a quiet place. If you are really serious about your blog treat it as work and stick to your timetable, people like knowing there will be content when they get to your blog. If you follow the example above and have some titles saved already you will be in a great position to start writing as soon as you sit down.

Read Everything You Can

You should take every single opportunity you can to read as much good content as you can online. Read newspapers and magazines and analyse how the authors put the articles together. Do they tell stories? Set the scene first? Do they use short sentences or short clipped sentences. Find the articles you enjoy reading and try and adapt some of their writing skills in to your own posts. You don't have to have an A from Oxford to be a good writer, just tell stories in a way that you are comfortable with.

Use Bookmarks

You'll find loads of great content online during your daily web travels but most of it will be out of your head as soon as you have clicked to the next story. Much in the same way as you write possible blog posts down on a piece of paper you should use [bookmarking sites like Delicious](#) to tag good articles and resources that you can come back to later and build into a full post. Use the bookmarking tools every single day and you will soon build up a huge bank of potential posts.

Start With A Picture

A picture can tell a thousands words or in your case a picture can help you write a thousand words. I often use pictures to help me write the whole post as people love visuals and research has shown that people take a lot more in when it is paired up with a picture. Using graphs, charts, screen grabs and diagrams will help you to add a great entertaining visual element to your posts.

Follow Great People On Twitter

Twitter can be used to find all the latest news and content that you should be writing about. Take some time to follow the people who send out great links and share the best content. They are doing all the hard work for you. Don't republish content but expand on other stuff that you see online and put your own slant on it.

Take Inspiration From Your Peers

I get a lot of inspiration for my posts on the blogs of others. That doesn't mean that I copy what they write but instead I'll see an angle that they have not gone down or a tangent to the story they wrote. There are billions of people using the internet so your content will always find a niche. Good blogs that I read and take inspiration from include [Chris Brogan](#), [Problogger](#) and [Seth Godin](#).

Why You Should Be Guest Blogging



Guest blogging will help grow your audience. You probably want to grow the readership on your blog, the majority of people do. There are a lot of different ways to do this including SEO, writing great content, building community and using social media but one that most people overlook is guest blogging. So the idea is simple...you write posts for other blogs that are in your niche and expose your writing and ideas to a whole new

audience. You can create the best blog content in the world but if people don't get to read that content it can become frustrating. You can see how we post guest articles on other sites like Lauren [writing on Mashable](#) and me writing on [Rotorblog](#), these are both well established successful blogs in our own niche with substantial traffic.

So how do you get started? Well just like writing great content for our own blog it is hard work. Here are our list of tips for guest blogging and how you should go about it...

Find Relevant Blogs

If you are writing a sports blog there is no point you guest posting here on our blog. You need to find good relevant blogs in your vertical to post on. The chances are that if you are following the industry as closely as you should be then you will know who the other influential bloggers are already. You should never see other bloggers in your area as competition, there are enough readers to go around.

Form A Relationship

Start by following authors of other blogs on Twitter, they should be easy enough to find. Talk to them and pass on relevant information that might be of interest to them. This does not mean spamming them with links to your own blog. Sacrifice the odd story to send to them first. Once you are on talking terms you can send them an email asking them if they are looking for guest bloggers and that you would like to write an insightful post for them.

Write Better Content

Most people who guest blog see it as a quick win solution where they fire over a quick post just so as they can have a link on another blog leading back to them. You should be the

exact opposite. If anything you should be writing your best content on other blogs so as new readers are blown away and feel inclined to come to your blog and subscribe to your own feed.

Help Promote

Link to the post that you have written on another blog. It is good manners and it will help to build a relationship into the future. Remember the post is acting as an advertisement for your knowledge and for your own blog and helping to build up your authority as an expert in your field so the more people that see it the better.

Benefits

There is no doubting that guest posting is a big job and it takes a lot of time but it will expose your blog to a whole new audience and you will slowly start to see more readers flowing in. On top of the readers you can not underestimate the relationships that you are building with your peers in the industry and there is off course the fact that you are helping to build links in to your own blog from credible sites.

If anybody fancies guest posting on this site please feel free to give us a shout because just like everybody we are always looking for great content to show off.

5 Surefire Ways To Build Community On Your Blog



underestimated.

There are many different ways to build your blog traffic and you can find countless great articles online that will guide you through the basics (like [here](#) and [here](#)) but one of the best ways is to build a community around your blog and have some regular readers and contributors (in the comments etc) helping you along. It's not an easy thing to do and you should aim to start off small but the power of having an online community and the ability for them to spread your content should not be

Content

Why do people come to your blog? It's not to play with those fancy widgets in the sidebar or to look at your pretty picture that's for sure. They come to read the content. If you open up that content and get the users involved with how it is written you will be on to a winner. Some simple ways of doing this are 1.Turn an insightful user comment from a previous post into a full blown post. 2.Have some of your more passionate readers write a guest post for you 3.Expand (this is very different to copying) on a post you have seen on another blog with an established community and link to it.

Comments

It can seem like these are taking forever to come and that you are writing countless posts without anybody commenting. Don't beg for comments in your posts as users will pick up on this but simply leave a few unanswered questions or room for debate. If you are lucky enough to get some comments make sure to answer where appropriate and continue the discussion within the comments. The number one rule is to make sure to add a "subscribe to comments" option so as users can follow the discussion.

Offline Networking

You should never underestimate the power of a physical handshake and buying somebody a drink. I have 100s of "friends" online but the strongest of those relationships and the people who are most involved with reading my blog and following what I am trying to do are the

ones that I have had a night out with or shared a coffee with. Attend industry events, go to conferences and watch out for Tweet ups and show people the face behind your blog.

Join Online Communities

There are 100s of thriving online communities from [wine drinkers](#) to [farm machinery](#) so go out there and get involved with your particular niche. It will take time and the last thing you should do is jump into communities shouting and screaming about your great blog. Talk to other people with similar interests, engage with their content and they will eventually find your blog and hopefully join your own community. Don't be pushy.

Interactive Tools

Get your thinking cap and find ways for your community to contribute to your blog. Why not get users to submit photos on a certain subject and build a post around them. Throw in something as simple as a weekly poll to get people involved and checking back for results. You want to let users feel like they have some ownership of the blog and can influence the content. Everybody loves seeing their name up in lights.

30 Tips For Writing A Memorable Blog

This list is based on what has worked for me in the past but is by no means a definitive list and there will of course be items on the list that people disagree with and are outraged by but this is my blog and I'll tweet links if I want to. Writing your blog is a commitment though and although you don't need to follow all of these rules you will have make an effort to start posting on a regular basis and interacting with your readers. You have a real chance to make your little corner of the web something special but it is going to take a lot of hard work and some patience. Here are some of our tips to help make your blog something special...

Easy Wins



1. Build your blog on [Wordpress](#). It really is the easiest and most straightforward platform and there are [100s of great plugins](#) and services built around it to match your every need. You will have a blog up and running in under 10 minutes even if you have no technical knowledge.
2. Write about subjects that you know and are passionate about. It doesn't matter if your passion is pig farming in rural Scotland or pole dancing in China as there will always be an audience who find what you write interesting.
3. Don't bother writing posts for the weekend, everybody is off having fun.
4. Don't waste your time or your reader's time by starting a post with.....Sorry I haven't blogged for X amount of time because I have been too busy.
5. If you think a post is OK, decent, not bad, grand or will do for today then don't publish it, aim for quality.
6. Spend some time adding some SEO plugins to your blog, this is a great way to attract new readers, [there are some easy tips for beginners here](#).
7. People like short blog posts, read over your posts and cut out the fluff, get to the point.

8.If you are writing a business blog use [stock imagery](#) to make it look more professional. You can also use [creative commons pictures from Flickr](#) if you need a cheaper option.

9.Don't sit on the fence and take the easy route when blogging. Write posts that get your point across no matter how controversial, they will cause divide and get comments and discussion going.

10.If you don't already get yourself a Twitter account. They are great for building a community around your blog and getting some easy traffic to start you off. Add A [Tweetmeme button](#) so as people can spread the word on Twitter easily.

Sticking To The Plan



1. Set yourself a posting timetable. It might seem drastic but you need to stick to what you set out to do. If you can only post twice a week that is fine, but stick to it.
2. Make constant use of bookmarking sites like [Delicious](#), [Stumbleupon](#) and [Digg](#). Use them all as they should be used and don't just spam them with your content.
3. Write original content that will add value rather than copy and pasting or lifting content from other sites. This will take time but ultimately be worth it.
4. You should count yourself very lucky if even one person cares enough to leave a comment on your post so make sure to answer them as often and as thoughtfully as you possibly can.
5. Embed some dynamic content like [Photos](#), [Polls](#), [presentations](#) or [YouTube videos](#) to help engage with your users and offer them something compelling.
6. Promote your blog everywhere you go including on your business cards, in email signatures, on your other websites and on your social networking profiles.
7. Write some really good lists (you were attracted to this one) or best off posts as people love these.
8. Always include internal links to your own blog to relevant content, for example people reading this post will probably be interested in reading the [ultimate guide to twitter](#).
9. Always link out to other blogs and websites. You shouldn't see it as people leaving your blog as if you provide them with good quality posts and relevant information they will be back to your blog.
10. Comment on other blogs in your area of interest. This will take up time but it is essential to get involved in your community and build a presence.

The Hard Slog

1. Be available in as many ways as possible including [email](#), [twitter](#) and [phone](#). Chances are a journalist or other blogger will want to contact you at some stage about featuring your blog so don't make it hard for them to find you.
2. Blogging takes a lot of hard work (some of these posts take 3 hours) but you will start seeing results if you stick at it. Don't just give up after 3 months when you don't see any comments.

3.Network in the real world. There are tons of [events for bloggers and Twitterers](#) and people will be more likely to read your blog if they can put a face to it.

4.Spend 10 minutes thinking about the title of your blog post. They grab attention and usually decide if people will read the post or not.

5.Make your posts easy to scan with headers and bullet points. People scan through content on the internet so posts should be short and snappy rather than a long babbling mess.

6.Tag your posts like crazy and make usre to add them to places like [Technorati](#) and [Alltop](#)

7.Ask for help from your fellow bloggers. We all remember when we were starting off and had no idea about how to grow our blogs so reach out and ask for help. Even the biggest bloggers will likely oblige if asked.

8.Be yourself instead of writing words you think are posh or sound better.

9.Get a [really simple design](#) and stick with it forever. Spend your time creating content rather than tinkering.

10."Nothing gives an author so much pleasure as to find his works respectfully quoted by other learned authors." Benjamin Franklin

20 Awesome Social Media Blogs That Don't Just Re-Hash The Same Old Sh*t



I change the blogs I read all the time in this industry. I find the industry moves very fast and I find that I hear people going over the same old talk about "listening" and "having a conversation" or just ripping the top trending topics on twitter and building their blogs around those and I just don't feel as if I am learning something. It is not to say those blogs don't have an audience or an important role to play but more that I find most of the useful information and thought provoking content elsewhere and it tends to be on smaller niche blogs. We all know about the

[Brogans](#) and [Vaynerchuks](#) of this world but who are the up and coming guys with smart ideas and thought provoking social media articles? Here are 20 great social media blogs that you might not have heard of but that are churning out great content on a consistent basis...

The Way Of The Web

This blog is written by Dan Thornton who from January 2008 until April 2009 was Community Marketing Manager across the Bauer Media portfolio, increasing community engagement on Bauer properties, and advising and implementing best practice for engaging with external blogs and social networks. Some great insights in to a wide range of topics including PR, social media and digital.

TheWayoftheWeb

The digital convergence of media, entertainment, marketing and PR

S ABOUT



The way of the web

Six Pixels Of Separation

Mitch Joel brings you Digital Marketing, New Media and Personal Branding Insights, Provocations and Foreshadows from his always on/always connected world. Also shares podcasts and videos on occasion.

A screenshot of the Six Pixels Of Separation website. It features a large portrait of Mitch Joel on the left and a graphic of a stylized pixelated circle on the right. The text 'SIX PIXELS OF SEPARATION' is displayed next to the graphic. On the far right, there is a column with the text 'MITCH JO PERSONA FORESHA'. At the bottom, there are links for 'BLOG' (with a RSS icon) and 'SEARCH', and a large button labeled 'SIX PIXELS OF SEPAR'.

Six pixels

Brian Solis

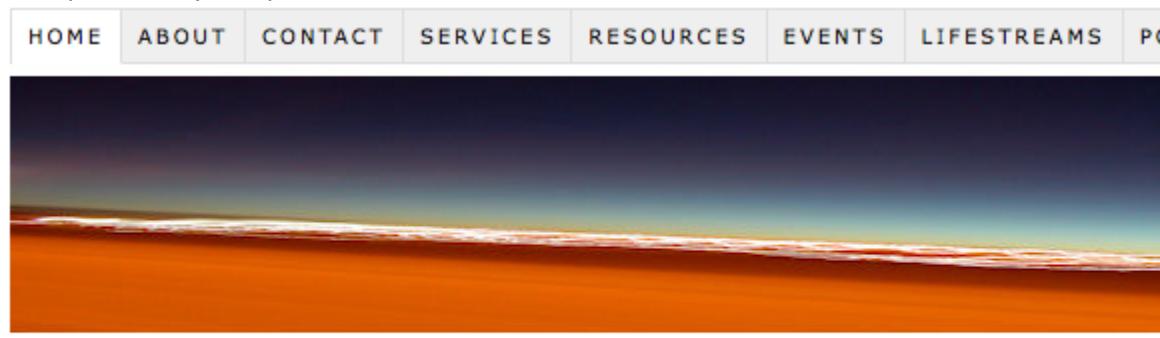
[Brian writes](#) is globally recognized as one of most prominent thought leaders in new media. A digital analyst, sociologist, and futurist, Solis has influenced the effects of emerging media on the convergence of marketing, communications, and publishing. That is his bio as he puts it and it is pretty close to the mark with interesting and insightful content on a regular basis.



Brian Solis

Neville Hobson

[Neville writes](#) on a regular basis about social media and is head of Social Media Europe for WeissComm Group. He is a communicator, blogger and podcaster, one of the leading European early adopters and influences in social media communication for business.



The PR agent as trusted counsellor and mentor

POSTED ON JANUARY 8, 2010 AT 10:51 AM (UK)

Neville Hobson

Conversation Agent

Valeria Maltoni is a brand strategist with 20 years of real-world corporate experience across a broad array of mid-to-large sized companies. She applies this wealth of experience and insight to helping businesses understand how customers and communities have changed marketing, public relations, and communications – and how to build value and get results in this new environment. The blog covers everything from social branding to looking in to the PR industry.



Conversation agent

1000 Heads Blog

1000 Heads are a word of mouth agency in London and I first started reading their blog through the work of James Whatley and any agency that has a blog as their homepage and talks about social media and mobile and tech in general in the way they do needs to be listened to.

[HOME](#) | [WHAT WE DO](#) | [RESPECT](#) | [VIRTUAL EVENTS](#) | [MEET US @](#) | [WORK FOR US](#) | [GET IN](#)



twitter

I'm voting for secret keys to
left hidden around Soho
.....
somewhere for when staff
forget theirs... ^IW

WOM agency 1000 heads



What will WOM look like?

Yes, it's that time of the month again - our **WOM** is regional and global landscape of social media and word of mouth

The Viral Garden

Not one of the blogs that gets updated the most often but when it does the content is good and the insight into social media excellent.



How should bloggers attempt to monetize their content?

Monday, January 04, 2010

The viral garden

Scoble

This can be a little techie at times but a good portion of the posts will talk about social media and more importantly how some of the tools are used. Scoble sits on the front lines of technology and is well positioned to comment and offer advice on the tech that you should be using for social media.

[HOME](#) [ABOUT](#) [ARCHIVES INDEX](#)

Scobleizer

Exploring the 2010 Web

The Google Reef

by ROBERT SCOBLE on JANUARY 5, 2010

Today I'll be at Google to attend the press release of the Nexus One, the latest in a line

Robert Scoble Blog

Read Write Web

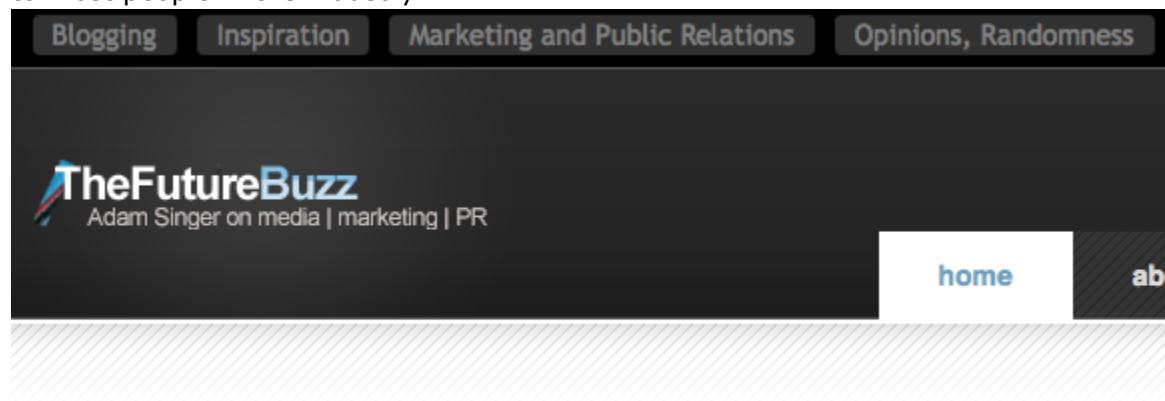
This is one of the [bigger blogs](#) and a good few of you will have heard of it but it can be a much better source for getting your social media news with better insight and coverage than Mashable or Techcrunch. Good proper blogging.



The screenshot shows the ReadWriteWeb homepage. At the top, there's a red navigation bar with tabs: 'ReadWriteWeb' (selected), 'ReadWriteEnterprise', 'ReadWriteStart', and 'Country Channels'. Below the header is the 'ReadWriteWeb' logo, featuring a stylized 'R' icon followed by the text 'ReadWriteWeb'. A secondary red navigation bar below the logo includes links for 'Home', 'Products', 'Trends', 'Best of RWW', 'Archives', and 'Reports'. The main content area features a large headline: 'Cartoon: Apple Tablet: Now With Barometer and Bird Call'. Below the headline is the text 'Read Write Web Blog'. To the right, there's a sidebar titled 'POPULAR POSTS' with a link to 'Farahnik's Turkerhorn Save The'.

The Future Buzz

[This blog](#) has some hard hitting posts like the recent one [calling out Mashable](#) to posts about buzz marketing and social media in general. I am fairly new to Adam Singer's blog but it is well worth a read if just to see how he thinks outside the box and in a different way to most people in the industry.



The screenshot shows the TheFutureBuzz homepage. At the top, there's a dark navigation bar with categories: 'Blogging', 'Inspiration', 'Marketing and Public Relations', and 'Opinions, Randomness'. Below the header is the 'TheFutureBuzz' logo with the tagline 'Adam Singer on media | marketing | PR'. A navigation bar at the bottom includes links for 'home' and 'about'. The main content area is currently empty, showing a light gray background.

The Future Buzz

Social Media Explorer

[Jason Fells](#) is one of the best known faces within social media but perhaps does not get as much mainstream coverage as some of the other leading lights. His blog covers all areas of social media but is of particular interest to SME's.



The Importance Of Being Earnest With Your Content

Social media explorer

Social Media Examiner

Social Media Examiner is a free online magazine designed to help businesses discover how to best use social media tools like Facebook, Twitter and LinkedIn to find leads, increase sales and generate more brand awareness. They are a great fun resource with content that is not too serious and that you can dip in and out of easily covering everything from Facebook to some simple tips for writing on your blog.



Social media examiner blog

All Facebook

This may be [very niche for a blog](#) in the social media category but it does cover Facebook in some great detail and as Facebook is by far the biggest social network in the world it is a vital tool in helping to stay on top of all the latest stories about things like [privacy policy especially](#).

[HOME](#) [APPLICATION STATS](#) [CONNECT SITES](#) [ARCHIVES](#) [PAGE STATISTICS](#) [ADVE](#)

Facebook Users Deserve Complete Control Of Their Data

Posted by [Nick O'Neill](#) on January 10th, 2010 6:58 PM

[Share](#) [26](#)



"Facebook founder Mark Zuckerberg told a live audience yesterday that if he were to create Facebook again today, user information would be public". That's [Marshall Kirkpatrick's interpretation](#) of Mark Zuckerberg's comments in an interview with Mike Arrington at yesterday's Crunch Report. While I'm a little hesitant about drawing a similar conclusion, the

All Facebook has latest Facebook news

Digital Buzz Blog

A good source for finding all the latest breaking social media news like this post today about [Coca Cola and their social media strategy](#). They always like to feature stunning videos and photos and the content will both inspire you and leave you coming back for more.

The screenshot shows the Digital Buzz Blog homepage with a large banner for Coca-Cola's new social media policy. Below the banner, there's a post about the same topic with a yellow speech bubble icon, a 5-star rating, and social sharing icons. A sidebar on the right shows 172 tweets and a retweet button.

Coca-Cola Launches New Social Media Policy

Sun, Jan 10, 2010 (2 votes, average: 5.00 out of 5) No Comments 172 tweets

The digital buzz blog

Logic + Emotion

[David Armano](#) is currently a senior vice president at Edelman Digital, the interactive arm of global communications firm Edelman. The blog doesn't get updated that often but well worth sticking in to your RSS reader because when it does get updated it is well worth reading as usually though provoking.

The screenshot shows the homepage of the Logic + Emotion blog. At the top left is a large logo consisting of the letters 'L' and 'E' with a plus sign between them. To the right of the logo is the text 'Logic + Emotion'. To the right of that is a green diagonal bar with the word 'insights' written on it. Below the logo and text are several navigation links: 'About Me', 'About You', 'About My Employer', 'Design Strategy', 'Writing', 'Speaking', and 'Visual'. Underneath these links is a Facebook social sharing box. To the right of the box is the date 'Sunday, January 03, 2010'. Below the date is the title of the post, 'Do You Live Social?'. At the bottom left of the screenshot is the text 'Logic + emotion blog'.

Brains On Fire

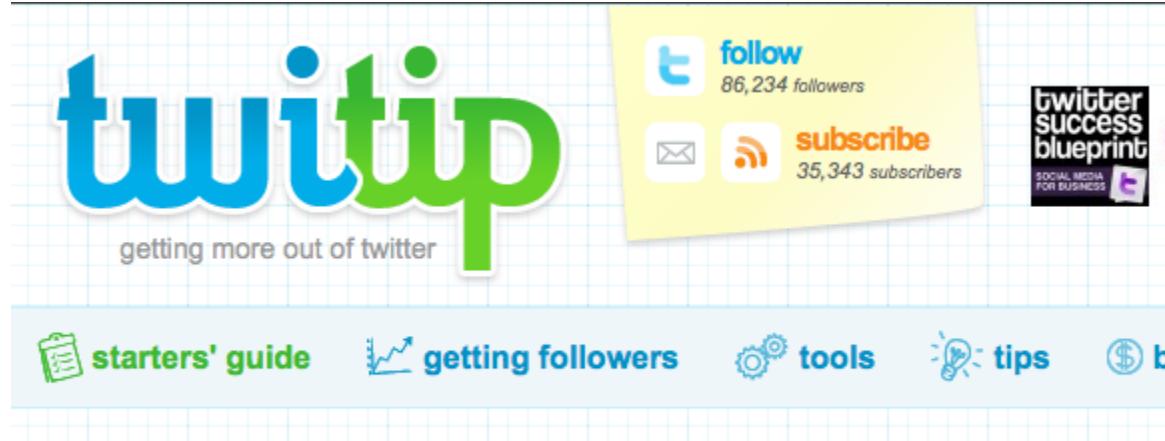
If only all agencies [had blogs that were as creative and forward thinking as this one](#). The site feels alive and has so much personality and life behind it that it really is a pleasure to read and I often get lost in all the fun little quirky things they do.



Brains on fire blog

Twitip

Again this is [not a blog that is dedicated to social media](#) in entirty but instead covers popular social media tool Twitter. The posts are user generated which means a wide variety of different topics are covered on the blog with handy hints and guides to using twitter for both beginners and more advanced users both catered for.



Bringing Reader Questions Back To TwiTip



Twitter tips

Duct Tape Marketing

Well their tagline is "Simple, effective and affordable small business marketing" amd it does pretty much what it says on the tin. [Duct Tape Marketing Blog](#) was chosen as a Forbes favorite for small business and marketing and is a Harvard Business School featured marketing site so you are going to be able to find tons of really good information on the blog.

A screenshot of the Duct Tape Marketing website. The header features a blue banner with the text 'Simple, effective and affordable small business marketing' and 'Finally a cure for the c Referral Flood - it's just an easier'. Below the banner is a large graphic with the words 'DUCT TAPE MARKETING' on a blue background. To the right is a white sidebar with 'Join our new social community' and links for 'About', 'Products', 'Workshops', and 'Coaching'. At the bottom left is a feedburner stats box showing '132K readers BY FEEDBURNER'. The footer contains the date 'Sun Jan 10, 2010' and the text 'CES Coverage and a Few Finds'.

Duct Tape marketing blog

Scott Monty

Many of you will have visited this blog before but if you have no [Scott](#) is Currently on the staff of corporate communications in Ford Motor Company, Scott heads up the social media function and holds the title Global Digital & Multimedia Communications Manager. The blog is given credibility by Scott's job title but the writing also happens to stand up on it's own and he shares some [great insights like this](#).



Scott Monty Ford Blog

Groundswell Forrester Blog

Groundswell is a bestselling book based on analysis by Forrester Research filled with practical, data-based strategies for companies that want to harness the power of social technologies like blogs, social networks, and YouTube. [This blog is mainly a promotional tool](#) for the book but it shares some super insights into social media and although not updated often it is a great resource to pop in to your RSS reader.



JANUARY 07, 2010

How to get someone you don't know to help you. Hint: send a
I ask many people I don't know to help me -- to share numbers, interviews, etc. Often

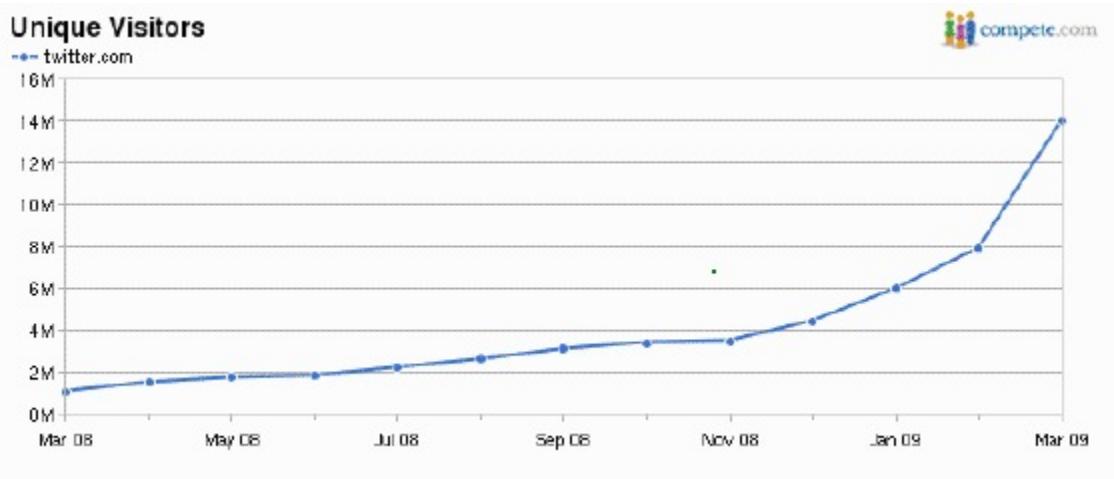
Micro blogging

"A type of blog that lets users publish short text updates"

Micro blogging is an even more accessible route for users to publish and distribute content online. Though it is an offshoot of blogging – publishing updates in a 'micro form' - the uses of micro blogging extend beyond pushing out content and functions more to connect with a virtual community.



The most well known micro blogging tool is Twitter. Though it isn't the only successful tool in the market, its' growth successfully demonstrates how micro blogging has taken off and expanded beyond the original purpose of simply telling people what you're doing.



Unique visitors to Twitter over the last 12 months

It only takes a few minutes to register for Twitter. When you have your account created you're presented with a box giving you a limit of 140 characters to tell others what you're doing. The key to Twitter and other micro blogging services however is the community aspect. It's all very well telling people what you're doing, but what if no-one's there to listen? In Twitter you build your community by 'following' people, allowing you to see their

updates and if they follow you back, they'll be able to see yours.

"Share the love"

Twitter has emerged as an important portal to share information and engage with your community. The success of micro blogging depends on your commitment to the community. If you are only posting irregular messages with the pure purpose of promoting your services, the returns will be negligible. By actively engaging with the community and talking to people without pushing a sales message, the returns will be greater.

More and more businesses are turning to micro blogging as a quick way to reach and engage with their customers, often responding to customer complaints and suggestions. The owner of a cafe in Houston 'Coffee Grounds' started taking direct orders through their twitter account [@coffeeoundz](#) last year, demonstrating the revenue potential of the site.

Some useful sites to get you started



Twitter.com – the most popular micro blogging site. Tell the world what you're doing in 140 characters



Tweetdeck.com - a downloadable application that allows you to see all your Twitter activity in one screen, with extra



Desktop.seesmic.com - A similar service to Tweetdeck, allowing you to post to multiple accounts.



Yammer.com – a microblogging service for businesses. Yammer asks you 'What are you working on?'



Tweetie - Microblogging on the go – a Twitter application for the iphone.

The Ultimate Guide To Twitter

So something that has become very popular in the last year has been making huge lists of different subjects around twitter but as with all things some are better than others. We did a quick search and found thousands of these lists so we decided to make a central resource of all the best lists so as all the hard work was already done for you. We will be adding to this post as time goes on so as we can keep our own list up to date so if you have anything that you think is relevant and should be included then you should add it to the comments or email it to us and we will get it added on. Enjoy the list...

Interesting groups of people to follow on Twitter



There are tons of great people to follow on Twitter but the simple fact is that there is so much noise these days that they are impossible to find. We bring some of the best resources on the web that people have compiled online so as you don't have to worry about the noise and can just follow the best people...

1.The top 100 twitter users by amount of followers all time

2.Top 50 Wineries on Twitter

6.50 Designers to follow on Twitter

7.48 Cyclists on twitter who are not Lance Armstrong

3.The 100 most mentioned brands on Twitter

4.Top 100 Educators to follow Twitter

5.Top 100 UK tech people to follow

Even more interesting groups of people to follow on Twitter

1.50 Uber geeks worth following on Twitter

2.55 Foodies to follow on Twitter

3.50 PR professionals on Twitter

4.50 People on Twitter Job Seekers Should Follow

5.Top 50 business entrepreneurs

8.50 Irish Influencers To Follow On Twitter

9.50+ Semantic Web Pros to Follow on Twitter

10.The top 100 Authors

6.85 comedians who will make you LOL

7.50+ Pro Logo Designers to Follow on Twitter

8.Top 100 personal finance bloggers on Twitter

9.Top 50 most popular celebs

10.50 Funny people you should follow on Twitter from The Huffington Post

Tips for using Twitter

Twitter is still a relatively new service and for somebody giving it a spin for the first time there can be a lot of new conventions and rules to learn and it can all seem rather daunting. We bring together some of the best lists and tips on how to get started on twitter as well as some tips that even the seasoned Twitter user will appreciate...



1. How to use Twitter-Tips for bloggers	6. Your guide to microblogging and twitter
2. 6 Ways to Maximize the Use of Your 140 Characters	7. Ten top twitter Tips
3. 17 Ways you can use twitter: A guide for beginners	8. The big juicy Twitter guide
4. Kevin Rose: 10 Ways To Increase Your Twitter Followers	9. How to use Twitter for journalism
5. Twitter 101: Clarifying The Rules For Newbies	10. 50 ways for business to benefit from twitter

Tips to help you not annoy people on Twitter

A huge amount of Twitter content is consumed on the go with many people around the world updating their status using mobile devices. We decided to have a look and find some great tips for using Twitter on mobiles...



[**1.8 Sure-Fire Ways To Tick Off the Twitterverse**](#)

[**2.Tips given with a little pinch of salt**](#)

[**3.Top 10 reasons your company should not tweet**](#)

[**4.How to use twitter and not be a douchebag**](#)

[**5.Simple 5 ways not to use Twitter**](#)

[**6.15 most annoying types of Twitter users**](#)

[**7.10 Most annoying tweets**](#)

[**8.How not to build your Twitter community**](#)

[**9.7 Mistakes that everybody makes on Twitter**](#)

[**10.How not to get Twitter followers**](#)

Tips for using Twitter on Mobiles



A huge amount of Twitter content is consumed on the go with many people around the world updating their status using mobile devices. We decided to have a look at all the different devices (most focus online has been on the iPhone) so as you can take your pick of apps and be able to update from the supermarket aisle or pub in the future...

[1.52 Twitter clients for your mobile phone](#)

[4.35+ Resources for your mobile phone](#)

[2.29 Twitter Apps for the iPhone Compare](#)

[5.59 Twitter mobile apps](#)

[3.Top 10 Twitter Apps for blackberry](#)

Find the best twitter Apps



The majority of people will access Twitter through a third party app or Twitter client so we thought we would round up a list of all the best of the best. There are also 100s of handy little apps based on the twitter API that will let you do anything from finding the latest weather to playing games and competitions and with the number increasing massively by the day we share some resources that will help you find the best ones...

[1.Top 10 Twitter Apps](#)

[6.The best twitter applications](#)

**2.The Top 21 Twitter Applications
(According to Compete)**

3.Top 10+ Twitter App for Bloggers

**4.50 Web 2.0 Twitter Applications &
Sites**

**5.7 Great Databases for Twitter
Applications**

7.Ten Exciting Twitter Apps

**8.Top 5: Best Twitter applications for
Windows Mobile**

**9.Top Twitter Applications for Fun/
Business**

**10.105 Twitter Applications for PR
Professionals**

Twitter E Books



- 1.[Mashable Complete guide to Twitter](#)
- 2.[Twitter Tips, Tricks, and Tweets](#)
- 3.[Geekpreneur](#)
- 4.[How to go viral on Twitter](#)
- 5.[Become a Twitter expert in 24 hours](#)

Designing your Twitter page and blending with other sites



One of the most important things that you will ever have to do is decide what your Twitter page looks like and how to design it so we share some of the best resources here. We also look at ways in which you can add widgets and badges to your profile and blog pages to increase the amount of people who see your tweets...

[1.13 Tutorials & Resources for a Perfect Twitter Background](#)

[2.Integrate Twitter with facebook](#)

[3.Free Twitter designer](#)

[6.10 Awesome ways to add twitter to your website](#)

[7.Adding Twitter widgets to your own site](#)

[8.50 Twitter Tools and Tutorials For Designers and Developers](#)

[**4.20 Creative Twitter Designs and what makes them cool?**](#)

[**9.20+ best Twitter profile designs**](#)

[**5.10 Best Twitter Tools, Plugins, Widgets for Wordpress Blogs**](#)

[**10.20 Twitter badges to show off your tweets**](#)

3.2 Forums

Forums have provided audiences online with a powerful avenue to communicate with others and share opinions on pretty much anything. Forums function as an online discussion board.

Forums allow users to produce content at perhaps its most simple. The barrier to entry is minimal (some forums don't even require registration) and anyone can participate in the conversation with a quick, simple post.



They can be a valuable method of communication to reach your target audience, but you need to be wary that any action you take as a business will likely be seen as an intrusion. If you post into a forum to sell a new product with no attempt to engage with your users, the return on your efforts will be negligible and you'll probably find you're asked (sometimes not that politely) to leave.

"Don't just take, give a little back"

If you respect the space that you're in, forums can be a valuable way to crowd source. Ask yourself what you can offer people in the space. What will enhance their experience and not distract from the original purpose to share and connect with like minded people?



Boards.ie is the most popular forum in Ireland, with over 1.7 million unique visitors in September 2008 (ABC Electronic Audit Figures).

Some companies have hit the spotlight by making the mistake of posing as a genuine user to promote their product or service. This is known as 'flogging' (fake blogging) and applies across all forms of social media.

Be warned that it is now illegal.

The "Consumer Protection from Unfair Trading Regulations 2008" states, as of 28th May, anyone who is "falsely claiming or creating the impression that the trader is not acting for purposes relating to his trade, business, craft or profession, or falsely representing oneself as a consumer" will be subject to criminal prosecution.

This is clearly a good thing for those offering quality customer service and products. If your customers are happy, you shouldn't need to post as a fake user in forums, people will already be doing it for you.

3.3 Social Networks

Social networks allow users to build their own webpage within a site that can then be shared among their online community. As with most social media tools, social networks are very easy to register on, with most sites just requiring a few basic details. Social networks are a great way to meet people you already know, or those with similar interests.

There are over 440,000 registered Irish users on Facebook

One of the most popular mainstream social networks is Facebook. With applications such as photo & video, walls, discussion boards, groups, fan pages and instant chat, it can be very easy to collect 'friends' on facebook and connect with people all over the world who you may not be able to communicate with so easily.



As mainstream social networks such as Facebook, Myspace and Bebo, have rapidly grown, it has resulted in a need for more niche social networks. These enable you to connect with people according to interests.

Examples of more popular niche social networks include tripadvisor - a travel social network, LinkedIn - a business social network for professionals and Last.fm - a social network for music lovers.

The use of niche social networking is a result of sophisticated user behavior in the search for increasingly tailored information and content online. It reflects the proliferation of niche TV channels that resulted with the uptake of satellite TV.



New services such as Ning serve this need for an increasingly tailored experience online and allow you to create your own social network.

Though this requires more work than registering on an existing social network, the service is still widely accessible, with existing templates and applications on the site. Ning empowers the average user to contribute to and create a website that serves their specific need/interest.

"What about the benefits to businesses?"

Businesses and organizations are becoming more and more schooled in social networks, both creating their own sites and contributing to existing social networks, such as business pages on Facebook.

Facebook have recently relaunched their business pages, making it even easier for a company to create a page and start recruiting and engaging with fans. Pages now resemble personal profiles more closely and are integrated with the newsfeed you see on your personal homepage. This means that your page will start to have more of a viral effect, as members' friends will soon see the activity on their page, even if they're not a member themselves.

Irish company Barry's Tea have shown how businesses can run a successful fan page, regularly responding to wall posts and providing quality content and interaction on the page.

BARRY'S TEA

Become a Fan

View Updates

Have you had a cup today?

Information

Founded: 1901

Fans

6 of 2,232 fans See All

Susan Manning	Marie-Louise Cloher	Lynne McCormack
Allyson Keehan	Conor O'Brien	Circa Art

Events

1 upcoming event See All

Barry's Tea for O'Bama
The White House
Thursday, March 12 at 2:00pm

Photos

2 of 10 albums See All

	Barry's Tea With... Greg Wilson Updated about a month ago
--	--

Barry's Tea

Become a Fan

Wall Info Photos Boxes Events

Barry's Tea + Fans Just Barry's Tea Just Fans

Aoife Caulfield check out part one of full Greg Wilson interview <http://www.bodytonicmusic.com/watch/video/2009/mar/19/bodytonictv-greg-wilson-interview-part-one/>
Fri 5:20pm · Report

Sharon Sever Gotta love Barry's - esp on St Patricks day!
March 17 at 10:27pm · Report

Aron Fitzpatrick I'm not finished yet.
March 16 at 7:25pm · Report

Jim 'Bollox' Fogarty 7 years you've been playing senior football now...
March 16 at 6:38pm · Report

Aron Fitzpatrick John O'Brien's split with the girlfriend so he's all yours. He was asking for ya Friday night in O'Shea's...
March 16 at 5:48pm · Report

Barry's Tea

Barry's Tea for O'Bama
Barry's Tea sends a care package to Obama
Have a message for Obama? Something for him to mull over while sipping on his tea? Barry's Tea is sending a care package to the kinda Irish (well Offaly anyway) President: an...
March 12 at 11:03pm · Share · RSVP to this event

Barry's Tea is deciding one lump or two?
March 12 at 10:44pm ·

Richard Kingston at 9:15am March 13
None. Just a splash of Glenisk Organic milk. Report

Barry's Tea Greetings Anastasia! If you feel like making Barry's Tea Very Berry Cocktail take -
2 Parts Barry's Tea Very Berry Tea brewed very strong and chilled
1 Part Fresh Lime Juice
1 Part Sugar Syrup
1 Part Vodka

There are over 2,000 fans on the page that are regularly interacting with the Barry's Tea brand and uploading pictures to the page. Barry's Tea are an example of the benefits of engaging with their fans, not just talking 'at them'.

The Ultimate Guide To Facebook



There is probably very little chance that you use the internet and don't have a Facebook profile so with that in mind we thought it would be a good idea to complete the ultimate guide to Facebook. We had a good look around and covered everything from all you need to know about apps to how to leverage Facebook to help your business. With over 250 million users there is no doubt that Facebook is the ultimate social network and with their new platforms like Facebook Lite and Facebook connect they have plans to become an even greater part of the fabric of the web.

The website's name stems from the colloquial name of books given at the start of the academic year by university administrations with the intention of helping students get to know each other better. So sit back and learn everything about Facebook...

Places to learn all about using Facebook



[**1.Series of videos showing you how to get started on facebook**](#)

[**2.10 step video guide to getting started on Facebook**](#)

[**3.20 Facebook Tips/Tricks You Might Not Know**](#)

[**4.How to market your business on Facebook**](#)

[**5.How to build your personal brand on facebook**](#)

[**6.Facebook help center**](#)

[**7.Mahalo Explains nearly all the basics**](#)

[**8.12 Ways to use Facebook professionally**](#)

[**9.Facebook for small business the ins and outs**](#)

[**10.Facebook for business the super guide**](#)

Some great resources for Facebook Apps



1.How to build Facebook Apps

2.FBML tags directory

3.Facebook Apps ebook

4.Facebook developer forum

5.Write a Facebook application in 10 minutes

6.30 Apps for doing business on Facebook

7.How to distribute your App

8.Create a Facebook App using a template

9.How to sell your App

10.Video – building your first App

Making the best use of rich media on Facebook



1. [How To Use Videos To Boost Your Facebook Page Traffic And Engagement](#)
2. [Facebook photo badge](#)
3. [Share your podcast on Facebook](#)
4. [Firefox addon to convert Facebook videos](#)
5. [The 30 Standard Facebook Profile Photo Styles](#)
6. [Slideshare Facebook App](#)
7. [Download Facebook photo albums](#)
8. [Facebook polls App](#)
9. [Tips to promote your music on Facebook](#)
10. [Post photo and video using Posterous](#)

Resources for using Facebook for business

[1. How to build Facebook adverts](#)

[2. Create visibility for your business on Facebook](#)

[3. How to build a facebook page that attracts millions of fans](#)

[4. How to improve the SEO of your Facebook page so as you get more fans](#)

[5. Top 10 ways to create buzz with facebook events](#)

[6. How To Use Facebook Applications To Boost Your Fan Base](#)

[7. Killer Facebook Fan Pages: 5 Inspiring Case Studies](#)

[8. How To Create A Powerful And Engaging Facebook Page](#)

[9. How to use Facebook for professional networking](#)

[10. 12 Ways to use facebook professionally](#)

Places to hear all the latest news about Facebook



1.The Facebook Blog

2.The unofficial Facebook blog with all the latest breaking news

3.Inside facebook has braeking Facebook news

4.Social networking on Facebook for fun and profits

5.Randi Zuckerberg on Twitter

6.News for Facebook developers

7.All the latest from Mashable about Facebook.

8.Read write web brings you all the latest about Facebook

9.Wikipedia page about Facebook

10.Facebook on Mahalo

To finish off this post here are a couple of great videos about Facebook and Mark Zuckerberg in particular showing a very simply overview of what the site is and does and how he is going to live with being one of the richest and most famous people on the internet...



http://www.youtube.com/watch?v=_cEySyEnxvU



<http://www.youtube.com/watch?v=1CGF00VIxB8>

Top 10 Great Facebook Fan Pages



Facebook is starting to become somewhere where brands want to spend a lot more time hanging out and engaging with their fans and the best way to do that is through the [Facebook fan pages](#). We have given you some tips on how to set up a [great Facebook fan page](#), the [ultimate guide to Facebook](#) and now we wanted to give you some inspiration from some of the brands getting it right on Facebook. These brands have used Facebook to great effect with some innovative campaigns and unique interaction on their pages.

Have a little look through the pages and see what ideas you can grab to help you start or improve your own Facebook fan page and become fans of some of these pages so as you can just how good the interaction is first hand....

Coca Cola

We will ignore the tons of great features that Coca Cola have on the page and the great interaction through user generated content and focus instead on the unique way in which the page came about to show off Coca Cola's smart thinking.... The page was originally started by 2 fans unofficially before Coke even had a presence on Facebook. Instead of taking the page down Coke gave the users the power to run the page for them, invited them to the Coke factory and showed them around and allowed them to take pictures. The 2 fans are still heavily involved in the running of the Facebook page.

Share +

Star in a Coca-Cola Commercial

Upload a video of yourself creating the "Sounds of Coca-Cola"

Audition Now

When you upload, other Fans can remix under Creative Commons [Learn More](#)

refreshing feeds

A new spin on an old classic.

Check out our new "Spin the Coke Bottle" app for the iPhone and iPod Touch.

Click here and get lucky!

Open Happiness

Yeah Yeah La La La

1 2 3 4 5 6 7 8 9 0 RECORD PLAY SHARE

The Hangover

One of the best movies of recent times didn't limit their marketing to traditional channels and created things like their slick hangover photo app which allowed users to take photos and skin them with the hangover branding and send them to friends through Facebook. The page also features the usual snippets from the movie, photos and allows you to tell them what sort of hangover you have today. Simple but fun.



Red Bull

One of the best branded companies in the world are at it on Facebook too. You can follow what their team of sponsored athletes are up to through the page (and Twitter) as well as being able to interact with them. There is tons of exclusive footage from behind the scenes and you get to see all the events that they sponsor around the world as well as being able

to play with some of the little Facebook apps they have built.

Red Bull

PLAY THAT'S IT, THAT'S ALL GAME
OR EMBED ON YOUR SITE

THAT'S IT, THAT'S ALL GAME

[PLAY]

Red Bull

WTF DO YOU THINK?

Favorite Red Bull ad?
make a selection below

- Ronnie Abaldonado, B-boy
- Robbie Madison, Freestyle Motox
- Ian Walsh, Surfing
- They all rock my face

BOOM BOX
FREE LIVE MUSIC

All of the artists and music from the Red Bull Moon Tower party in Austin, Texas.

Die Die Die 6 Tracks

Old Man River 8 Tracks

Disney

The Disney page is visually stunning and doesn't disappoint on functionality either. The page features an 'Exclusives' tab, where you can buy tickets to exclusive screenings from within the page (leads through to Paypal). The page is regularly updated with images, video and gossip from screenings. Fans are interacting regularly too – there are currently over 3,000 fans' pictures on the page.

The screenshot shows a promotional page for the movie 'The Princess and the Frog'. At the top left is a cartoon frog character. Next to it is the movie title 'THE PRINCESS AND THE FROG' in large letters, with 'Walt Disney Pictures' above it. To the right of the title is a cartoon character in a top hat and coat. Below the title is a video player showing a scene from the movie.

Exclusive Screenings of The Princess and the Frog

NEW YORK: Ziegfeld Theater

Select Date: Nov 26th, 2009 @ 4:00pm

Quantity: 1

Ticket Cost: \$21

Facebook Fan Rate*

PayPal
Click here to pay

LOS ANGELES: Walt Disney Studios Lot

Select Date: Nov 25th, 2009 @ 1:00pm

Quantity: 1

Ticket Cost: \$21

Facebook Fan Rate*

PayPal
Click here to pay

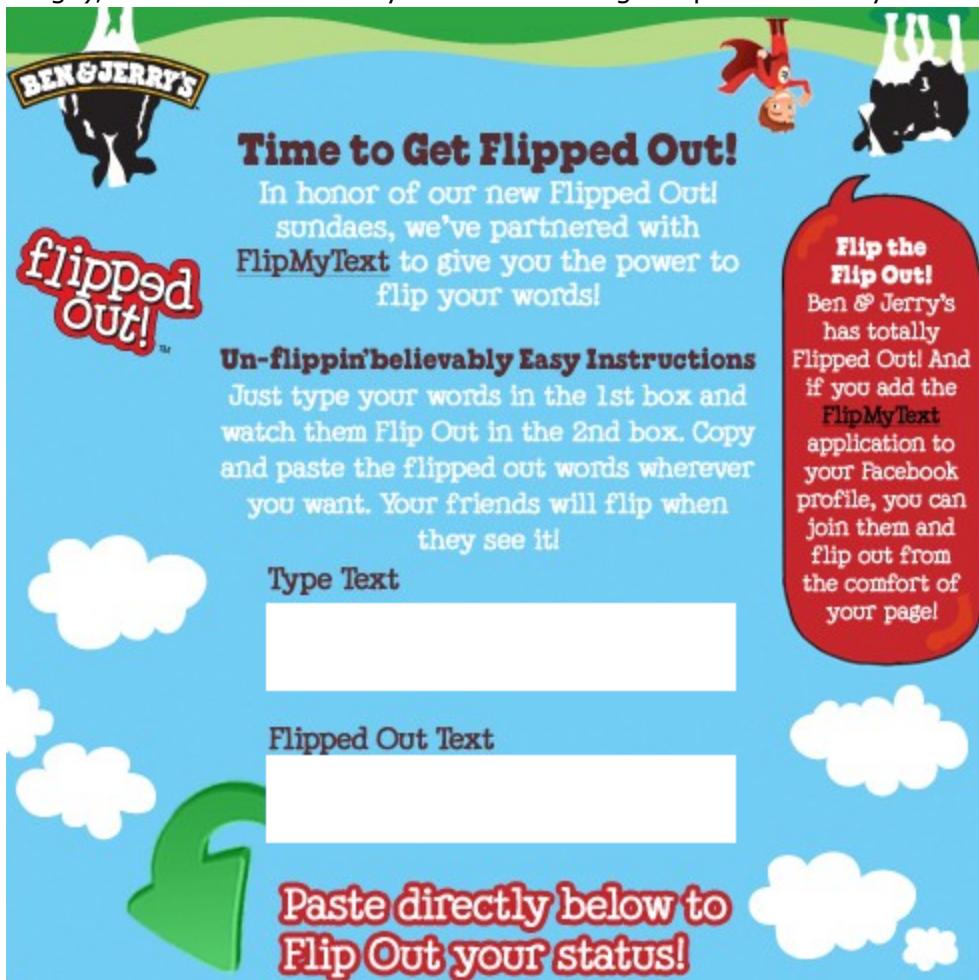
After so many triumphant decades of movie magic, Walt Disney Animation Studios brings a new classic story to life!

Join us for this celebrated return to the

Ben And Jerry's

The Ben & Jerry's wall isn't updated very frequently, which is a shame as their last update received 568 comments and 3,216 'likes'. The page does feature ingenious apps, such as the 'flipped out' app, where you can flip any text you want (in honour of their new flipped out

range), details of Ben & Jerry's events and regular polls on how you like your ice cream.



The graphic features the Ben & Jerry's logo at the top left. To the right, there are two cartoon characters: a red one hanging upside down and a black one standing on its head. Below them is a large red speech bubble containing text. The background is light blue with white clouds. A green leaf icon is on the left side. At the bottom, there is a large green arrow pointing right.

Time to Get Flipped Out!

In honor of our new Flipped Out! sundaes, we've partnered with [FlipMyText](#) to give you the power to flip your words!

Un-flippin'believably Easy Instructions

Just type your words in the 1st box and watch them Flip Out in the 2nd box. Copy and paste the flipped out words wherever you want. Your friends will flip when they see it!

Type Text

Flipped Out Text

Paste directly below to Flip Out your status!

Flip the Flip Out!
Ben & Jerry's has totally Flipped Out! And if you add the [FlipMyText](#) application to your Facebook profile, you can join them and flip out from the comfort of your page!

Oxfam

Oxfam have utilised positive calls to action throughout the page, driving donations, pledges and calls to find out more about particular causes. They've added plenty of multimedia content to the page, including games and animations that really help to bring the brand alive. They also have a tab for the Oxfam shop, with sales, featured products and the Oxfam shop finder.

Change starts here

Thanks for visiting Oxfam on Facebook!
Please join us and take action on climate change. Don't forget to become a fan if you're not one already.

Stop climate change costing lives

Put your stake in the ground and join a movement determined to sort climate change. Fill in your details and we'll keep you posted with all the ways you can get involved.

First name*:

Surname*:

Email*:

Country*: Select

Get Started

Video

1 of 13 videos See All



Demand action until you're blue in the face
1:52 Added about 3 months ago

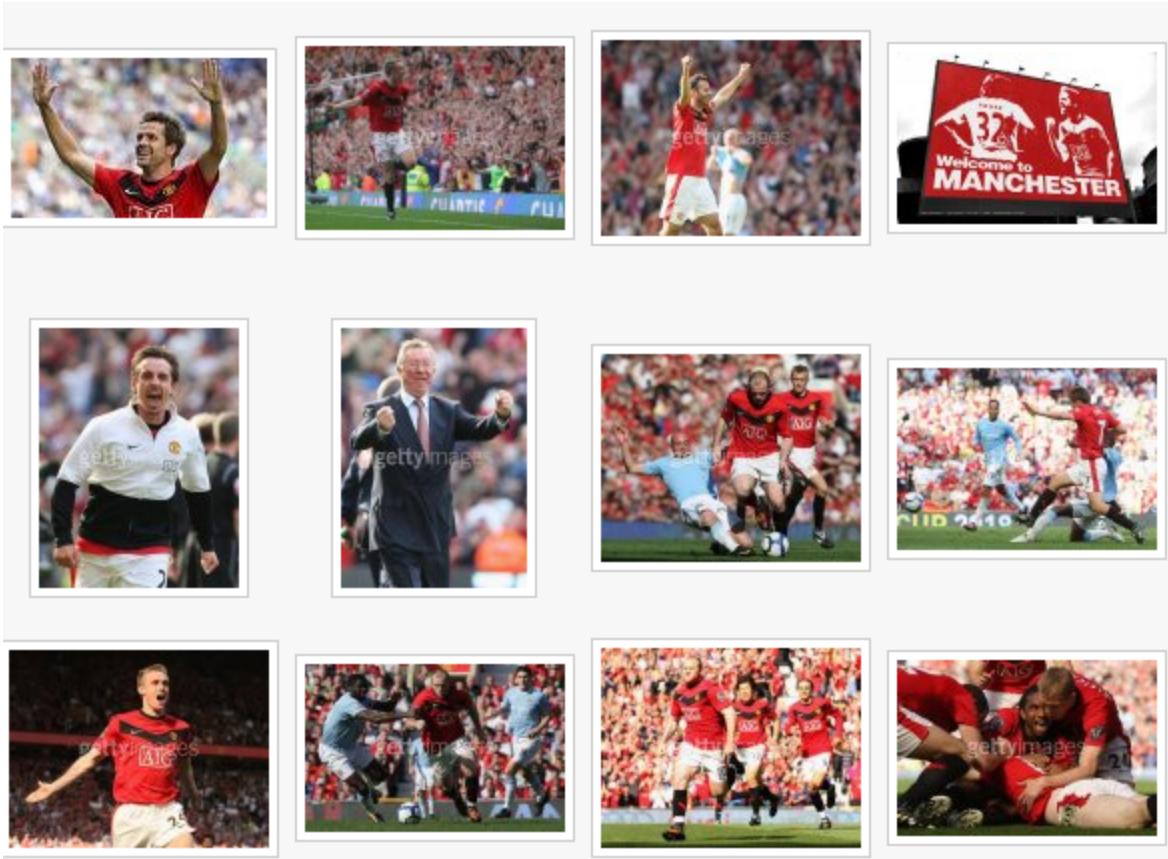
1 of 5 fan videos See All



TESCO – EAT MY BANANA
1:45 Added about 7 months ago

Manchester United

One of the biggest football clubs in the world has lots of interaction on this Fan page including photos of all the action and their players, lively discussion boards where player's futures and performances are discussed and some fun little polls around the club. You also have the ability to talk directly to the club by sending them an email, the page pulls in RSS feeds from some official blogs and last but not least listen to some of there fan songs.



U2

One of the biggest bands in the world were fairly late to embrace social media but when they did they have come in with all guns blazing. This is our favorite of the bunch as it includes the ability to do lots of funky stuff like get ringtones, get exclusive backstage footage from the band's concerts, the ability to listen to their music from within the page and lots of interaction around going to the actual gigs and some fun little quizzes.



THE U2 360° VIRTUAL CONCERT EXPERIENCE

On Tour

Sep 23	U2 at East Rutherford, New Jersey
Sep 24	U2 at New York, New York
Sep 25	U2 at East Rutherford, New Jersey
Sep 29	U2 at Landover, Maryland
Oct 01	U2 at Charlottesville, Virginia
Oct 03	U2 at Raleigh, North Carolina
Oct 06	U2 at Atlanta, Georgia
Oct 09	U2 at Tampa, Florida
Oct 12	U2 at Frisco, Texas
Oct 14	U2 at Houston, Texas

Click to iLike

Get Ringtones »

Come to my town!

Bulletins

1 of 9 bulletins	See All
(RED) Night with Gavin Friday and Friends 1:41pm on September 18, 2009	

Ashton Kutcher

The Ashton Kutcher page is regularly updated with short video posts that enhance the page and users also have the chance to join him on a live webcast within Facebook, through the 'Ashton Live' tab. The webcasts feature live streams of viewers' status updates, so you can interact with other fans. This is a great way to encourage interaction on the page and encourages repeat visits as you can RSVP for the next screening of the webcast.

 Ashton Kutcher [Become a Fan](#)

[Wall](#) [Info](#) [Video](#) [Ashton Live](#) [Photos](#) [Boxes](#) [»](#)



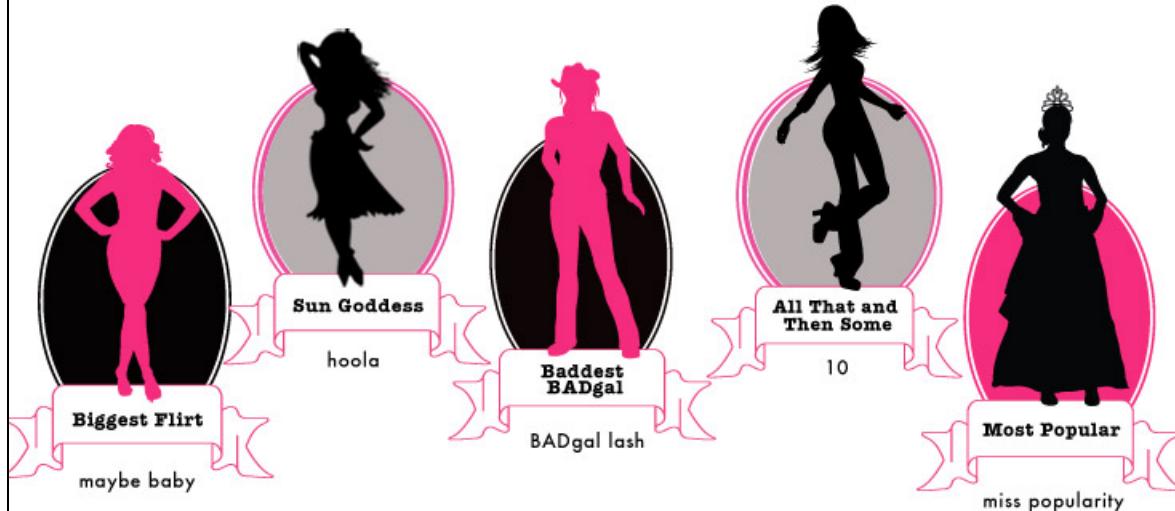
[ENTER WEBCAST >>](#)

Benefit Cosmetics

Though it doesn't quite have the kitsch style that the brand is well known for, the Benefit brand have recognised the importance of adding functionality to their page, and encouraging viral spread of content. They currently have a competition to win a Benefit beauty bash, where you have to tag friends in pictures as your 'Best Benefit Girls'. They also regularly interact on the wall, releasing teasers and new product information, which keep a healthy conversation going on the page.

BENEFIT BEAUTY BASH!

Upload your own photo or post this image to our wall and tag one friend for each of the below categories (use at least 3, no more than 8)



MORE TAGS FOR YOUR BEST BENEFIT GIRLS

Update

Christian just pointed out another great example so we thought we would add it in (being Irish and all)

Guinness

Guinness are having a huge marketing campaign around Arthur's day and have built this amazing page which features lots of interaction including a petition to make Arthur's day a public holiday and the ability to give your friends a virtual gift of a pint of the creamy black

stuff.



5 Tips To Build A Great Facebook Fan Page

Facebook fan pages are all the rage at the moment for both business and personal use ([we discuss the actual merits of having one here](#)) so we thought we would share the best resources for building your own page and some handy little tricks for pimping it out. The key as with most good things online is to try and provide the best content possible and Facebook have provided lots of handy little tips and tricks to help you do just that. You now have no excuse to not go and build an amazing Facebook fan page...

1.Create an awesome landing page.



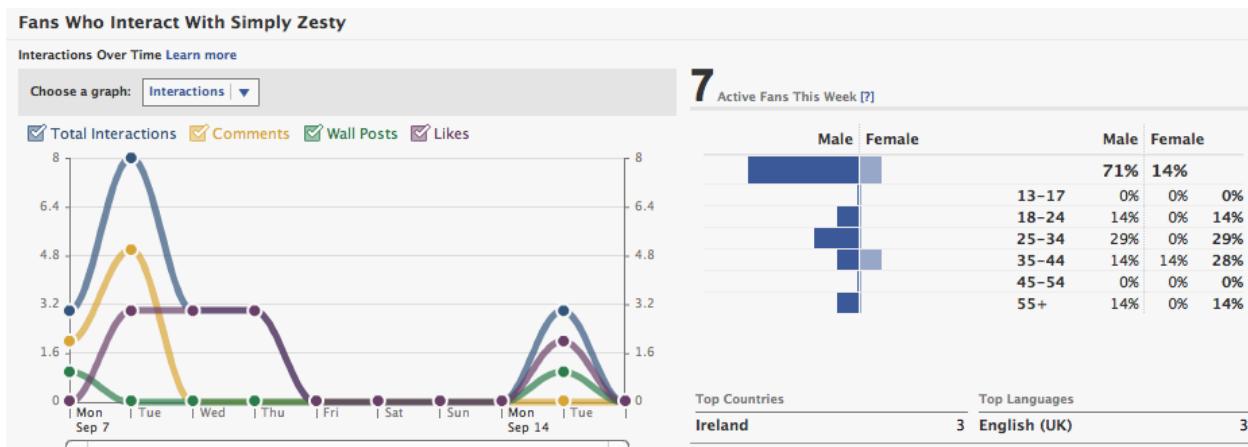
Users will make a split second decision when they get to your page if it is worth becoming a fan or not so it is important to have some call to action and engaging content such as a competition that will get users hooked immediately. You can choose which tab the users land on so you don't have to automatically make them land on the wall with it's default settings that won't have people signing up instantly. Your best bet is to use the HTML boxes to create something that really stands out like

2.User Generated Content

Users have the ability to add great content such as photos to your page so try and hold competitions around content uploading or give them some great incentives to upload

content. It means that your brand will have an extra layer of interaction around it, your page seem more alive and your content will be bulked out for you.

3. Monitor The Analytics Religiously



Facebook provides you with some great analytics to measure who is interacting with your page, who your new fans are and why the old ones are leaving. You should monitor these stats daily and make tweaks that will get people interacting even more with your page.

Add Video



Most of the bigger brands will have some ads and general content to get in there which is a great start but for smaller brands you could simply film an interview with your CEO, do a 2 minute guided tour of your offices or simply chat to a few of your workers on camera. It is a great way of adding an extra dimension to your page and really making it stand out. If

you really can't find the time or don't have the resources to make your own video content you can always find great videos on video sharing websites such as Youtube and add them to your stream and hopefully your users will find it interesting content that is relevant to them.

Increase The SEO Of Your Page

Facebook gets really good positions in the search engines as it is a massive site and has a lot of trust with Google so when [they started making fan pages](#) a priority it was time to get serious about your own page. You will find some great resources [here](#) and [here](#) for SEO tips but some of the basics include making sure to get your own business URL (you will need

over 100 fans 25 fans), building as many links to your Facebook page as possible (from your own site etc) and posting lots of good keyword rich content in areas on the page other than the stream.

10 Awesome Apps For Facebook Fan Pages

So last night I started playing around with [our Facebook page](#) to try and create something of added value by using some of the applications that have already been created for Facebook. I must say it was one of the most frustrating experiences of my life as the whole process of finding and installing is about as painful as pulling teeth. The one thing that I would say is that used correctly they can change the whole dynamic of the page and make your page far more engaging and sticky for your fans. The trend of the day is to build custom Facebook applications but these are expensive and usually more suited to large brands with bigger marketing budgets so for those of you out there just trying to spice your page up a little by using what is out there for free here is our list of Facebook applications that will liven up your Facebook fan page...

Top Apps For Facebook Fan Pages

Ustream



[This is one of the most interactive and popular](#)

[video streaming apps](#) on the web and the integration on Facebook through this application allows you to broadcast live to your fans with increased interaction all happening from within your Facebook page.

Flash Player

[This Application](#) really lets you do pretty much whatever you want using flash as one of the tabs on your page. Simply install the application and upload a flash file as desired and matching their guidelines and you'll be able to brighten up your page considerably.

Slideshare

For those of you sharing your presentations and wanting to show off your knowledge after an event why not [install the Slideshare application](#) to your Facebook page and allow your fans not only to view your slides but also to interact with them in a whole new way through Facebook

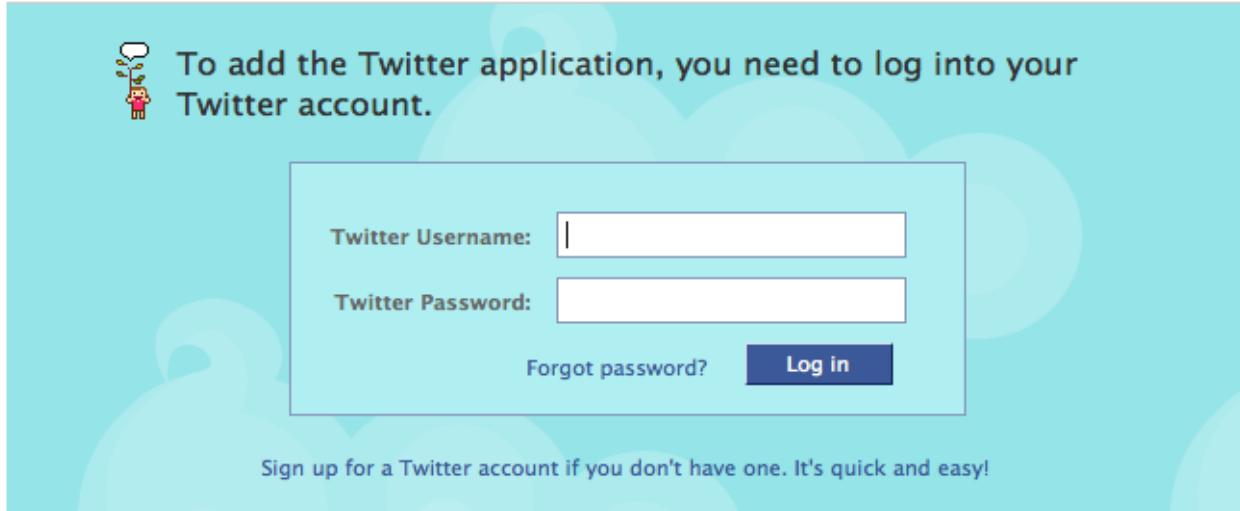
Skype

A very simple but effective [Skype application for Facebook](#) that allows you to integrate your skype credentials and let your network of fans reach you using the popular free calling service. You can also start group calls within your network and use a ton of other social features built around this really useful application.

Testimonials

It is always great to have testimonials (as long as they are positive) for your business and [this app](#) allows you to collect them on your page on Facebook and show them off there for all your Facebook fans to see. The beauty of seeing testimonials like this is that people will see that they are from genuine Facebook users and the trust factor will be huge meaning that they are more likely to contact you and do some business.

Twitter



The screenshot shows the Twitter application interface on a Facebook fan page. At the top, there's a blue header bar with the Facebook logo and navigation links: Home, Profile, Friends, and Inbox (36). On the right side of the header, it says "Niall Harbison". Below the header, the Twitter logo is visible. A large teal-colored box contains the Twitter login form. The form has two input fields: "Twitter Username:" and "Twitter Password:", both with placeholder text. Below the fields are "Forgot password?" and "Log in" buttons. A small note at the bottom of the teal box encourages users to sign up for a Twitter account if they don't have one.

Twitter

To add the Twitter application, you need to log into your Twitter account.

Twitter Username:

Twitter Password:

[Forgot password?](#) [Log in](#)

Sign up for a Twitter account if you don't have one. It's quick and easy!

This is the [official Twitter application on Facebook](#) and as you would expect you can import your tweets automatically and have them display on your Facebook fan page with a few customization options. Probably more useful for the light user of Twitter who only wants the odd tweet to appear cross platform.

Linkedin

Fairly simple but effective [application that shows off your Linkedin info](#) in a box and allows users to connect with you. A good way of moving people who are more serious about connecting rather than viewing your information and connecting on the more business orientated Linkedin.

YouTube

Most Popular Videos 1 2 3 4 5 next Last

Brick to the Face? Hot Girlz Episode 5
QUESTION: Have you ever betrayed a friend? Let us know the answer in the comments!!!!
Ariel &...
YouTube Views: 247,931 ★★★★☆

"Let's Disco" - Forever21 Haul
Rate me on Chictopia: <http://www.chictopia.com> /DulceCandy87 Follow me on twitter: <http://twitter.com/dulcecandy87> Check out my b...
YouTube Views: 111,784 ★★★★☆

Sarah Jessica Parker on David Letterman (12/15/...)
<http://bit.ly/bwQx2> Late Show With David Letterman Tuesday, December 15 Sarah Jessica Parker (Have You Heard About the Morgans?)
YouTube Views: 3,998 ★★★★☆

This is one of the most popular and useful

applications on Facebook that will allow you to pull in either your own videos or if you don't have any a play list related to your page or your business.

My Documents

Works in very much the same way as Google Docs does but this application allows you to upload documents, photos and files from your computer so as you can share with your fans through your Facebook fan page.

Delicious

The popular bookmarking site delicious has an application for Facebook that allows users to pull their bookmarks in to Facebook automatically and display them as they see fit. A great way of keeping your Facebook page up to date with great content as you find it on the web without even having to go to your page.

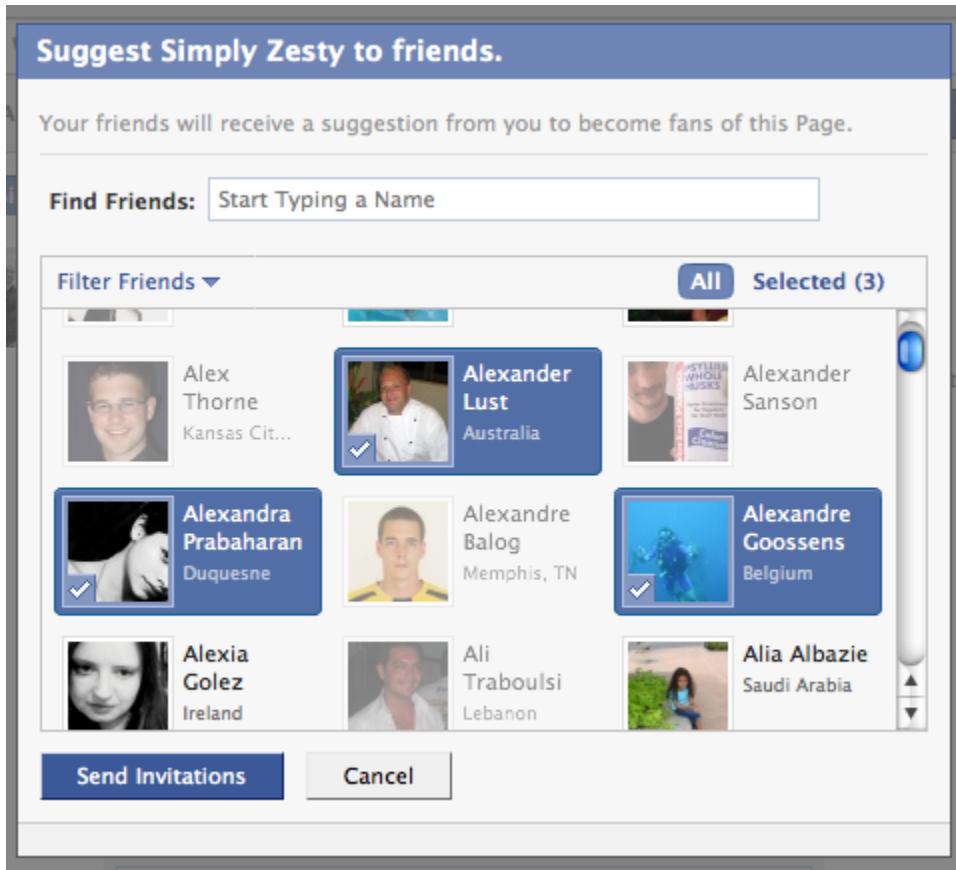
8 Ways To Get More Facebook Fans

We have covered Facebook pages at great length here in the past and discussed how they are great for business and shared some great examples of the best ones but one question that we always get asked is how do you get more people to become a fan of your page? Most people start by inviting all their friends but we thought we would share a few tips that will help swell those numbers for you. What you have to remember though is that the content is the most important factor in all of this and without it you won't be able to grow the page organically.

Suggest To Friends

One of the easiest ways is to suggest the page to your friends who are already on Facebook. If you have some really good friends and you think the page might be relevant to their friends as well it might be an idea to ask them to suggest it to them as well. This is a great way of getting off the ground.

How to do it



To invite your friends simply go to the page you want to promote and click on the "suggest to friends" button and the following box will appear. Tick the friends you want to suggest the page to and they will be sent an alert.

Hold A Contest

People love winning stuff. If you can get your hands on a decent prize and make entry as easy as becoming a fan of your page then you will see your fans increase dramatically. You may even want to consider offering your fans the chance to win a prize by submitting a photo to your page. If the competition is inventive enough and they submit lots of photos

this will spread even further beyond your current group of fans as it spreads through their news streams.

Add The URL To Your Marketing Material

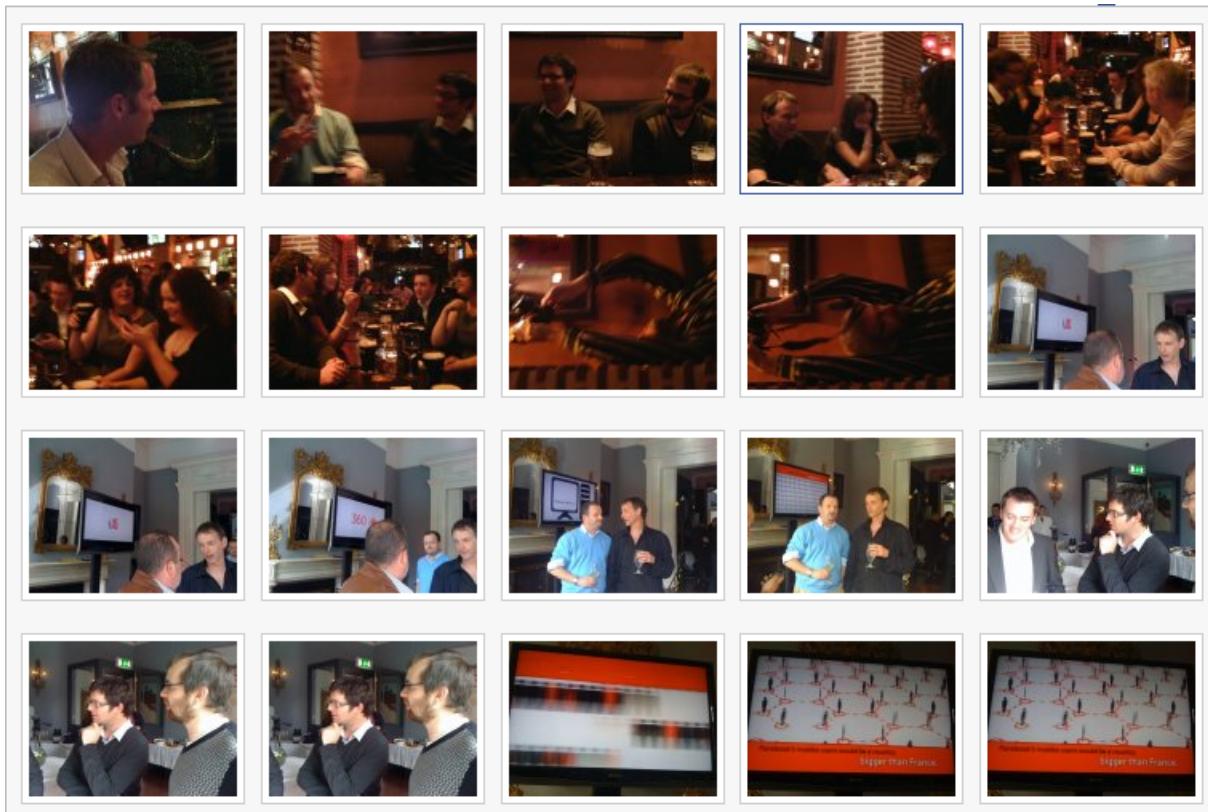
facebook.com/me

You will hopefully have got your own vanity URL at this stage so as people can find you at facebook.com/yourcompany. Once you have this you should start adding it to your business cards, email signatures, headed paper and any other physical marketing materials you might have.

Buy Them

Facebook offers some of the most targeted advertising you can imagine and you can use Facebook adverts to drive more fans to your page and hopefully convert them into fans. You will need to make sure that you have a good call to action on your page to convert these fans into customers or clients as this can be an expensive way of building up your fan base.

Tag Users In Photos Videos



Try and get as much rich content (videos and photos) of friends, people related to your

company or people at events you attend and tag them so as the pictures and video appear in their streams and they will hopefully start to comment and interact with your content and hopefully become your fan and invite their friends to do the same.

Put A Facebook Fan Box On Your Website/Blog

 **Simply Zesty** on Facebook



Simply Zesty <http://bit.ly/7ITdLT>

**10 Tools that every start up, small business or entrepreneur really needs to use**
bit.ly
Rather than using expensive offline tools I have compiled a list of tools that I use on a daily basis and that will help your business massively as we

Yesterday at 16:30

Simply Zesty What are your thoughts on content farms? Will social media spell the end of them?

**Will social media kill content farms?**
www.simplyzesty.com
An unfortunate side effect of our 'always-on' culture, our fast consumption of information and our desire for more, is the industrialisation of conten

Yesterday at 12:08

Simply Zesty <http://bit.ly/6CMStB>

**5 ways in which traditional and print media might save themselves**

Simply Zesty has 959 fans


Jordan Laura Henry Chef Ilean John Jo Jessie Aisling Leann Cormac Linda
Kc Rob Sabina Alex Robin Ian Joseph Tim Karan Jad Anton

Simply Zesty on Facebook

Facebook allows you to put a small version of your fan page on to your own website or blog and this is something that you should definitely do immediately as it will show your fan page off to a much bigger audience. To do this simply go to your fan page and click on the "add box to site" and you will be able to embed a similar version to the one above and to customize it as desired to fit your page.

Cross Promote Through Sites Like Twitter

You probably already have a good following on Twitter, YouTube or other social sites so push some of them over to Facebook by offering them good content and interaction on your Facebook fan page. You may also want to leverage things like your current email list or database by offering them special deals on your Facebook page or through competitions.

Produce really great content

There really is no substitute for creating great content that is unique to your Facebook page as if you have the right group of people following you they will do all the hard work by spreading it to their networks for you and increasing your visibility. You shouldn't just post blog posts and links to other sites as a filler but instead treat the page with love and create proper unique content especially for Facebook.

Just like any other activity on the web it is going to take a bit of time and getting fans will rely mostly on creating great content but if you do that and follow some of the simple techniques above you should be on the way to getting a great Facebook Fan page with a thriving community.

20 Ways To Vastly Improve Your Facebook Experience



2009 has been the year of Facebook. Nearly 400 million of us are spending an average of just over 20 minutes per day on Facebook and it is probably the most important social media tool out there at the moment. To celebrate the fantastic year that Facebook has had we have researched a ton of Facebook tips and tricks that people have shared over the last year and shared them so as you can improve your experience on the site. We have done full guides to Facebook pages and how they should

be used by businesses in the past but today we want to focus on the personal profiles on Facebook and ways that individuals can improve their experience surfing the world's biggest social network...

How To Upload Photos From Your Mobile

For all the people with iPhones and other smart phones there are tons of cool applications that make this easy for you but what about all the billions of standard phones out there?

This is a really nifty guide that shows how you can upload photos from all types of phones to Facebook.



Simply Zesty's Photos – Lauren and the iPhone

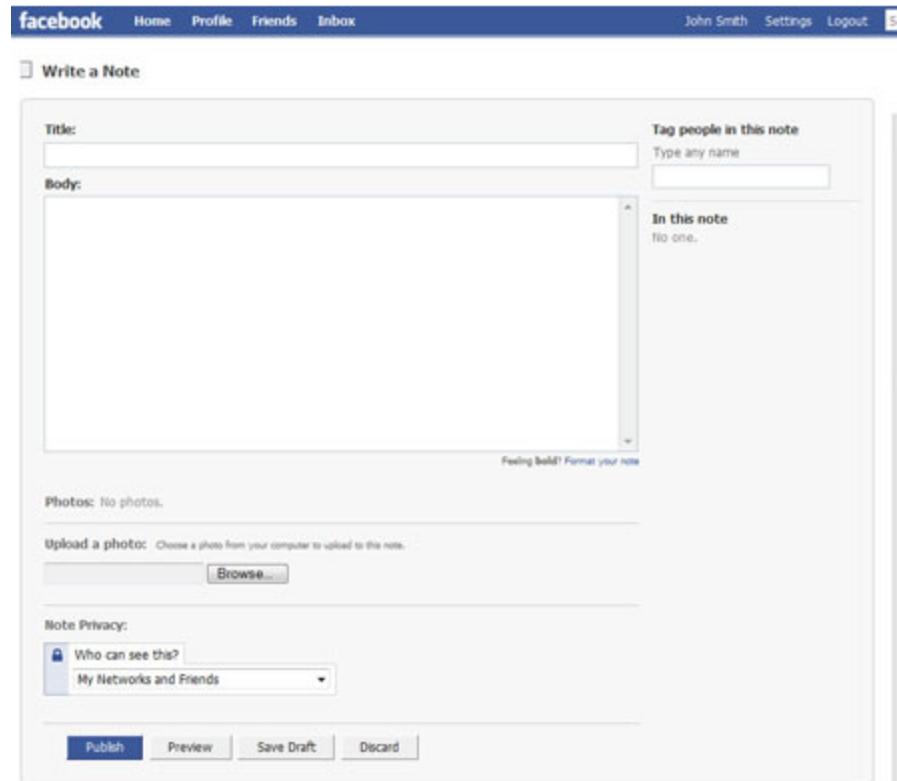
[Back to Simply Zesty](#)

4 photos | [Back to Simply Zesty's Photos](#) | [Edit Photos](#) | [Organize Photos](#) | [Add More Photos](#)



How To Tag Friends In FaceBook Notes

Nobody ever reads your Facebook notes right? Well they are one of the least used features on Facebook but you should give yourself a better chance of having them read by tagging some of your friends in those notes as this guide will show you how it is done.



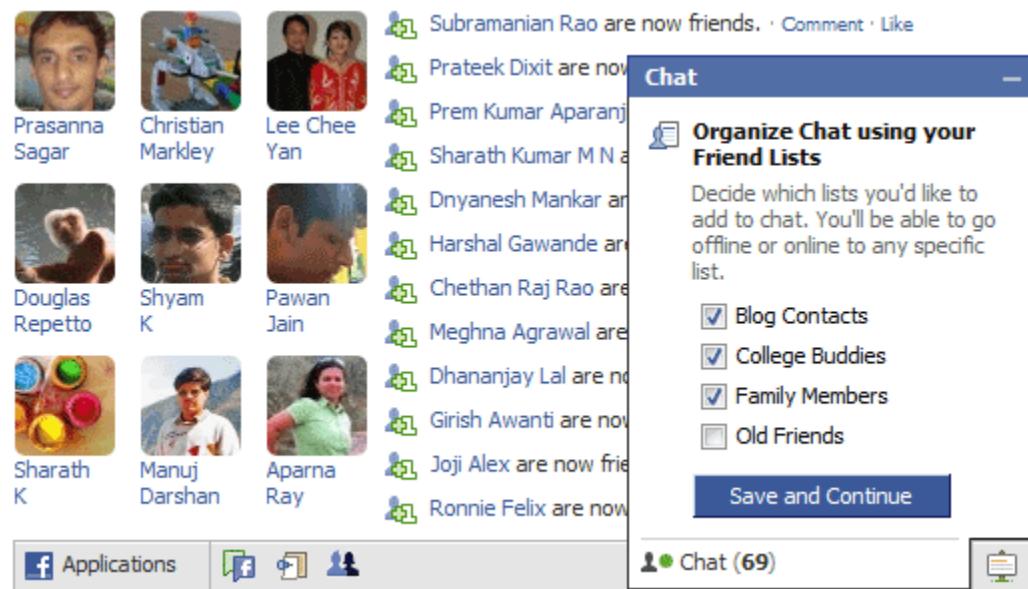
Use Facebook Lite For Faster Results

Ever get that feeling where Facebook just hangs all the time and seems to take forever to load pages? We get it all the time! [Facebook lite](#) was developed for developing countries that have slower internet but is also a great way for us all to access Facebook and just get a simple clean version of the site.



How To Hide From Selected Friends On Facebook Chat

When Facebook chat was introduced it was seen as a great way to instant message your friends but it can also be annoying with the people you least want to talk to popping up and asking you questions. [This little guide](#) will show you how to appear offline to some people thus saving you a lot of problems!



The screenshot shows the Facebook Chat interface. On the left, there's a list of friend requests and notifications:

- Prasanna Sagar (Profile pic)
- Christian Markley (Profile pic)
- Lee Chee Yan (Profile pic)
- Douglas Repetto (Profile pic)
- Shyam K (Profile pic)
- Pawan Jain (Profile pic)
- Sharath K (Profile pic)
- Manuj Darshan (Profile pic)
- Aparna Ray (Profile pic)

On the right, a "Chat" window is open with the title "Organize Chat using your Friend Lists". It contains a list of friends and their status:

- Subramanian Rao are now friends.
- Prateek Dixit are now friends.
- Prem Kumar Aparanj
- Sharath Kumar M N a
- Dnyanesh Mankar ar
- Harshal Gawande ar
- Chethan Raj Rao are
- Meghna Agrawal are
- Dhananjay Lal are no
- Girish Awanti are no
- Joji Alex are now fri
- Ronnie Felix are now

Below this, there's a list of friend lists with checkboxes:

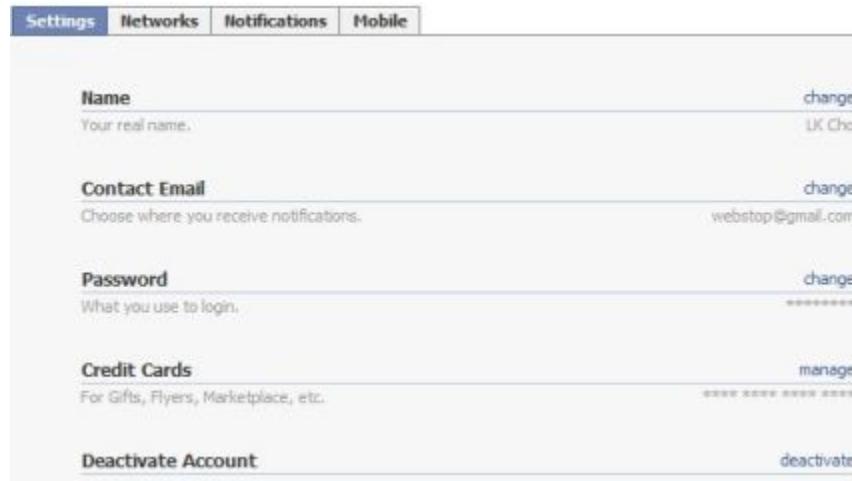
- Blog Contacts
- College Buddies
- Family Members
- Old Friends

At the bottom right of the Chat window is a "Save and Continue" button.

At the very bottom of the screen, there are navigation links: "Applications", "Facebook", "File", and "Friends". On the far right, there's a "Chat (69)" notification badge.

How To Delete Your Facebook Account

Hopefully you won't ever feel that it gets to the stage where you have to delete your Facebook account but if that is the case you can use this [complete guide](#) on how to remove your all your data from Facebook (you can easily retrieve it by simply logging back in too)



10 Privacy Settings Every Facebook User Should Know

As we all know Facebook recently changed all their privacy settings and created an uproar around privacy. [This guide](#) gives you a complete guide on all the settings you need to know and is well worth reading as your data and who gets to see it really is that important.



New Facebook Privacy Settings Explained

Remove All Facebook Ads

This [greasemonkey script](#) allows you to remove all Facebook ads from your Facebook profile which is something that you might be interested in doing to increase you surfing experience.

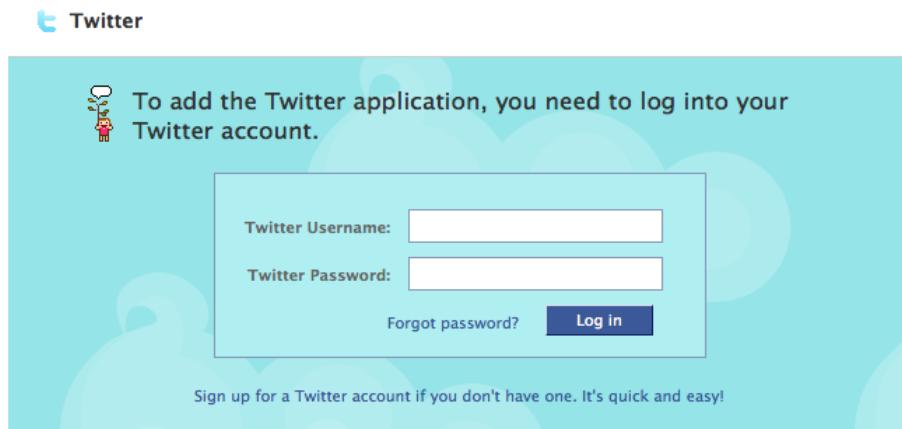
The screenshot shows the Greasemonkey script page for 'Remove All Facebook Ads'. It includes the script icon, title, author (tidalwave1), last update date (Jan 3, 2009), installs (112,318), and an 'Install' button. Below this are tabs for About, Source Code, Reviews (4), Discussions (23), Fans (105), Issues, and Share. A 'Script Summary' box states it removes ads from Facebook. A 'Recently Updated Topics' table shows 2 posts for 'Updated version of the script'. A 'Review Summary' table shows 4 reviews with 5 stars. At the bottom, it says the script has 4 topics, 23 posts, and 4 reviews.

Changelog

- January 3, 2009--v1.4:
 - This script was changed to remove ads upon DOM insertion in a similar fashion to [New Facebook Layout Ad Killer](#), rather than using the previous method of waiting for the DOM to load before removing ads. Unlike 'New Facebook Layout Ad Killer', this script still uses XPath.

Tweet Your Status Updates

This application allows you to send any status updates that you post to Facebook directly over to Twitter automatically. This probably works better going this way rather than vice versa as people update Facebook a lot less than they would update Twitter.



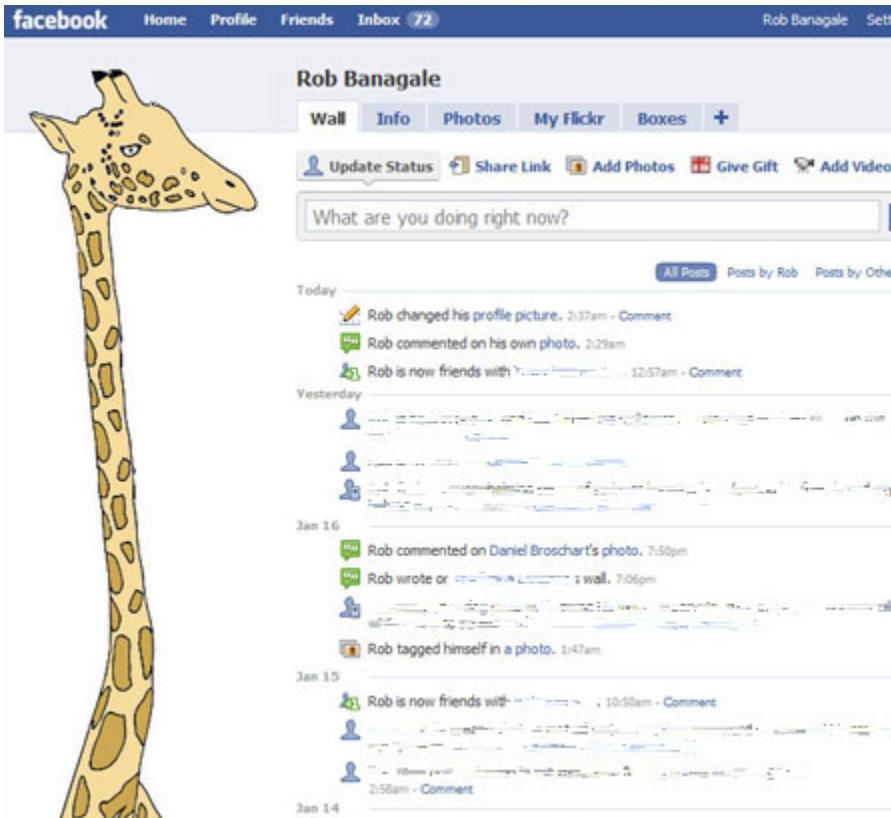
10 SEO Tips For Maximizing Facebook Visibility

Facebook has an excellent ranking with Google but if you do want your profile page or business page to appear higher in the rankings [then this guide will give you some awesome SEO tips](#) that will drive considerably more traffic to your website.

A screenshot of a Facebook settings page. At the top is a navigation bar with "facebook", "Home", "Profile", "Friends", "Inbox (4)", "Marty Weintraub", and "Settings". Below this is a "Privacy > Search" section. Under "Search Discovery", it says "Use this setting below to control who on Facebook can find you through search. Your Friends will always be able to find you." A dropdown menu for "Search Visibility" is open, showing options: "Everyone" (selected), "My Networks and Friends of Friends", "My Networks and Friends", "Friends of Friends", "Only Friends", and "Customize...". Under "Search Result Content", it says "People who can find you in search can click through to a" and there are checkboxes for "My profile picture" (checked), "My friend list" (unchecked), "A link to add me as a friend" (checked), "A link to send me a message" (checked), and "Pages I am a fan of" (unchecked).

Make Your Facebook Photo Stand Out

We all have Facebook profile photos but they can be a bit dull and boring so [this guide](#) will help you to do something special with your profile photo and make it really stand out from all the others.



How To Get Your Vanity URL

For those of you not familiar with vanity URLs they are the little web address at the top of the page that contains your name instead of a bunch of numbers making it easier for people to find you. [Here is a complete guide on how to claim your vanity URL now](#)

Search Discovery
Use this setting below to control who on Facebook can find you through search. Your Friends will always be able to find you.

Search Result Content
People who can find you in search can click through to a series of checkboxes to control what people can see in addition to your basic profile information.

People who can see me in search can see:

- My profile picture
- My friend list
- A link to add me as a friend
- A link to send me a message
- Pages I am a fan of

Add Facebook Chat To Sidebar

Wouldn't it be great if you could access Facebook chat from your sidebar from any website instead of having to go to the site each time? Well now on Firefox you can [with this great plugin and demo](#) that make it easier for you.



See Where Your Friends Are On A Map

Most of us have moved around a good bit since we left college or school and although we talk to our friends on Facebook and interact with them we probably don't know where they are all at in the world these days but this [guide will show you how to get a visual map](#) with an overlay of all your friends.

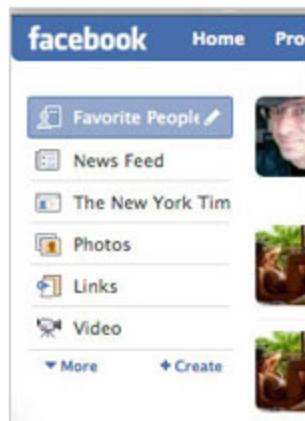


How To Silence Noisy Friends

We all have noisy friends on Facebook who seem to do nothing but update their status all day long and they hog the entire stream. [This guide from the New York Times](#) shows you how to get rid of those noisy friends without un-friending them.

Profile Page

The bad news: You can't filter a friend from your Wall. Even after hiding your friend on your News Feed, you'll need to go to your Profile page and erase her posts there one by one. To do that, mouse over one of her offending entries. This time, the upper right corner will sprout a button that says "Remove." Click it and her post disappears. You'll need to do this for every single post you don't want to see. Below, here's a screenshot of me removing Kenny's latest "check out this cool site" post.



Upload Flickr Photos Directly To Facebook

Many of us use Flickr to store our photos with over 4 billion stored there and [this guide](#) will show you how to upload your Flickr photos directly without having to upload them twice. It uses an unofficial application and there are lots of others but this really is one of the easiest.

A screenshot of a Flickr photo being uploaded to Facebook. The photo shows a crowded harbor scene in Copenhagen. A modal window from the 'flickr to facebook' plugin is overlaid on the image, prompting the user to 'Click the logo above to start the upload! or click here to use last settings'. To the right of the photo, a Facebook post is shown in Stane Stane's photostream. The post includes the photo, a caption, and a timestamp of 'Uploaded on July 8, 2008 by Stane Stane'. Below the post, there are sections for 'This photo also belongs to:' (listing 'Copenhagen (Set)') and 'Tags' (listing 'Kopenhagen', 'Copenhagen', 'Danmark', 'Denmark', 'Nyhaven', and 'nun').

How To Download Facebook Albums

Chances are you have a bunch of Facebook photos and that sometimes you might want to download a couple of them to print off or to use elsewhere and [this app](#) allows you to do that easily. Download the photos to your computer with a couple of clicks and then do with them as you see fit.

The screenshot shows the FaceDown website. At the top, there's a navigation bar with links for 'Projects', 'About', 'Blog', and 'Donate'. Below the navigation is a main menu with 'Overview', 'Download', 'Features', 'Screenshots/Instructions', and 'FAQ'. On the left, there's a large logo for 'FaceDown' and a sub-section titled 'Facebook photo downloader' with a bulleted list of features: 'Download pictures from Facebook quickly and easily', 'Save the captions in the photo's metadata', and 'Use the super stalker mode'. There's also a 'Learn more >' link. On the right, there's a simulated Facebook photo album titled 'Your Photos - Ziplining' showing a sequence of images of people ziplining. A large blue downward arrow is positioned below the photo album, indicating the download process.

Schedule Facebook Updates

You may be out and about or away on holidays but still need to get a message out to your friends or followers and [this post will explain](#) who you can schedule your updates to appear at a date and time in the future without you even being anywhere near a computer.

sendible beta

New Message My Messages

Status Updates

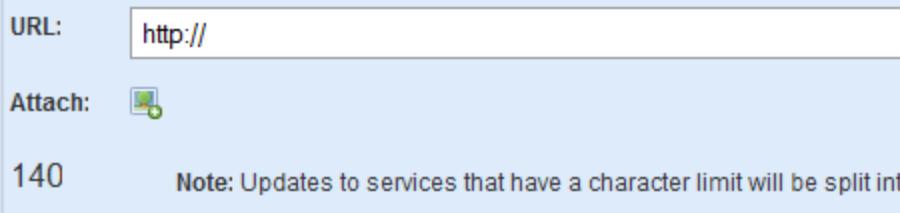
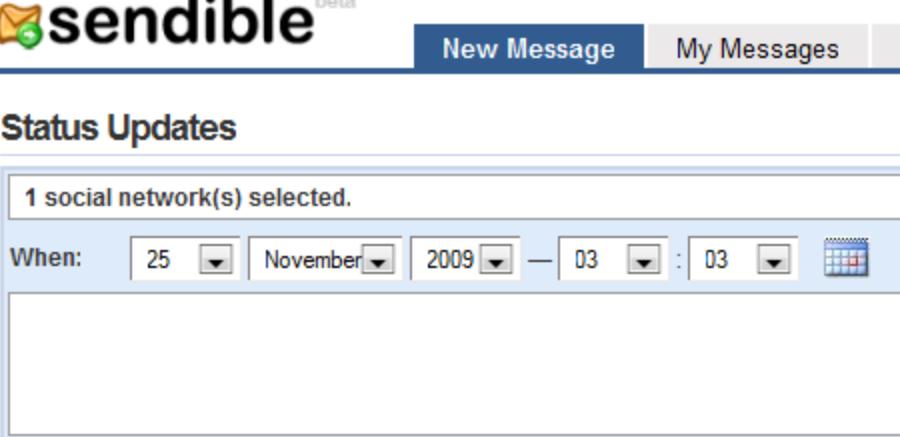
1 social network(s) selected.

When: 25 November 2009 — 03 : 03

URL: http://

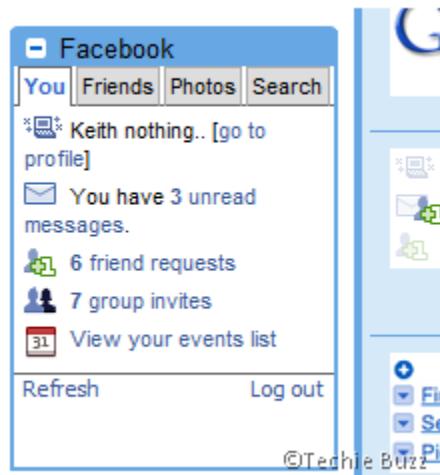
Attach:

140 Note: Updates to services that have a character limit will be split into multiple posts.



Connect Gmail And Facebook

With more and more people using Facebook and Gmail it was inevitable that the 2 services would be connected and you can [read more about how it is done here](#). No more flicking in and out of the 2 services for you as you can get all your data in one place now.



Find All Your Friends

Chances are that you used this feature when you first signed up to Facebook but haven't been back since. You will often get friend requests or maybe think of somebody to search for yourself but with these Facebook tools you can run searches based on your email contacts and suggested friends. Chances are it will throw up some people you should know and be friends with.

 **Find People You Email** Upload Contact File

Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

Email Password:

Find Friends

 Facebook will not store your password. [Learn More](#).

 **Suggestions**

Add people you know as friends and become a fan of public profiles you like.

 Felicia Roll Add as friend	×	 Uiji Lee Add as friend	×	 Politics aside, we wish Brian Lenihan well Become a Supporter
 Denis Collison Add as friend	×	 Livia De Oliveira Pereira Add as friend	×	 John O'Donoghue Add as friend

How To Untag Yourself In Photos

One of the most annoying (and possibly dangerous to potential employers etc) actions on Facebook is when you are tagged in photos that you have not uploaded yourself. Pictures of people who are drunk or up to something that they are not meant to be doing can be removed thanks to [this great video tip](#).



10 Ways To Use Facebook To Help Your Business



So you have probably already heard that you need to be getting into social media if you want to promote your business online and that Facebook is one of the elephants in the room when it comes to where to start so with that in mind we came up with 10 tips that will help you establish a presence on Facebook. Some of them are simple and quick to implement but not all of them will suit your own business so pick and choose a couple that can get you started.

1. Build a Fan Page

This should be your first stop on Facebook if you have a business of any shape or size and it would be one of the first things we would recommend to anybody trying to engage in social media. Fan pages are very easy to manage, great for publishing content such as photos and videos and have great analytics built in.

2. Adverts

The reason that Facebook has a valuation of Billions of dollars is because of the data that people willingly share on the network. Facebook allow you to use that data to very effectively target specific users so if you are a florist you may want to target engaged females in your local area with wedding adverts to make sales.

3.Build your network

Everybody has heard of social networks and some people even want to go as far as building their own but you should forget about that and instead leverage the great tools that Facebook have 100s of developers building. Engage with your friends and followers to create a community of your own without the headaches that building the technology to create one would involve.

4 SEO

Owning your own name on the internet and making sure people find you when they search on Google is very important. Facebook is perfectly optimizd and will nearly always return as one of the top searches for your company name. Far better that people find your Facebook page that you control than a poor review of you or your brand.

5.Organize Events Through Facebook

Facebook is really great for organizing events and it is a great way for you to dip a toe into the world of social media. Next time you have an event use Facebook to organize it and to pass on information to your guests as this will let them start building some trust in you and your business with the next logical step being that they become a fan of your business.

6.Gaining Feedback

Facebook is a great tool for asking for feedback and listening to what your customers have to say. People are usually reluctant to fill in surveys or complete lengthy forms but ask them a couple of informal questions on Facebook about how you could improve your business and they will be more than happy to help you out.

7.Facebook Connect

This is for a slightly more advanced business but you may want to build some of the functionality of Facebook into your own site including allowing users to comment and interact with their Facebook profiles. This will work well as they will be more likely to sign up without having to give away more of their personal data and it will also push your data into their Facebook stream.

8.HD Video content

Facebook is fast becoming a great place to share video content as they are improving their service by the day and will soon be in a position to start challenging Youtube for the user generated content. If you have any video already or even want to start then Facebook is a great non threatening place to try it out and you will already have a tailor made audience with your friends and fans.

9.Make Facebook Your Homepage

Some small businesses won't even have the budget to have their own site but if that is the case there is no reason why you can't have a simple fan page represent your business online. As soon as you get 100 fans you will even be able to grab a nice friendly URL like www.facebook.com/mybusiness so as users can easily find you.

10.Competitor Research

You may want to see what your competitors are up to but looking at their website won't often reveal much information. Spending a little time around their facebook profile or pages will often let you know what they are at and even reveal some plans for the future as their guard will be well and truly down.

Do you have any innovative ways in which you have used Facebook yourself or examples in ways it could help a business?

3.4 RSS Feeds

“Really Simply Synchronization”

RSS feeds are a way of publishing and receiving updated content online, for example new blog posts or news articles. RSS feeds allow you to save time online, as you can scan the latest

content from a site, without having to go there directly. This can all be done through an rss reader on your toolbar.



You don't have to leave the site you're on to see all the latest content from a separate site. If you see something you like, simply click on the headline and you'll go straight through to that article.

"Make it easy for people to find your content"

Introducing an rss feed to your site, enables you to distribute your content more easily. If you're offering users an easy way to read your latest blog posts for example, they are more likely to click through to your site.



RSS Feed aggregators such as Google Reader allow you to subscribe to multiple rss feeds in one place. You can categorize your feeds according to subject, which enables you to more intelligently scan for information.

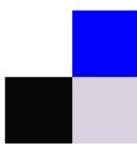
3.5 Social Bookmarking

Social bookmarking is a way for Internet users to save and share content online. It is a way for you to manage your bookmarks in one place, which you can then share within your community.

In a social bookmarking system, users save links to web pages they want to share.

Users manage and distribute bookmarks through a tagging system. For example, if you read an article about the Ireland rugby team, you might tag this 'Ireland' 'Rugby' 'Sport' 'Six Nations'. The more tags you add, the easier it is for others to find.

One of the benefits of social bookmarking is the ability to access your favourite content anywhere. As you register an account with a social bookmarking site you can login to find your saved content.



Delicious was one of the first social bookmarking sites that had a mainstream appeal. Delicious allows you to bookmark any site online and share these bookmarks with others in your network. The bigger your network, the bigger the benefits, as your friends can share interesting and useful content with you.

Delicious also allows you to see the most popular content online, as the homepage shows the articles that have received the most bookmarks.

Companies should be aware of social bookmarking, as it is a great way to distribute your content online. If you've produced a useful guide or feature for example, add social networking buttons onto your site to encourage people to share your content.



Businesses should also consider setting up their own profiles on social bookmarking sites. This will work best if you spend time on building your community and influence by bookmarking useful content that relates to your business.

"It's not all me me me"

Don't restrict yourself to only bookmarking content that you've produced.

Your success on a social news site will be much greater if you contribute content that you think others will genuinely be interested in.

Some useful sites to get you started



www.delicious.com



www.digg.com



www.stumbleupon.com

www.digg.com/swarm - an interesting way to see the latest stories submitted on Digg.

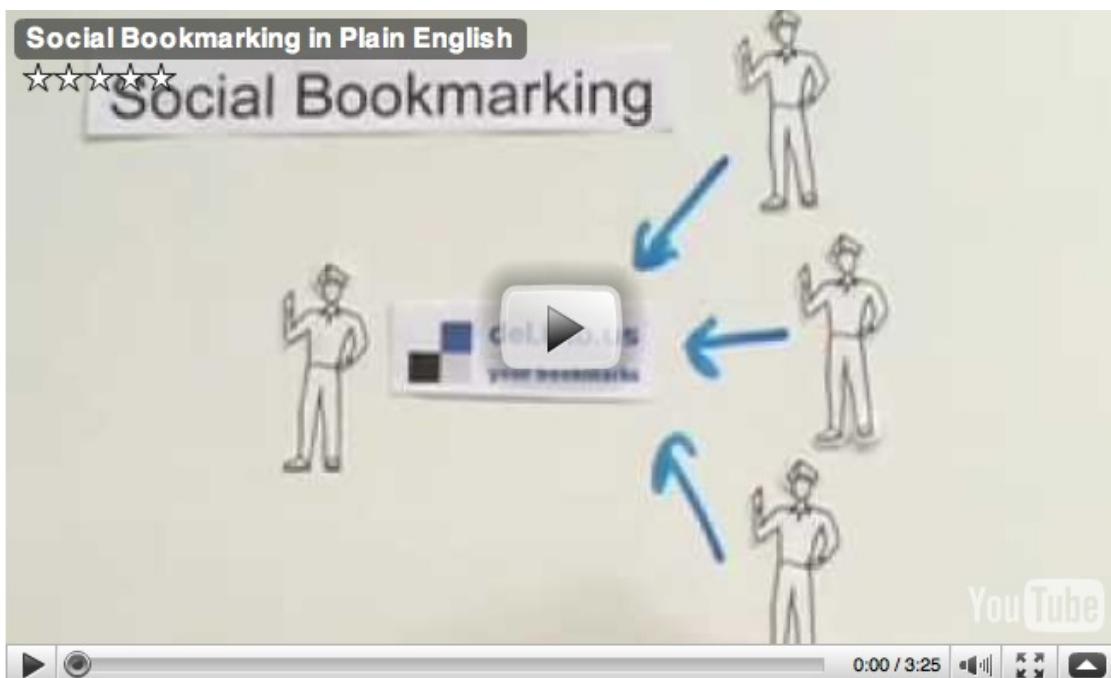


www.addthis.com – a social bookmarking widget you can add to your site.

The Ultimate Guide To Delicious



The chances are that you will have spotted the logo on the left many times on your travels and you have probably also heard about Delicious but you might not be familiar with what it is and what it does but I am urging you now that you should sit up and start using it. At its most basic level Delicious is an incredibly simple way of storing your bookmarks online which can then be accessed from any computer once you log in. With most of our working lives revolving around online content Delicious is a ridiculously useful tool but the benefits far exceed simply organizing your own content and we try to explain them here and give you as many resources as possible for you to understand it and start using it yourself. As always with these sorts of services that people have trouble understanding I think it is always best to start with a video that explains the service and the guys from Common Craft do a great job of explaining Delicious in simple English...



<http://www.youtube.com/watch?v=aTtbnBNs5C8>

Some of the delicious basics

1. Searching on Delicious

2. The popular stories on Delicious, this is where you want to be

3. Delicious explained on Wikipedia

4. How to use delicious like a pro

5. Some simple ways to get the most out of delicious

Spread the word about great content using Delicious

1. Share links using Twitter and Email

2.5 Tips to get traffic using Delicious

Resources for using delicious on your website or blog

1. Add Delicious and other social sharing buttons to your site.

2. Add link rolls to your website to show off content that you think is valuable to your readers

3. Get a nifty little delicious widget

4. Wordpress plugin for customizing Delicious on your blog

5. Purpose built delicious pages

6. 2 Part video series on how to get targeted traffic to your site

7. Some easy ways to get listed on Delicious homepage

3.Add delicious to Facebook

4.Tips on creating bookmarkable content

5.A Marketers Guide to Delicious

8.See when users bookmark your site with delicious

9.The several habits of a wildly successful delicious user

10.Become a Delicious power user

Some Delicious Extras

1.Stories with over 50 saves to delicious

2.How to Use Delicious, a simple guide

3.10 great people you should be following on delicious

4.8 Tips for better bookmarking on Delicious

5.How to get more bookmarks and better lin

6.3rd Party tools for delicious

7.A selection of great hacks for Delicious

8.Convert Twitter links to Delicious bookmarks automatically

9.Using delicious on your iPhone

10.Be careful what you save!

All in all I think you can see that Delicious is a great tool to use and although it will take a bit of time to get used to it and to get the best out of it you can clearly see that there are some great tips and tricks in this list. Be sure to add any other tips that you have in the comments and get bookmarking today!

3.6 Wikis



A wiki is a collection of web pages that can be accessed and edited by anyone online.

The most well-known and popular wiki is Wikipedia. This online encyclopedia (the name comes from wiki encyclopedia) currently has over 10 million articles in over 260 languages.

The articles are submitted and edited by volunteers, who must conform to Wikipedia's editing guidelines. Wikis function as a collaborative process, to build information on a specific topic and share knowledge between others.

Some useful sites to get you started

wiki**dot**.com <http://www.wikidot.com/> host your own wiki

3.7 Podcasts

Put simply, a podcast is a piece of music or video online that is available to download for free.

IPod + Broadcast



Podcasting developed as a new method for consuming video/audio content. The content can be downloaded onto your PC or mp3 player. It works on an rss feed system, which means you're

kept updated with the latest content. Think of it as audio blogging. When you subscribe to a podcast, you'll automatically be kept up to date with new episodes.

The uses of podcasts continue to grow and vary online. What started as a way to listen to radio shows has rapidly proliferated. This is due to the ease of both production and consumption. It is relatively cheap to produce a basic audio podcast and many personal bloggers regularly upload podcasts as a way of enhancing their post and the user experience.

Last year the Daily Telegraph serialized a novel by Alexander McCall Smith, distributed through daily podcasts on their site. This was the first example of a novel to be serialized daily online and available as a podcast download.

Some useful sites to get you started



[Podbean.com](#) – Free podcast hosting

3.8 Pictures and Video

Uploading and distributing images and video is not only a valuable way to offer users content that communicates your brand personality; it is also an ideal method of encouraging user generated content.

"A picture is worth a thousand words"

As search engines are beginning to display photo and video in their search results, ensuring you're distributing the content that you own, is an excellent way to catch users attention when they're searching for a product or service you offer.

Video

Nigella Feasts - Chocolate Heaven: old-fashioned choc cake [] []
5 min - 25 Mar 2007 • ★★★★☆
welcome to the chocolate heaven! ... Nigella chocolate cake ...
www.youtube.com/watch?v=Sk-obgjx23Y - []

Ultimate chocolate cake recipe - Recipes - BBC Good Food [] []
Indulge yourself with Angela Nilsen's heavenly moist and fudgy chocolate cake - perfect for
celebrations - birthdays, weddings, christenings - any excuse!
www.bbcgoodfood.com/recipes/2002/ultimate-chocolate-cake - 148k -
Cached - Similar pages - []

Chocolate cake recipes [] []
4 posts
Browse hundreds of chocolate cake recipes on UTKY Food.
utky.co.uk/food/homepage/sid5653 - 42k - Cached - Similar pages - []

1. Image results for chocolate cake - Report images

How to Make a Chocolate Cake [] []
4 min 42 sec
an easy guide for making a chocolate cake.
www.5min.com/video/How-to-Make-a-Chocolate-Cake-9872 - []

Chocolate Cake Recipes (Recipe Collection) [] []
A selection of our best chocolate cake recipes. The recipe collection includes Death By

Images

Photo and video content provides you with an opportunity for engagement with your audience. As we're adapting to consuming content online, our attention spans are getting shorter. If you're a florist, instead of writing a guide on how to keep flowers fresh, why not produce a quick video?

As well as being a quick and easy way to take in your information, video (and photo) is also easily shareable. If you're happy to distribute your content, people may then embed your video in their own blog for example, instantly multiplying your reach online.

"Show me the money"

Online video has rapidly matured as a media channel and is growing to reflect advertising models used in TV, as well as introducing innovative forms of advertising. Just some of the ways you can monetize video include: in-text ads; branded skins; product placement; pre roll and post roll.

Some useful sites to get you started



Flickr.com – a photo-sharing site

5 Tips For Making Video Online

So the other day at [Summer Camp](#) I gave a talk on how to make video online and afterwards I was asked the same questions as I get asked every single day of the week about making videos. Having made over 1000 videos in the last 2 years for various projects online I thought it would be a good idea to answer those 5 questions that I always get asked here in a blog post and have it as a simple resource to point people to. Making video is incredibly easy and is getting easier by the day as the amount of free online tools increase. Any good social media campaign should feature some form of video as it is incredibly engaging and adds dynamic content to your website or blog. Here are those simple starter questions answered...

1.What sort of camera should I buy to get started?



This is the question that I get asked over and over again and no matter how many times I ask people they just don't seem to understand that these days the camera has very little to do with the quality of the video you are producing. Sure if you have a big company you could hire out a big production company but for the most part you will be able to shoot videos with camcorders or flip cams that cost less than \$300. Spending extravagant amounts of money on the latest equipment will not provide a massive difference in quality for the Internet and while you are only testing it out you are better to keep it cheap. If the video starts to take off and you get bigger by all means look at upgrading. I would recommend either this [flip camcorder that plugs straight into your computer](#) and could not be more basic or this [camcorder from cannon](#).

2.Where should I put my videos?



There are hundreds of video sharing sites on the Internet but one site stands like a huge towering elephant above them all, [YouTube](#). You should add all your videos to [Youtube](#) and make sure to tag them correctly and add descriptions as your videos will also appear in search results on Google. Rather than uploading your videos individually to all the different video sites you should use [Tubemogul](#) to distribute your videos through up to 50 sites in one go. Using [Tubemogul](#) will save you a massive amount of time as well as allowing you to track the performance of your videos across different platforms. Also make sure to add your videos to [Facebook](#) so as you can spread them through your social network. I would always advise

against hosting your own video as it brings a whole range of headaches and you are better paying one of the video providers such as [Viddler](#) for a pro account

3. I would be rubbish in front of the camera, what should I do?



This is the biggest reason that we don't see more people making videos to help promote their business but there really is no reason to be scared of the camera. You don't have to put on a huge performance or be madly talented to just talk for a few minutes about the subject you are most passionate about...your business. If you own a florist simply talk about flowers on video as you would to a customer. If you are a CEO of a company maybe whip the video camera out and give a few little tips on the business side of things. People always worry that what they have to say won't be interesting and that nobody will care but even a pig farmer in Cavan would have an audience online if he was passionate about his business. Don't be scared and just start that camera rolling.

4.What should I use to edit my videos?



This is where people get really worried but there really isn't any reason to as there are some amazing free solutions out there to get you started. If you are using a Mac I would recommend that you go with the simple iMovie and if using a PC you should start off with the very basic Moviemaker that comes installed on most PCs. Both of these software packages are free and there are 100s of tutorials on [Youtube](#) and other sites and most of the functionality is as easy as dragging and dropping or cutting and pasting. If you do want to take it to the next level and add some extra functionality and editing skills such as logos and

watermarking you will want to invest in Sony Vegas for a PC or final cut express for a Mac. Both are around \$200 and have more features than you could ever wish for and you will also find tons of video tutorials for them online.

5.I don't have anything interesting to talk about, who will watch my videos?



Your videos don't need to be seen by 1000s of people for them to get the result you were looking for. They are simply a way of engaging your current readers and putting a bit of a face to your business. You just need to focus on your own particular niche no matter what it is and you can be sure that people will start watching them. The key is patience as it will take a few months to build up a following, don't get down if you only have a handful of people watching your early

efforts. The beauty is that you can embed your videos into sites like [Ning](#) and add them into your own websites and blogs. The hard work I always say only starts when you have your fully finished video and need to start promoting it. There is no such thing as a viral video, if you want your videos to get a lot of views you will need to work hard at promoting them and getting your message out there.

You now have no excuse, go on, start that camera rolling and get your video out there!

Adding Video To Your Linkedin Profile



Linkedin is a fantastic tool but for all it's networking potential and the huge resource it is for employers and candidates alike the one fault that it has in my opinion is that it doesn't allow you to add very much rich content like video. Adding video to LinkedIn might not be relevant to everybody but for companies with video content like ourselves it can really be the difference in having your profile noticed or not. The uses for this trick are only limited by your imagination and I can see people

using it to pitch for business, applying for jobs or even doing video demos to show off their knowledge. The video could even be of a product you sell or simply a demonstration of the website or services you offer. For bigger companies it is a great way of showing off some of your own branding and having a video presence on your linkedin profile...

Adding Video To Your Linkedin Profile



<http://www.youtube.com/watch?v=tXTm9OAYQcc>

How To Start A YouTube Video Diary



You should start a YouTube diary. It's great for branding. It doesn't need any fancy equipment and all you need is a web cam which are built in to nearly every computer these days and a little imagination. It will add a whole new element to your online marketing mix and show a new personal side to your business. It would be one of the first things I would recommend to people trying to get ahead in social media and their business could be anything from an undertaker to a sky diver, everybody has a story to tell.

We just started our own daily video diary and it took us about 20 minutes to set it all up and takes exactly 2 minutes out of myself and Lauren's days. It is a tiny amount of time and effort to do something that will differentiate you massively from your competitors and make you stand out from the crowd. If you want to go ahead and take the plunge here are our tips for setting up your very own YouTube video diary...

Get A Youtube Account

You have probably browsed countless Youtube videos without actually creating an account but you will have to sign up and create an account if you want to upload videos and engage with the community. Choose a name that suits your brand or if that is not available something as close as possible. You will also be able to log in with your Google account if you have one.

Get started with your account

Join the largest worldwide video-sharing community!

- Search and browse millions of community and partner videos
- Comment, rate, and make video responses to your favorite videos
- Upload and share your videos with millions of other users
- Save your favorite videos to watch and share later

Username:

Your username can only contain letters A-Z or numbers 0-9

[Check Availability](#)

Location:

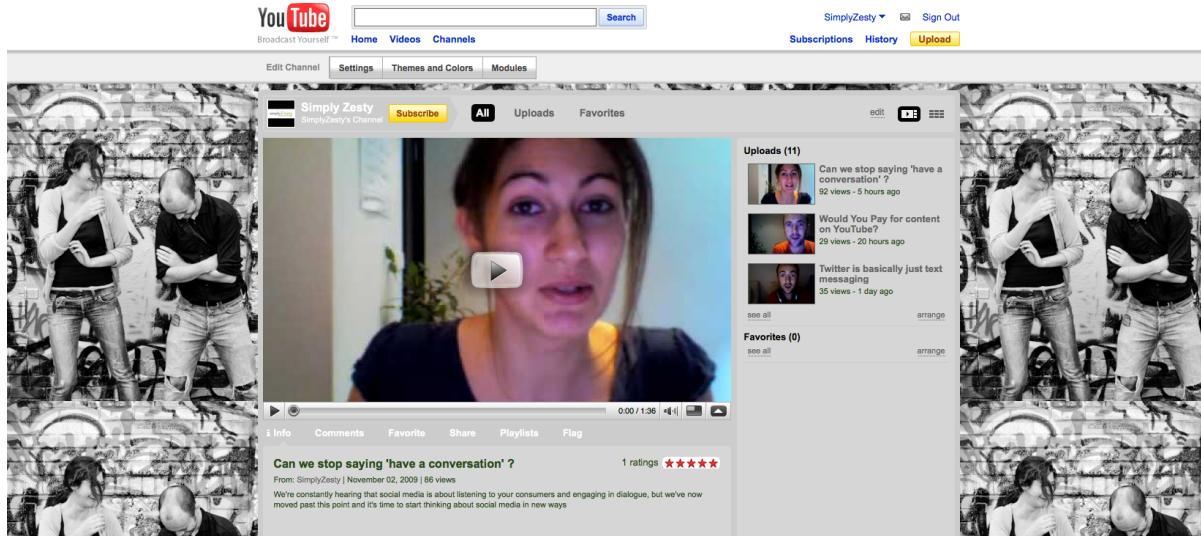
Date of Birth:

Gender: Male Female

Make Channel Design Unique

Youtube recently rolled out new channel designs and the beauty is that you will be able to brand your channel very easily to make it look unique. I don't have any design experience myself but by simply uploading an image I had and changing the background colours to our

own style I was able to create a unique looking channel. You will also get a simple URL like youtube.com/yourcompany which will be great for your branding.



Record Your Video Direct Through YouTube

Rather than messing around with fancy cameras that will costs you a lot of money and time extracting the footage from the camera and processing simply click the upload button on YouTube and once you have done so you will see a “record from web cam” option. Once you click that button your web cam should kick in to life and you are ready to record instantly. Once you have recorded your video simply hit publish and after you have added the title, description and tags your video will be live for the world to see.

SimplyZesty [Search](#) [Sign Out](#)

[Subscriptions](#) [History](#) [Upload](#)

[Record from Webcam](#) [Upload from Mobile](#)

video file. [Upload Video](#)

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.
The Copyright Tips page and the Community Guidelines can help you determine whether...

Find Your Niche

Most people worry that they would be too camera shy and wouldn't have the personality to be able to do video but just about anybody will be able to once they have done a few videos. Don't expect your first video to be amazing. It takes time to get good at it but that

is not a problem as hardly anybody will be watching you at the start anyway. Make your video diary about a subject which you are passionate about. It doesn't matter how niche it is, there are people out there who are mad about pig farming so if that is where your knowledge is at then go with it.

Swanlight1  21 Videos 49,305 Views	ByrneFilan  270 Videos 48,582 Views	JamieEwing09  70 Videos 47,717 Views	XxXxemollyXxXx  231 Videos 47,425 Views
xMixedShawty  18 Videos 46,131 Views	dazzledust25  99 Videos 45,874 Views	TechTV101  121 Videos 45,440 Views	SamWhinchester  40 Videos 45,240 Views
TheBoxLatest  9 Videos 42,779 Views	homeawayvideosXD  9 Videos 41,073 Views	hiracam  13 Videos 40,619 Views	padder1981  68 Videos 39,363 Views

Promote And Embed The Hell Out Of Your Content

Getting video views on Youtube from a standing start is tough. You are going to have to get very proactive with getting your content out to the masses. You should start by telling all your friends that you have started a video diary and the easiest way to do this is by linking to your videos on social sites like Facebook. If your content is good people will share it with others and your views will increase. If your videos are relevant you can add them to your blog or website and embed them in to relevant groups on sites like [Ning](#) and forums where you think they may be relevant. Don't spam. You can also add links to things like your email signature like "[watch my video diary](#)". Basically your job is now to promote the video diary and get the message out there.



Simply Zesty Isn't twitter just text messages? And hasn't it been around for years anyway? [Remove](#)

<http://www.youtube.com/watch?v=5k8zD34KYuQ>



Twitter is basically just text messaging

Source: www.youtube.com

I had a thought today that Twitter is basically just text messaging that just broadcasts to your friends and is free



Sat at 10:35pm · Comment · Like · Share



[View all 7 comments](#)



Sabina Piter You pretty much summed it up: it's online broadcasting of text messages for free. And what that means is that it's convenient, fast and can get the message delivered in seconds worldwide (depends on the number of followers, but there's the advantage of WOMs). From that perspective, I think it certainly beats text messaging and it's probably why there's so much analysis of Twitter, it's an old concept smartly repackaged.

Yesterday at 9:33am · [Delete](#) · [Report](#)

This is all the simple and practical advice that you need to get out there and build yourself a YouTube video diary but from my experience the biggest stumbling block is people's confidence and actually getting off the couch and doing it day after day. It really isn't as hard as it looks and if anybody knows all about your chosen subject it is you! Do it today!

3.9 Virtual Worlds

A virtual world is a computer-based simulated environment intended for its users to inhabit and interact via avatars.

Virtual worlds or MMOs (massively multiplayer online worlds) provide a unique opportunity for users to interact online through a chosen character. This is often known as an avatar.

Popular virtual worlds include Second Life, Habbo Hotel and World of Warcraft. Habbo Hotel is targeted at the youth market, billing itself as a 'hangout for teens'. World of Warcraft was the first virtual world of its kind.

"Getting in on the act"

Many businesses are now experimenting with virtual worlds, recognizing them as a way to reach their audience in an environment that encourages creativity. Companies are finding that this virtual real estate can mimic their real world real estate, generating actual income. This is commonly known as RMT - real money trading.

Some of the businesses operating on Second Life include Dell, who are selling PCs in the virtual world. Starwood Hotels launched their new hotel brand in Second Life before it was actually built. They were the first company to launch a hotel brand in Second Life.



IBM have also launched a virtual Business Center in Second Life. The Center is staffed seven days a week and allows you to hold meetings and presentations. The Business Center is designed as a place where you can meet, learn and attend events.

The future of virtual worlds lies not in the gaming scene, but as a way of managing your Internet presence. Many believe that virtual worlds will replace the World Wide Web as the primary way of using the Internet and managing your online presence. Essentially, the line separating our real selves from our online selves will become even more blurred.

4. Some Statistics

7% of online consumers in the UK listen to podcasts at least monthly. [Source: Forrester, May 2008]

1.5 million blog posts tracked in real time by Technorati (technorati.com)

Facebook was the #5 ranked website (of all websites) by total market share of visits in January 2009. [Source: Hitwise, February 2009]

Social network ads in the UK are predicted to reach around 4.4% of total online ad spending in 2009.

In August, 14.5m people in the U.K. visited at least one blog, representing 41% of the total U.K. Internet audience.[Source: comScore, Oct 2008]

4.1 And now for some science....

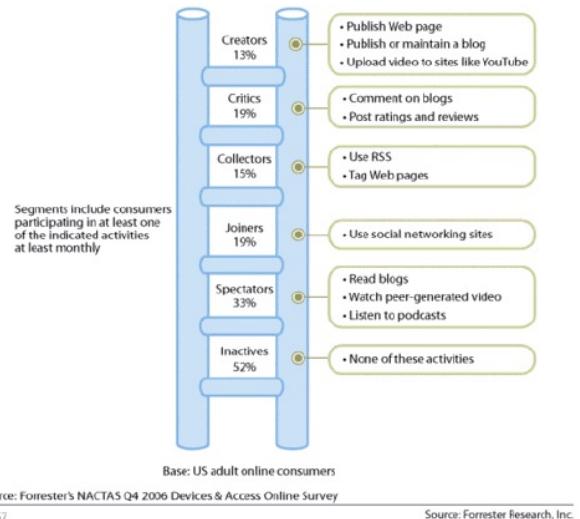
Forrester's Social Techno graphics report

Don't be put off by the jargon, all will be explained.

Forrester, an independent technology and market research company, produced a diagram to map consumer behavior online and the level of uptake of social media tools.

The further up the ladder you go, the higher the level of participation in social media. At the bottom sit the people who don't engage with social media at all, moving up through the different rungs, with the producers of content sitting at the top.

The tool was designed to help companies shape their social media campaigns; enabling you to identify which 'rung' you want to target and how best you can reach out to them.



Companies might also want to consider how they can progress and move someone up through the different stages, generating a more meaningful engagement with your target audience and customers. If you've identified your target market and know that they like to consume content but aren't yet active producers, what can you do to encourage them to begin doing this? Make it as easy possible for them to move up the ladder - give them a little leg up.

Consider using the tool to map out the potential of your social media campaign. Are you facilitating critique and creation and if so, what does this look like?

5. Social media for businesses

Social media provides businesses with a way to reach and engage with their customers, especially when budgets are tight. Many of the tools are free and rely on the knowledge you have and passion of your business.

This needs to translate into your social network presence if customers are to believe what you're saying and actively approach you in what is inherently a 'personal' space.

Many businesses are utilizing social media in a way that meets and surpasses traditional marketing techniques. Many of your learnings from established, offline marketing can drive the focus of your social media activity.

It's important to remember that online activity is a lot more unpredictable, due to the nature of the Internet. Whereas traditional media afforded you the opportunity to broadcast messages to your audience, now they have the opportunity to say something back.

"Get cozy with your customers"

Audiences become more niche and require more targeted information to reflect this. The 'one to many' of traditional marketing techniques has changed to 'one to one'. This intimacy should get you excited, as it provides you with an opportunity to listen to what your customers have to say. They are the ones that will drive your business forward after all.

A word of warning, though. As you begin to participate in social media, it can become very easy to listen to what everyone has to say and allow this to be key instigator in the direction you take your business.

While it's important to take everything on board - it's your job to dissect this and intelligently apply it to your business. If you clearly understand what your brand stands for, this will be reflected in your online personality and ultimately in the infrastructure of your business.

Case Study: A Small Business Using Social Media Brilliantly With No Budget



We like to [profile as many small businesses](#) that are really using the free social media tools that are out there effectively and today we have a [small local restaurant](#) in rural Ireland who are making tremendous use of social media to help grow their business and build their brand. Rather than highlighting what we think they are doing right and looking at it from the outside we decided to ask Lorraine Fanneran who is behind all their social media activity to give us a run through of what is and what isn't working for them. It makes for great reading and there are some tips in there for all small businesses to use about the social media channels that work best and how to use them effectively...

Tell us a little about your business?

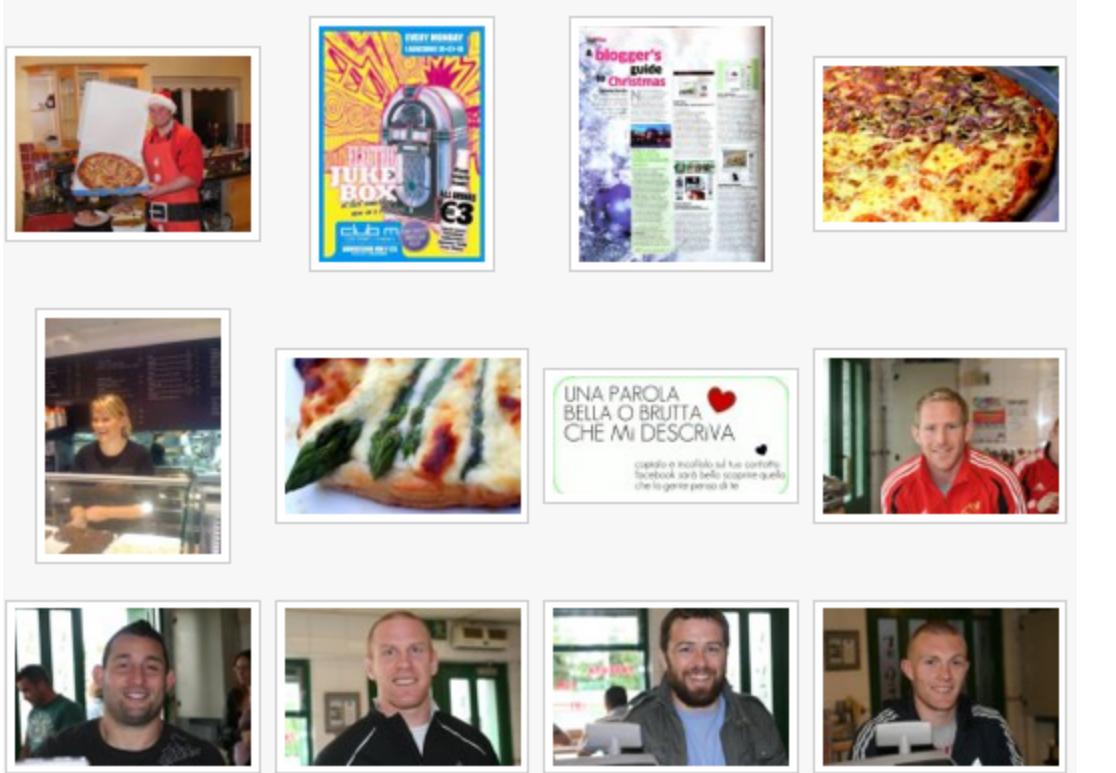
We have a small Italian cafe and takeaway in Limerick. It's very casual, seating 18 people serving home-made Italian food all cooked from scratch using family recipes.

When and why did you start using social media?

I started my social media campaign by accident really, I was on maternity leave 3 years ago and stumbled across a food blog while surfing the net, I had never even heard of a blog before and decided I'd start one myself as I had a bit of time on my hands at home for a few months. I won best food blog in 2007 and was in the final in 2008 also. I progressed to Twitter last year and finally after much persuasion from friends signed up to facebook in May. Our business is very small and we are in Limerick which doesn't get much media attention so it's up to me to get our name out there and I find social media the best method to do this. Advertising in local media is very expensive for a business of our size and I never see any benefit from any ads that we have done so I put a lot of effort into making our social media campaign effective.

How have you used Facebook?

Setting up a facebook page is probably the best thing we have ever done for the business. I started it in May and we had our busiest month of the year just after that. I find it fantastic for tapping into our local market and communicating directly with our customers. We have nearly 2000 friends in 10 months and the majority of those would be in Limerick. I keep the page as active as I can and try not to sell the business all the time. I keep it personal as people want to know about "you" the owner and the more penal it is the better. I put a food question on nearly everyday to find out the likes and food preferences people have and always get great feedback. I often find the more simple or random the question is the more responses I get. My most popular question was "pineapple on pizza?" and I got over 60 comments. I think people like to talk about food so I find it easy to interact and post popular topics.



The Munster team eat in with us a lot so when I started I posted photos of them in the shop and had a huge reaction to it, everyone was talking about it. Some of the team left a lot of comments on each others photos which was fantastic as the public got to see the more personal side of them and there was a great buzz around it.

I also do give-aways, the most popular one is "tag the pizza" and "happy freebie Friday" I post a photo of our 20" pizza and get people to tag the photo back to their page and I put all their names in a hat, I normally have about 60 names and lots of facebook pages showing my pizza which is an amazing amount of free advertising. I try to get the winners to post a photo of themselves with the pizza on their page and post it back to me too. I try to keep the page as fun filled and food obsessed as I can.

My latest facebook campaign is an "Italian Facebook Cookalong". I asked the question if anyone would be interested in doing it and got a huge reaction to it. I'm going to give the shopping list, where to buy the best ingredients, step by step photos and we're all going to cook the same dish on a chosen night of the week. I want those involved to take a photo of their dish, tag it back to my page and then I'll let the public decide who's is the best and I'll give a prize.

How has twitter worked for you?



Twitter is a free service that through the exchange of quick question: What's happening on [italianfoodie's](#) tweets.



italianfc

interesting answer
<http://bit.ly/5hr>

I don't think Twitter really works for my type of business, it is good for profile for my blog as there are lots of food bloggers on there so it's great for interacting with fellow foodies but

I don't find it good for targeting potential customers or increasing our business profile among the general public .I haven't used Twitter much recently but I just got Tweetdeck and find it much easier to use, so I'll spend a bit more time on it again. I'm actually very bad at the technical side of things but I'm slowly learning with the help of a few tecchie friends.

How much time do you spend on your blog and has it been effective?



My blog has taken a bit of a back seat since I started facebook, with the blog I find you need time to sit down and think about what you are going to write, I also need photos because it's a food blog and now that I'm not at home as much I find I don't have the time. I used to actively blog twice a week but now it's about twice a month. Facebook is much easier to keep updated and I just post random things I'm eating or doing at work and post photos from my mobile from La Cucina.

What advice would you give to a small business owner starting out in the world of social media?

I think every small business should be on facebook but you do have to use it effectively. There is no point in just putting the business on and just bombarding people with facts and figures about your business. People aren't interested, they are more interested in the people in your business and what you're about. Let the public see a more personal side to the business and get them interacting with you. I take photos of our customers and post them on the page too, and always get a great reaction from their friends etc. I think the best thing about facebook is the interaction and that's what businesses need to focus on, not shouting their special offers at people that aren't listening.

Have sales increased as a direct result of social media?

Definitely, I would honestly say that we have avoided the hard effects of the recession as we have built our customer base substantially over the last year. Overall turnover has been affected but by building up our customer base we have had a very good year.

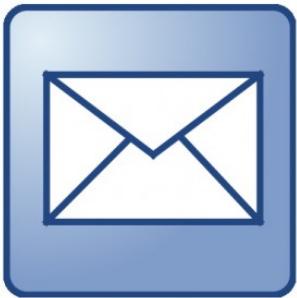
If you only had one social media tool to use which one would you choose?

Facebook of course:)

How much time a day would you spend using social media?

I don't have an iPhone yet, waiting patiently for Vodafone but I do pop in and out on the laptop probably about 4 times a day and spend about 10 mins on facebook each time, to be honest I only spend time on my own page. Blog posts obviously take longer, about an hour when I actually do one. Twitter I don't spend too much time on, just the odd update and again I don't really read too many posts as I only follow 70 people. I'm on a couple of forums like [ForknCork](#) and [MagicMum](#) and usually contribute to the food sections.

Tip: Using Email Signatures To Increase Traffic And Community



Email may not be very fashionable or sexy in the new world of social media and Google wave but it is effective and we all use it every single day and it is an integral part of our lives. Email can be used for direct marketing through your newsletter but we wanted to show you a handy little Firefox plugin that will help you grow your traffic to your blog as well as helping to build your social networking communities online on an ongoing basis. You will have heard countless times that one way of growing your blog traffic is to have a link to your blog at the bottom of each post but this goes one better by pulling in your RSS feed to display only the latest post and thus giving people something new to click through each time they get an email (again the importance of having good titles will work here).

Here is my own signature which as you can see steers people to my various social profiles on the web and displays my latest post. When you think that some days I send up to 50 emails that is a lot of people seeing a post with a snappy title that they can click through to and our traffic to the blog has increased significantly since we have introduced these signatures.

As you read my email you will of course be drawn to the email signature below that contains all the latest content that we have written on the blog as well as social media profiles and easy ways to connect with me. You can tailor the links to suit the profiles you have online and create a dynamic email signature..

Regards

Niall Harbison
Director
[SimplyZesty](#)
0872239832

Chat Skype: niall.harbison

We make great content

My Latest Blog Post [Thank F\\$*k it's Friday – social media roundup](#)

Installing Your Own Signature

It won't take you more than 5 minutes to install your own [Wisestamp plugin](#) (you will need to be using Firefox though) and you only need very limited technical knowledge. Customize

the signature as you see fit by adding your own text and profiles and then it will add to your emails automatically.

Case Study: 5 Incredible Social Media Campaigns That Leveraged Video For Worldwide Coverage



When you think of social media you are mostly tempted to think of services like [Twitter](#), [Facebook](#) and [Flickr](#) but most of us seem to disregard Video. We just accept that it is there but many of us don't see it as inherently social. I wanted to pick 5 campaigns that I have seen over the last year that have all had massive success and that nearly every single reader of this blog will have heard of and where 90% of their success has come about by the people behind them relying on video. When you think of video you think of [YouTube](#) and you are probably right to do so as it is indeed the platform that matters and even though video has seen [small declines](#) last year it is services like [YouTube](#) that you should focus your attention on. These campaigns all had very specific goals and most used other social media channels to piggyback on and spread the word but it was the video that appealed to the masses and without it they would not have been anywhere near as successful a social media campaign.

Island Reef Job

In terms of money spent to [coverage ratio](#) this had to be one of the top campaigns of the last 12 months. We all know that "[The Best Job In The World](#)" was to look after an island in Australia for six months while doing pretty much nothing but surfing, swimming and writing the [odd blog post](#) while getting paid a bucket full of money. Applicants were asked to send in videos and the video below gave us a real picture of what the job would be like and proved to be the call to action that 1000s needed to get applying. The video was also picked up by news organisations all over the world and ensured more coverage than the Queensland tourist board could ever have wished for. The used their tiny budget to generate worldwide coverage thanks to social media and video in particular.



<http://www.youtube.com/watch?v=iTUUWOV4Vns>

Socialnomics

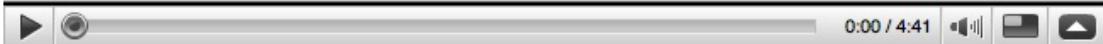
There is no doubt that you will have seen this video, nearly everybody in the industry has. It was commissioned by [Erik Qualman \(read our post with him on SEO and social search here\)](#) along with these other [popular videos](#) that you will no doubt recognize to help promote his [Socialnomics](#) book. The videos are not complicated and simply took some freely available data and statistics that we have all heard and turned them into a sexy video format with funky music that made the perfect tool for social media companies and brands to play all over the world and to be used at conferences. The videos tapped in to a movement of people to social media over the last year and helped promote the book in a way that would normally have costs millions of dollars in advertising budget at a fraction of the cost online.

Socialnomics Summary



- 1.China
- 2.India
- 3.United States
- 4.**facebook**
- 5.Indonesia
- 6.Brazil
- 7.Pakistan
- 8.Bangladesh

If Facebook were a country
it would be the world's
4th largest



<http://www.youtube.com/watch?v=D08URtovG5s>

IKEA

Many of you will have seen this [campaign from IKEA](#) a couple of months ago and it showed their very smart use of tagging photos on Facebook to spread a message virally. The reason this campaign got [so much coverage](#) however was that the smart team behind the campaign turned it in to a short video explaining how it worked. There is no way this would have been picked up by the [blogs all over the world](#) if it had just been a simple press release as the message would have been lost. This is the perfect example of how video should be used to supplement an existing social media campaign.



http://www.youtube.com/watch?v=P_K1ti4RU78

U2 Live On YouTube

U2 didn't become the biggest band in the world by accident and they are surrounded by some of the smartest marketing people in the world who started embracing social media recently. Bono often gives out about dwindling royalty earnings and the rise of piracy but this move would have gone a long way to supplementing their already massive worldwide tour earnings. You'll notice that along the bottom of all videos on YouTube is a link to directly buy the song and other marketing efforts were in place to turn users from viewers streaming on YouTube for free in to paying customers of the band. Add to that the massive amount of media coverage the stunt received all over the world and you had a very profitable day at the office for U2.



Twitter In Plain English

For the first 2 years that Twitter was running they featured this video on their homepage to explain what their service did. It wasn't produced internally but instead a company called [CommonCraft](#) who specialize in creating this sort of video and offered it in return for a link on their homepage and over 10 million video views. [Commoncraft](#) tapped in to a valuable platform and have made similar videos around services like [RSS](#), [Wikis](#) and other [social platforms](#) that has in turn seen them hired for numerous custom videos for companies like [Google](#) and [Linkedin](#). This shows the power of piggybacking on other social media tools and providing valuable information and in return a small video production company now enjoys worldwide brand appeal.

Twitter in Plain English

★★★★★



YouTube



<http://www.youtube.com/watch?v=dd09idmax0o>

The ultimate guide to LinkedIn



Many people set up a profile on [LinkedIn](#) but don't use it regularly, only returning when prompted by an email telling you someone is looking to connect. There are many great features in [LinkedIn](#) that you should be using, whether you're job-hunting, looking for business or simply want to network online.

It's worth investing your time in [LinkedIn](#) – as with any social network you need to build up a community and following in order to maximise the benefits to you. Having used [LinkedIn](#) regularly, it can seem particularly daunting and the features that make it such a great business tool can be hard to find. We've put together top tips for using [LinkedIn](#) that will help you get the most out of the site.

The basics of LinkedIn

[Linkedin](#) can take a while to master and even for more advanced users there are some great tips here that you are going to be able to use to expand your network. Take time to fill in your profile correctly and follow the tips below to hit the ground running as fast as possible...

- [1. Video demonstration of how to set up a personal profile](#)**
- [2. Tips on building up your profile](#)**
- [3. How to find and add contacts](#)**
- [4. Setting up a company profile](#)**
- [5. Finding colleagues on LinkedIn](#)**
- [6. Asking for recommendations](#)**
- [7. Guide to writing recommendations](#)**
- [8. Tips on writing a top profile](#)**
- [9. Optimise your profile for SEO](#)**
- [10. Embedding your profile on a webpage](#)**



<http://www.youtube.com/watch?v=IzT3JVUGUzM>

How to use LinkedIn to find a job

The way that people are looking for jobs has changed dramatically in the last couple of years with the advent of social media and one of the tools that has left recruitment companies and agencies worried the most is [LinkedIn](#). Use these tips to get into your profile and start networking if you need employment...

- [1. Changing your status](#)**
- [2. Avoid these common mistakes](#)**
- [3. Make the most of your email signature](#)**
- [4. Research company profiles](#)**
- [5. Slideshow on LinkedIn job search](#)**
- [6. Using groups to search job postings](#)**
- [7. Create a personal slideshow](#)**
- [8. Use the LinkedIn browser toolbar](#)**
- [9. Handy video on using LinkedIn for your job search](#)**
- [10. Guy Kawasaki's ten tips to using LinkedIn for your job search](#)**

Using LinkedIn to promote your business

LinkedIn is normally seen as a tool for personal networking but there are also many ways in which you can help promote your own business as a whole and the following tips will give you a quick overview of the best ones to get you started.



- [1. Join groups](#)**
- [2. Create groups](#)**
- [3. Ask & answer questions](#)**
- [4. Use LinkedIn to promote your blog](#)**
- [5. Add a button to your website](#)**
- [6. Customise your URL](#)**
- [7. Build your network](#)**
- [8. Use the discussion feature in groups](#)**
- [9. Increase your network](#)**
- [10.5 Top Tips](#)**

Some LinkedIn extras

It can take time to find the little extras that make a really good service into an incredibly useful and amazing service so instead of you having to go and hove around for them we have gathered up the best of the best here in an easy collection of lists that will give some of the juicy extras that [LinkedIn](#) has to offer...

- [1. Video demo of LinkedIn events](#)**
- [2. Run direct ads](#)**
- [3. How to post a job ad](#)**
- [4. How to get the most out of LinkedIn](#)**
- [5. How to export your connections](#)**
- [6. Add video to your profile](#)**
- [7. Install the Outlook toolbar](#)**
- [8. Make your profile public](#)**
- [9. How to send introductions](#)**
- [10. LinkedIn Advanced Tips](#)**

Top 10 LinkedIn widgets

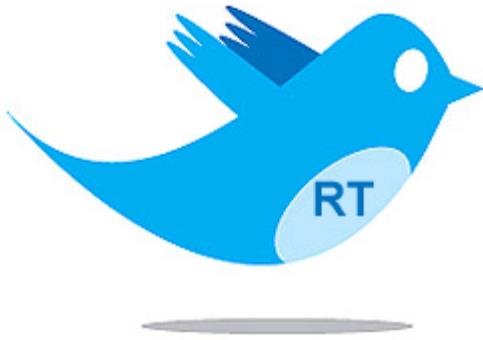
Some of the best and most useful features on LinkedIn are the widgets that sit on top of the platform itself. Using this selection will mean that you are able to add some great content and interactive tools to your profile and possibly connect with better more relevant people.



- 1.Blog Link**
- 2.Amazon reading list**
- 3.Company Buzz**
- 4.Slideshare presentations**
- 5.Box.net files**
- 6.LinkedIn polls**
- 7.Huddle workspaces**
- 8.My Travel**
- 9.Wordpress**
- 10.LinkedIn contacts on Facebook**

You should be pretty much set to get cracking on LinkedIn now with all these tips. Don't forget to share any tips that you might have yourself in the comments so as others can learn from your experience.

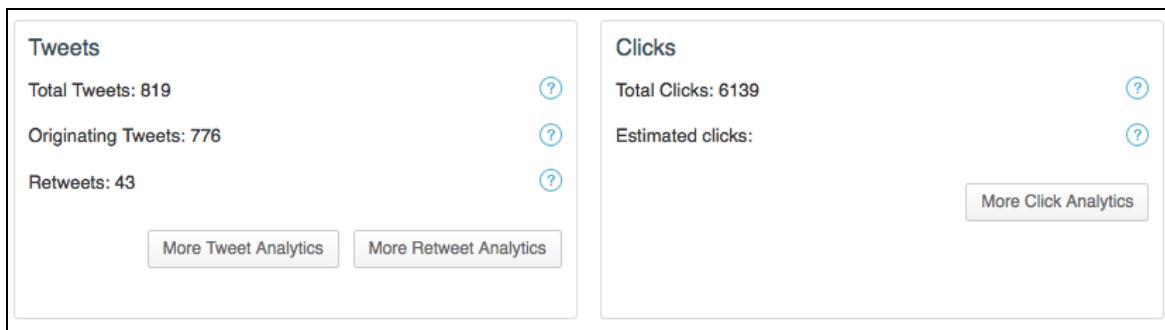
What Does 800 Retweets Do For Your Traffic?



The numbers again are surprisingly lower than one would expect but the interesting element is that there is enough data to not only show what 800 Re tweets gets you but also to show what services and apps people are on while using twitter and also the short lifespan of a story on Twitter...

Total Clicks

As you can see the 800 odd tweets generated over 6000 Tweets which is not a huge amount given several people with over 20,000 followers re tweeted the link but you do have to take into account that a lot of people will have seen the link on a number of occasions so won't have clicked through to it once they had seen it once already.



Tweet Sources

I would have thought a lot more people would have been using apps like [Tweetdeck](#) and [Seesmic](#) but it appears that the Web is by far and away the number one source for our Re

tweets. [Seesmic](#) shows up poorly with [Tweetdeck](#) nearly 4 times as big and all the other apps and clients having small shares of the market way behind.

Tweet Sources	
Source	Tweets
web	306
TweetDeck	197
Twetie	59
twitterfeed	50
Seesmic	48
Echofon	35
HootSuite	25
tweetmeme	15
Twitterrific	12
UberTwitter	7
TwitterGadget	7
Brizzly	7
Power Twitter	6

Tweets Per day

Once a story breaks on twitter it has a very short life span and to be honest ours probably dragged on even longer than others would have. You can see the peaks during the UK working day and the story nearly dies a death on the 3rd day.



URL shortener

Not much of a surprise here as [Bit.ly](#) is the default shortener for Twitter and you can see from the numbers here what a huge portion of the market they have and how much data they are controlling (watch out for them in the future).

Clicks By Shortener		(?)	Top Referring Domains		(?)
Shortener	Clicks		Domain	Clicks	
bit.ly	6123		twitter.com	1164	
retwt.me	15		simplyzesty.com	653	
ow.ly	1		partners.bit.ly	587	
Total	6139				

[More Domain Analytics](#)

Referring Domains

As you would expect here most of the traffic is coming from either Twitter or our own site here as people spot the story and re-tweet it directly.

Referring Domains		(?)
Domain	Clicks	
Direct	3399	
twitter.com	1164	
simplyzesty.com	653	
partners.bit.ly	587	
facebook.com	83	
iconfactory.com	42	
hootsuite.com	37	
powertwitter.me	34	
search.twitter.com	24	
brizzly.com	17	
dabr.co.uk	9	
responsesource.com	7	

Summary

Again here the numbers do flatter to deceive slightly. I spoke to some people in the know about how much traffic they would have expected from 800 Re tweets and all the answers were over 50,000 visits so it just shows that even people who use this medium every single day have no idea of the power. This would of course be very transient traffic with people only interested in getting listed but it does show that although the power of the re tweet is huge it is not as big as some might have thought. One number that is not listed here though is the amount of streams the link appeared in, 650,000, that is an impressive number. The

takeaway here as always would be create great content and people will find, discover and share it anyway 😊

How Much Traffic Does TechCrunch Send You?

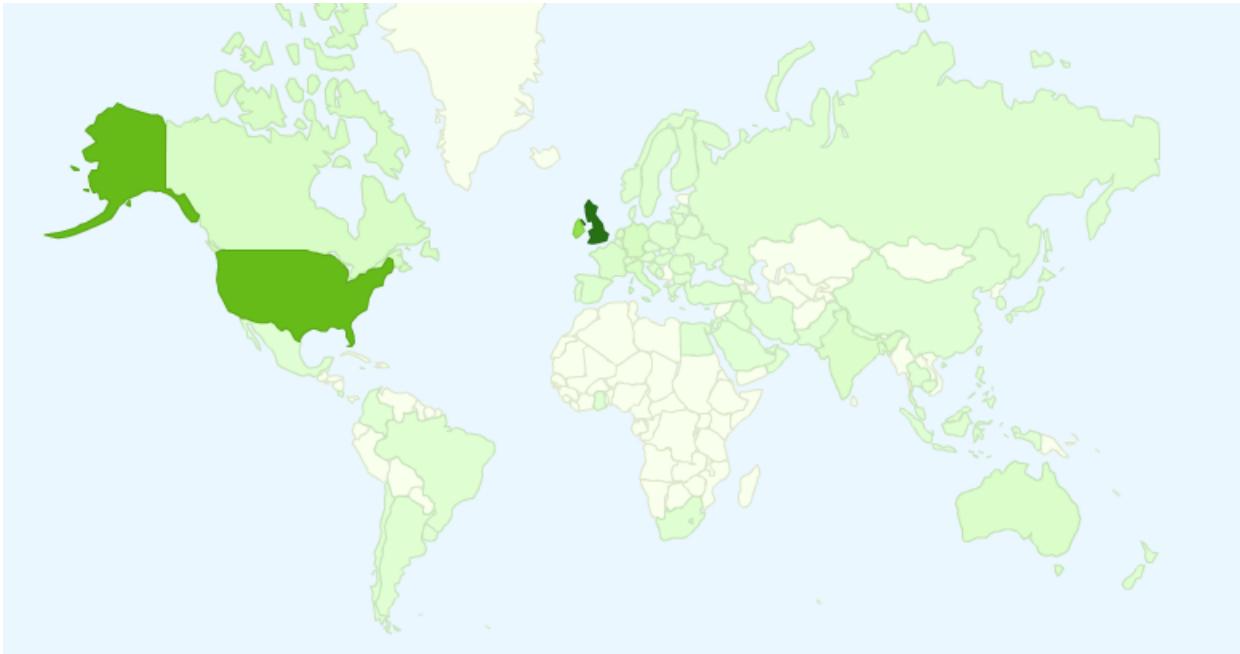
One thing that bugs me is that when people build cool apps or launch web based services their marketing plan doesn't really extend past trying everything in their powers to get on [Techcrunch](#). It is the world's biggest tech blog with nearly 4 million RSS subscribers alone but we wanted to take a look and see how that translated in pure traffic terms after we got [featured on the there on Wednesday](#). Just remember that this is just from the 24 hours the article was featured on the site and there is still plenty of traffic coming even today...

Overall

As you can see the traffic numbers are fairly small. I say they are small yet the article was popular by [Techcrunch](#) standards with over 400 Re tweets yet as you can see the referral traffic is not massive. It's clear that the majority of people read the site through RSS and very few click through to the actual source of the story. I must say this is how I read [Techcrunch](#) too, I rarely look at sites they cover instead scanning the site for latest news.

4,599 Visits	65.14% Bounce Rate
8,174 Pageviews	00:01:32 Avg. Time on Site
1.78 Pages/Visit	88.32% % New Visits

Geographic Spread



1.	United Kingdom	1,870
2.	United States	1,085
3.	Ireland	740
4.	Germany	94
5.	Canada	80
6.	Italy	78
7.	Australia	56
8.	Netherlands	53
9.	India	52
10.	France	49

Referring Sites

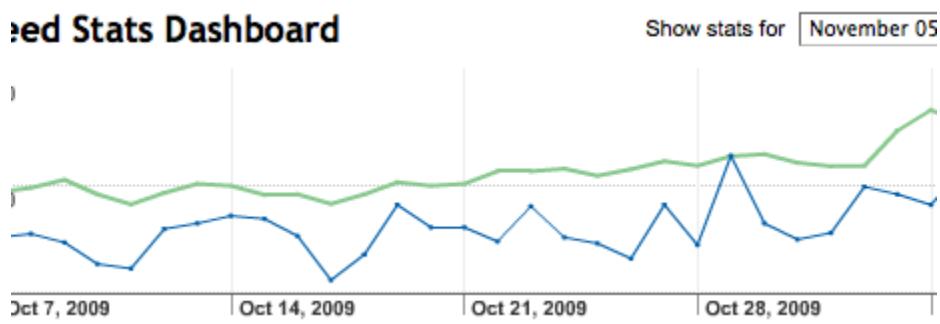
The site was getting traffic from lots of different places that day and you can see from the following chart just how important Twitter is in the overall picture and where [Techcrunch](#)

slots in the bigger picture...

1. (direct) / (none)	1,554
2. twitter.com / referral	888
3. techcrunch.com / referral	418
4. google / organic	387
5. eu.techcrunch.com / referral	261
6. google.com / referral	233
7. guardian.co.uk / referral	223
8. facebook.com / referral	92
9. ow.ly / referral	65
10. stumbleupon.com / referral	47

RSS Readers

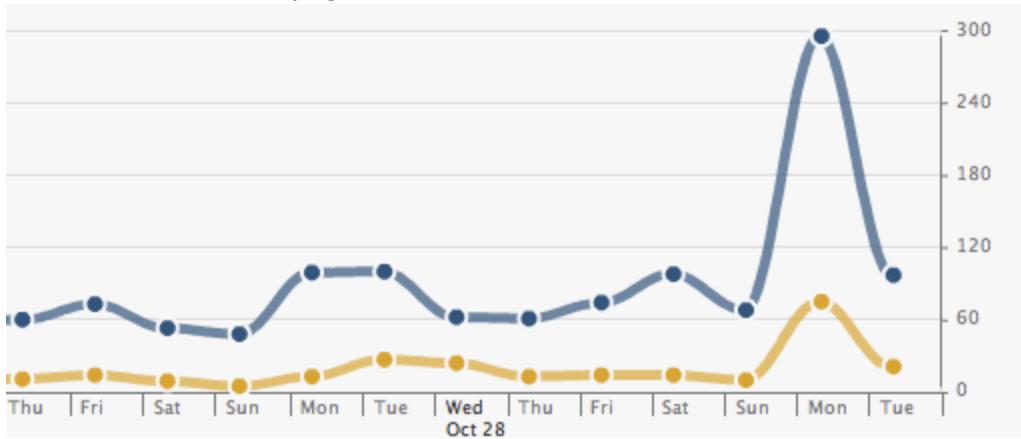
This is probably the most important measurement of the day as people signing up to RSS are people who liked what they saw and want to hang around for the future. As you can see from the graph below we added a significant amount of RSS readers on day itself, about 70 in total



Facebook Interaction

Just like RSS Facebook is another great call to action and we moved the Facebook box on the right hand of our site up so as we could capture fans (about 30 on the day) and increase

interactions with our page.



Summary

You should try and get covered on Techcrunch. It is very good for traffic but as you can see the numbers are not as big as some might think. The key is catching some of the traffic through RSS or Facebook so as they keep coming back to your site in the future. Companies should try and get coverage in Techcrunch and similar sites as part of their marketing plan and not as their entire marketing plan, you will quickly be forgotten.

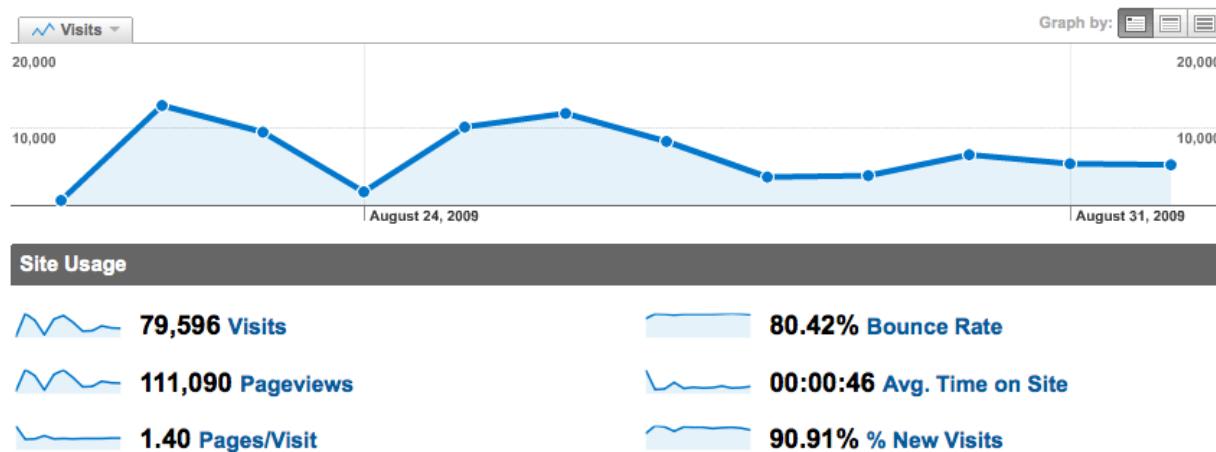
How Much Traffic Can Stumbleupon Send You?



If you have a website or blog online and one of your main goals is to get as much traffic as possible (lets face it that is what a large proportion of people on the web are up to) then you will probably have read somewhere that you need to focus a little bit of your time on [Stumbleupon](#). For those of you not familiar with [stumbleupon](#) it is a toolbar that you can install and it helps you to find random sites that are within your field of interest. It is great from a users perspective but I wanted to share with you what it can do from a publisher's perspective...

I am using the example of [Foodandfizz](#) which is a site we run over at [Lookandtaste](#). I started promoting

[Foodandfizz](#) 3 months ago and built it up to 20,000 unique visitors in the first couple of months and on the odd occasion we would get a bonus of about 500 uniques per day from stumbleupon but these would only happen about once a week. We then had a little re-design of the logo and tightened up the design in general and I started working on promoting it on sites like Stumbleupon and the results and takeoff have been incredible. Here is a section of stats spanning 10 days...



Now some of the key things that you will see form these stats...

- Quarter of a million visitors over the span of a full month
- Very high bounce rate
- Very low amount of pageviews
- Large amount of new visits

When you take into account that people would normally view about 3 pages per visit on the site this is certainly very poor quality traffic but there is also no doubt that the site is being opened up to a much bigger audience than you would normally expect. There was a certain amount of work that went into building a presence on Stumbleupon (probably about 3 full days of my time spread over a month) but as you can see once they do turn on the traffic tap to your site it can certainly be worth it. With that in mind I thought I would share some of my tips for getting you some Stumble action!!

Get Stumbled Tips

1.Only submit highly visual pages from your site. Users will be on your site for a fraction of a second and you need to get their attention real fast.

2.Build a couple of accounts on SU and start surfing around and adding some content yourself. Once you have built up a bit of trust submit a few of your own pages.

3.Ask a few friends to install SU and give a few of your pages the thumbs up.

4.Twitter out some of the links that you want stumbled as people on Twitter will be more likely to have a stumble bar installed.

5.Add a stumble button to the relevant pages so as users can quickly stumble it.

All in all stumbleupon is well worth using if you are playing the traffic game and although many people will leave instantly there are plenty who will find your site for the first time and come back time after time.

Using social media to find a job



The start of a new year usually brings about a rush of job seekers, keen to ring in the New Year with a whole new career. The employment market is becoming increasingly tough and you need to have your wits about you to be one of the first to hear about new jobs as they become available and make yourself stand out as a star candidate. This is where social media comes in, as it can easily make your job search more efficient and has now also affected the application process itself.

If you know the right tools and places to be, social media can help your CV stand out from the crowd. Some of these tips won't apply to you if you're secretly looking for a new job and don't want your current employer to find out, so remember that on the internet, people can see everything.

Using LinkedIn



This is obviously the social network for you if you're looking for a job and there's a few ways you can use the site smartly to be on the lookout. The first place you should go is the vacancies section, to search through available positions, but there are other places to go that could just as effective and a bit less crowded. The questions and answers section can be valuable. I've often seen questions or discussions started for people looking for new talent, but why not start one yourself? If you've no need to be secretive about your job search, start a question asking if anyone has/knows anyone who

has, positions available in your area. Remember to sell yourself here too. This could be the first place you have contact with your new employer.

You should also remember to check your settings to see that you've opted for 'looking for jobs' in the about you section. Use your status update too, to say that you're looking for a position in xyz. The more people know about your job search, the more likely they are to recommend you to organisations or alert you of vacancies they've come across

Twitter

You can use [Twitter](#) to help you in your job search, whether you're being clandestine about it or not. An obvious win here if you're being open, is to post a tweet to say that you're looking for a job and where/when. I'd recommend doing this more than once (without looking desperate!) so that you're alerting different people each time. You can also update your bio to reflect your employment status.

Start following new people. Many job sites now tweet their vacancies and this will help you be the first to know about jobs as they become available. You can sort these into lists or groups to allow for more streamlined alerts. Also target your dream companies and follow the key people in there. If you do land an interview there, striking up a relationship before hand is never going to hurt.

Search for recruiters you can follow as well. There are many recruiters now turning to Twitter to source and place candidates and you can find them either by searching for keywords and location, or using directories such as [We Follow](#) to find them by category. Make a bit of contact and make sure they notice you.

Twitter Search



Tweetdeck (or [Seesmic](#) etc..) can prove very valuable for your job search and will help widen the net for your potential vacancies. Running keyword searches will help massively here. Don't forget to include location filter keywords (if it really matters to you) or using the location option in the advanced options on [Twitter Search](#). Also run searches for keywords that include 'freelancer' for example, as people often turn to Twitter for small one-off jobs they made need

doing. Every little helps if you're unemployed at the time of your search and it's a good way to establish contact with potential employers.

Stellar CVs

As someone who's posted job ads before, I can tell you first hand that sifting through CVs is an ugly job and nowadays, there are plenty of things you can do to make your job application stand out from the crowd. Why not record a video CV and upload it onto [youtube](#)? You'll probably be able to sell yourself a lot better through video than you will through plain text and it will certainly make a difference to the employer.

If you think a video CV might be a bit too 'out there' for your target organisation, a [slideshare](#) presentation might work better. Keep the text on the slides eye-catching, highlighting the main points and try and keep it as short as possible. The effort will certainly be noticed and appreciated, especially if you're saving the recruiter time!



Starting a blog

Keeping a blog in your area of expertise is a great way to establish your authority and credibility on a subject. It will help you get noticed by a new audience and build a name for yourself in your industry. While it may be a less direct route to employment, it will

help stand you in great stead and build a community of people that could all be potential employees or colleagues. You can use your blog smartly, for example by stating that you're currently looking for employment in your 'about' section. If you're a freelancer, include this in the tagline of your blog and definitely make sure you're providing clear links to either a CV (video or otherwise!) or a portfolio of work. Make it easy for people to see why they should be interested in hiring you.

Comment on blogs

If you've been smart enough to draw up a list of companies you'd like to work for, go to their sites and see if they have a blog. If they do, get active on it and start commenting on posts. This will help you in two ways. Not only will it get you on their radar, it will also arm you with knowledge about the company that will be good interview fodder and help you learn more about where that organisation stands on particular issues, which might avoid awkward answers in the interview room. Be smart about where you're linking to in your comment as well. If you've got a public LinkedIn profile, that might be the best place to link to in this case.

Use your social media profiles

As well as your credentials and work experience, potential employers also want to know about the kind of person that you are : this can be just as crucial as your skills. By providing links to your Twitter profile, Friendfeed etc.. employers can get to know you first and see if you're right for them. Believe me, if you don't provide them with this information, they're going to find it on their own anyway, so better to be upfront about it!

Use Google Alerts

Although the main job sites will list all the latest jobs either by RSS feed or email subscription, there are plenty of other places people post job ads, for example on forums or blogs. By running smart [Google alerts](#) (I'd go for the 'as it happens' frequency of updates here) you can find out about new jobs from a wide range of different sources and your search will become a lot easier, with regular emails fed into your inbox or via RSS.

Crowdsouce your next job

While you're on the job hunt, if you're looking to earn money in the meantime, you could take part in crowd-sourced projects. Popular sites such as [99designs](#) allow designers (budding or actual) to submit designs for free, for people that are looking to commission projects. If your designs don't get picked, then you're still building your profile and experience in the meantime and your pro-activeness will reflect well on your CV.

[Crowdspring](#) is another good site for designers. Photographers might be interested in earning money for their images in [istockphoto](#), or you can solve a range of technical and business issues over at [Innocentive](#). This is used by big firms such as Procter & Gamble, for problems that stump their own R&D departments. There are some issues around whether people are adequately compensated for their efforts on crowd-sourcing projects, so I'd look at this more as a CV-booster than a real money earner. Though at Innocentive project rewards range from \$5,000 to \$1m the projects suitable for you may be few and far between.

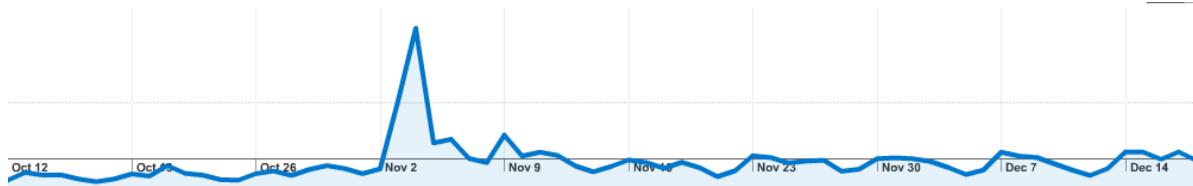
The tools of social media are there for you to use to your advantage in an increasingly competitive job market. These few tips should help you get started, but the only limits are your creativity.

Is Your Website Set Up To Benefit From Traffic Spikes?

In the last 3 years I have been lucky enough to get some decent mainstream media coverage including appearing on the [Dragons' Den UK for Lookandtaste](#), getting [covered in Techcrunch here](#), making the [homepage of Digg](#), getting [stumbled plenty of times](#) and appearing in the [LA Times](#) and every single time the traffic graph looks similar to the one below. At the time it can seem like one of the most exciting things to ever happen when you are looking at dizzying traffic numbers that are 100 times what you would get on an average day but what long term effect does this have? Are any of the visitors that come to your site going to hang around? Are they going to come back week after week and become regular readers or even customers of yours? The answer for the most part is a resounding no. People stop by for a nosy on your site but chances are they will never be back. Unless you have some simple ways of capturing a percentage of them like we have explained here...

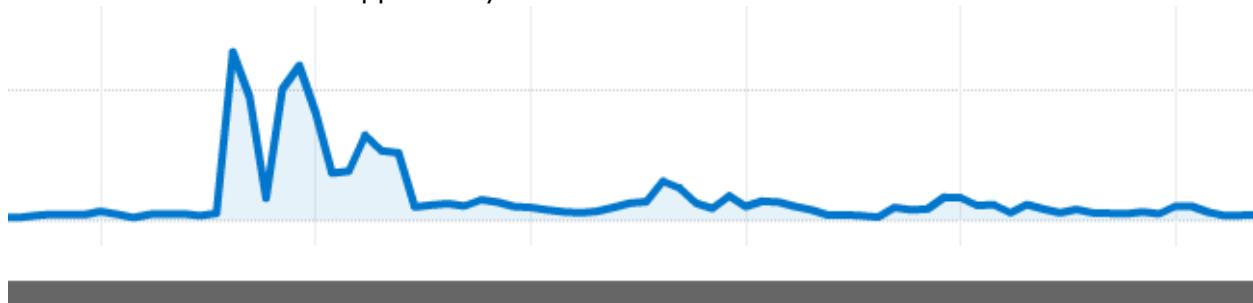
Average Traffic Spike Graph

This is the graph from when this site got covered recently on Techcrunch. As you will see there is a massive spike when the article first appears followed by a couple of smaller spikes when other sites pick it up and create a knock on traffic effect from the coverage. From my experience a spike in traffic will always look like this...



As you will see there is a massive spike where thousands of new readers stop by to look at the story but as is expected very few return. If you look very carefully at the graph though you will see that the baseline figure has increased significantly once the dramatic spike has passed. This is no accident and some of the reasons for this are explained below. To put this in context here is a traffic spike I experienced a couple of years ago when I was just caught up in the moment of the traffic and as you can see it just flat lines and goes back to where the original traffic was in the first place after a couple of weeks which is no good to anybody

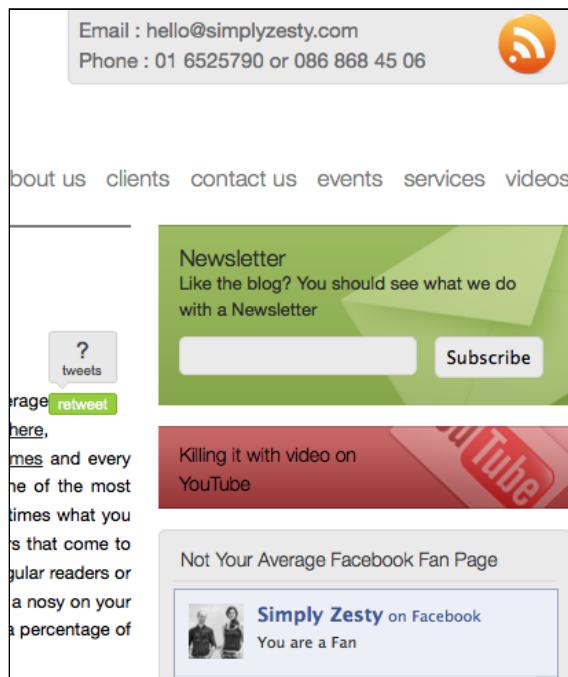
and is a massive wasted opportunity...



How To Benefit From Traffic Spikes

Everybody is going to get a traffic spike at some stage for their website no matter how small. Chances are you will write or photograph something that people find massively interesting and it will spread like wildfire over the internet. You'll get caught up in the huge amount of traffic you are being sent and think it is the best thing that has ever happened to you but in truth it is just another 15 minutes of fame unless you have some triggers in place that can help you capitalize fully. The reason the baseline figure on the top graph is higher after the spike is because this blog has some key calls to action that help bring people into the network...

RSS



You need some sort of distinctive RSS symbol so as people can click on it and subscribe in an instant. This is the most powerful form of conversion as this is somebody who is effectively saying "I like what I see and I'd like to get an update every time you post something new". An RSS reader is somebody who is not only going to read your content in the future but who could also possibly share and promote your content to others in their network in the future if it is good enough.

Phone numbers

This might not apply to everybody but there is a business behind this blog and at the end of the day we need to pay the rent by attracting

clients. We wanted people to come on to our site and be in no doubt as to how they could get in touch with us. After the spike we received 3 calls directly from international clients

looking for representation. The phone numbers are incredibly clear for all to see and include a mobile just in case it is outside office hours (which one call was).

Email

This is more of an in-direct traffic driver but the article and coverage generated over 50 emails from people asking us questions about what we do and general questions about the blog. All of those emails were answered immediately and personally. People respond to great customer service and a knowing that there is a real person behind a blog or website and several of those people who emailed are now dedicated readers of this blog which they may not be had they not emailed and started a conversation.

Facebook

We all know and trust Facebook. The widget on the right hand side of the page allows people to become our fan on Facebook with one click of a button. Many people do this and as we post all stories from the blog here to our Facebook Fan page they are continually drawn back to the blog thanks to the stories popping up in their Facebook stream. Having seen stories they like several times they are more likely to become regular readers and come to the blog on their own accord.

YouTube



We make lots of videos over on YouTube and want to show these off as much as possible and with a simple box on the right hand side of the page (opening in a new window so as not to take people away from your blog too early) we show the videos off and send people to our video page where they might just subscribe and become long term fans of our videos and get an update direct to their email every time we post a new video.

Newsletter

Possibly the most important call to action of the lot. We try to create something really special with our newsletter and for that reason it gets the most prominent position on the homepage and it converts really well into people signing up. Somebody who gets the newsletter (we make sure to make it easy to un-subscribe and make the content worthwhile) is engaged with you for as long as they stay subscribed and are turned from being a passer by in to a long term reader of your blog.

Retweet Button

This is a simple little button that you see at the top of every post. If the content is good enough you want people to share it with their followers on Twitter and by providing them with a simple one click solution to do this you are increasing the chances of even more people seeing your content and repeating all the steps that are laid out above.

Get Your House In Order



Everybody is going to get a traffic spike at some stage on their site and you need to be ready for it. Chances are that you won't have the time to get all these things implemented in time so have them in place in order to get maximum benefit out of the traffic spike when it does come. Converting passers by into long term engaged readers is the key and sadly your good content alone is not going to do that, you'll need to capture people in the

60 odd seconds they are on your site and nudge them back there in the future. I wish I had known this sort of stuff when I had sites in the past as it really is crucial in building long term traffic and increasing your readers, fans and subscribers.

What has your experience been with traffic spikes? Did you get any long term gain out of them or have any better solutions than ours above?

How To Monitor Your Competitors Using Social Media



I want to use that old saying "keep your friends close and your enemies closer" with regards to social media and in particular your competitors. Now it doesn't matter what business you are in as you are sure to have competitors who are taking you on and possibly stealing business from you. Some people go with the logic of just ignoring their competitors and just saying "Ah sure we will just do better" leaving their competitors to go about their

business. In the old days you might pop in and see the competition or word would filter through on the grapevine as to what they were up to but luckily with social media and the web you can now watch every single move your competitor makes. It is scary what you can find out about your competitors these days and if used correctly it can give you a massive advantage in business terms...

Who Should Use This?

Most people will need to keep an eye on their competitors in some shape or another but you also shouldn't get caught up in spending too much time on them either. See what they are doing, better it and move on to concentrating on your own product. some people who could use the following tools...

Start Ups

You want to bring something new to market and there is only one other competitor out there. Employ all of the tools below and it will be as if you are inside your competitors head. People who run start ups are usually proud about their product and will shout about it to anybody who will listen. Sit back and let all that info come to you.

Local Business

If you run a local business you'll need to know everything that is going on in your area. You don't want the competition around the block offering the same product as you but at half the price. Get tuned in to all your competitors social media channels and find out when they are offering special deals so as you can come back with your own.

The Big Guys

Large companies and corporations spend millions figuring out what their competitors are up to and what they are going to be releasing next. Large companies also have lots of employees so get yourself tuned into their culture. You may also want to listen to what blogs are saying about your competitor's products and prices to improve your own.

The Tools To Use



There are as always a bunch of expensive brand monitoring tools out there that will cost you thousands to use but the good news is that the little selection we have used here are all free so you can get stuck in immediately.

Google Alerts

Set up alerts around your competitors company name, names of people within the company, product names and even their clients names. You'll be sent a daily update with all mentions from the web of what they are up to and you'll easily be able to find out if anything significant is happening around the company or any of its team. [Google Alerts](#)

Twitter Search

Very similar to the last one but you'll be able to drill down into a lot more detail and you should focus on the personality or management team behind the company. If they have a presence on Twitter you can always follow but don't need to say anything to them. This should help you find out if they are working on any big releases or chatter between employees might even give some secrets away. [Twitter Search](#)

Backtype

The beauty of this little tool is that you can get alerts about where your competitors are talking all over the web. Follow their trail as they aim to promote their own website and see who they have interactions with online. Have they discovered websites and communities that you haven't? Not anymore! [Back Type](#)

Website Grader

You can use this simple little tool to generate a report not only about your own site but about your competitor's website as well. Find out who is linking to them, what their Google

PR is and lots of other juicy information that you need to be competing on. [Website Grader](#)

A. Score Summary

Section	www.simplyzesty.com
Website Grade	99.3
Google Page Rank	4
Google Indexed Pages	429
Traffic Rank	77,421
Blog Grade	71
Inbound Links	13,023
del.icio.us Bookmarks	34

Subscribing

You need to subscribe to your competitor in any way you possibly can. If they offer any way to subscribe to their blog or newsletter or latest updates then you need to be on that list. Immediately! Chances are that if they think something is important enough to be sending out to their loyal subscribers or mailing list them you want to know about it too.

Way Back Machine

Your competitors might have been around for a while and you'll want to see what they have tried in the past and what has worked and they have decided to keep on their site. Use this tool to look back on their website over time and paint a picture of how their site has been changing. [Way Back Machine](#)

What To Do With All This Info?



This is mostly a listening exercise and it is in your best interests to stay under the radar on this one but you should be doing a lot with all this great information you are gathering. Ask yourself some of the following questions...

1. What is my competitor doing better than me and can I apply that to my business?
2. What is my competitors' relationship like with their customers? Can I replicate their customer service?
3. Are there areas where I am already better but need to improve further?
4. Who are their key relationships with/customers. How can I have similar relationships?
5. What sales channels are working for them?

If you follow these steps you'll start to build up a picture of where your competitors are at and what makes them tick. You'll know how they drive traffic to their websites, you'll know what the founders are talking about, you'll have every advertising mention of them as well as how they reply to positive and negative feedback. You will in effect have used social media to get under the bonnet of their company and you will have the information at hand to make the right decisions around your own organisation.

10 Simple Ways To Get Media Coverage



Through a mixture of luck, bullshit and following a few good tips I have received over the last couple of years I have been lucky enough to get a large amount of press for the various projects I have been working on. Getting coverage can help you with everything from securing investment to increasing sales or creating valuable business partnerships and it should be a key part of your marketing strategy. There are various ways that you can go about it and the following tricks are only what have worked for me personally and may vary from what more traditional sources will teach you. Hopefully some of these will work for you too though...

Follow Journalists On Twitter

Journalism is one profession that has a massive representation on Twitter and you should tap in to this to build relationships with the people who are most likely to cover the story in your niche. Do a little research and you'll easily find the journalists that are most relevant to you and your industry and start chatting to them. Don't ever follow them and start bombarding them with links as this will work against you, simply start a conversation, share useful information and show them that you are a valuable member of the community. Once you have built a relationship you might want to send them a DM with your press release or even ask for their opinion on your product and ask if they would be interested in covering it.

Be Direct And Honest

A lot of us have a problem when looking for coverage in that we are not sure how to ask for it and we spend hours trying to find the right angles and beating around the bush. Journalists are busy people and a lot of them appreciate the direct approach. At the end of the day you are pitching to these guys to cover your story so throw in something like "would you be interested in covering this?" or "would this fit in to your weekly column?". Pitching a journalist is exactly like pitching for investment or for clients in that it is a skill. It is a skill that you can improve on with practice but I would encourage brevity and the direct approach to save everybody's time.

Kick Ass Press Release



I am not a huge fan of press releases myself but they are an essential part of the coverage process so you want to make sure that yours really stands out. Just imagine that every other company in the country is also out there being creative and trying to get their products covered so the 1 page email press release that you send to info@newspaper.com is really not going to stand out in the slightest. Use your imagination and make something that really stands out. I have used small personalized videos to journalists in the past (just a YouTube link) or send the press release in physically with some chocolates attached. Make them remember you.

Timing

Most newspapers finish writing news stories for the next day in the early evening and the weekend papers are mostly wrapped up on a Friday night. You'll want to try and get coverage on quiet days and although you can't predict when the next big natural disaster is going to happen you can check the local event guides and watch out for big stories that are happening that week and try and pitch your own story on a different day. Ideally send your story in to get coverage first thing in the morning (journalists will be flicking through their inbox looking for stuff to cover), on a quiet day, in the middle of the week and do it just as the journalist is looking for something in your niche (that last bit is the hard bit).

Bullshitting

You should never lie about what your product can and can't do but you can certainly cherry pick the best parts of what you do and neglect to mention some of the info that you are not mad to show off. Journalists are not going to have time to look into every single number you provide them with so make sure you put your best foot forward. Be brave and don't be scared to blow your own trumpet because nobody else will at all. Use the headlines to grab peoples' attention like "Company X has 43% growth in Q2" even if the figures only relate to one area of your product and others are struggling. Be creative with your numbers and facts but don't ever lie as you will be found out and that will do way more damage.

Exclusives



Nothing will get a journalists creative juices flowing better than if they think they are getting an exclusive story that nobody else will have. These sort of stories will be rare enough for your company and may only come along once every couple of years but they are important to manage correctly. The word exclusive carries a lot of weight and don't forget that you might want to give somebody a print exclusive, a radio exclusive and a TV exclusive. If you have good news on a regular basis you may want to spread the exclusives

around to keep as many people happy as possible and so as people don't think they are missing out.

Give Your Story An Angle

I listen to people every single day of the week with a new website telling me how amazing it is and how they think it would be great on X radio show or Y morning TV show. The big problem is that there are 1000s of new websites (or apply to whatever product or service you have) that launch every single day of the week. No matter how good you think your own website is it will never get coverage unless you give it a good angle. Lets say you own a golf website...you might want to run a survey on how golfers are using the Internet to drive down golf costs or show how your website is making golf a cheaper sport for people during the recession. You need to pitch something topical, newsworthy and with a nice angle other than "my new website is amazing".

Use A PR company

If you do have the money and can afford to engage a professional to do it I would highly recommend it. As Bill Gates said "If I was down to my last *dollar*, I'd spend it on *public relations*.". You are never going to be able to build the sort of relationships with journalists that people in the PR industry have due to the fact that they are dealing with them day in day out. If you do have the resources to outsource your PR to the pros I would highly recommend it so as they can get you the most coverage and you can concentrate on what you do best, running your company.

Turn Yourself Into An Expert

The media are always looking for people to comment on stories and will often revert to the expert in the field. You need to make yourself that expert so as they come to you for comments and in return your business can benefit from the extra coverage. It doesn't matter if your business is data backup or selling cars, you need to know everything you possibly can about your own business and let journalists know that you are willing to comment on stories relating to your topic of choice. One way to make yourself into an expert quickly is to establish your profile through a blog. This will give you the platform you need to build your profile and show people that you know your subject inside out.

Create The Story For The Journalist

Some journalists will kill me for saying this but I most often hear this from journalists themselves....Journalists are lazy bunch and you should do most of their work for them. What does that mean? Well you need to write a really good press release so as they can just copy and paste parts of their articles into their story. Have the right photos ready so as they don't have to chase you. Get some good quotes ready and send them with your press release. Supply a high resolution logo. The more work that you can do for the journalist means the less that is left up in the air and the more chances you have of getting your story published.

A lot of these tips worked for me and you'll find that it gets easier to get coverage as you get to know journalists and people within your industry a bit better. Have a go yourself and also share any tips or tricks that you have picked up yourself in the comments so as everybody can benefit. Good luck 😊

Social Media Monitoring Tools

Free social media monitoring tools

The importance of knowing what people are saying about you online, shouldn't be underestimated. By now, you should all be using Google Alerts to receive updates of your latest Google listings, or running searches on Twitter. But this is by no means extensive and there are many (free!) tools out there that you can be using to get a snapshot of what people are saying about you and, importantly, highlight the areas where you need to take action against negative comments etc..

Addictomatic

The screenshot shows the Addict-o-matic homepage with a search bar containing 'simplyzesty'. Below the search bar, a section titled 'Hot Topics' lists 'Tiger Woods, Jasper Schuringa, Jennifer Lopez, Health Bill, Beyonce, Bloomberg'. To the right, there's an advertisement for Emma with the text 'Say hello to Emma.' and a logo. A Twitter sidebar encourages users to follow @addictomatic. The main content area is titled 'Topic: simplyzesty' and displays five search results:

- Twitter Search**: Shows tweets from users like @SimplyZesty and @TrustTommy.
- Truveo Video Search**: Displays video thumbnails from users.
- Google Blog Search**: Lists blog posts from Coke, Coca Cola, and Shane Murphy.
- YouTube**: Shows thumbnail images from YouTube videos.
- Flickr**: Displays thumbnail images from Flickr users.

[Addictomatic](#) is a search engine that will give you a visual representation of your presence across social media sites, including youtube, digg, google blog search and Flickr. Just pop in your brand term (or your competitors) to get an overview of where you're doing well and which areas need attention. It might be the case, for example, that it's not picking up photo or video results so you can see this is an area to focus on.

Trendistic



[Trendistic](#) is a useful site for tracking trends across Twitter. You can enter your search term (data may be limited for localised searches) and track recent trends to see what the level of conversation has been in Twitter. You can also drill down by day, seeing the related tweets for that time period. This is a great way to see what the overall conversation has been over certain times and highlighting any areas you may need to address.

Blogpulse

The screenshot shows the BlogPulse homepage with a navigation bar at the top featuring the Nielsen logo. Below the navigation is a banner with the text "Discover What's Hot..." and "BlogPulse Community". On the left, there's a sidebar with links to "Tools Overview", "Trend Search", "Featured Trends", "Conversation Tracker" (which is highlighted in orange), and "BlogPulse Profiles". The main content area shows a "Home > Tools" breadcrumb and the title "Conversation Seed: +simplyzesty". Below the title is a list of 17 links, each with a timestamp and a brief description. To the right of the list is a "Want more?" section describing Nielsen's MyBuzzMetrics™ tool.

Tools Overview
Trend Search
Featured Trends
Conversation Tracker
BlogPulse Profiles

Home > Tools

Conversation Seed: +simplyzesty

- 10/22/2009 [The Irish Twitter Complex](#) (from: Trust Tommy)
- 11/04/2009 [Will Twitter break the 500 person lists limit?](#) (from: Shiny Shiny)
- 11/04/2009 [Will Twitter break the lists limit, and let you list more than 500?](#) (from: Shiny Shiny)
- 11/04/2009 [イギリス人の全Twitterユーザーが含まれるリスト、作成中](#) (from: POLAR BEAR BLOG)
- 11/04/2009 [Twitter's crowdsourced address book](#) (from: Media: PDA | guardian.co.uk)
- 11/04/2009 [The Next Step For Twitter Lists — Entire Populations](#) (from: ssentamu's blog)
- 11/04/2009 [Where are you from?](#) (from: Trust Tommy)
- 11/07/2009 [David Szetela Tweeted This Yesterday...](#) (from: The Clix Marketing Blog)
- 11/09/2009 [Will Twitter break the 500 person lists limit?](#) (from: Bjophoto's Blog)
- 11/11/2009 [Social media is not your marketing strategy](#) (from: Gary Gregory's Blog - A.K.A. "The Misfit Marketer")
- 11/12/2009 [Talk about Talk: Social media and marketing](#) (from: Farmersimon's Blog)
- 12/01/2009 [Add Video To Your LinkedIn Profile](#) (from: The Last Cut Video Productions News)
- 12/01/2009 [Embedding Video Into Your LinkedIn Profiles | InventorSpot](#) (from: Fishdogs-Career Branding for Social Animals)
- 12/15/2009 [Guest post: The thorny business of measurement and who blinks first](#) (from: Irish Internet Association blog)
- 12/18/2009 [How I DIDN'T make \\$10,000 a year in passive income.](#) (from: Residual Bacon)
- 01/06/2010 [Looking Forward to SEO in 2010](#) (from: Some Rights Reserved)
- 01/10/2010 [Social Media vs. SEO](#) (from: Socialnomics - Social Media Blog)

Want more?
Nielsen Online's MyBuzzMetrics™ tool analyzes all forms of consumer-generated media (CGM), including newsgroups, message boards and discussion forums. [Request a demo or more information](#), or call us toll free at 1-888-634-1222

[Blogpulse](#) is a great blog search engine as it is, but their conversation tracker is an excellent tool that can help you organise the sprawl of links and mentions about you or your brand online. The conversation trackers works by entering a keyword or seed url, then showing you a threaded view of the conversation that a particular blog post may have sparked off. I'd really recommend using this tool regularly to keep up with what's being said about you and by whom online.

Boardreader

BoardReader™ hotel ireland [Advanced search](#)

Search / Results 1 - 10 of 1,000 for hotel ireland

Showing 3,268 post(s) for last 3 months sorted by relevance in any language | [Show tools...](#)

Ads by Google

200 Hotels in Dublin
Book your Dublin hotel online. Save up to 75% on your True Irish luxury. From the luxury hotel experts.
reservation!
www.booking.com/Dublin

Ashford Castle Hotel
Book your Dublin hotel online. Save up to 75% on your True Irish luxury. From the luxury hotel experts.
FiveStarAlliance.com/Ashford_Castle

O'Callaghan Hotels Dublin
Choice of 4 Luxury Hotels Situated In The Heart of Dublin. Search Here!
O'CallaghanHotels.com/DublinHotels

F RE: 6 days in Ireland
1 month ago by [TimS](#) - 36 posts
See this listing of castle hotels in Ireland: <http://www.hotel-ireland.com/castles>. For maximum flexibility, rent a car.
<http://www.fodors.com/community/europe/6-days-in-ireland-374440-2.cfm#6102378>
[+ Show more site info](#)

Q RE: Ashbourne Marriott Hotel - Ireland
1 month, 1 week ago by [Irrover](#) - 9 posts
... overlooking the traffic circle. The hotel is nice with a nice... not eat at the hotel. The hotel bar/restaurant was happening...
<http://www.flyertalk.com/forum/marriott-rewards/716101-ashbourne-marriott-hot...>
[+ Show more site info](#)

Posting activity on hotel ireland.

Trends Graph

Dec. 14 Jan. 12

Posts by: day week month

More graphs on [hotel ireland](#) »

Boardreader searches through forums and message boards for your keywords, bringing up the latest results which you can click through to, as well as graphs that will trend your results over certain time periods. I'd recommend you keep an eye on the conversations in forums, as these can be easily missed but are a valuable insight into how people feel about your brand.

Social Mention

Blogs Microblogs Bookmarks Comments Events Images News Video Audio Q&A Networks All [Advanced Search](#) [Preferences](#)

socialmention*

Mentions about hotel ireland

Sort By: Date Results: Anytime Results 1 - 15 of 139 mentions.

0 retweets 0 authors 0 hours ago

Sentiment

positive	neutral	negative
47	90	5

Top Keywords

jobs	37
hotels	36
dublin	27
travel	22
world	21
blog	21
room	19
rooms	18
subscribe	18
january	18

CEF News and Notices: Revised dates! Review of the Electoral Area ...

Blarney Castle Hotel. 4 - 8pm. 16th Feb. Blarney. Vienna Woods Hotel, Glanmire. 4 - 8pm. 26th Jan. Carrigaline. Rochestown Park Hotel, Douglas. 2 - 8pm. 11th Feb. Ca... cefnewsandnotices.blogspot.com/2010/01/revised-dates-review-of-electoral-area.html 14 minutes ago - by Cork Environmental Forum on [google_blog](#)

Ireland Adventures: Study Abroad 2010: Italy-America

I briefly ventured out into the rainy weather to peruse the shoppettes along our hotel blocks. I came to find that most of the products in Italy have American labels... angelashugarts.blogspot.com/2010/01/italy-america.html 18 minutes ago - by Angela Marie Shugarts on [google_blog](#)

Construction industry on the road to a slow recovery « Business ...

In addition to welcome news that the residential construction sector is improving, the Travelodge hotel chain are planning expansion over 2010. The budget hotel [chai](#)

Social Mention is an excellent real-time search engine, that pulls in data from a range of social media. As well as displaying the latest results, it also gives you a sentiment score of positive:negative, related keywords, reach and many other useful metrics. If you're quick off the mark with your social media monitoring, this could be a valuable way to avert a crisis before it spreads.

Facebook Search

ryanair Search

All results Show: English (UK) ▾ All post types ▾

 People  Pages  Groups  Applications  Events  Web results  Posts by friends  Posts by everyone

 Mickaël de Bocarán londres duy 24 au 30 MARS. Qui est motivé??? (aller-retour : 30€ ryanair) dépêchez-vous!
2 minutes ago · View feedback (1)

 Fly4free: tanie latańie podróże turystyka Facebook only. 70 złoty Katowice - Londyn - Katowice. Ryanair. Wylot: 8, 9, 10, 15, 16, 23, 24, 25 marca, powrót: 9, 10, 11, 15, 16, 17, 18 marca.
16 minutes ago

 Ross Nicoll Ryanair???? Cost of taking 4 Human Beings to Belgium and back - £83 Cost of taking 4 Human Beings carrying 4 Guitars to Belgium and back £403. Good ain pal.
19 minutes ago · View feedback (12)

 Katie MacLeod loved RdP's lecture today: " Does the road to Damascus generally go via Blackpool? Well maybe, if you go with Ryanair! " and is also glad to be back at her flat which hadnt burnt to the ground! PHEW!!!
19 minutes ago

 Amy Wray Cheap Ryanair flights on offer today & tomorrow, Barcelona - Girona/Reus (FEB 1 - MARCH 25th)
30 minutes ago · View feedback (1)

 Jaimie-Leigh Summers Is now stranded as ryanair are a bunch of dicks n made us sit on a plane 4 2 n a half hrs n then they cancel it!!!
42 minutes ago via Mobile Web · View feedback (1)

Facebook made changes to their search function last year, when they introduced the capability to search through public status updates. Just enter your search term and click 'everyone's updates' on the left hand side. Unless there are serious customer issues, I wouldn't recommend messaging someone privately on Facebook if you're representing a brand, but it can be an invaluable way to ascertain the sentiment around your brand, what people are discussing and areas you may need to address.

One Riot

The screenshot shows the OneRiot beta homepage with a search bar at the top containing "british airways". Below the search bar, a "Trending Topics" section lists "YELE, NFL, Minka Kelly, Shorty Award, The Bachelor, American Idol, Detroit Auto Show, Haiti". The main content area displays two search results. The first result is from "Times Online - Eureka Zone - WBLG: The British Science..." and the second is from "Book Flights, Hotels, Holidays, Car Rental with British...". Both results include sharing options and timestamps. To the right, a "Featured Content" sidebar shows a BBC News article about Japan Airlines shares dropping 45%.

Another real-time search engine that it's worth checking out, although not quite as comprehensive as Social Mention. This list isn't exhaustive, but is a snapshot of what I think are some of the best free tools out there. What are you waiting for? Get searching!

Top 10 Sites For Finding Internet Statistics



The internet is always moving at a hundred miles an hour and it can be tough to find the right sort of information that you are after especially when it comes to good accurate statistics. With that in mind we decided to compile a list containing some of the best statistics on the web. We constantly need to back up presentations and reports with wider statistics around social media usage and user behaviour. Most of the services that we have included are free although several have premium levels that include more advanced results and a couple are fully paid services as their data is far more advanced and appeals to brands and agencies. So here are our top 10 sites to find the latest internet stats...

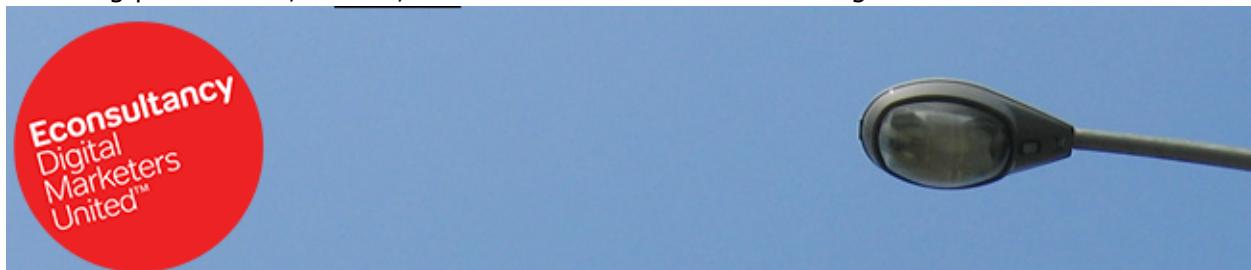
Internet World Stats

Not the prettiest of sites, but it does provide a comprehensive breakdown of internet usage worldwide, including the number of internet users and percentage population penetration.



E-Consultancy

Though you have to pay to download the report (which is free to Econsultancy members), we thought it was too good to miss out. The report gives detailed statistics into a wide range of sectors and is produced each month. The report covers a wide range of areas including paid search, mobile, social media and email marketing.



Social Media Statistics

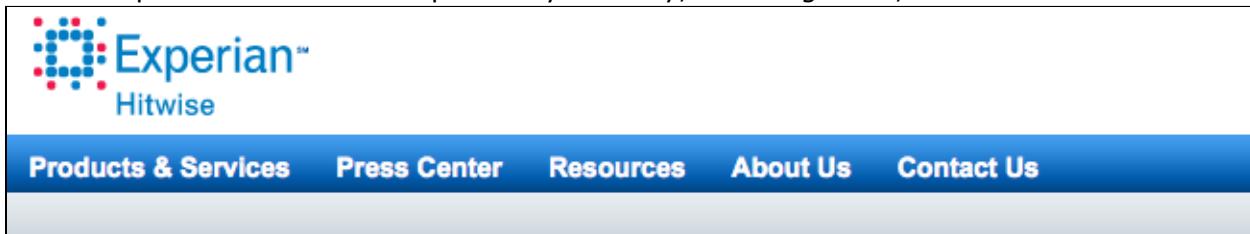
This site was developed by social media extraordinaire [Helen Lawrence](#) Designed to provide statistics on social networks, including registered users and average time spent on sites, the beauty of this is that it's a collaborative project. As it's a wiki, anyone can edit the site and update or add new statistics.



The screenshot shows the homepage of the Social Media Statistics website. The title "Social Media Statistics" is prominently displayed at the top left. To the right of the title is a decorative graphic featuring a branch with green leaves and small red flowers. The background of the page is white with some light gray shading.

Hitwise

The Hitwise Data Center gives internet stats broken down by industry. Statistics covered include top search terms and top sites by industry, including retail, travel and finance.



The screenshot shows the Hitwise Data Center website. At the top left is the Experian Hitwise logo. Below the logo is a navigation bar with links: Products & Services, Press Center, Resources, About Us, and Contact Us. The background of the page is white with some light gray shading.

C

ClickZ

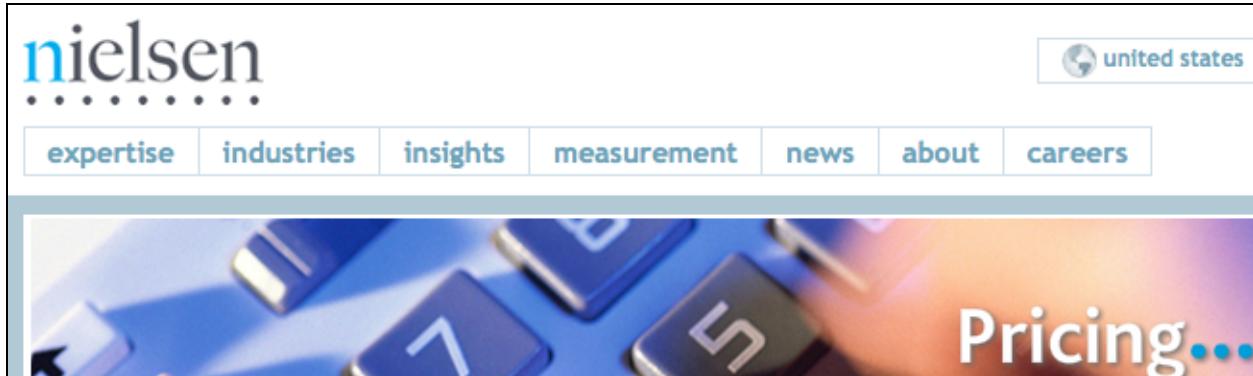
Clickz stats supplies an overview of web stats slanted towards search and advertising. The stats are fairly comprehensive and updated each month, providing a wide range of facts and figures that can be nicely worked into client presentations and business plans.



The screenshot shows the ClickZ website. At the top left is the ClickZ logo with the tagline "News and expert advice for the digital marketer". To the right are three buttons: ClickZ, Interactive Marketing Events, and Search E. Below the header are links for "Subscribe to Newsletters" and "Subscribe to RSS Feeds". In the center, there is a section titled "OMNITURE" with a "DOWNLOAD NOW" button. To the right, there is a large headline "Where Is Interactive Marketing Heading in 2010?" followed by the subtext "How Marketers Can Prepare Today For the Marketing of Tomorrow". A "DO" button is located in the bottom right corner.

Nielsen

Again, a paid for solution, Nielsen provides the most comprehensive market research, covering both traditional and digital media. The reports are certainly comprehensive and give high level insight into consumer activity.



Quantcast

Great way of finding out general data on some of the bigger sites. Quantcast does a pretty good job of getting data from some sites but it really comes into its own when sites have been directly measured which means the sites will have placed a piece of code within their site to measure traffic. A surprisingly large amount of sites do this which means that you can grab some great data and it also allows for some nifty data like embedding the data into your site to display to users.

A screenshot of the Quantcast website. At the top left is the Quantcast logo with the tagline "It's your audience. We just find it.". Below the logo is a search bar with the placeholder text "Get Audience Data for any Site on the Internet". Underneath the search bar is a text input field with examples: "eg. gawker.com, hulu.com, evite.com". To the right of the input field are two blue links: "TOP MILLION SITES" and "ADVANCED SEARCH".

Google Insights

This is a nice simple tool that allows you to track trends for search terms over periods of time. You can filter results by time, country and search type (i.e. web, image, news). The tool also shows you top related searches and emerging search terms

Google Insights for Search

NiallHarbison@gr...

Compare by

- Search terms
- Locations
- Time Ranges

Search terms

Tip: Use the plus sign to indicate OR. (tennis + squash)

- All search terms
- + [Add search term](#)

Filter

[Web Search](#)

[Worldwide](#)

[2004 – present](#)

Google Internet Stats

This is a fairly new site from Google that is slightly angled towards the UK. Topics covered include media consumption, consumer trends and the changing media landscape.

Google™ Internet Stats

Welcome to our collection of the latest Internet stats

Ireland Metrix

Sites need to register in order to be included in this, which should be considered when taking statistics from the site. Statistics provided include page views and unique visits.

