

GETTING STARTED: SOCIAL MEDIA CHEAT SHEET



Listening

<http://search.twitter.com/advanced> - search all of Twitter

<http://blogsearch.google.com> - search blogs

<http://friendfeed.com/search/advanced>

RSS Tools

<http://www.google.com/reader> - read all your updated feeds in one place. "Personalized morning paper"

<http://www.feedrinse.com> - filter RSS feeds



Twitter

<http://twitter.com>

People are talking about EVERYTHING on Twitter including you and your industry.

Checklist:

- <http://twitter.com/account/settings> - Choose a recognizable username related to your name/company/ industry. Set your time zone, location and bio. DO NOT 'protect your updates'.
- <http://twitter.com/account/picture> - Upload a recognizable photo of your face.
- <http://twitter.com/devices> - connect your mobile phone

Twitter tools:

- <http://tweetdeck.com> - desktop management
- <http://hootsuite.com> - web based management
- <http://twitpic.com> - share photos
- <http://bit.ly> - create short link URLs plus tracking
- <http://twitterfeed.com/> - Connect blog to Twitter

Translator:

Tweet = a message

@ = messages starting with @ are replies

RT = retweet or forwarding a message on

= hashtag, used to provide context (#CorvallisBiz)

Dos:

Monitor filtered Tweets

Follow people that are valuable to you

Be engaged, polite, personal, helpful & interesting

Don'ts:

Stare at the live Twitter stream for hours

Overly self-promote or use sales-speak

Use Twitter as a broadcasting tool



Facebook

<http://www.facebook.com>

FB is currently the largest social network with more than 250 million active users. 120 million users log on to FB at least once each day.

Checklist:

- <http://www.facebook.com/editaccount.php> -
- <http://www.facebook.com/privacy> - set your privacy
- http://www.facebook.com/editaccount.php?notification_s - email notification settings
- <http://www.facebook.com/mobile> - mobile phone features

Fan Page for Business

<http://www.facebook.com/pages/create.php> - create a new fan page

Group Page for Communities

<http://www.facebook.com/groups/create.php> - create a new group

Useful Facebook applications

- <http://apps.facebook.com/twitter/> - connect Twitter to FB
- <http://apps.facebook.com/rss-connect> - connect blog to FB
- <http://www.facebook.com/username> - select a unique username

Dos:

Beware of spamming your friends & fans via email

Be real person, use your real information & profile photo

Share comments, links, events, photos and video

Don'ts:

Create a personal account for your business, use fan pages

Assume that what you post on FB is private



Blogs

Create original content to share your passion & expertise.

<http://www.blogger.com> - free blog hosting by Google

<http://wordpress.org> - free but unhosted

Inexpensive Wordpress hosting

<http://www.godaddy.com>

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