

Build Your Own Web & Social Media Listening Station

“To listen well, is as powerful a means of influence as to talk well, and is as essential to all true conversation”

~ Chinese Proverb

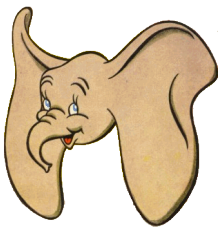


Free RSS Readers

- Google Reader (www.google.com/reader)
- iGoogle (<http://www.google.com/ig>)
- NetVibes (<http://www.netvibes.com>)
- MyYahoo (<http://my.yahoo.com>)

Sources for RSS Feeds

- Google News (news.google.com)
- Google Blog Search (blogsearch.google.com)
- Youtube (www.youtube.com)
- Flickr Places (<http://www.flickr.com/places>)
- Flickr RSS Example:
(http://api.flickr.com/services/feeds/photos_public.gne?tags=corvallis,pizza&tagm ode=all)
- Delicious (www.delicious.com/help/feeds)
- Twitter Advanced Search (search.twitter.com/advanced)
- Search Facebook posts, pages & events (search.tifsoft.com)
- FriendFeed (<http://friendfeed.com/search/advanced>)



Cool Free Tools

- Open Dapper (open.dapper.net)
- FeedRinse (www.feedrinse.com)
- FeedBurner (www.feedburner.com)

Tricks and Tips

- Search Twitter for links to your domain
- Listen for phrases used in questions and help requests (“help me”, “know how”) Monitor any virtually any public webpage using open.dapper.net
- Receive alerts by email using www.feedburner.com
- Outlook, Outlook Express and many other email clients support RSS reading
- Using open.dapper.net:
<http://www.proworks.com/blog/2010/05/06/how-to-generate-an-rss-feed-from-facebook/>
- Categorize and/or tag item
- Less is more. Try to refine your RSS queries to be targeted rather than broad
- Think about how you (or your staff) might respond and/or react

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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