

# Social Media Guide for the Business - Introduction



## What is Social Media?



Click here to watch a short video about Social Media.  
<http://www.youtube.com/watch?v=MplOCIX1jPE>

Wikipedia - [www.wikipedia.org](http://www.wikipedia.org) - If you aren't using this great resource already, please start. Also, be sure to check to see if your company or key executive are listed. Be sure to check this on a somewhat regular basis to make sure that all the information is correct.

### Social Media Speaks to your Clients

Social media is at the heart of a media revolution. The rules of business are changing. Consumers are shifting their media preferences. Relationships are being made through social networking,

The shift is from top down large media companies controlling one way, expensive and hard to measure communications ... to social media, which is a dynamic, interactive conversation generated by a company or individual, that becomes "the publisher" of the content.

### Social media benefits include:

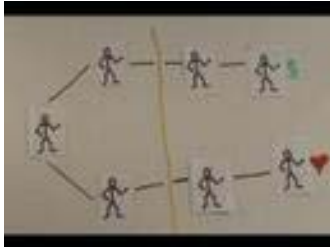
- targeting a niche market
- measurable results
- connecting to local, national and global markets in seconds

[Forrester Research](#) wrote a National Best Seller book titled [Groundswell](#). The Groundswell is defined by them as "A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations." In Groundswell, relationships are everything. You build these relationships by social networking and generating and participating in conversations.

# Social Media Guide for the Business - Introduction



## What is Social Networking?



Click here to watch a short video about Social Networking.  
[http://www.youtube.com/watch?v=6a\\_KF7TYKvc](http://www.youtube.com/watch?v=6a_KF7TYKvc)

### Social Networking Platforms

- blogs/websites
- LinkedIn
- Facebook
- Twitter
- MySpace

### RSS - Here are some sources for RSS:

- Yahoo - specifically My Yahoo - [www.yahoo.com](http://www.yahoo.com)
- Google's Customizable Homepage - <http://www.google.com/ig?hl=en>
- PR Newswire RSS - [www.prnewswire.com](http://www.prnewswire.com) - click on the RSS button
- PR Newswire Widget - [http://www.prnewswire.com/rss/rss\\_googleadgetfaq.html](http://www.prnewswire.com/rss/rss_googleadgetfaq.html)
- Netvibes - [www.netvibes.com](http://www.netvibes.com) - this is my RSS Reader of choice

### Blog Search Engines:

- Technorati - [www.technorati.com](http://www.technorati.com)
- Google Blog Search - <http://blogsearch.google.com/?tab=wb&hl=en>
- BlogPulse - [www.blogpulse.com](http://www.blogpulse.com)
- Ice Rocket - [www.icerocket.com](http://www.icerocket.com)

# Social Media Guide for the Business - Introduction



## Microblogging

These are new services that really marry RSS and SMS (text messaging on your phone). They are called Microblogs because they can only be 140 character messages or less:

- Twitter- [www.twitter.com](http://www.twitter.com) (<http://en.wikipedia.org/wiki/Twitter>)
- Twitter Search - <http://search.twitter.com> (make sure that you check out the advanced search features)

## Social Bookmarking / Tagging

What is social bookmarking? [http://en.wikipedia.org/wiki/Social\\_bookmarking](http://en.wikipedia.org/wiki/Social_bookmarking)

Watch this video on the social bookmarking tool called Delicious.

<http://video.yahoo.com/watch/1660293/5601021>

- Delicious - <http://del.icio.us>
- Delicious History Search: <http://del.icio.us/url>
- Digg; [www.digg.com](http://www.digg.com)
- Newsvine: [www.newsvine.com](http://www.newsvine.com)
- StumbleUpon: [www.stumbleupon.com](http://www.stumbleupon.com)

## Tools for SEO:

- Google Trends: [www.google.com/trends](http://www.google.com/trends)
- Google Insights for Search: <http://www.google.com/insights/search>
- Wordtracker: [www.freekeywords.wordtracker.com](http://www.freekeywords.wordtracker.com) (please note that this site is not completely free. They do offer a free trial for some of their paid services).
- PR Newswire Keyword Density Tool: log on to PRN Direct, click on "Quick Links & Tools", then "Keyword Density Tool". This is free and easy. Remember that you really want your words / phrases to show up between 1.5% -3.5% per 250 words.

## Web Measurement / Analytics

- Quantcast - [www.quantcast.com](http://www.quantcast.com)
- Compete - [www.compete.com](http://www.compete.com)
- Alexa - [www.alexa.com](http://www.alexa.com)