

## WHAT IS SOCIAL MEDIA?

According to [Wikipedia](#), Social Media refers to the **online tools and platforms** that people use to **share** opinions, insights, experiences, and perspectives with each other.

- ✓ View [this video](#) for an easy to understand explanation of Social Media.
- ✓ Statistics & Demographics: [Flowtown](#), [Ages](#), [Rapleaf 2008](#), [Avvoblog](#), [Stats around the world](#)
- ✓ [Social Media Industry Report](#)

## GETTING STARTED

- ✓ Guide to the [Dos and Don'ts](#) of Social Media.
- ✓ Articles to check out: [For Those Who Don't Want to Waste Time](#), [12 Social Media Secrets](#)
- ✓ [Case Studies](#) of successful Social Media use in business.

## EXPERTS TO FOLLOW

- ✓ [Social Media Examiner](#)
- ✓ [www.chrisbrogan.com](http://www.chrisbrogan.com)
- ✓ <http://danzarella.com>
- ✓ <http://www.chrisg.com>

## AUTOMATION TOOLS

- ✓ [www.pingomatic.com](http://www.pingomatic.com) – Ping your blog to many of the Bookmarking sites & search engines.
- ✓ <http://twitterfeed.com> – Post your blog or any RSS Feed automatically to Twitter.
- ✓ <http://ping.fm> - Post across multiple sites, can automate postings.
- ✓ [www.friendfeed.com](http://www.friendfeed.com) – One place to see all your friends' activities.

## SOCIAL MEDIA SITES

### The Big 3:

- ✓ **LinkedIn:** Business networking, popular with CEOs and job seekers. [www.linkedin.com](http://www.linkedin.com)
- ✓ **Facebook:** Personal networking with a quickly growing business use. Great for reaching consumers in the general public and the younger generation. [www.facebook.com](http://www.facebook.com)
- ✓ **Twitter:** Mix of business and personal networking. Increasingly used in searches for keywords, for real-time news and events and for customer service. [www.twitter.com](http://www.twitter.com)

### Niche Social Networking Sites:

- ✓ **ActiveRain:** Real estate industry and those supporting it. [www.ActiveRain.com](http://www.ActiveRain.com)
- ✓ **Etsy:** Artists and Crafters. [www.etsy.com](http://www.etsy.com)
- ✓ **General Business-focused sites:** [www.xing.com](http://www.xing.com), [www.jigsaw.com](http://www.jigsaw.com), [www.ryze.com](http://www.ryze.com)
- ✓ **GreenVoice:** Environmentally minded individuals and businesses. [www.greenvoice.com](http://www.greenvoice.com)
- ✓ **Meetup:** Social and Business events centered around local areas. [www.meetup.com](http://www.meetup.com)
- ✓ **MySpace:** Geared to the younger generation and those in creative arts industries. [www.MySpace.com](http://www.MySpace.com)
- ✓ **TappedIn:** Education professionals. [www.tappedin.org](http://www.tappedin.org)
- ✓ **WritersCafe:** Authors. [www.writerscafe.org](http://www.writerscafe.org)
- ✓ **Yelp:** Business reviews by consumers. [www.yelp.com](http://www.yelp.com)

### Other Types of Social Media:

- ✓ **Articles:** [www.eZineArticles.com](http://www.eZineArticles.com), [www.HubPages.com](http://www.HubPages.com), [www.Squidoo.com](http://www.Squidoo.com)
- ✓ **Blogging:** [What is a blog](#); Common Craft [video](#); [Help choosing a platform](#) ([www.wordpress.org](http://www.wordpress.org), [www.blogger.com](http://www.blogger.com), [www.wordpress.com](http://www.wordpress.com)).
- ✓ **Media Sharing:** [www.YouTube.com](http://www.YouTube.com) (video), [www.vimeo.com](http://www.vimeo.com) (video), [www.flickr.com](http://www.flickr.com) (photo), [www.last.fm](http://www.last.fm) (music), [www.reverbnation.com](http://www.reverbnation.com) (music), [www.ustream.tv](http://www.ustream.tv) (livecast)
- ✓ **Podcasting:** [What is Podcasting](#) [video](#); [www.blogtalkradio.com](http://www.blogtalkradio.com), [www.podcastalley.com](http://www.podcastalley.com)
- ✓ **Social Bookmarking:** [What is Social Bookmarking](#) [video](#); [www.digg.com](http://www.digg.com), [www.stumbleupon.com](http://www.stumbleupon.com), <http://delicious.com>

## TERMS TO KNOW

**Avatar:** A graphical image or likeness of a person, replacing a photo of the author.

**Blog:** A website with dated articles and other content or media. Readers may usually comment on the posts.

**Bookmark:** Saving a website address for later viewing, either in a special menu of a browser or on a social bookmarking site where others may view, rate, and comment on your bookmarks.

**Categories:** A way of organizing the content of a Social Media site. Categories are generally broad-level topics and are largely used on blogs to make it easier for readers to find content based on subjects.

**Comments:** A place for readers to provide written feedback and thoughts on a post – all other readers can then see the comment.

**Content:** Any meaningful material you might post online including articles, commentaries, videos and photos.

**Domain Name or URL:** The identifying name of an internet site. For example:

[www.CreativeAssistants.com](http://www.CreativeAssistants.com)

**Entry or Post:** An individual post or article published on a blog. Each of these entries, while appearing in an index, are also web pages unto themselves.

**Feed:** An automatic way of reading or receiving updates on RSS enabled sites such as blogs. Feeds may deliver a compilation of a blog or website's posts via email or by using a special Feed-reader website such as Google Reader.

**Forum:** A discussion area on a website, often restricted to members of that site.

**Friends:** Those profiles on a Social Networking site whom you have linked to or given permission to connect with you.

**Hits:** A measurement used in Web analytics, a "hit" is often defined as *any request* for a file from a Web server.

**Keyword :** The word that a user enters into a search engine to gather information on.

# ESSENTIAL RESOURCE GUIDE: SOCIAL MEDIA 101

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**Link** : An element on a web page or blog that can be clicked on to move on to another page or another section of the same page.

**Post**: An item of content on a blog, forum or other Social Networking site.

**Profile**: Public information posted on a site containing information about you or your business. You may be able to restrict who can view certain pieces.

**RSS**: “Really Simple Syndication”, allows you to subscribe via a feed to content others post.

**SEO**: Acronym for Search Engine Optimization - It is the process of increasing the volume of traffic to a web site from search engines for targeted keywords. In our searches, the higher a site lists, the more searchers will visit that site.

**Tags** are keywords attached to a blog post, bookmark, photo or other item of content so you and others can find them easily through searches and aggregation. Tags can usually be freely chosen.

**Viral Marketing**: The definition is simple. It’s a marketing campaign that is so compelling that people share it, so it spreads, like a virus

**Web 2.0** is a term [coined by O'Reilly Media in 2004](#) to describe blogs, wikis, social networking sites and other Internet-based services that emphasize collaboration and sharing, rather than less interactive publishing (Web 1.0). It is associated with the idea of the Internet as platform.

**Webhost (or “Host”)**: A company who provides physical computer space for your website files to reside, allows you to access and modify them, and enables users around the world to view your website.

**Widget**: A stand-alone application that can be embedded in a website or other application.