

## **UVANY Buffalo Capital Forum**

Understanding Social Media and Creating a Strategy

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### **TOOLS**

\*\*There are hundreds available but these are some of the most commonly used

- **Facebook:** Facebook is a social networking service that allows users to create a profile, add others as friends, and exchange messages privately and publically. Organizations and businesses can create a "page" to share information publically with people who choose to "like" them. Pages can be enhanced with applications that help organizations communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond. [www.facebook.com](http://www.facebook.com)
- **Twitter:** Twitter is a social networking service that allows users to send and receive text-based posts of up to 140 characters called tweets. Users may subscribe to other users' tweets—this is known as following and subscribers are known as followers. [www.twitter.com](http://www.twitter.com)
- **LinkedIn:** LinkedIn is a free social networking site for the business world. It allows users to stay in touch with past and present colleagues. LinkedIn can power your career by discovering inside connections when looking for a job or new business opportunity. [www.linkedin.com](http://www.linkedin.com)
- **YouTube:** YouTube is a video-sharing website on which users can upload, share, and view videos. Users can give videos thumbs up or down, comment, and rate videos. [www.youtube.com](http://www.youtube.com)
- **Flickr:** Flickr is a site for sharing photos for free and one of the biggest photo sharing communities on the web. [www.flickr.com](http://www.flickr.com)
- **FourSquare:** FourSquare is a location based mobile platform which allows users to "check in" at certain locations. Businesses can utilize FourSquare to create promotions to obtain, engage and retain customers. [www.foursquare.com](http://www.foursquare.com)
- **Delicious:** Delicious is a social bookmarking web service for storing, sharing, and discovering web bookmarks. Delicious uses a non-hierarchical classification system in which users can tag each of their bookmarks with freely chosen index terms. [www.delicious.com](http://www.delicious.com)

## LISTENING

\*\*This a list of the free services but be aware that they only capture approximately 20% of what's being said online. To capture closer to 100% of the conversation, consider investing in a paid monitoring service like Radian6 or MeltwaterNews.

- **Google Alerts:** Google Alerts is a free tool for monitoring relevant Google results for a specific search term or topic. Users sign up to receive email alerts when new results become available. [www.google.com/alerts](http://www.google.com/alerts)
- **HowSociable:** Free monitoring tool for measuring your brands or keywords using 32 social networking sites. [www.howsociable.com](http://www.howsociable.com)
- **Social Mention:** Social Mention is a social media search and analysis platform that aggregates user generated content from across the universe into a single stream of information. Social Mention monitors more than a hundred social media properties including: Twitter, Facebook, FriendFeed, YouTube, Digg, Google. [www.socialmention.com](http://www.socialmention.com)
- **Addictomatic:** Addictomatic searches the best live sites on the web for the latest news, blog posts, videos and images. It's the perfect tool to keep up with the hottest topics, perform ego searches and feed your addiction for what's up, what's now or what other people are feeding on. [www.addictomatic.com](http://www.addictomatic.com)

## LEARN MORE

\*\*Just a few bloggers we suggest that you follow to keep up on social media trends

- **Peter Shankman**  
Blog: [www.shankman.com](http://www.shankman.com)  
Twitter: @petershankman  
Facebook: [www.facebook.com/PeterShankman](http://www.facebook.com/PeterShankman)
- **Seth Godin**  
Blog: [www.sethgodin.typepad.com](http://www.sethgodin.typepad.com)  
Twitter: @thisissethsblog  
Facebook: [www.facebook.com/sethgodin](http://www.facebook.com/sethgodin)
- **Brian Solis**  
Blog: [www.briansolis.com](http://www.briansolis.com)  
Twitter: @briansolis  
LinkedIn: [www.linkedin.com/in/futureworks](http://www.linkedin.com/in/futureworks)
- **Jay Baer**  
Blog: [www.convinceandconvert.com](http://www.convinceandconvert.com)  
Twitter: @jaybaer  
LinkedIn: [www.linkedin.com/in/jasonbaer](http://www.linkedin.com/in/jasonbaer)
- **Adrian Dayton**  
Blog: [www.adriandayton.com/blog](http://www.adriandayton.com/blog)  
Twitter: @adriandayton  
LinkedIn: <http://www.linkedin.com/in/adriandayton>