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SOCIAL MEDIA SECRETS

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INTRODUCING CAROL SMITH



Let me introduce myself. My name is Carol Smith. I live right in the middle of Oklahoma. I have lived in Oklahoma my entire life. I grew up the eldest of 3 children in a family of educators. As far back as I can remember, I wanted to be a teacher. I was never even tempted to consider anything else.

My teaching career began at the age of 20 immediately after receiving my B.S. degree in Business Education. In order to please my father (whom I adored and admired), I also earned enough hours to qualify for a teaching certificate for elementary students – grades up through 8th grade.

I taught business subjects – everything from shorthand to bookkeeping, typing to office machines. I quickly learned that if you taught business in Oklahoma, you were going to be given the school newspaper and yearbook to sponsor. As I worked on my master's degree in business, I also took classes in journalism so that I became certified in a field that I was already teaching.

The first ten years saw me changing positions every couple of years climbing the ladder to better positions. After teaching in junior colleges for about 7 years, I changed back to high school. I had become the single mother of an adopted infant son and needed to concentrate on more than just my career.

It was in this later part of the '70s that I wrote a grant for a program in vocational graphic arts teaching offset printing from photography to press work. I still taught journalism giving us the opportunity to try different things because we did the whole production.

I watched as computers started to enter the education world and decided it was time to enter that arena. Back to school to earn that certificate that allowed me to teach. This period wound up with me being heavily involved in the computer programs for the schools – mostly involving Apples and concentrating on support programs for grades 4 through 8.

After I retired from teaching in public schools, I continued to teach business and computer classes at the college level. I also spent three rewarding years teaching computer applications at a local Job Corps.

The Internet Marketing bug really bit me when I discovered ways to teach. This is and always has been my passion. It is my hope that I will be able to help you as you conquer the many challenges of internet marketing.

INTRODUCING KEITH PURKISS

Hello. I'm Keith Purkiss

I have been an entrepreneur – building and running my own businesses - since 1980.

My first business – designing, manufacturing, and distributing electronic add-ons for computers won an award in 1982.

I have also been a computer programmer, writing machine code games for the Commodore 64, ZX Spectrum etc.



In 1999 I began my online business from my own website. In the same year, I commenced trading on eBay and the following year on Amazon. I have also had stores on Freeserve Marketplace and Ishop.

I am now managing director Accessories Warehouse Ltd which has a mail order and import division and also a printing and stationery business called Printpoint.

These are run by my partner and staff while I concentrate on producing information products to pass on the knowledge I have gathered during the past ten years online.

I am co-owner of the 'Website Wealth Wizards' site where we help each other succeed with our online businesses.

Keith Purkiss

Managing Director, Accessories Warehouse Ltd

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INTRODUCTION

How are we going to approach this topic? Social media and social networking are important areas of study. We are anxious to cover them so that you are able to move forward in this very effective way to promote your business and make your brand well known.

In journalism news writing as well as in police reports, the standard of “The Five W’s and an H” is the basis for covering the facts. These are: What, Where, Who, When, Why and How.

As we answer each of these questions, we are confident that you will understand this exciting subject as well as be on your way to success in marketing using social media and networking.

- What is social media?
- When did social networking start?
- Who should be using the power of social networking?
- Why do some succeed while others fail?
- Where do I go from here?
- How do I track the results of my efforts?

WHAT IS SOCIAL MEDIA?

Social media is being talked about everywhere we turn these days, especially in internet marketing circles. It seems to be a buzz word all across the internet. Are you confused about just what the term means? Many people are. Therefore, we are going to attempt to answer the question, "What is social media?"

To get a grasp on that question we are going to compare and contrast it with what has come to be known as industrial media. Understanding the differences and similarities will help to make the answer more clear.

Elements such as television, magazines and newspapers, books, and internet websites are called industrial media. Like social media one of the primary purposes for internet marketing is that they disseminate content in an attempt to woo customers, make their company or brand better known to the public and create traffic whether it be to their store, their brand, or to a website.

Having fixed content that does not change, industrial media are considered to be permanent because once they are produced, they become impossible to change. This is one of the major things that sets social media apart. It can be edited and changed by the very people who use it.

Industrial media are generally produced from a single centralized location and disseminated in an ever expanding circle. Social media is produced in many different locations and collected into centralized points where it can be accessed by anyone with access to the internet.

It usually requires some specialized skills and training to be able to produce industrial media. This typically requires the combined efforts of

several individuals, each with their own unique skill set that contributes to the whole.

Social media, on the other hand, is created by virtually anyone and does not require any particularly specialized skills. Anyone who wishes to create content may do so with the skills and tools at their disposal with only minor, if any, modifications.

The most important and perhaps the largest difference between the two types of media is the immediacy of social media. Industrial media is produced and disseminated with a lag of hours, weeks, months, or even years between the beginning of production and when it reaches the public. Social media, however, is produced and available to the public immediately.

價 True 價 False	Social Media	Industrial Media
Requires no specialized skills	價 True	價 False
Can be changed by anyone – anywhere	價 True	價 False
Content is available at once – no time lag	價 True	價 False
Content constantly changing and current	價 True	價 False

Through the creation of several different social media sites on the internet, it has become possible for users to create their own social networks sometimes separated by thousands of miles yet able to converse

in real time. Individuals publish information for those in their network to see or hear. They can also receive feedback immediately.

Social Media refers to the individual platforms such as Facebook, Tweeter, YouTube, etc.

Social Network refers to the people who are involved in a social media platforms such as friends on Facebook or Tweeples on Twitter.

Many businesses try to use social media to attract new customers. One problem they face is that people in social networks are usually repulsed by overt advertising. It, therefore, becomes the job of these businesses to establish themselves as experts in their field by producing content that is useful and interesting to users. They must raise awareness of themselves and their products without using any sort of sales pitch to get their message across.

A whole new way for people to interact over great distances was introduced by social media. It has become the preferred source for information and entertainment in many different ways.

Social media can be defined as a fluid means of disseminating information from many different sources that can be changed in many different ways. It is usually available with little or no time lag between production and reception. The internet is the primary source of this type of media.

Social media sites are places on the internet where users create the content and it changes all the time. YouTube is one example. On this site, users are able to upload videos of activities they participate in, news stories

they witness, and more. As soon as the videos are uploaded, they are available for viewing by other users.

FaceBook is another such site. Here, users can create online profiles, upload photos, and share information with friends all around the world. Users can even make friends with people located all the way around the world and share information with them through their friend pages.

Twitter is also considered a social media site. On this site, users are asked the question, "What are you doing right now?" They may answer in any fashion they wish, though responses are limited to only 140 characters, including spaces. Other individuals may choose to follow a person on Twitter and be able to view any of that person's posts, called "Tweets."

Flickr is a social site that allows individuals to upload photos and share them with other users.

In addition to the examples mentioned, the internet contains thousands of forums where people with similar interests – hobbies, jobs, tastes, and opinions – can visit and post discussions. Other users have the option of making a direct reply or posting a comment on the post and sharing this with other readers as well.

Users also have the option of creating Blogs, user generated sites where an individual can compose and write his/her own content about any subject. The content of these entries are immediately available to the search engines and soon can be viewed by anyone with internet access and an interest in the topic of the content.

Social media sites were created for the use of individual users who wished to share information. More and more businesses are finding that these sites are useful tools for them to use in raising product awareness.

They can use these sites to generate trust in their opinions and expertise. However, directly trying to push a person to buy a particular item does not work on these sites and could get a business banned from access. Consumers are usually repelled by such overt advertising techniques.

The most important thing one needs to know about social media sites is that 100 percent of the content is generated by users of the site. This content is fluid in that it can be edited or changed at any time by anyone. These sites allow individuals to reach a worldwide audience and to interact with others located anywhere in the world, often in real time conversations.



JOHN THORNHILL

My favourite Social Media site has to be Facebook simply because there are so many users who visit the site on a regular basis. Add to that the fact that there are tons of ways to use Facebook to build your business such as running Facebook ads and creating your own fan pages that this really makes connection with potential customers easy.

When you see some of the worlds biggest companies using Facebook to market their products then you know it's something that we should all be doing.

If you sell any sort of product or service online you simply must use Facebook to reach out to potential customers because if you don't you are leaving money on the table.

Regards,

John Thornhill

Visit [John Thornhill's Blog](#)

WHEN DID SOCIAL NETWORKING BEGIN?

If I asked you when the first online social networks began, what would be your answer? The majority would probably guess that it began in the 90s. This is indeed when internet service providers started their run for business.

However the first online social network was created in the 70s by Ward Christensen and Randy Sues with the birth of a Computerized Bulletin Board System (CBBS) as a way to communicate within a company.

Social networking sites came into their own in the early 1990s and continued to focus on creating an identity in this ever-widening place called the internet. One of the earliest social networking sites that allowed users to create free homepages was “Beverly Hills Internet”, later renamed “Geocities”.

“Classmates.com” targeted the young but it also encouraged adults to participate by giving them the chance to locate former classmates. This personal approach made them one of the first online communities to enjoy success. They had a monthly subscription program than seemed to be a problem for them. That along with the ever-present “bad guy” spam created to their downfall.

The next era is commonly referred to as the internet bubble because the demand for internet service was exploding. The birth of Instant Messaging during that time was one of the most significant things that happened to the internet. It is still widely used and in all likelihood will continue to be a popular tool.

Jonathan Abrams set up a very popular site called “Friendster.com” by combining popular features from earlier social networking sites. It eventually reached a hundred million users. This popularity eventually caused its decline because of server problems. It is currently owned by a Malaysian Company and is still being used especially in Asian countries.

Probably all people interested in social networking on the internet are aware of Facebook. The Facebook.com experience was offered world wide in 2006. It has become the biggest and most popular social networking site today. An interesting figure lists 70% of their population to be outside the US.

The bottom line of this evolution is that lifestyles have been drastically changed by the continued growth of social networking sites. The power of social media can be demonstrated by these examples:

President Obama’s election campaign in 2008 was perhaps the first political race to use social media to such an extent. His website, his Blackberry and Twitter were considered by some to be significant factors in his election.

The popular Golden Girl, Betty White, hosted Saturday Night Live in May of 2011 after an extensive campaign by Facebook fans. This successful endeavor resulted in some 500,000 Facebook friends posting their desires. The Sunday after the performance White’s performance led Google searches and Twitter conversations.

The invasion of Osama bin Laden's compound was actually Tweeted about by a neighbor as he listened to the helicopters landing. He didn’t know that Osama was there but he did know that something was going on.

Keith Urbahn, chief of staff for former Defense Secretary Donald Rumsfeld, actually tweeted about bin Laden's death before President Obama's speech. According to Twitter more than 4,000 tweets per second were sent throughout his speech.

This just demonstrates how the power of social networking has climbed over the past few years. There is no indication that this won't continue.



CRAIG DAWBER

My favourite social media site at the moment is Google +1 because I really like the layout and it has some great features that Facebook doesn't have like the ability to add people to different circle of friends and the option email or announce certain posts to a select circle rather than your entire network of friends, this feature makes it easier to use for marketing and for keeping in contact with your close friends and family as you don't have to annoy your friends and family with your online business related information that they're probably not interested in anyway.

Craig Dawber

Apprentice

Internet Marketing

WHO SHOULD USE SOCIAL MEDIA?

Facebook, Twitter and LinkedIn are undeniably very popular today. People of all ages have been hooked by these so called social media sites. You can connect to people, share your views and opinions, let others know how you feel and of course you can even share videos and photos. All kinds of people are using these sites for personal purposes – making new acquaintances, keeping in touch with friends and family online and having fun in general. There are also a growing number of individuals who are taking advantage of the benefits that these sites can give to their respective businesses.

Facebook Fanpages offer a lot of innovative and helpful ways to attract prospective clients or keep in touch with existing ones. This allows you to still use the site for personal use and at the same time take advantage of a Fanpage for your business separately. Your Fanpage allows you to do a lot of things including announcing upcoming events, sales or activities that you are about to conduct.

Major advantages for business owners include

- No expense
- Huge number of members registered
- Excellent probability of attracting more customers

If you are just getting started in a new business, social media can be a good means of introducing your business to the market for free. In doing this, you have to be creative and resourceful to attract and catch the attention of many people and your profile should include everything that customers have to know and want to know about your business.

This concept also applies to all social media accounts. You get to interact with people and your business can benefit from this social networking sites. Most people of high profile use social sites such as Tweeter to express their opinions and thoughts. Searching and selecting the right people to tweet can do big impact to your business. You can actually get sales leads and relevant traffic to your site. A lot of business gurus and business owners believe that they have created positive outcome and effect to their respective businesses through the use of various social media sites.

KEITH PURKISS	
	"I've not used social media as much as many marketers, but I would have to choose Facebook as a clear winner. It undoubtedly has the most potential at the current time. I am using it mainly to keep in touch with other marketers but I also have a like page setup to build a list."
Keith Purkiss	Visit Keith here.

One of the greatest advantages of social networking sites is that they provide a forum that can be used by anyone to create and establish their own personal brand. This is a process that takes time. It can not be accomplished overnight. However, once accomplished, you become a recognized expert in your field and have a much improved chance of success at any online endeavor. Here, we shall examine the process of using social media to establish your brand.

The first step lies in building an online profile that is interesting. Your goal should be to establish yourself as an expert in your chosen field. This

can be done through a series of steps such as posting comments on blogs that relate to that field. Making connections with movers and shakers in the field of interest can lead to invitations to guest post on their blogs or websites. Extending the same invitations to them to post on your blog or website can lend their credibility to your brand.

If you do not already have one, creating a blog is one excellent method of establishing a brand. Social media sites can be used to direct traffic to the blog if you take the proper approach. It is important to remember that social networking sites are created for the purpose of creating friendships and groups that share common interests. Any messages that promotes your particular brand should not take on a self aggrandizing tone.

Following the posts of other experts in your field can create opportunities for educated discourse. If you disagree with something said in one of these blog posts, state your disagreement in a comment on the blog. Do so with a respectful tone that shows that you recognize that person's expertise by outlining the reasons for your disagreement without stating that the person is wrong. After all, there are many times when people disagree without either one being completely wrong or right.

Engage in conversations with these experts that are open to public viewing. This is especially important if they are already well known and you are just beginning to create a personal brand.

Make posts on social media sites that tell people about you and your brand in an informative and interesting way. It is important to avoid making these posts sound like advertisements. People become resistant when they feel as if they are being pushed into something.

One thing that many business people fail to do that can prove invaluable when trying to establish a network of connections is searching

the internet for content that will be interesting to those whose attention you are trying to attract. Pass this information along, even if it means driving traffic to another website. If you are seen as a source of valuable information, the information you provide about your personal brand will take on its own value.

Using social media to establish your brand can lead to success at a much faster pace than any other method of getting the message out. It also creates a self-perpetuating stream of targeted leads of a quality that you would be hard-pressed to find using any other media.

JOHN CHADWICK

I tend to prefer Twitter for the following reasons:

It is well established.

It is easy to use and up-to-date.

The audience is massive.

You can have separate accounts for each site.

It is viral.

There are fantastic free tools.

It is self-perpetuating.

I like the birds. LOL!!

John Chadwick

Visit John here.



WHY DO SOME SUCCEED & OTHERS FAIL?

Quite simply we are going to look at why some marketers are able to succeed. Suffice it to say then that those who fail at social media marketing and networking are not doing these things.

The first important thing is you have to actually do it. Don't just stick your toe in. Dive in and figure out what it is all about. The biggest failure in anything is not to try.

Essential to the success of a respective brand name is uniqueness. You can't allow your efforts to be "ho hum" like all the others. The sheer volume of individuals online means you have to be sure it truly is recognizable. A brand name is more significant than just the products by itself, or the visuals you generate to promote it. Your branding is what is going to separate you from absolutely everyone.

Although some people use an avatar, I personally believe that is a mistake especially if you are a small business. The purpose of social networking is the ability to communicate on a personal level. The picture you pick should be business like but that does not mean that it has to be professional. You can show your personality through your choice of a picture. People tend to have confidence in appropriate pictures.

Be Consistent! Be Consistent! Be Consistent!

Inconsistency may well be the #1 enemy when you are advertising and marketing. To keep your brand alive within the social networks, anything you use there needs to hold the exact same "look and feel" as your website, blog, any freebies, and other items.

Be sure to use only anchor-text (search phrases that have a hyperlink back to your site) rather than blatant, outright hyperlinks to your website.

Make sure your tweets and postings are genuine. Forget the fact that you are marketing. Instead, supply tidbits of your knowledge on a daily basis.

Social media is about communicating and sharing interesting content. It relies on the basic human desire to share. This could be information , such as what they know or it could be how they feel – opinions, impressions, and just basic personal feelings. Never underestimate the power of sharing.

As a business owner you are certainly aware of word-of-mouth advertising. Essentially this is what you are encouraging by using social media. You want to create the buzz. But remember, it can't be blatant. You want your hints about your products or services to be very low key and subtle. Leave the "shouting and bragging" to come through your customers. This gives those remarks much more credibility.

Remember – It takes just one voice in the right place and at the right time. That goes for good as well as bad publicity.our job is to find that right place and time to make that great connection. But the wrong words will ALWAYS find an ear and you can bet they will be repeated. If you are posting or tweeting, it has to be positive and friendly always. Don't let a rude person goad you into responding in a similar fashion.

Be sure that you are reflecting the fact that you are human. Make sure you are reflecting your personality. Most of the time with small businesses that is all you have. A computer can't take your place. It does not have a personality and until such a program is developed, avoid automation. Don't use RSS feeds. You have to participate one on one.

Hold a conversation. Don't talk AT people. They will just tune you out and that will be the end of your chance at social media "networking". Don't talk down to them. This was one of my pet peeves as a student and something that I tried hard to avoid when I was a teacher. Approach them as your equal.

As an individual business person, you must do the posting yourself. The only way you should outsource it is if you use a professional company that does such tasks for others. They will have competent writers that will study your style and be able to pull it off. But you can anticipate the hiring of such professionals as being rather expensive.

Before you begin on a social media project, realize that you have to be committed for the long term. Don't start and then a week later give it up. It takes longer than that to actually get the ball rolling. Set a time in your schedule and stick with it.

Join one social media network and establish yourself there. Do not take on more than will easily fit into your schedule. Remember, this is not your full time job. You still need to keep up with your blog or website, communicate with people on your list, create products and a myriad of other tasks.

I have a weekly "To Do" list that includes pressing projects to be completed before the week ends. It also has has a permanent listing at the top. That #1 reminder is: "Learn something new today."

WHERE DO I GO NEXT?

It's time to do some research. Before you make any decisions, go to Facebook, Twitter, and any other social media place that you think other businesses in your field might be using. Facebook and Twitter are probably at the top of those that are most active today.

What types of pages have these other marketers built? How many “fans” or “friends” do they have? Spend some time reading their posts, looking at their photos and watching their videos to understand how they're using each of the sites that you are considering using.

Decide which one you want to start first. Do not try to start more than that at once. I would probably recommend Facebook unless you have some clear cut reason to start elsewhere.

Set up an account in the platform you have chosen. Another factor that must be considered at this time is how to set up your account. Many of you already have a personal account where you visit with family and friends. You may play games or post family pictures there. You have to decide if it is appropriate to have one account mixed together or get another account in your business name.

It depends to a large extent about what else you post and what your product is. For example, I am a retired teacher and have over 500 on my existing friends list. I have a cooking niche site and I felt this would work together just fine. A very large portion of those “friends” are former students, about 50/50 male and female. Many of these enjoy cooking. That is why my Fanpage on Facebook is tied to my personal account which was begun about 2 years ago. I have had favorable response from those who have visited my page.

Concentrate on attracting relevant followers by being in the best social networks and being pertinent to your target audience. It is not about the number of people who are following you. You could have 1000 friends but they are meaningless if they are not relevant to your target audience.

Since all networks have differences in their rules and ways of communicating, you should create different content for each network in which you participate. Members of one site will not respond the same way to the same content as another one would.

Take your time when learning about all the bells and whistles. Most of the sites have numerous tools. You don't have to use them all. Spend some time learning about them and then only use the ones that help you.



FACEBOOK

It is possible to register a Facebook account in your business name. It is a relatively simple type presence so you probably would want to have a Business Fan Page instead. You may want to create a personal account first and a Business Fan Page. You are eligible to obtain a username for the page after you have had 25 people “Like” the page. If you create an account in your business name first, you will not be able to use it for a Fan Page. If you would like to read more about the username rules, go to this [Facebook Help page](#).



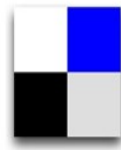
TWITTER

Short on time but still want to give social networking a try. Well, Twitter may just be the thing for you. Do you remember the days when it was extremely important for a fledgling business to see and be seen? Twitter is today's technological way to do that.

I have seen Twitter referred to as a miniature post since it only allows 140 characters. Also included among the descriptions are instant messaging and electronic post-it notes. Whatever you call it, it is very popular. That could be because Twitter has made it very easy. Most people love easy.

Sign up for Twitter using the name of your business even though you will probably use your name. You want to prevent another business from using your name. Twitter offers a **business guide** that is worth a look. One of the best, most informative blogs I have seen is at **Mashable.com**. Take a quick look at his Twitter guidebook for some interesting information and guidance.

Do some searches using keywords related to your business so that you can learn from the type of content available.

**STUMBLEUPON****DELICIOUS****DIGG**

SOCIAL BOOKMARKING

The internet has made it possible to gather a great deal of information very quickly. Search engines have shown themselves to be useful in gathering this information, but they are not necessarily the best method. This is where a special type of social media known as social bookmarking comes into play. However, there are many who do not understand just what social bookmarking is all about.

We have all, at one time or another, found a website that was particularly useful and bookmarked it in our web browsers. Social bookmarking works in a similar fashion, but instead of saving the link to the site in a web browser, it is saved on the web. This makes it possible to share the link with family and friends who might also benefit from the information provided on the site.

When a site is marked in this fashion, the user has the option to create metatags that tell other users what sort of content they can expect to find on the site. These tags are usually public. The web also holds a variety of websites that gather these tags and use them to rank sites based on user comments and tags. Many people consider these sites to be more intelligent than search engines in helping people find certain types of information.

Websites such as Delicious.com, Stumbleupon, Reddit, and Digg provide a forum where people can mark sites and tag them. Then, as sites get more recommendations, they move closer to the top of the rankings for the type of information that users find on them.

For example, you may be searching for a particular type of information on a topic. One of these sites may have two links listed that contain the info being sought. One may have over a hundred recommendations or tags while the other only has a handful. It becomes obvious that the one with the most recommendations is likely to be the more useful of the two options based on user input.

Social bookmarking sites often allow users to browse all categories to see what other users have found interesting or useful enough to tag. Listings may be sorted by most popular, what has been added recently, or category of sites such as news, sports, technology, etc.

What began as a simple method of sharing links with members of your family and close friends has grown significantly over the years. Today, social bookmarking has created a whole new class of websites that serve as social search engines. People can use these sites to stay current on any type of news that interests them as well as following trends in shopping and other activities. All you have to do is visit one of these sites and type the tags or categories you want to see and the most popular sites reported will show up in the search results in order from most popular to least.

This social media makes it much easier to find the exact type of information you want without the need to search through page after page of results listed on traditional search engines.

I have shown you that social bookmarking is a powerful tool in promoting a website. But I am sure you are thinking that you will never have

the time to do this often enough to be effective. There are just so many sites that can be used. There is a free service that will reduce this time and effort.

Social Marker can help you by spreading your link across 50 of the best social bookmarking sites.

- It helps you get a lot of backlinks.
- It helps you increase your traffic.
- Your link gets indexed by Google in a matter of minutes.
- Best of all, it's free!

Social Marker runs smoothly on all major web browsers, but they recommend downloading and using **Firefox**.

OTHER SOCIAL NETWORKING SITES

Each day, in the United States, millions of Americans communicate with each other online. In addition to communicating with other Americans, many are communicating with those on the other side of the world. This communication is due, largely in part, to online social networking websites. If you are interested in joining the growing number of internet users who use social networking websites, you will have to find a network to join.

When it comes to finding social networking websites, you have a number of different options. Perhaps, the easiest way to find a social networking website is by performing a standard internet search. You may want to search with the words social networking or social networking websites. Whichever search phrase you choose, there is a good chance that you will be presented with a long list of websites.

You can also find and familiarize yourself with social networking websites by talking to those that you know. The internet, as well as social networks, has rapidly increased in popularity. That popularity means that there is a good chance that one of your relatives, friends, coworkers or neighbors has used a specific social networking website in the past. In fact, many may have even used more than one. If you know someone who has, you will want to ask them for their recommendations. You will find that most social networking websites come highly rated, but there are some out there that may not even be worth your time.

In addition to speaking to those that you actually know, you can also seek recommendations from those that you do not personally know. You can do this online. Online, you should be able to find a number of websites that discuss social networking sites. Many of these websites have reviewed a collection of social networking sites. In addition to reviews and other articles, you should also be able to speak with other internet users on online message boards. Like speaking to one of your friends, many internet users would be more than willing to let you know what social networking websites are worth the time and which ones are not.

Although it is nice to receive recommendations from those whom you know or other internet users, you are advised to make your own decision. Whether or not a social networking website comes highly recommended, you are still encouraged to check it out first. A large number of social networking websites are free to use; therefore, there are no risks associated with giving the site a try. The websites that do charge quite frequently offer free trials. Even if the trial period is only for a few days, you should easily be able to get a feel of the site's environment and determine whether or not it is right for you.

In your search for a social networking website, whether you perform your own internet search or rely on recommendations from others, you should be able to find a number of popular websites. The good news about

this is that if you are not satisfied with the social networking website you joined, you don't have to worry; there are many more available for you to choose from.

HOW DO I TRACK MY PROGRESS?

The most important part of your advertising campaign is the results. But many of you would say that it is not possible to monitor the ROI (Return On Investment) on social media sites. This is absolutely wrong. It is extremely important that you be able to track anything you do in your internet business.

There are several small business software packages for sale. But there are also some free options. Twitter and Facebook offer a feature that allows you to see who is "following" or who "likes" your company. These can't be relied upon to be absolutely valid because of spam accounts and accounts that have been set up by automatic means. You will also have accounts on your list that are inactive or that don't interact very often.

Definitely more important than your numbers on the sites you have chosen is your relationship with those friends or followers. While this a more subjective evaluation, it is one that you must make and interpret if you are to wisely invest your time in social media.

In evaluating your relationships you should be looking at what you have done for them. It is rather like the old adage: Do unto others as you would have them do unto you. BUT do this without expecting them to reciprocate. This is important because people in a social setting can tell if your efforts are sincere or if you doing it only because you expect something in return.

Some of the things to consider include:

- Have you provided useful contacts?
- Have you sent business to them?
- Have you linked to them?
- Have you answered questions?
- Have you consistently provided useful content?

One of the most popular ways to track your social media contacts is Google Alerts. After choosing a search term, company name usually, you pick what you want to track. However, the reason that it so popular might rest on the fact that it is FREE.

Another free site is Social Mention. It will provide you with a social standing score based on the popularity for each search. This gives you some way to begin looking at the quality of your “followers” or “likes”. It provides alerts similar to Google Alerts. There is a buzz-monitoring widget that can be used on your site.

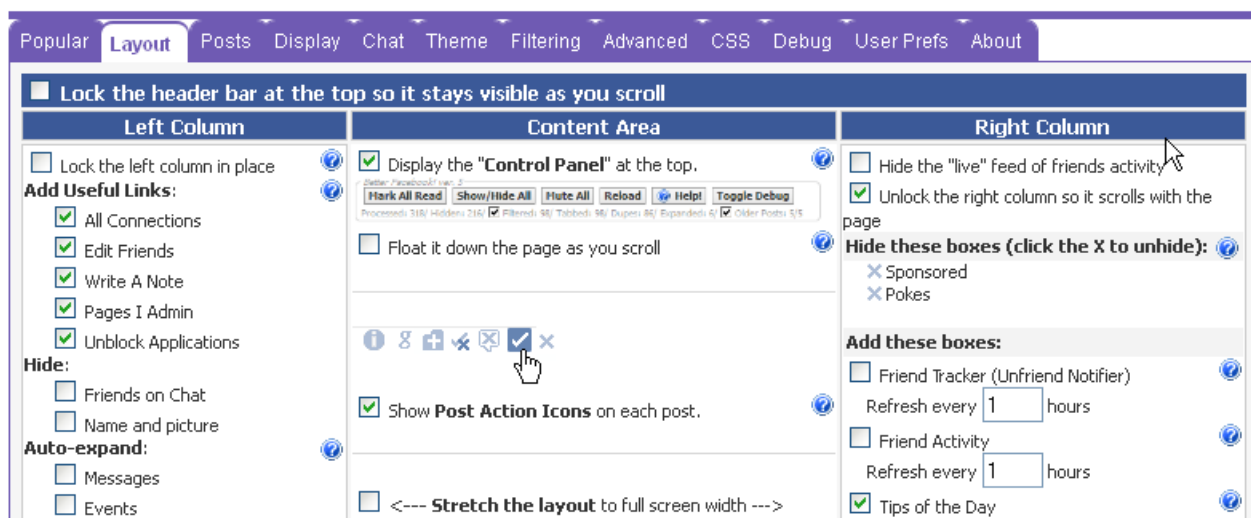
The analysis from PostRank gives you a score. It will connect with the site you wish and measure the number of views each day. It does cost but the price is nominal and it allows you to track five sites.

But let’s take a look at what is important to you in such monitoring software. If your primary purpose in using social media is to get your name out there, keeping track of your numbers and the quality of those subscribers is probably all you will need. Do not plan on extensive tracking to accumulate statistics that you are not going to actively use. Of course, you will want to invest in more extensive tracking if this is your main method of advertising.

Remember social media involves socializing. That means that the best measure of your social media success is how many relationships you have that have a strong connection. Search for ways to connect, link or just get involved with other people. That is the only way you are going to succeed at social networking is to develop strong relationships with your followers.

BEST ADD-ON FOR FACEBOOK

I have been using this add-on for a long time. It has a large amount of options that allow you to customize particularly your news feed. I originally loaded this program when Facebook changed the way they presented your feeds. Take a look at [Better Facebook](#).



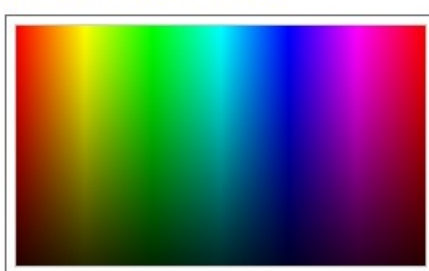


Popular Layout **Posts** Display Chat Theme Filtering Advanced CSS Debug User Prefs About

- Enable "Friend Circle" buttons when making posts
 - Use Facebook's built-in list editor instead of CircleHack.com when Edit Friend Circles is clicked
- Show **Post Action Icons** on each post.
Post Action Icons: Hide until hover / Opacity= / Zoom= %
Show: Post Info Google It Add App Mark Unread Mute Mark Read
- Fix timestamps to show actual date/time ("one hour ago" becomes "12:34am (one hour ago)")
- Fix the missing cursor problem in comment boxes
- Fix the line wrap problem in comments as you type past the end of line
- Disable Facebook's auto-loading of more posts as you scroll down
- When clicking a link in an application post, open in a new browser tab/window and automatically mark the story as read
- Automatically mark a post as "read" after commenting on it
- Auto-expand collapsed comment threads on posts by Pages so all comments are visible
- Put expanded "similar" posts in proper chronological order after expanding

Popular Layout Posts Display Chat **Theme** Filtering Advanced CSS Debug User Prefs About

Select a theme to change the style of Facebook. Only you will see these changes in your browser. Others visiting your page or profile will not see your theme. For questions or to develop your own theme, see Themes/Skins with Better Face book.

 <p>Default (No Theme)</p>	 <p>Desktop</p>	 <p>Custom Color Scheme (Click To Select)</p>
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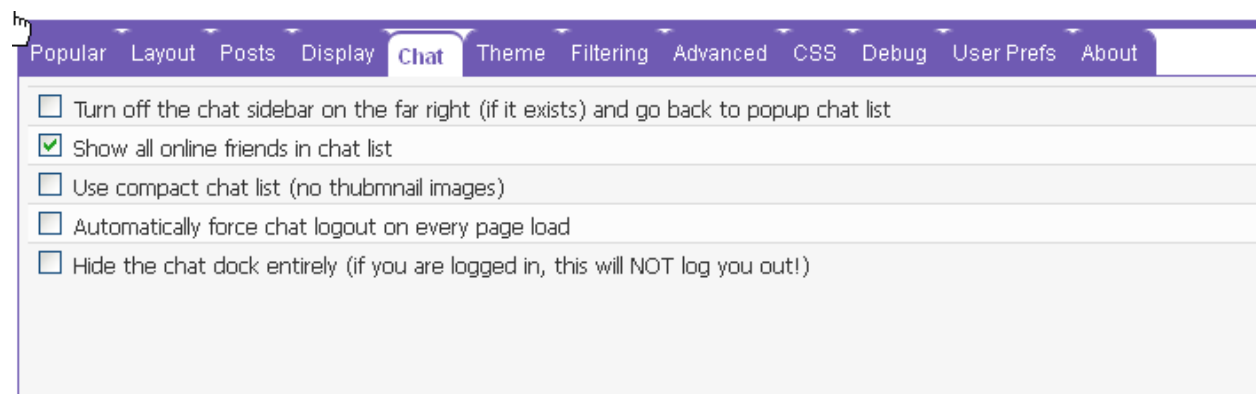
Popular Layout Posts Display Chat Theme **Filtering** Advanced CSS Debug User Prefs About

- Enable Filters
- Always show all defined tabs (even if no posts are moved there)
- Filter posts on pages and profiles

Don't auto-tab these apps:

Custom App list: (format: app_id:app_name,app_id:app_name ex: 12345:MyFarm)

Click to add another filter:



These screen shots are intended to give you an overview of the options available with **Better FaceBook**. Well worth having a careful look. Did I mention that it is free? He does accept donations and that is a good way to encourage him to keep on sorting out the FaceBook changes.

Thanks for reading and Good luck with your Social Bookmarking, if you have any questions please post in our forum (free to join)

Website Wealth Wizards

Carol Sue Smith

Keith Purkiss

P.S.

You can grab PLR rights to this report and 3 others here:

<http://www.socialsecretsunlocked.com/ebooksms.php>

FREE RESOURCES

Some of these have been mentioned already in this ebook but this is a useful summary:

Forums

[Website Wealth Wizards](#)

Free silver membership of Carol & Keith's Forum

Grab Your Free Products Here:

<http://www.freebacklinksgenerator.com/>

<http://www.onelistingpowerseller.com>

<http://www.coachingwithkeith.com>

<http://www.listbuildermonthly.com>

Freelance Sites For Outsourcing

[eLance](#)

[GetACoder](#)