WEBSITES & BLOGS
Mashable
www.mashable.com

Social Media Governance
www.socialmediagovernance.com

Intel’s Social Media Rules of Engagement

Beth Kanter
http://beth.typepad.com/beths_blog

Kami Huyse
http://overtonecomm.blogspot.com

Jeremiah Owyang
www.web-strategist.com/blog

Copyblogger
www.copyblogger.com

TOOLS
Monitter | www.monitter.com
Hootsuite | www.hootsuite.com
Social Mention | www.socialmention.com
TweetDeck | www.tweetdeck.com
CoTweet | www.cotweet.com
Seesmic Desktop | www.seesmic.com
BackUpMyTweets | www.backupmytweets.com
Feed My Inbox | www.feedmyinbox.com
Notify Me | http://notify.me
 Gowalla | http://gowalla.com/
 Whrll | http://whrll.com/
 Viralheat | http://www.viralheat.com
 Twitalyzer | http://www.twitalyzer.com
 Twittercounter | http://www.twittercounter.com
 Twellow | http://www.twellow.com
 Klout | http://www.klout.com
 Twentyfeet | http://www.twentyfeet.com
 URL Shorteners | bit.ly / j.mp / goo.gl / is.gd

SERVICES
Twitter | www.twitter.com
MySpace | www.myspace.com
Foursquare | www.foursquare.com
Blogspot | www.blogspot.com
Google Buzz | buzz.google.com
Facebook | www.facebook.com
YouTube | www.youtube.com
Posterous | www.posterous.com
Wordpress | www.wordpress.com
LinkedIn | www.linkedin.com

Rev. 2 May 2011
5 QUICK STEPS TO GETTING STARTED.

1. **Do it for yourself, first.** Jump in with a personal account so you can learn the lay of the land, conventions and explore. Better to make mistakes with your personal account.

2. **Research.** Visit www.mashable.com to see what the latest trends and tips are.

3. **Develop a policy.** Does your organization have a formal policy for handling social media? Who is authorized to engage in social media strategies on behalf of the organization? These will help you manage any issues that might arise.

4. **Find your voice.** You may need to slightly modify your writing style to fit 140 characters, but don’t lose your organization’s voice and character. Social media is about having a “personal” connection with another entity. Be authentic.

5. **Measure.** It can be difficult to do and take extra time, but when your leadership asks for the ROI on social media, present them with a plethora of numbers, including: # of followers, retweets, comments, likes, click-throughs and more.

WHEN SHOULD I TWEET?

( adapted from Ann Wylie’s “Time it right,” Jan. 6, 2010)

**Adjust your time depending on what part of the globe you want to reach during business hours.** According to Jakob Nielsen, he tweets at 9:01 a.m. because that incorporates business hours through California and the U.K. Because tweeting isn’t like an e-mail inbox, you want your tweet to be viewed sooner, rather than later. Once it gets bumped further down the page—or onto another page—consider your tweet old news. Tweeting at one minute past helps your message appear after those who set theirs on tweet on the hour.

**The most popular day to tweet is Tuesday.** 15.7 percent of all tweets, according to a report on Twitter usage by social media analytics provider Sysomos, occurs on Tuesdays. After that, you can bet on Wednesday (15.6 percent) and Friday (14.5 percent).

**Get retweeted on Fridays.** 4 p.m. on Fridays, according to viral marketing scientist Dan Zarrella, is the most popular time to retweet. And don’t forget to give a shout-out to your fans with #FF (Follow Friday) and thank those who #FF you.

**Click to learn more on Thursday, Sunday and then Saturday around 2 p.m.** According to Zarrella, these are the best days for getting click-throughs on your tweets. This is due to “link fatigue” at other times, when there is a lot of activity (tweets, links, etc. occurring).

**SHOULD I LINK MY FACEBOOK PAGE STATUS AND TWITTER STATUS?**

Yes, but no. Facebook Pages allow you to update your Twitter status automatically. Thus, when you post something to your Facebook Page, it’s already tweeted to all of your followers. One less thing to do right? Wrong. Consider what it is that you are updating your Facebook Page with. If you’re telling your Facebook Fans to “Follow us on Twitter” your Twitter followers are going to realize that you’re not talking directly to them. Don’t automate your organization’s voice and personality. Consider only linking certain elements, such as Photo Albums, Links, Notes and Event creations. But leave the status updates at the door. www.facebook.com/twitter

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