



creative leadership

talent management

Social Media – sites we recommend

Over the past few months a lot of people have asked us “I have no idea what to do when it comes to Social Media or which Social Media sites to subscribe to – what do you recommend?”

Generally, after an initial conversation about what they’re looking to achieve from Social Media, what it is and what it isn’t, we’ve pointed them in the direction of the usual suspects – Linked In, Facebook etc and one or two others and encouraged them to explore for themselves the evolving world of online networking and communication that is Web 2. For more information about this, take a look at our article Social Media for Business – Where to Start in the resources section.

For those of you who have the same question too, here’s some very general recommendations of which sites you might find useful and which we’ve encountered on my own journey with Social Media.

Social Media - the very basics

Linkedin.com

The Social Networking site for business networking. A place to showcase your experience; what you’ve done, do and are interested in and all with regards to the world of work. Also offers employers/clients the opportunity to recommend your work and for recruiters to post jobs. I particularly like the Q&A section for finding out relevant answers to questions I have.

Facebook.com

Most people use this site for informal social networking, however increasingly it’s being used by businesses both small and large, to promote their products, network, market events etc.

Twitter.com

The ultimate social conversation site arguably and a great way to see what’s going on in the world. Follow and be followed, tweets, #, twibes ... both your vocabulary and the way you think about “chatting” to other people will change once you start getting into Twitter.

MySpace.com

Again, once confined to the arena of informal social networking, this is increasingly being used by businesses and professionals alike as a place to meet and communicate with others. Particularly associated with music and film media.

Next Steps

Once you’ve started communicating, here are some tools to help you manage this communication, and also to help you listen.

www.creative-leadership.co.uk
Join | Grow | Move On | HR

Youtube.com

Apparently more people use You Tube when searching now than ever before and this trend is set to continue. It's also worth noting that Google now are ranking searches with video content much more predominantly and this will be a key driver in improving a companies SEO efforts moving forward.

Blogger.com/WordPress.com

Create your very own Blog for free, where you can communicate with the world whenever you want and about whatever you want.

TweetDeck.com

Manage your social media networks in one place. Stream conversations, search # links and cross post to Facebook and Twitter at the same time.

Ning.com

Ning Networks are online communities created by individuals or organisations who wish to create their very own social platforms, a bit like personalised Facebook or Linked In Groups. Great for SEO (search engine optimisation) there are more and more groups popping up every day.

Twitteranalyzer.com

Claims to be the most advanced Twitter Analytic System in the world and will let you view details on what you and other people are doing on Twitter including what you're talking about, your popularity, followers etc.

Twitterfeed.com

This useful site feeds almost 1 million feeds (Jan 2010) from blogs to Facebook and Twitter and also provides stats too.

Openid.net

Increasingly SM sites are requiring new members to sign up using more secure OpenID log ins and passwords. You benefit from not just enhanced security, but one log in and one set of passwords.

SlideShare.net

You can upload and share your PowerPoint presentations, Word documents and Adobe PDF Portfolios on SlideShare either publicly or privately. If you add audio this turns it into a "webinar". Also link your SlideShare account to Linked In too. Very useful tool!

Digg.com

Digg is a place where people share what they consider to be the best content from anywhere on the world. A community collaboration, essentially people collectively determine the value of content, changing the way people consume information online.

Google.com

There is so much to do with Google once you've set up your account via google.com.

As a very minimum we recommend:

- 1) Alerts – set these up for your name/company/keywords...the list is endless...and decide how often you want to know who's talking about what you've searched for.

2) Reader – great for when you see something interesting but don't have time to read it, or if you want to follow updates from particular blogs and the like. Simply save these to Google Reader and come back to it at your leisure. It's almost like a daily newspaper subscription.

3) Wave – relatively new to the Google suite and currently in Beta form and “by invite only” as the early adopters try it out and feedback glitches to Google and suggest new functionality. Wave is a real time conversation where you must be invited to join a conversation and then can communicate anything you want to and in real time.

4) Analytics – useful for those with websites to enable a better understanding of what's being read, by whom and when.

This is a basic list of sites we think you may enjoy exploring. As you progress on your Social Media journey you'll find plenty more and indeed almost every day a new site is launched – see mashable.com if you like this sort of thing.

We encourage you to play with the technology for yourself and let us know of any more links that you think might be useful to others.