



Social Media Tools

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Social Networks

- MySpace caters to a less-educated audience. Facebook caters to college level.
- LinkedIn focuses on professional circles but is less versatile than the others.
- Success is driven by number of friends and participation in the community.

- MySpace: <http://www.myspace.com>
- Facebook: <http://www.facebook.com>

Notes

Social Bookmarking

- Pick two or three, open an account and create a profile page on each.
- Bookmark your own content to let the world evaluate it for themselves.
- Bookmarks from objective active users with lots of friends are more valuable.

- DIGG: <http://www.digg.com>
- StumbleUpon: <http://www.stumbleupon.com>

Notes

Wikis (user generated and fully editable content)

- Web 2.0 is defined and driven by user-generated content. Wikis are perfect.
- You could facilitate your own conversation and engage your audience directly.
- This could be powerful but it will require significant hand-holding at first.

- Wikipedia: <http://www.wikipedia.com>
- pbWiki (create your own wiki): <http://www.pbwiki.com>

Notes

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