



# Useful Internet Tools for Social Media

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**CAN'T DO IT  
WITHOUT YOU**

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# Social Network Platforms

## [www.Ning.com](http://www.Ning.com)

Provides the ability to set up and manage your own niche social network. It is a free-hosted solution with no cost for the basics. It is a useful tool to learn how social networking works. It is only partially customisable.

*How you can use Ning?*

*Set up your own social group on Ning to share with your colleagues and other industry professionals*

## [www.Budypress.com](http://www.Budypress.com)

Just launched from WordPress and is a similar system to Ning.com, it is free and completely customisable. However there is a cost to customising it and it needs hosting and other maintenance costs. It is newly created so will evolve over time.

*How you can use Budypress?*

*As with Ning set up your own social network, you can post messages and create your own forums*

## [www.Plaxo.com](http://www.Plaxo.com)

Plaxo is a social networking platform that allows you to keep up with your contacts, similar to Linked In.

*How you can use Plaxo?*

*Plaxo is like your online address book that you can send updated messages through*

## [www.Linkedin.com](http://www.Linkedin.com)

Professional business social network, it provides the ability to present your professional credentials and connect with other professionals you have worked with and are working with.

*How you can use Linked In?*

*Set up your own professional services group, family groups and organisation groups. These can be public or private. A useful tool to find people closely aligned to you.*

## [www.Squidoo.com](http://www.Squidoo.com)

Squidoo is a collection of millions of pages made by individuals about whatever topic they choose.

*How you can use Squidoo?*

*Post pages about the image campaign and the services in aged care*

## [www.Twitter.com](http://www.Twitter.com)

Twitter is a micro-blogging social network that is a combination of instant messenger (140 character limit to posts) and blogging. It has established itself as a powerful tool for professional and personal use.

*How you can use Twitter?*

*Sign up and follow us at [www.twitter.com/kevinat87](http://www.twitter.com/kevinat87) – a great guide to using Twitter can be found here <http://www.bhatt.id.au/blog/guide-to-twitter-etiquette-and-efficient-use/>*

*Talk to us on Twitter and post your own comments to direct people to the campaign web-site*

## **Aspects of Twitter To Check Out**

[www.Tweetwheel.com](http://www.Tweetwheel.com)

[www.Twerpscan.com](http://www.Twerpscan.com)

[www.Twitturly.com](http://www.Twitturly.com)

[www.Search.twitter.com](http://www.Search.twitter.com)

[www.Tweetstats.com](http://www.Tweetstats.com)

[www.Twitter.com/downloads](http://www.Twitter.com/downloads)

## [www.Yelp.com](http://www.Yelp.com)

Online community of locals and travellers that have opinions about everything. A powerful ratings and review tool.

*How you can use Yelp.com?*

*Join up and start joining in the conversation. Post your own opinions.*

## [www.MySpace.com](http://www.MySpace.com)

An online community that allows friends to keep in touch and meet new people as well. You can customize your profile by adding information about yourself, listing your interests, hobbies, and educational background, and uploading photos of yourself and your friends. You can also create your own blog for others to read.

*How you can use MySpace?*

*Set up an account and find and join your friends. Post content from the campaign to your pages to share with friends*

## [www.Facebook.com](http://www.Facebook.com)

Similar to MySpace but offering rich applications and has good opportunities for social causes with 120 million users and 250,000 joining daily.

*How you can use Facebook?*

*Join the ACSA Image Campaign Group – details being sent shortly. Post the information to your Facebook pages and share with friends. Ask them to pass it on and join us online too.*

[www.YouTube.com](http://www.YouTube.com)

A Web video sharing site that lets anyone store short videos for private or public viewing.

*How you can use YouTube? Share our campaign video and rate our content and pass it on. Links to the ACSA image campaign content will be sent on the 21<sup>st</sup> September 2009.*

## Social Bookmarking Tools

[www.Stumbleupon.com](http://www.Stumbleupon.com)

A social bookmarking site that lets its 6 million plus users discover and share web-sites.

*How you can use Stumbleupon?*

*Bookmark our campaign site, details coming soon of the web address specific to the ACSA campaign*

[www.Friendfeed.com](http://www.Friendfeed.com)

An aggravated account where you can bring all your social networks into one place

*How you can use Friendfeed?*

*To manage all your social content and subscribe to friends content.*

[www.Bit.ly](http://www.Bit.ly)

Allows users to shorten the length of an URL and then track the resulting usage. Useful to track re-posts and re-tweets and see how your conversation travels online.

*How you can use Bit.ly?*

*To shorten web addresses when you post them. It collects a history to show how many clicks and downloads your posts got.*

[www.Propeller.com](http://www.Propeller.com)

[www.Digg.com](http://www.Digg.com)

[www.Reddit.com](http://www.Reddit.com)

A social news portal where users vote on the most interesting stories to draw them up to the front page

[www.De.li.cious](http://www.De.li.cious)

For storing sharing and discovering web bookmarks

[www.Mister-wong.com](http://www.Mister-wong.com)

Similar as Digg and Reddit and has a good European following, but not useful for markets in the USA or Asia Pacific region

*How you can use the Social Bookmarking Tools above?*

*Digg and Reddit bookmark our campaign site and vote on it, to push us up in the rankings.*

## **Blogging Tools**

[www.blogger.com/start](http://www.blogger.com/start)

Free blogging software from Google

[www.wordpress.org](http://www.wordpress.org)

Free blogging software

[www.typepad.com](http://www.typepad.com)

[www.movabletype.com](http://www.movabletype.com)

Affordable blogging software

[www.dummysoftware.com/rsssubmit.html](http://www.dummysoftware.com/rsssubmit.html)

Software - affordable and powerful RSS feed submitting software

[www.pingomatic.com](http://www.pingomatic.com)

Free RSS submit ping service

<http://www.social-bookmark-script.com/generator.htm>

Allows you to create social bookmarks easily on your site

*How to use these Blogging tools?*

*Set up your own blog and blog about the campaign. There is lots of interesting tips on these sites and you can set up a blog free of charge, just by following the simple FAQ's*

## **Email Marketing Tools**

Vary by country but some examples of software features and types

<http://email.exacttarget.com/>

Advanced web based email marketing software

[www.constantcontact.com](http://www.constantcontact.com)

Web based email marketing for software for medium size businesses

[www.campaignmonitor.com](http://www.campaignmonitor.com)

Affordable web based email marketing software

[www.ezinedirector.com](http://www.ezinedirector.com)

Very affordable web based email marketing software

*How to use these tools?*

*These tools are great if you want to send out an email blast to numerous people. They will manage the process for you, create the email with you, distribute the emails and report back to you for very low cost.*

## **Valuable Resources**

Comprehensive Internet Marketing Sites

[www.marketingsherpa.com](http://www.marketingsherpa.com)

[www.e-marketer.com](http://www.e-marketer.com)

[www.blogging-bonanza.com](http://www.blogging-bonanza.com)

[www.marketingtips.com](http://www.marketingtips.com)

[www.e-consultancy.com](http://www.e-consultancy.com)

[www.webmasterworld.com/](http://www.webmasterworld.com/)

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