

social media



in real life. _____

1. Get in groups of 5 or less
2. Answer the question by writing it below
3. Share it with your group
4. Discuss it. What stood out to you and why?

How Can Social Media Benefit Your Organization?

social media



research.

google.com (Reputation, Competitors, Marketplace)

blogsearch.google.com (Reputation, Competitors, Marketplace)

search.twitter.com (Reputation, Competitors, Marketplace, Product)

wordtracker.com (Search Engine Key Word Research)

quickfacts.census.gov (Demographics)

claritas.com/MyBestSegments/Default.jsp (Psychographics)

tools.

go2web20.net (Full List of Web 2.0 websites)

Blogging: <http://www.wordpress.org>

Microblogging: <http://www.twitter.com>

User Generated Content: <http://www.AssociatedContent.com>

Micromedia:

<http://www.youtube.com>

<http://www.flickr.com>

Social Networking

<http://www.facebook.com>

<http://www.linkedin.com>

Social Bookmarking

<http://www.technorati.com>

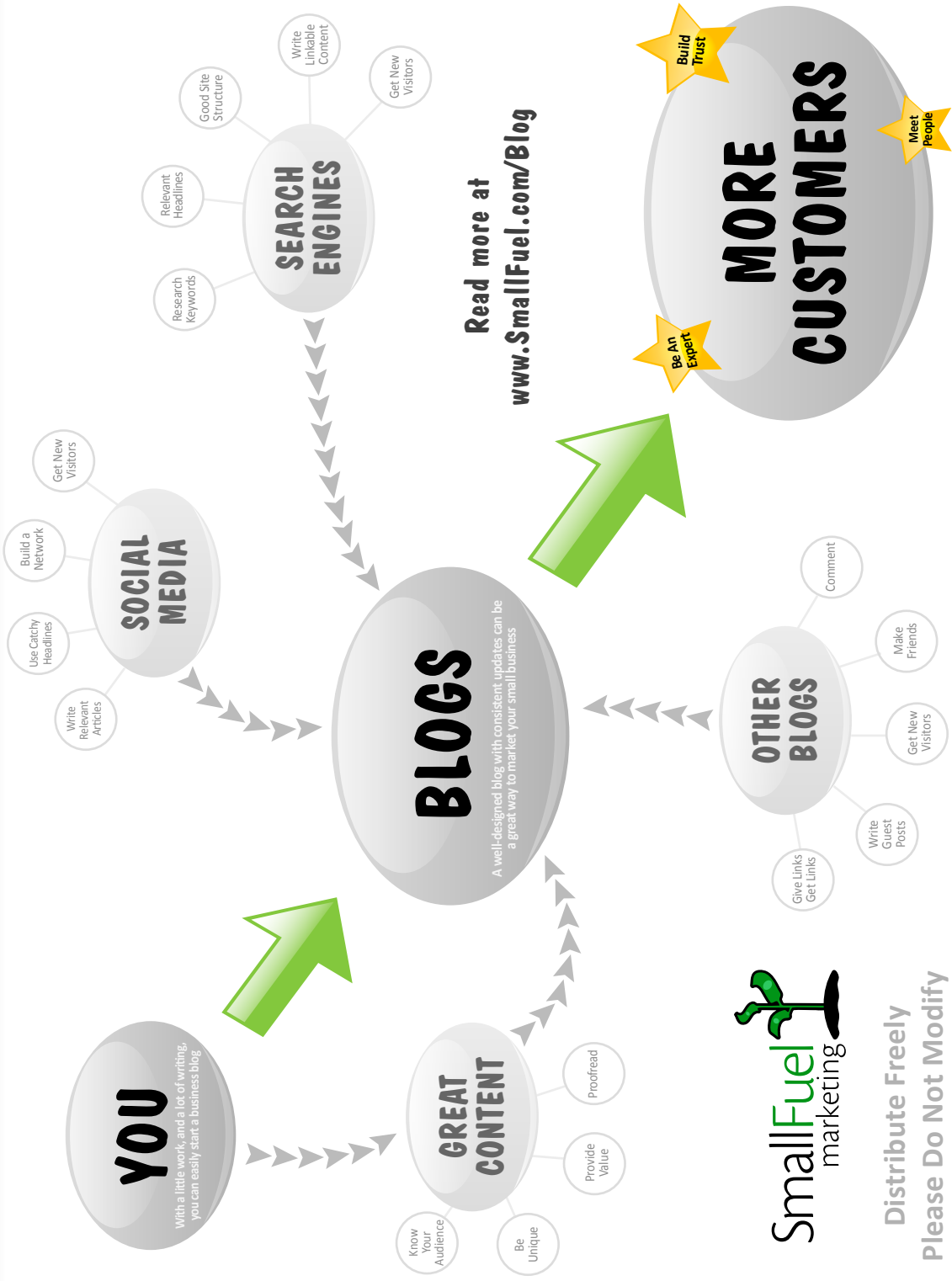
<http://delicious.com/>

Social News

<http://www.digg.com>

<http://www.stumbleupon.com>

Small Business Blogging Map



Distribute Freely
Please Do Not Modify

social media

