

russellherder.com

Brainerd
218.829.3055

Minneapolis
612.455.2360

russellherder.com
blog.russellherder.com

RUSSELL HERDER

Social Media

Getting into social media is a bit like merging onto a freeway; sure, traffic is heavy, but if you know what you're doing, easing into the stream doesn't have to be hard. In fact, there are many tools that can actually make life easier. You can follow customers, friends and associates; create promotions; organize events — the list is long, but all of it is a means to an end: to create meaningful relationships with others. For businesses, this is the key benefit of social media.

But anything can seem hard at first. With that thought in mind, inside are some of the most popular digital networking tools currently in use.





Facebook is a social utility that connects people with friends and others who work, study and live around them.



MySpace is an online community that lets you meet your friends' friends.



Meetup is the world's largest network of local groups. Meetup helps groups of people with shared interests plan meetings and form offline clubs in local communities around the world.



Friendster is a leading global social network emphasizing genuine friendships and the discovery of new people through friends.



LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.



Nothing beats the power of a face-to-face meeting to build real, lasting business relationships. Combine that with an online social network designed to get you noticed, and you have Biznik: business networking that works.



Wikipedia is a multilingual, web-based, free-content encyclopedia project. Wikipedia's articles provide links to guide the user to related pages with additional information.



Flickr is an image and video hosting website, web services suite, and online community platform. In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers as a photo repository. As of November 2008, it claims to host more than 3 billion images.



YouTube is a video sharing website where users can upload, view and share video clips. Most of the content on YouTube has been uploaded by individuals, although media corporations including CBS and the BBC and other organizations offer some of their material via the site.



Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: "What are you doing?"



Yammer is a tool for making companies and organizations more productive through the exchange of short frequent answers to one simple question: "What are you working on?"



RSS is a family of web feed formats used to publish frequently updated works — such as blog entries, news headlines, audio, and video — in a standardized format.



Delicious is a social bookmarking service that allows users to tag, save, manage and share web pages from a centralized source. With emphasis on the power of the community, Delicious greatly improves how people discover, remember and share on the Internet.



Reddit is a social news website on which users can post links to content on the web. Other users may then vote the posted links down or up, causing them to appear more or less prominently on the Reddit home page.



Digg is a place for people to discover and share content from anywhere on the web. Digg surfaces the best stuff as voted on by its users. You won't find editors at Digg — people can collectively determine the value of content as Digg is changing the way people consume information online.



StumbleUpon is a free service that helps you discover and share websites with others who have similar interests. The more you use the service, the more likely it is that you'll "Stumble" across pages you like.



TypePad is the premier blogging service for professionals and small businesses. TypePad hosts many popular blogs and small business websites.



WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.