

(First Draft)

Social Media / Networking - do's and don'ts

DC Meetup Event Warmup Notes & Links / Feb 2008

Social Media Marketing

Can social media marketing be performed in-house?

"It's not easy to become a power user on a social network, it takes a huge investment of time."

<http://www.conversion-matters.co.uk/can-social-media-marketing-be-performed-in-house>

Podcasting

<http://videos.webpronews.com/2008/01/07/how-to-create-a-podcast?click=1>

Flickr for SEO

<http://www.vanessafoxnude.com/2008/01/25/flickr-for-seo-value-a-short-example/>

Tumblr / Bandito

<http://blip.tv/file/634228/>

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

SNS's - Social Networking Sites / Facebook

60 Minutes Interview Jan 2008 with Mark Z from Facebook:

<http://kara.allthingsd.com/20080114/facebook-the-entire-60-minutes-segment/>

The Facebook Marketing Toolbox: 100 Tools and Tips to Tap the Facebook Customer Base

"If you're thinking of tapping into the Facebook crowd for some high-profile advertising, take a look at this list of 100 tools and tips that will help you maximize all of the applications and opportunities that Facebook has to offer."

<http://www.insidecrm.com/features/facebook-marketing-toolbox-012308/>

Facebook Groups are disposable

<http://blip.tv/file/634228>

Facebook dying? Only if you're a sleezy marketer..

"Using facebook for marketing is a bit like blogging on a topic your not interested in, purely for profit, it's not interesting and more often than not you get bored and give up pretty quickly."

<http://www.conversion-matters.co.uk/facebook-dying-only-if-youre-a-sleezy-marketeer>

Creating Facebook Apps

Learning to Create Engaging Apps for Facebook: What Works and What Does Not
Dave McClure, BJ Fogg, and Colleagues

<http://www.baychi.org/calendar/20071211/>

Microblogging

Ways to use Twitter

<http://www.doshdosh.com/ways-you-can-use-twitter/>

General

Social Media One Stop Shop

<http://blip.tv/file/421625/>

Social Networking Demographics

<http://www.marketinghub.info/social-networking-demographics/>

Blogging: Social Media is Not Only About Social Media Sites

<http://www.techipedia.com/2008/blogs-as-social-media/>

What is Social Media Traffic Worth?

<http://www.webpronews.com/topnews/2008/01/08/what-is-social-media-traffic-worth>

Social Media Addiction

<http://www.reemabeidoh.com/social-media/you-might-be-a-social-media-addict-if>