

Chapter 2 - Creating your Social Media Desktop

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One of 1st problems of SM campaign = info overload!

How to keep track of what people say on dozens of sites
Creating a SM desktop → 1 central place where you monitor
the things people say about you or your org.
any stories or themes you want to track

Best part - you don't have to type Web address for every site
+ search result you're trying to track

Remember the sneezing principle - use SM desktop
to find when others sneeze about you
to find and pass along other's great content

Result - you're a more valuable member of community
gives you more authority
makes your message more contagious

I. Setting up Your Social Media Desktop with RSS

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social media desktop - just an account you set up
using 1 of many services that let you
track the various search results, blogs, + news stories
with a few clicks of the mouse

The key to SM desktop = really simple syndication - RSS

Build desktop by subscribing to several RSS feeds
for Web sites, blogs, or search results

RSS = simple way for Web sites to deliver a list of
the latest headlines, articles, or content
- the actual list of headlines

Use any RSS feed reader or organizing site

This chapter uses iGoogle

Yahoo!

Netvibes

} free and offer
a broad feature set

II. Setting up Your Social Media Desktop with iGoogle

653 iGoogle = 1 of the simplest SM tools
 simply add it to your account - if you have other ^{service}!

It integrates well with various Google services

Only complaint - may want more control of the page

A. Setting up an iGoogle homepage

1. In web browser, go to www.google.com/ig
2. If you already have an account
 - a. But + logged in - sign in, skip to step 4
 - b. You're already logged in - accept offer to make ^{splash} pg. your homepage, then go to step 4.
3. If you don't have a Google account
 - a. Click Get started
 - b. Enter your e-mail address + password
 If you don't want Google to remember login - clear box
 If you don't want Google to collect your Web history " "
4. Select a theme and leave your interests blank.
5. When iGoogle page appears, remove all preselected items

B. Adding a Web site or blog feed to iGoogle

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1. Go to the Website or blog you want to follow
 2. Click RSS subscription button or Link

655 Add to Google page appears - if not see D-add manually

3. Click the Add to Google homepage button

C. Adding a blog search result to iGoogle

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1. Go to google.com
 2. Click the More link at top of page + choose Blogs
 3. Search for your organization name - in quotes

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4. Click Search Blop - click sort by Date in upper R
5. Click the RSS link in Subscribe section of L of screen & then select add to Google Homepage
6. Go back to your iGoogle Homepage

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Google adds search in a nice neat box
add other search results, such as

competitor names

names of individuals in your company

names of individuals at competitors

product names

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your Web address

common typological errors for each of these

D. Adding feeds to iGoogle manually

If browser is set up to use another reader by default

1. Right click the link of Web page's RSS feed
2. From shortcut menu that appears - ^{choose} Copy Link Location
3. Go to iGoogle homepage & click Add Stuff link
4. In lower L of Add Stuff page, click Add Feed or Budget
5. In box that appears right below, paste the feed URL
6. Click Add

Try this shortcut for adding feeds to iGoogle:

Type Web address for site you want to subscribe to

Google detects feed & adds it, if it's correctly configured

To get more or less feed results in a specific content box,
click Edit Settings on iGoogle homepage, and
select the # of items you want to see

III. Configuring your Social Media Desktop on Netvibes

(658) If you like a more polished interface, want more customization options or are comfortable using Google cuz of privacy concerns Netvibes = excellent choice. Works similarly

A. Setting up your Netvibes homepage

1. On Web browser go to www.netvibes.com
 2. Click Sign In + then click Sign Up
 3. Enter your email address + password
 4. Agree to terms of service + then click Sign Up
 - 659 5. Delete all the widgets already on page
- Click the X at upper R - select Delete Forever
- Netvibes provides two pages for you - Public + Private
- Don't use Public Page as your SM desktop!
- unless you want entire world to know what you follow
- Look at upper L corner of page you're on.
- If you're on the Private page, button = Go to my Public Page

Add widgets to the Private Page

B. Adding content to a Netvibes homepage

1. Go to site, blog search, page you want to subscribe
2. Right-click the RSS or Subscribe to RSS link
- 660 3. From shortcut menu, choose Copy Link Location
4. Go to Netvibes + log in (if not already)
5. Click Add Content button
6. In page that appears, click Add a Feed button
7. Paste in the feed URL + then click: Add Feed

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by Netvibes

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Options - provided + determined by widget
kind of content you want or don't want
whether to include photos
whether to play video automatically

8. Click the Add to My Page button

Here are some shortcuts

Simply click Add Feed + then type in Web address.

if site has feed Netvibes finds it + adds

Use a Firefox plugin for Netvibes

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Additional options for Netvibes homepage

Change the # of items shown in feed box

Color code the content boxes

Show more info about each post

To access these, click Edit or the Options button at the top of each content box

IV. Configuring Your Social Media Desktop on My Yahoo!

Consider using My Yahoo! if you already have a Yahoo! account

use Yahoo as your search engine

use Yahoo! social media properties of ten

Flickr, delicious, Answers, MyBlogRoll

want to read full articles directly on SM desktop

A. Setting up a My Yahoo! homepage

1. In Web browser go to www.my.yahoo.com

2. Sign in

a. If already have account, click Sign In + login

b. If don't have account, click Sign Up + complete form

B. Adding content to your My Yahoo! homepage

1. Go to site, blog search page you want to add
2. Right click RSS or subscribe to RSS link
3. From shortcut menu, choose Copy Link Location
4. Go to My Yahoo! and login
5. Click the Add Content button
6. Click the Add RSS feed button
7. Paste the feed URL into field marked Type or Paste the URL Below + then click Add

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If you use Yahoo! as your primary search engine, you can easily add Yahoo! search results, including info from Yahoo! SM sites - click Add to My Yahoo! button on these pages

V. Deciding What to Track

Start adding content by tracking a few blog search results + websites or blogs of interest
Later add

twitter feeds or search results

news search results - Google, MSN, Yahoo!

stock data

a FriendFeed page

a Flickr or YouTube channel

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Need to be judicious + picky. Add feed only if

Need to check it daily or more often

The info ≠ showing in another feed

You can skim it - if ≠ be digested in a list ≠ be here!

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Aside - Using Tabs to Stay Organized
Organize your homepage by creating separate tabs
+ using them to divide content accordingly