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30 Days to Increasing your Social Media Clout

Introduction:

Business needs to reflect the reality of the clients who are living in the information age. Your client today is "interpersonal, logical, spatial, intrapersonal, musical, linguistic, naturalist and bodily-kinesthetic person".   Attempting to engage digital native potential clients with methods that are no longer valid, is like taking ads space out on CB radios; the only choice is to change the way we approach marketing. Unfortunately, no matter how much your company may wish it, it is highly unlikely the Digital Natives clients will go backwards. In the first place, it may be impossible—their brains may already be different because of their access to social network and on demand vast amounts of information. Businesses need to exist in the spaces the clients exist, understand their culture. You have no credibility if you are not where they are. They are using computers, videogames, digital music players, video cams, cell phones, and all the other toys and tools of the digital age. Today's average college grads have spent less than 5,000 hours of their lives reading, over 10,000 hours talking on cell phones but over 10,000 hours playing video games (not to mention 20,000 hours watching TV)." And send 200,000 emails or instant messages. In 1999, tweens spent an average of 2.4 hours a week surfing the net and in 2000 that increased to 3.8 hours a week. The information age allows the people the opportunity to "create, consume, remix and share material with each other". They ask many questions, as reflected in the "estimated 7.8 billion searches made in the United States.

The social networking tools bring a completely different set of tools into the hands of the digital natives. The popularity of these tools has surprised and frightened the 'Digital Immigrants' to the state where most business, rather than embracing these tools, have banned them. The banning of facebook, instant messaging, blogs, wikis, RSS feeds, myspace, social bookmarking, podcasts, youtube, and flicker, just to mention a few , has made a huge statement that business world is not adapting to its changing clients are not willing to join the 'Digital Natives' in their world. We could use the web2.0 tools to help reach clients. It is necessary to believe the power of technology is our friend. Ignorance is our enemy. 'Digital Immigrant' business leaders can continue to think that it is possible with a dated system of marketing to compete with the information age which is a reality to the "Digital Natives" clients. An information age with connected potential clients having instant information, communication,

multimedia and entertainment and social networking tools is a new era that no old business market plan can realistically compete with using the current marketing approaches. In the past technology has been used as a supplement to marketing. As businesses get more comfortable with technology it becomes a support but until it becomes integrated with marketing we will the clients of the future in their world.

This 30 day process will take you from using Social Networking to a process which will increase your clout on the web so you can leverage the strength of these new communication tools to sell product, create a digital reputation, and control your digital footprint. If you have never used social network site, if you are a casual user, or if you are an experienced user this process will have something which will increase your ability to control the flow of information from your personal, business or product social network sites. Each day will have an activity which will increase your understand and show you how to create a powerful interconnected network of your creation.

I will try to use common language to explain some of these processes which should make it easier for develop a plan and execute it.   Social Network sites refer to any site where users follow, like, share, communicate and build a group of people with common interests. For 13 years I have used these sites to build my network to learn about online teaching and personal development. This is referred to as my PLC…my personal learning community. My personal learning community is made up of a number of people from numerous social networking sites with common interests who share research, news and interesting items on common topic which are of interest to me. For me in the pas these topic have been education, specifically online education but currently it is business, project management and productivity. When designed correctly it is not necessary to rebuild your social network just because your interest change or job changes. The design will allow the followers, comments and shares to change with you as you grow or change. It important to follow the steps, and remember to build a success network take times but to design a network which can grow and continue to grow is possible in a shorter period of time. It will be necessary to dedicate a minimum of 15 minutes a day to your network. This small amount of effort will resulted in powerful online network.   My network has given me more clout online than the Mayor of our city but less than the Premier of our province.

One of the steps which we will explore is the measuring of your clout so you can see your growth and what works and what does not. The reality is that by the time I am finished writing down this information, much of it will be outdated, but what you will get out of this is a framework in which you can add the new sites and approaches to continue to grow and change as the internet does the same.   So the question is: **Are you ready to have your voice heard?**

It is not what you are saying so much as how many people will hear it, people will come back to hear it a second and third time if it is interesting but when developed correctly you can have your voice ripple across the internet with very little effort, and now starts the sharing of the secret of how to make that happen.
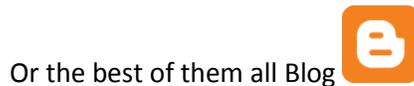
Day One

Top Social Media Sites

To start your journey you need to choose one of the top social network sites which will be your base of operations.

When talking about the top social media sites, we are looking at:

Twitter

Facebook

Google+

Or the best of them all Blog

Those are not in any order since it is fairly hard to find out which one is the most popular as the results are all skewed. It is one of the challenges that you will have when you try to find out how successful your network actually is as well. When you are finished the 30 day process you will be shocked at how many people start to quote, refer to, and mention the things you have done via your network.   It has power.

A personal sidebar.

When I first started my network I used blogger, I started it because I wanted a place to store my thoughts and instructions to the teachers who were working in the Cyber School in which I was the administrator. This communication from me to my online teachers was on the web and could be found at that time by the robot crawlers and search engines (my blog was established in 2003). For a years I wrote the daily thoughts, posted daily quotes, made up daily cartoons, and share articles with my staff. Sometime during this first year, I was approached by University of British Columbia asking if I would like to use their blogging service to post my blog as many people were reading the entries. A request to which I agreed and left me wondering how many people were actually reading my blog. So I posted a messages asking could you reply to this post if you are not a teacher in my cyber school and if you are reading my blog. The responses shocked me, the location that responses came from shocked me, they came from all around the world, and I was overwhelmed and shocked. I thought I was talking to my staff

of 10 teachers when every day I was really standing on a mountain top yelling so loud people around the world were hearing me. I quickly tried to recall if I had posted anything that would be embarrassing, why was everyone reading this blog, maybe I should check my grammar and spelling more closely? All sort of things were running through my head and I started to …

This shocked me into a couple of silent days on my blog, but I started to think…it is not just my staff reading and can I leverage this to make a name for myself and for the online school in which I worked. My writing according to some comments were interesting because I was writing without worrying about who was reading them. I was just posting my thoughts, opinions, humor and processes. I was not concerned about what people thought or if the grammar and spelling were of grad school quality, and after checking I can say I was being a professional and had not posted anything which would make my mother blush. So after the initial shock of being heard by so many I went back to my normal daily posts and continue to write like I was talking to my staff since that is what attracted people to the blog in the first place. But always in the back of my mind was wow… a lot of people are reading my stuff! This could be useful.

My base of operations is on the blogger site .

It is the Teaching and Developing Online Blog .

It is where I started and I have not moved from a blog being my base. You will need to choose a base of operations. If you decided to use a blog the two most commonly used software for creating

blogs are blogger and WordPress . They are both very good blogging software, so use whichever one you like. Don't send me a bunch of comments about which one is better than the other, it is like the Mac and PC users, loyal until death. You can use any type of blog as long as it has an RSS feed generator. I have never seen a blog that does not but just in case. If you do not know what an RSS feed is…do not panic! At this stage of the game, it is not that important and if you do not know what it is then use the blogger or wordpress software.

I am going to use Project Management terminology to make this process clear.

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Establish a base network (A single social network site)

Tasks (is a verb):

- Decide what you are going to use as the base.
- Register for it and create your first entry.

In normal English the project will never change for the 30 days. The **Project** is the overall goal, it is what we are trying to achieve, and it is what we are going to build. The **Deliverable** is what we are going to create, it will be a thing. How we are going to create it is called the **Tasks.**

When deciding which one of the four you are going to use some thought should be put into it.

The four that I am talking about are **Twitter** , **Facebook** , **Google+** or **Blog** .

As I said I decided to use a blog just because it is not as restrictive like the Twitter's limit on the number of characters, but is very similar to what you can do in Facebook and Google+. If I was a betting man, I think Google+ in increasing in size while the Facebook is starting to lose some ground. However my wife will not allow me to bet so pick the one that you like best. Since it will be difficult to write these instructions from four different perspectives I will be writing them from the perspective of the blog being the base. The blog software as stated will be blogger.

Whichever the four you decide to use, you will need to on this day, register yourself or your business and enter your first entry.

How to register on facebook - http://www.youtube.com/watch?v=eIdeY4TKrTc

How to register on twitter - http://www.youtube.com/watch?v=YJSoEbNxYKE

How to register on google - http://www.youtube.com/watch?v=pkdKzmttVPo

How to create a blog - https://www.youtube.com/watch?v=FvcnUeACBRY

YouTube is an awesome source of tutorials…so if any of the videos above don't tell you what you need to know then search for a better one.

This ends the first day to you becoming a social media rock star.   Be patient, day two will be here soon enough. If you are bored, maybe do a few more entries into your new base network site. Get use to using it, look up some tutorials on how to better use the software because it is your base. It is the core of your whole network it is like the sun in our solar system.
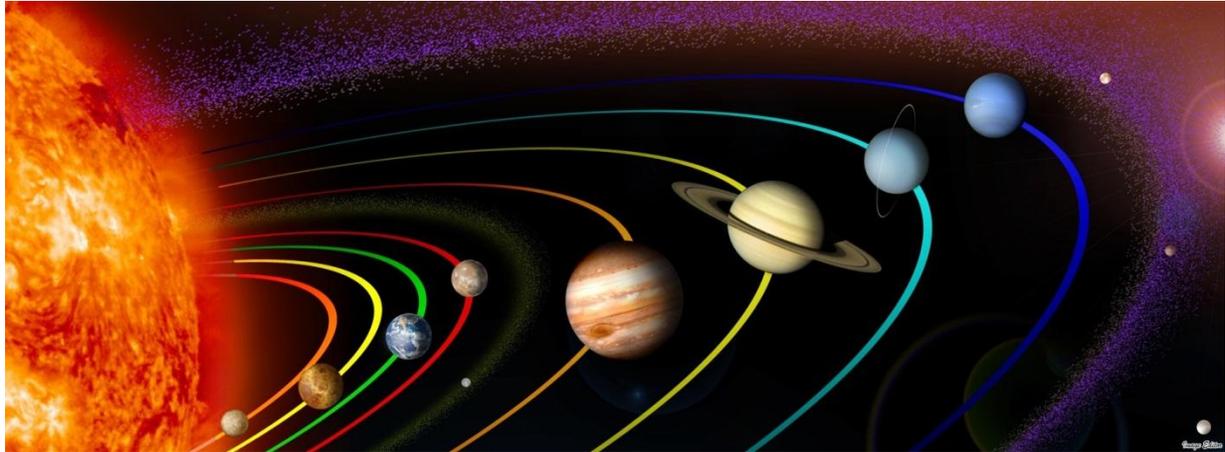
Day Two

Creating our base, sun or main site

In day one we created the sun or the base of our network. The reason we create a base is so that we can use a single point of entry into our network. That does not mean you always have to use that entry point but it does mean that if you want an entry to reach as many people as possible the base needs to have the information so it can be picked up by a process and added to all the other social network tools. My most powerful tool is twitter and accounts for 52% of all the clicks (reads, contacts, or shares) but I never write or even read anything in twitter. Twitter is not a bad social networking tool in actual fact it rocks but for me it comes down to time.

A personal sidebar

I love Google, when I have a specific question that I am trying to answer there is nothing better, I ask the question and normally get the answer. There are some tricks to using search engines effectively and some are shown in the following YouTube video: http://www.youtube.com/watch?v=DahGSReGx3M

But searching for personal learning material means you have to know the question and this is limiting. What happens if I want to learn more about leadership and I have typed leadership into Google and have read many of the articles that come up as popular? For me to stay current and up to date on a topic I want the best articles and the newest articles sent to me, I don't even know the questions and just want the internet to come to me. There are many great tools out there to make that happen…for me I read the articles on an app called Zite. The great thing about that tool is it learns what I like and then finds articles with a similar theme or info and every morning I get another set of articles to read on topics of interest. This is the internet coming to you, rather than you going to it. As your social network grows and you surround yourself with like-minded people who share on the net as well, they will start to send you articles and ideas and then the synergy starts to grow and then is when you start to see the power in building a personal learning community and in social networking. When your reach that stage, then you start to post your questions to your personal learning community members rather than google.

The internet should come to you; it is so last year to have to go to the internet.

So today we want to multiply the network to include the other of the top social networking sites. I work with blog as my base or sun and then I want to add other sites or planets to circle my sun. The blogger site for me is the base, then twitter, then facebook, and then google+

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Establish four other sites or planets (Linkin has been added it is not a good base but does reach an interesting market of people)

Tasks (is a verb):

- Register for each of the four which you are not currently registered
- Create a single first entry for each.

At the end of the day you should have accounts in each of the four sites listed.

Twitter, Facebook, Google+, Linkin, Blog

Each of these four are slightly different and it will take you a little time to get each of your four up and running but it will be time well spent. In the end each of these sites will reach a different type of user

When deciding which one of the four you are going to use some thought should be put into it.

Twitter

Facebook

Google+

Linkin

Blog

How to register on facebook - http://www.youtube.com/watch?v=eIdeY4TKrTc

How to register on twitter - http://www.youtube.com/watch?v=YJSoEbNxYKE

How to register on google - http://www.youtube.com/watch?v=pkdKzmttVPo

How to register on LinkedIn - https://www.youtube.com/watch?v=6DZxhTt8J-o

How to create a blog - https://www.youtube.com/watch?v=FvcnUeACBRY

The one site that is a little different is blog… this explains why

https://www.youtube.com/watch?v=PocpFTZmHg4

Day Three

Introduce Yourself

Yesterday was a very busy day in our Social media activities, so today we need to introduce ourselves in each of the social networking sites. This is called writing a bio. You want your bio to highlight the good things about yourself but you don't want to come across to high on yourself. Writing a good professional bio is a skill and there is articles written to explain how to achieve this goal.

An example of this: How to write a professional bio for Twitter, LinkedIn, Facebook and Google+

http://blog.darrencannell.com/2014/02/how-to-write-professional-bio-for.html

The second aspect of a profile which is necessary is a profile image.

A personal sidebar

I ran a silly little informal study and poll to find out what people liked better as a profile image. I have everything from me in a tux, to me in a silly hat, my child's image, my company logo. The one that gets the most positive feedback is a picture of me smiling from the shoulders up smiling with a solid color background. In a cyber-school in Canada they explain the process on a webpage…see the url below…Smiling eyes open, friendly, approachable has always come up in any polls as what is the best profile image.

http://www.scs.sk.ca/Cyber/picture/photos.htm

People use all sorts of other things, important people in their lives, the company they work for, the quote of the day as their image and depending on the response you are trying to achieve there is nothing wrong with it…but in all the polls and surveys I have done, your face is the best.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Write a bio and picture for each of the sites in which you are register.

Tasks (is a verb):

- Read the website about writing a bio and create a good one you can use on most social media sites
- Take a picture on a solid color background and smile…read why it is important to add your face. Search in Google under social media engagement.

Day Four

Check the announcements

The activity to day is to make sure that all your social networks have announcement of all the others. For example, on my blog I would announce what my twitter account is, what my google + is, what my Facebook account is, my blog and my LinkedIn is….

There are creative way to display these on creatively on the different social network, I have an webpage which is a nice to gather all my stuff in a single site… mine is called Http://darrencannell.com

On that site I use the following image to display some of my social network sites by using icons and linking them to each of my accounts. On twitter you will probably need to do four different tweets but in the end it is necessary to let everyone that follows you will be able to find your webpage and the

How to Promote Your Blog With Social Media | Social Media Examiner

[How to Promote Your Blog With Social Media | Social Media Examiner]():

http://blog.darrencannell.com/2012/05/how-to-promote-your-blog-with-social.html

 "Are you looking to use social media to promote your blog?

Sharing your blog posts on social media platforms like Twitter, Facebook, Google+ and even Tumblr can help your content gain significant exposure.

But each social media platform is distinct with different benefits and abilities. You need a simple process to tailor your social sharing to generate as much engagement as you can on each of these platforms.

Here's a process you can use to ensure your posts get maximum mileage. Consider these steps and adapt them to the social platforms where you find your customers."
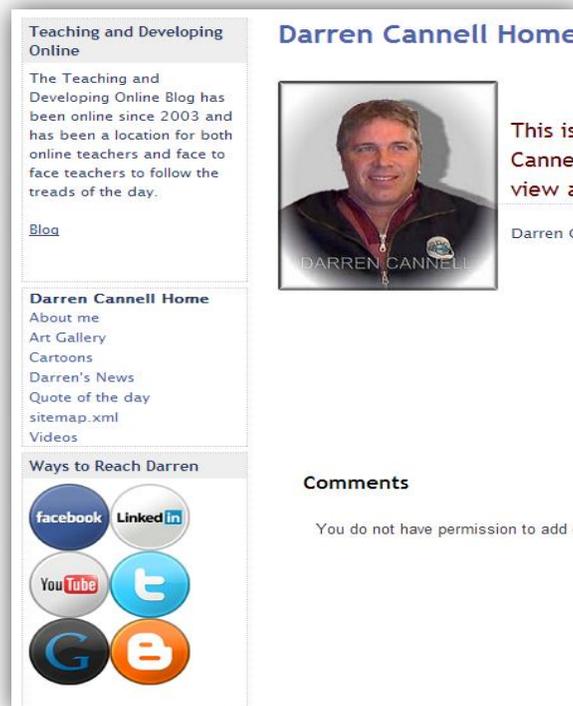
other social networking sites.

A Personal Sidebar

When I made the decision long ago to become active in the Social Networking world, I started to register myself on more and more of the current sites. You will find that they change frequently some rise to the top some are hot and some will drop right off the radar.   I lost count a long time ago how many I am actually register on, but each has their own market and its own way of posting. If you had to deal with each of the social network individually, then there is not enough time in the day to cover and enter posts daily in each. To achieve my goals of reaching as many people as possible I developed a system which will allow one to in very little time send a message across the world. When I stand on top of the mountain and yell I want the whole world to hear. It is possible, you just have to dream and work through the process. Share, share and share some more…

Now that sidebar was a great speech but now let us get back on track. Today's task is to make each of your social networking site know about each other. Each site has to have a post or entry about all the others, this will allow the sharing and the following of one or all of them by interested people around the world. My personal learning community has some people who I follow on 3-7 different social networking and find that they say different things on different networks. Each social network has a different approach and different audience, it will take some time to know what you should post to what social network but we will get better at that as we move forward.

Below is an image of how I let people know some of my main social network sites on my personal Darren Cannell site…just an example of how you can do today's task. Be creative, be different, remember we need are trying to be noticed.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Make sure each social network site , has an entry which announces the others

Tasks (is a verb):

- Create an entry in each of the social network sites announce the other sites
- Add links to your social network sites on your personal or business website.

Day five

Reading day

Today we are going to do some reading not a lot of actions but necessary to know the way the wind is blowing when it comes to Social Media.

Social Media Jobs are Being Replaced by Social Media Tools | Social Media Today

Social Media Jobs are Being Replaced by Social Media Tools | Social Media Today:

http://blog.darrencannell.com/2014/02/social-media-jobs-are-being-replaced-by.html

"Everywhere you turn, social media is the hot topic of discussion. Companies are investing in social media and people with the skills to harness these new platforms are in high demand. Initially, companies handed their social media accounts over to interns or went out and found millennial to run this piece of the marketing strategy. "

This next article is about education but applies to everyone on the planet…

The Superintendency and Social Networking

The Superintendency and Social Networking |:

http://blog.darrencannell.com/2014/02/the-superintendency-and-social.html

""When you hire me, you don't just get me, you get my network."

At least, that's what I argued four years ago when I interviewed for the superintendency.

An hour prior to the start of the interview with the board of education trustees, I was given a question. And without hesitation, I was on my computer sharing the question on Twitter."

The Wejr Board - Not Everyone Is Able to Tweet and Post Who They Are

The Wejr Board - Not Everyone Is Able to Tweet and Post Who They Are:

http://blog.darrencannell.com/2014/01/the-wejr-board-not-everyone-is-able-to.html

"There is often much discussion around the separation of our professional and personal lives on social media. Some districts strongly encourage this separation while others encourage the blending of both. I have been a supporter of the latter as I believe that if we share who we are online we develop better relationships with others. In December, I tweeted the following:"

Understanding your digital footprint – new opportunities! |

Understanding your digital footprint – new opportunities! |:

http://blog.darrencannell.com/2014/01/understanding-your-digital-footprint.html

"Just like a tattoo, your digital reputation is an expression of yourself. It is formed and added to by you and others over time. In her Digital Tattoo presentation at ISTE 2013 (also in video format), Sullivan (2013), shares excellent resources and presents a compelling narrative for learning more so we can all make informed decisions about who we are and what we do online. Educators cannot ignore this, it is part of teaching and learning now. It is an everyday part of a students' life – professionally and socially."

5 Questions All Marketers Need To Ask Themselves | Fast Company | Business + Innovation

5 Questions All Marketers Need To Ask Themselves | Fast Company | Business + Innovation:

http://blog.darrencannell.com/2013/11/5-questions-all-marketers-need-to-ask.html

"He was intrigued by the way taxis could briefly update others on their whereabouts, and soon he began to contemplate developing an online program that would allow everyday people to send short messages to others in their online community. A few years later, he and co-founders Biz Stone and Noah Glass started Twitter."

10 Powerful Twitter Tools for Teachers Professional Development ~ Educational Technology and Mobile Learning

10 Powerful Twitter Tools for Teachers Professional Development ~ Educational Technology and Mobile Learning:

http://blog.darrencannell.com/2013/06/10-powerful-twitter-tools-for-teachers.html

"There is nothing that beats the power of Twitter when it comes to growing professionally using social

media. I have written a lot on this topic and my master thesis is buzzing with all kinds of academic evidence that support my claim. You might be thinking why Twitter is making such a big fanfare in the world of academia. The answer is simple: it works."

Why Measuring Social Media MATTERS | Social Media Today

Why Measuring Social Media MATTERS | Social Media Today:

http://blog.darrencannell.com/2012/05/why-measuring-social-media-matters.html

"We are currently in the third iteration of social media, and adoption is quickly becoming more measurement-focused. Tools are being built to make a smarter approach to social media because people are beginning to realize that measuring social results actually MATTERS.

I am a strong advocate for viewing social media as more than just statistics and measurement. I've written about this before—listening to our social media channels is about engaging with customers, and it gives us more than just sales or leads."

10 Sloppy Social Media Mistakes to Fix NOW

10 Sloppy Social Media Mistakes to Fix NOW:

http://blog.darrencannell.com/2011/11/10-sloppy-social-media-mistakes-to-fix.html

"Mistakes are a healthy part of every marketing strategy, and they're certainly nothing to be ashamed of in the new(ish) world of social media. That said, being sloppy is a whole different story.

What makes the following social media mistakes particularly sloppy is that they cost little time and no money to fix, have tremendous returns, and as such are huge misses to your overall social media strategy. Stop being sloppy, and make sure you're not making any of these 10 social media mistakes (+1 for good luck)."

Ten Best Practices of Online Engagement
Ten Best Practices of Online Engagement

http://blog.darrencannell.com/2010/05/ten-best-practices-of-online-engagement.html

The Big secret to social media engagement which nobody is talking about…

Hootsuite recently blogged about the <u>social media rule of thirds</u>. Just like the rule of thirds in photography, it's all about getting the balance right for the best results possible. Modelling agencies love a bit of the rule of thirds. It makes composing pictures so much easier. It's worth trying in your social media campaigns as well.

It goes a little something like this:

- 1/3 of your social content should promote your business, convert, and generate profit.
- 1/3 should be sharing ideas and stories from others in your industry, or other like-minded businesses (so that'd be where those models you were looking at earlier could come in handy for modelling agencies; if you're a drama school you might want to share stories about actors, you get the idea).
- 1/3 should be based on personal interactions which help to build your brand.
-
  http://blog.darrencannell.com/2014/03/the-big-secret-to-social-media.html

Congratulations! You have entered the world of social media and are actively listening, monitoring, reading, and dipping your toes into engaging in conversations. You are monitoring social media mentions and measuring sentiment of yourself and your competitors. Moreover, you are tracking larger industry trends, trying to understand what customers want, and listening for purchase intent. But as you know, listening is only the beginning stage of what you should be doing as part of your social media approach; engagement will make or break your efforts - after all, if no one talks to you online, the whole thing is a failed attempt. If you know what to listen for and how to separate signal from noise, it should propel you towards action and engagement the right way. If social media is a blend of art and science, engagement is definitely the art of it. If you approach it in a heavy-handed or inauthentic way, you may scare people off and mar your reputation. All too often we see companies and brands use these "new media" channels with "old media" mentality: in a race to amass the most Twitter followers regardless of their engagement with the brand, or broadcasting a message one-way instead of a two-way conversation. Here is a quick list of Do's and Don'ts to help guide your engagement efforts.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Do some reading of articles which explain why in our world Social Media is important

Tasks (is a verb):

- Take about an hour and read the articles listed above
- Add three of the best articles to your base account

Day six

Twitter

For the next four days we are going to talk about each of the social networking sites, how to promote, increase followers and use as a marketing tool. Each day we will chose a single site and I will share past and current articles which help achieve the objectives.

Twitter

How to Get More Twitter Followers (The Ultimate Twitter Tips Guide):

http://blog.darrencannell.com/2014/03/how-to-get-more-twitter-followers.html

"Who else wants to get more twitter followers?

This Twitter Marketing resource introduces you to the best Twitter tips and Twitter How tos… period.

Each chapter contains several links to hand-picked blog posts that improve your Twitter skills, gain more followers, and show you how to get more traffic with social media.

This will be a living resource, so bookmark this page.

Are you ready to attract more followers on Twitter?"

The 3 Stages of Twitter Users and The Best Tools For Each:

http://blog.darrencannell.com/2011/10/3-stages-of-twitter-users-and-best.html

"Whether you're new to Twitter, an experienced user, or a complete Twitter addict, Twitter tools make everything easier. In this article, I'll suggest some of my favorite Twitter tools for each type of user, so everyone can find something useful."

4 Great Twitter Applications for Teachers Using Twitter In The Classroom | Emerging Education Technology:

http://blog.darrencannell.com/2011/11/4-great-twitter-applications-for.html

"These tools offer free functionality that extend and enhance the possibilities for instructional uses of Twitter.

Twitter is playing a role in more classrooms every day. Articles like "6 Examples of Using Twitter in the Classroom" and "100 Ways To Teach With Twitter" have drawn tens of thousands of readers, a clear testament to the high level of academic interest in this wildly popular microblogging platform."

4 Ways to Grow a Twitter Following That Matters | Social Media Examiner:

http://blog.darrencannell.com/2012/04/4-ways-to-grow-twitter-following-that.html

"Is Twitter working for your business?

Are you looking to grow a larger and more relevant Twitter following?

This article will show you four actionable steps you can take to improve your Twitter experience."

These are just a few of the articles that I have used to build my personal twitter community, but the best technique that I have ever found was one suggested by a friend. It was very simple but the best for me. In a nutshell, find someone with identical interests and look at who he follows and then follow the same. Choose the person carefully and follow who he is following not who is following him. There is a big difference, if he/she followed them then it was a conscious decision to follow that persons tweets. You might have to do with a couple of different people and some time will be needed to sort through the people you follow and there are many tools to make that easier.

Use some of these articles:

3 Tips On Cleaning Up Your Twitter Account | Jenny Hansen's Blog:
http://blog.darrencannell.com/2014/03/3-tips-on-cleaning-up-your-twitter.html

"If you know everything about Twitter, detest Twitter, or plan to never use it, you can probably skip this post.

For the rest of you: This is one of the most easy-to-implement Techie Tuesday posts I've ever done here on More Cowbell. Enjoy!"

Get Organized: Get a Grip on Your Facebook, Twitter, and LinkedIn Accounts | PCMag.com:

http://blog.darrencannell.com/2014/03/get-organized-get-grip-on-your-facebook.html

 "Whether you're into casual Facebooking or serious LinkedIn networking, spend a few days on any social media site, and the amount of stuff coming at you can quickly feel overwhelming. Spend a few years on a couple of different sites, and who even knows what's there anymore? But by taking some very simple steps, you can help keep these sites and accounts in control."

HOW TO: Spring Clean Your Twitter Account

http://blog.darrencannell.com/2014/03/how-to-spring-clean-your-twitter-account.html

It's no secret that we love Twitter. It's a fantastic social media tool, a window on the world that can keep you updated on the big things, such as global news and events, the little things, like where your buddies are headed on a Friday night, and just about anything in between.

However, once you're following more than a dozen or so people, the service can get a little busy. In the spirit of our recent spring cleaning guides, which also offer advice on how to organize your Facebook account and sort out your iPhone, we're bringing you some top tips to tidy up your Twitter stream.

This process takes time but after a little time your followers will grow and you can use twitter to find the answers to your questions. It is a powerful social network.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Increase the followers

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Use two-three techniques to increase your followers

Day Seven

Google+

Our second social media site that we are going to try to get our heads around is Google+. Google + uses circles and uses them very effectively.   Easy to sort, easy to target groups using Google+.   The Google Hangouts and other features all rolled together makes it one of the more versatile social medias out there.   If you are not using it, it is worth a second look.   Like was done with twitter, I will share some articles which will highlight features and identify the best way to effectively use Google+.

Google Plus: The Most Under-Appreciated Must-Use Social Media Tool | Inc.com:

http://blog.darrencannell.com/2012/10/google-plus-most-under-appreciated-must.html

 "I have to admit I am a skeptical Google+ user. Coming at it from my easy, breezy Twitter perspective, I find Google+ clunky and cumbersome, particularly because I don't like staying logged into my Google account all day unless I'm using it.

So one day when I found myself in a Twitter conversation with a colleague (who I met through LinkedIn, mind you) debating the merits of Google+, I got to thinking that--if nothing else--I ought to see if there are other devotees out there, and why they adore the platform. (I don't think Google's own Google+ Learn More site does it much justice.) I posted a Google+ query on Twitter, Facebook, LinkedIn, Google+ and the website Help A Reporter Out. I discovered that I have a lot to learn when it comes to Google+, and thought you'd be interested in my findings too."

Google+ passes 90m users, but are people using it? | The Wall Blog:

http://blog.darrencannell.com/2012/01/google-passes-90m-users-but-are-people.html

"That's the question that Business Insider is asking. Google tells us that Google+ is growing very fast and that sign-ups are rocketing. We heard that in December Google+ hit 66.7m users worldwide with 2.6m in the UK. Further we heard that Google+ recorded its second-highest traffic record from users in India for that period, with 4.3 million unique visits, followed by Brazil with 3.6 million.

Last night Google told us that number has jumped to 90 million Google+ users suggesting it will break the 100 million barrier very shortly. That's a very healthy figure and supports what Google has been saying, which is that signs-ups alone make it one of the web's fastest growing websites, but are people regularly using it? What are the levels of engagement?"

Google+ Local Replaces Google Places: What Local Businesses Should Know:

http://blog.darrencannell.com/2012/06/google-local-replaces-google-places.html

"Sayonara, Google Places! Today, Google is taking the first step to eradicate Google Place pages and transition to new Google+ Local pages. Surprise, local businesses! Time to bite the bullet and learn how to use Google+.

Google+ Local pages can be found via a new 'Local' tab in the sidebar of Google+, and Local pages also feature Zagat scores and recommendations from people you're connected to on Google+. Looks like last year's Google acquisition of Zagat is finally being put to good use."

Google+ Is Way Bigger Than We Thought: It's Totally Going To Change How The Web Works:

http://blog.darrencannell.com/2012/01/google-is-way-bigger-than-we-thought.html

"Google has always been reluctant to call Google+ a mere social network. Even though it looked like a Facebook clone at launch, the company has consistently said it was a bigger project that would permeate the entire company.
Today, it became really clear how far-reaching Google's ambitions for Google+ actually are. In fact, Google+ could change the entire way we use the Web -- and drive millions of Web sites who depend on Google to change how they attract customers."

Get Started With Google+:

http://blog.darrencannell.com/2013/04/get-started-with-google.html

"You've been putting off actually doing much with Google+. Maybe it's because you're already feeling behind in keeping up with all the other social networks. Maybe you think there's no one there (500 million users). Maybe you just don't know where to start.

I can help."

Google+ becomes the second most popular social network behind Facebook - SlashGear:

http://blog.darrencannell.com/2013/01/google-becomes-second-most-popular.html

"Move over Twitter, because according to Trendstream's Global Web Index for Q4 2012, Google+ has managed to move into the second-place spot for social platforms. This puts it behind Facebook (although by a significant amount of users), with YouTube also managing to top Twitter. Now Twitter is in fourth place in terms of total active users, at least according to Trendstream's collected data."

24 of the Best Google+ Guides, Tips, Rants and Raves of 2012 | B2B Marketing Blog | Webbiquity:

http://blog.darrencannell.com/2012/12/24-of-best-google-guides-tips-rants-and.html

"Will Google+ be a "Facebook killer" or just Google's next failed social network? It's certainly gaining traction, with over 500 million users now on board, already half of Facebook's total. Then again, the average Facebook user spends nearly seven hours per month on the site—compared to just three minutes for the average Google+user."

Why Google+ is an Inevitable Part of Your Content Marketing Strategy | Copyblogger:

http://blog.darrencannell.com/2012/01/why-google-is-inevitable-part-of-your.html

"It's the sound of you creating a Google+ page for your business and working diligently to build up a network there with content, conversation, and the occasional cat photo."

3 Ways to Start Using Google+ (Before it's Too Late) | Social Media Today:

http://blog.darrencannell.com/2013/03/3-ways-to-start-using-google-before-its.html

"The Kevin Pollak Chat Show is a Charlie Rose style interview with two people in front of a black backdrop.

Each week a mainstream celebrity or influential entertainer shows up to talk with the actor/comedian about their career, life, and experiences.

The show is highly engaging for movie buffs, and shot in beautiful HD and perfect audio. You would never know it's live. Or exclusively the internet.

It's a great example of the original programming that will hit a wide audience when everyone can watch it directly from their living rooms."

This process like the one used on twitter will take time but after a little time your circles grow and you can use google+ to find the answers to your questions. It is a powerful social network, like twitter.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Increase your circles

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Use two-three techniques to increase your circles and become familiar with Google+

Day eight

Facebook

The social network that today will focus on is Facebook. Facebook is a tricky social network when you try to leverage it for business reasons. From a personal point of view it is very easy to share, but how do you make sure that your personal does not get mixed into the business end. Facebook in its attempts make money started to invite people to use it for more of a business focus hence the Facebook pages which started to appear. The articles and websites shared here is a historical look at the change of design and how to leverage it from a business point of view.

Facebook vs Twitter experiment

http://blog.darrencannell.com/2010/02/facebook-vs-twitter-experiment.html

I had created a video in October of 2009 called You Can't Be My Teacher. This Youtube video had**1281** hits in the first month. It continued to climb right into the New Year and had **2226** hits (More than all my other 300+ videos put together. On January 4 2010, I started an experiment, I wanted to see if Twitter or Facebook was a better way to spread an idea.

My Twitter's account, I have tried to surround myself with teacher, online educators and people in education...there are **1624** people following my postings. I mentioned the video in three different postings, the first generated a **450** hit spike, the second generated **200** hit spike and the third generated **260** hit spike and were spread out over two months period. A total of **4887** hits occurred during this two month period.
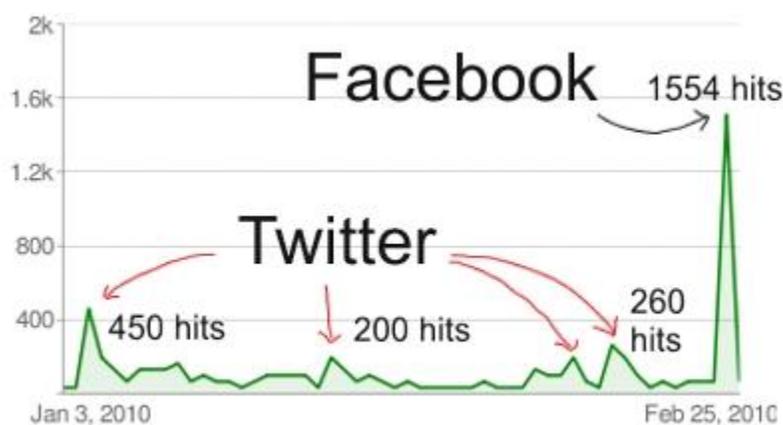
Then I decided to introduce Facebook into this experiment, I have **627** friends made up of family, friends, ex-students and peers. I posted 12 image with link to the video in my photos folder and then tag all my Facebook friends for a single day. This single day produced **1554** hits on the video and generated a pile of comments.

My conclusions to the very scientific experiment was that Facebook can be a powerful tool to spread the word if you spam tag your friends, while twitter used as it was designed can also be an powerful way of getting the word out there.

I would like to thank all my twitter PLN and my Facebook friends for being participants in my education pursuits.

Facebook Guide Book - How To, Tips and Instructions by Mashable

http://mashable.com/guidebook/facebook/

"Facebook is the world's leading social network, with over 300 million users and more than 900 employees. But how do you get the most out of it? To answer this question and more, Mashable has created The Facebook Guide Book, a complete collection of resources to help you master Facebook."

8 Creative Ways to Customize Your Facebook Business Page:

http://blog.darrencannell.com/2011/10/8-creative-ways-to-customize-your.html

"These days, just having a website is no longer enough of a web presence for your business. Maintaining a Facebook presence, as well as participating in other social networks, can be a valuable way for businesses to connect with prospects and customers, share content, and generate leads. But as you're likely aware, the capability to easily and freely customize a Facebook business page isn't really there. Unlike your own website, you have to work within Facebook's individual restrictions and design limitations. This can make it difficult for businesses to achieve a unique presence that stands out from competitors.

But, is it impossible? No. In fact, there are several things you can do to uniquely brand and customize your Facebook page. Here are our top 8 tips."

Facebook, Google, Twitter: 3 Approaches to China:

http://blog.darrencannell.com/2012/02/facebook-google-twitter-3-approaches-to.html

"As the social media space in Western markets edges closer to the point of saturation, the Internet's top firms are tightening their focus on emerging markets where they can continue to grow their user bases,

activity and revenues.

With a population in excess of 1.3 billion, which makes it the world's largest country, China is the epitome of that opportunity. As Facebook's S1 filing noted however, entry into China

is hugely complicated. Not only do authorities block Twitter, Facebook (and Google+ for that matter) from its 500 million plus Internet users, it also insists that Web firms manage and remove sensitive content from their platforms."

Social Media - Age, Not Gender, Drives Most Social Media Use : MarketingProfs Article:

http://blog.darrencannell.com/2012/04/social-media-age-not-gender-drives-most.html

"Though Facebook enjoys broad adoption among users of all age groups and genders, other social media sites do not have such ubiquitous appeal, according to a survey from Netpop Research.

Facebook, in other words, is not the norm, Netpop found.

For example, Facebook's penetration among socially networked adults in the US is 90%, and the site enjoys roughly the same penetration among socially networked women age 18-34 (92%) and age 35+ (92%).

By contrast, YouTube's penetration among socially networked adults is 56%, but the video sharing site is far more popular among younger, social women (66%) and men (83%)."

The Current Stats on Facebook will Boggle the Mind:

http://blog.darrencannell.com/2012/03/current-stats-on-facebook-will-boggle.html

"There are over 100 billion connections between people and businesses on Facebook.
Please re-read the first sentence and let it sink in.
Normally the information we find in infographics, articles, and videos require analysis and digging deeper into them to understand what they really mean and how they can be applied to business and life in general. The stats in the infographic below go beyond the need for analysis."

Get Organized: Get a Grip on Your Facebook, Twitter, and LinkedIn Accounts | PCMag.com:

http://blog.darrencannell.com/2014/03/get-organized-get-grip-on-your-facebook.html

 "Whether you're into casual Facebooking or serious LinkedIn networking, spend a few days on any social media site, and the amount of stuff coming at you can quickly feel overwhelming. Spend a few

years on a couple of different sites, and who even knows what's there anymore? But by taking some very simple steps, you can help keep these sites and accounts in control."

When people talk about social network the one that comes to everyone's mind first is Facebook. It has power but it does take some skill not to chase away your friends when you start to get too business orientated on the site.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Build a business page

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Try to figure out the difference using Facebook for business compared to using it from a personal point of view.

Day Nine

Linkedin

Today we are going to look at the final one of the four most popular social networking sites. LinkedIn is designed to target the more business orientated users. Some view it as a job searching site, some view it as a more serious tool than Facebook. In the last six months it has changed and is leaning more towards the Facebook model with people sharing more, and marketing products. Like the first three sites we are going to look at some of the articles past and present about the most effective way to use LinkedIn.

9 Ways to Add LinkedIn to Your Company Website:

http://blog.darrencannell.com/2012/04/9-ways-to-add-linkedin-to-your-company.html

"Adding LinkedIn's social features to your company website is a great way to tap into both a large-scale recruitment platform and a targeted network of business contacts. Don't believe it? Well, according to a

study conducted by Bullhorn, a web-based software and services firm, LinkedIn is the leading social network for job recruiting.

Another study conducted by HubSpot, an inbound marketing company, showed that LinkedIn is 277% more effective at generating leads than Facebook and Twitter. These stats highlight how increasing the integration of LinkedIn on your website can help improve the success of your business."

10 LinkedIn Tips for Building Your Business | Social Media Examiner:

http://blog.darrencannell.com/2012/05/10-linkedin-tips-for-building-your.html

"Are you using LinkedIn to grow your business?

With 161 million business members, LinkedIn provides a lot of opportunities.

The real value of LinkedIn for businesses is to connect one-to-one with other business professionals."

So, You Think You Know Everything About LinkedIn? - Yahoo! Small Business Advisor:
http://blog.darrencannell.com/2013/03/so-you-think-you-know-everything-about.html

 "Are you using LinkedIn for your business? Or perhaps for personal networking? Maybe you think you're a LinkedIn champ with a trophy shelf of wicked connections, but my friend, there is always room for a little improvement. Here are 10 wicked facts about everyone's favorite site for posting pics of themselves in a studly suit."

Dan Gillmor » Why LinkedIn's News Site Could Be Huge:

http://blog.darrencannell.com/2012/04/dan-gillmor-why-linkedins-news-site.html

 "What big-time Internet social-media company is creating a valuable news site? I'm not talking about Google, or Facebook, or Twitter, though of course they are among major players in the news sphere these days.

I'm talking here about a company you won't typically connect to news: LinkedIn. When it comes to news about business, technology and economic issues I follow, LinkedIn Today is becoming a useful source of information.

Useful, but not nearly what it should be. And later today, when I moderate a social-media-in-journalism panel at the International Symposium on Online Journalism at the University of Texas, I'm looking forward to hearing one of the site's editors describe his view of the service's future."

11 LinkedIn Marketing Gems You're Missing Out On:

http://blog.darrencannell.com/2012/02/11-linkedin-marketing-gems-youre.html

"We already know that LinkedIn is more effective at generating leads than Facebook or Twitter. 277% more effective, in fact. It also has over 100 million users, is a B2B marketing goldmine, and allows brands and individuals to build valuable industry connections that can lead to opportunities for new business, co-marketing and affiliate agreements, and even land you your next rock-star hire."

LinkedIn was the last of the four big social media sites that I joined. For me I looked at it as a job seeking tool.   It was a great way to connect to businesses that were looking for employees with my skills and I did develop some leads through LinkedIn.   I was approached by some of connections that I had developed on the site and applied to some of the jobs that were posted on the site.   If you are looking for a job it is the best social media site but it is also a very business friendly site so is great for marketing.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Explore LinkedIn and build some contacts

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Explore the components offered by LinkedIn and increase some of the business contacts via the site and suggestions made in the articles

Day Ten

Building interest

We are 1/3rd the way through the 30 days. We have just finished working on the four big main social networking tools. Now it is time to look at things you should use to make your postings more interesting, to get people to read them, follow you or share the entry with their own network. There are many articles out there that will tell you the best way to make your postings more interesting…

http://blog.darrencannell.com/2014/03/4-social-media-tools-to-improve-your.html

Personal sidebar

I was trying to think of ways to make my blog more interesting and came up with a few different things to help spice up my entries.

Daily Quotes: Quotes are the best entries when you are looking for quick likes and shares

http://blog.darrencannell.com/search/label/Quote%20of%20the%20Day

Pictures: A goal should be to put an image with every entry, remember a picture is worth a thousand words. Use google image search and click on the tab called search tools, usage rights and make sure the images are free to use and then add that to your entries…google has made it easy.

Humor: Everyone loves a good laugh.

http://blog.darrencannell.com/search/label/Humour

https://www.facebook.com/TADOhumor?ref=hl

Daily Cartoon: I took the daily quotes one step farther by making the more humourous ones into cartoons using an online cartoon generator called: Toondoo… Http://toondoo.com There are other cartoon generators but I liked Toondoo.

http://blog.darrencannell.com/search/label/Cartoon%20of%20the%20Day

Videos: We will talk more about videos on another day, but videos are a great way to increase your clout on the web…and now most laptops come with a video camera and you do not have to be really professional you just have to share. YouTube is awesone…

http://www.youtube.com/user/dcannell

It takes time to build up a storage area of these entry elements. Set a goal in mind and start to save them in your social networking sites and in no time at all, you too will have your own collection of quotes, images, humor, cartoons and videos.

The instructions for this tenth day are short but when you start looking at these different collects, you will waste hours. You have been warned.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Enhance your entries

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Waste a pile of time looking at the stuff on the sites but in the back of your head start to develop your own collections.

Day Eleven

Do you ever sleep?

When the thirty days are done, you are going to start getting the questions…do you ever sleep? How can find the time to handle a social network? I spend 15-25 minutes in the morning reading the articles and sites which are sent to me via some tools that I will explain later in this post. The old style of using the internet was to use a search engine type in a question and then read the information that is found. Nice process but so old school.   I want the power of the search engine and technology to go out there on the web and find the information that I want before I know I want it. Nice idea and so very bright people developed a few tools that will do just that. Google is starting to get better at that as it is constantly collecting data about my online activity.   But they use it to target ads tailored to my interests and they are very good at it. But take that same thought and apply it to me and my interests and send me articles which I might be interested in…now we are talking….

The use to use rss feed readers like Google reader but it is shutting down. It is a good way to stay on top of the new entries in a whole pile of different blogs and can be a good way to follow a topic. I don't use readers any more but there are replacements for Google reader for those people who want to use this process.   RSS stands for Rich Site Summary or Really Simple Syndication and is produced by blogs and other sharing sites.   You can then add a list of blogs to a reader and then in a single location read all the new posting on a set of blogs that are written by people you would follow and would like to read their new posts.   Some feed readers that are pretty good are Digg Reader, AOL Reader, Feedly, and RSS Bot. Since I don't use this process any more I will not spend a lot of time talking about it. Search each of the four above and I am sure you will find one that will work for you.

The process that I use to collect information that I share on my network currently is via a great little app that works on most mobile tools. This tool is Zite. Http://zite.com

I have no idea how it works but it does, every morning I open the app on my tablet and read all the new articles, blog entries and information that this program has learned that I like. It keeps getting better by me using it to share on my social network and I telling it which articles I like and over time it just keeps getting better. The risk is that it will get so good at knowing what I like that it will not show me anything other than stuff that is in perfect alignment with my views, which could be harmful and just support bad ideas. A smart person once told me that in this information age you can make a statement you want and there will be someone on the internet which will have the same view to support your good ideas and your bad ideas.   So, reading both sides of a story is important but I am way off topic. A similar tool is one called Quora…check it out, it is the same but different.

The best and most popular way to build a following on your network is to post your own writing and your own thoughts, but for those of us with a life this takes dedication and time.   Both of which I am lacking so I share other peoples stuff and when I find that time write some pearl of wisdom which I hope are appreciated.

If you are going to write your own entries you might like HubSpot.

A few key thoughts, be yourself, pick a passion to blog about, be different, don't write grad student style essays (unless that is the focus of your entry), don't sell, have an opinion, and above all share.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Creating entries

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Find a tool that will bring the internet to you rather than you going to it, surfing will only take you so far…you have to know what you want to know!

Day 12

If this then that

Today we are going to start to introduce a tool which will tie your social networking sites together. It is great to have four social networking sites but to maintain each individually is a time consuming process. In the last five years I am approximately registered and sending information to over 30 different social networking sites, each one has follows each one has its own unique way of presenting information.   Up until this point we have been talking about four main ones. But as you see this process you will start to understand how I can handle more and more sites and dedicate less and less time to each.

My main base social media is my Blogger blog… so anything that I would like to have shown on my network I make sure it is posted as a blog entry.   The blog entry can be text, audio, video, images basically anything electronic that you want to share. Then the connection has to be made between my main base to all the other three social media sites that we talked about from days gone by…

The tool that I use to connect these is one called If-this-then-that… http://www.IFTTT.com

It is a very simple to use tool…these instructions are taken right from the site,,,and I could not have said it better so…

What is IFTTT?   IFTTT is a service that lets you create powerful connections with one simple statement:

Recipe

if this then that

Trigger

Action

IFTTT is pronounced like "gift" without the "g."

Channels   Channels are the basic building blocks of IFTTT. Each Channel has its own Triggers and Actions. Some example Channels are:

Facebook   Evernote   Email   Weather   LinkedIn

View all 83 Channels

So as instructions…let us connect blogger to twitter…

This is called a recipe

If blogger (rss feed) has a new entry then post it into twitter.

Triggers

The **this** part of a Recipe is a Trigger. The trigger for this is an new entry in the blog

Actions

The **that** part of a Recipe is an Action. The action is to write a twitter entry.

Ingredients

Pieces of data from a Trigger are called Ingredients. For example, the Ingredients of an Email Trigger could be: subject, body, attachment, received date, and the sender's address.

Check out this video for further instructions.

http://www.youtube.com/watch?v=cAbB6qmTFU4

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Creating a connection

Tasks (is a verb):

- Create an account on ifttt.com
- Watch the video and connect the accounts on the channel sections
- Connect your main to the other social networks.

Once you have set those up, now does it start to make sense how you can build a network which includes more and social media sites.

Day 13

Expand your web

Today we expand the web. We have been working with main four social networking sites and a blog system. But there are so many other social networking sites and tools out there which could help raise you online digital presence for you or your business. Just as a way of illustrating that I pulled the 83 channels from IFTTT.com site.   For today we are just going to take a look at some of these options. Remember that the social network landscape is a fluid one and changes from day to day. Today the main four might be the ones listed but 6 months from now it could be a completely different four. Well, maybe not that quickly but you get the idea.

Here are the 83 channels.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Explore the possibilities

Tasks (is a verb):

- Create an account a couple other social networking sites that interest you.

- Read about some of the sites
- Make a plan to build a bigger and bigger network.

When I first started my network, I made a plan to add one new social network site per day for about 3 weeks…it was an interesting growth idea and most of them are still displaying my blog feeds to this day and I have different set of follows are all those different sites…very cool…all being fed from my blog.

Day 14

Pinterest

The social networking site that we are going to explore today is a unique one that is growing by leaps and bounds. It will take a second to figure out how to best use this to expand your business and your personal clout. This site is called Pinterest. Http://pinterest.com

From a conceptual standpoint this is the digital version of the old digital cork board that you had in your room or office where you pinned articles, images or things that interest you. The description is added to describe what each one of your boards contains.

I have been a hobby artist for years and I created a board which displayed my artwork, and then collects other people's art. This started the sharing and people began to follow my pins and I followed theirs. http://www.pinterest.com/dcannell/

Pinterest is a very visual social networking site and as you can see by my boards how it might be used.
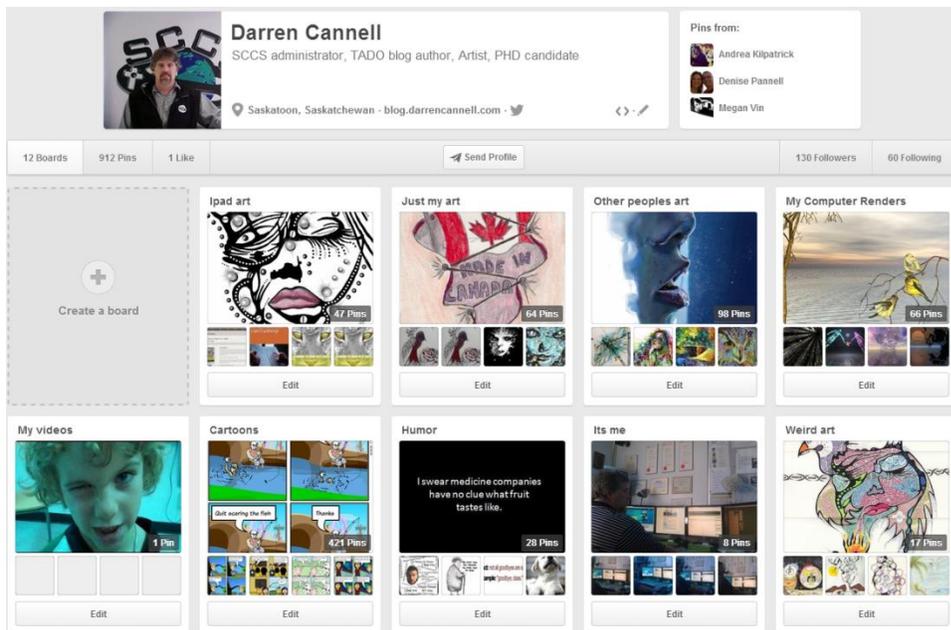
This social networking site has a different flair to it and has grown into one of the more popular sites. Maybe it is because a picture is worth a thousand words.   Caution: you can waste hours looking through all the images pertaining to your interests.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Pin your interests

Tasks (is a verb):

- Create an account on pinterest.
- Pick a board
- Add a collection of ten or more pins to this board
- Follow a few users

Day 15

Video Day

Today is video day, I am going to talk a little bit about videos and how they can be used to increase your clout. A picture is worth a thousand words so what is 17 pictures a second worth…beats me; I am not very good at math. But I can tell you that my clout increased when I started to leverage videos in my portfolio. At first videos were not very common place but now that everyone's phone, laptop and many desktops have the ability to produce videos, everyone is doing it. When I first started to make videos I spent a lot of time scripting my message and trying to make sure I have all the words just right. But as I got more comfortable and set myself a challenge of a video a week, I found I got more comfortable and then just shared. My thoughts of the days, a challenge I was trying to overcome or an issue that I actually fixed. All of these short videos became part of the sharing that I did via my social media sites. Short is the key word here, I try to keep my videos below two minutes and then just talk like I am telling a story to my son or a friend, this seems to work for me. At first you will not be very good at it, but the videos will still be of value because of the sharing. If it is a topic which is challenging you in your profession or life, there is someone out there going through the same thing. Share and share and do some more sharing…over time your videos will get better as you become more comfortable and your messages will be of value but like anything else it will take some practice to find your rhythm and to figure out what people want to hear…it is all about the stats but that is a conversation or another day.

The most popular social network site for videos out there is YouTube, it is the one that I use the most.

http://www.youtube.com/user/dcannell

My most popular video was a challenge video for my teachers at cyber school which was used my child as the actor. It was called "You can't be my teacher".
http://www.youtube.com/watch?v=0VSymMbMYHA&list=TLLgS6vdTiblEm4iuD8IfiesqQnwRnEQyd

How popular and controversial it became, took me by surprise. I had just bought a new flip video camera and in about 15 minutes, got my son to say a lot of lines that I fed him as I videotaped him. Then I edited the video in about 30 thirty minutes cutting out my voice and stringing the lines together. He at the time had no idea what the video was about as the lines were not in order and he was young. I then posted the videos for the teachers in my cyber school and it started to gain popularity through my social network because I put it on my blog, which then fed it to Twitter, Facebook and so on and so on and in no time at all it had over 100,000 views which for a video about school is just crazy…and the comments started to flow…about how rude this child is and this video is wrong in so many ways…in the end more people liked it than people who disliked it but it did gain a following. It has been shown at conferences and in at schools around the world. Not bad for a video which I had put together for my staff but it does illustrate how powerful video can be in your portfolio.

My second most popular video was a How to…video…called How to increase wifi signal…

http://www.youtube.com/watch?v=3Oclmr8P6YA&list=TLLgS6vdTiblEm4iuD8IfiesqQnwRnEQyd

How to videos are great to help people learn or figure out a challenge.

Another good video sharing site is Vimeo Http://www.vimeo.com

I have used this one as well and it has a following as well.

The key thing about video… is do not be shy, just talk like you do in life and if you have a message people will be interested.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Video your thoughts

Tasks (is a verb):

- Create an account on youtube or vimeo
- Video a message introducing yourself
- Set yourself a goal of a video or month or week or day
- Follow a few other users

Day 16

Rest and Review

Today is half way through this 30 days system. Our goal is to increase a person's or business social media clout.   Being half way through today we rest, catch up and review where we are at in our building of our network.

First here is a visual representation of where our network should be at:
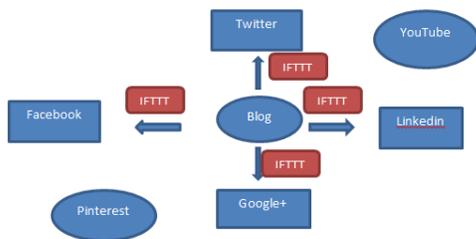
Day 01 Establish a Base Network

Deliverable (is the noun):

- Establish a base network (A single social network site)

Tasks (is a verb):

- Decide what you are going to use as the base.
- Register for it and create your first entry.

Day 02 Create some Planets

Deliverable (is the noun):

- Establish four other sites or planets (Linkin has been added it is not a good base but does reach an interesting market of people)

Tasks (is a verb):

- Register for each of the four which you are not currently registered
- Create a single first entry for each.

At the end of the day you should have accounts in each of the four sites listed.

Twitter, Facebook, Google+, Linkin, Blog

Day 03 Bios and Pictures

Deliverable (is the noun):

- Write a bio and picture for each of the sites in which you are register.

Tasks (is a verb):

- Read the website about writing a bio and create a good one you can use on most social media sites
- Take a picture on a solid color background and smile…read why it is important to add your face. Search in Google under social media engagement.

Day 04 Announcement Day

Deliverable (is the noun):

- Make sure each social network site , has an entry which announces the others

Tasks (is a verb):

- Create an entry in each of the social network sites announce the other sites
- Add links to your social network sites on your personal or business website.

Day 05 Social Media Reading

Deliverable (is the noun):

- Do some reading of articles which explain why in our world Social Media is important

Tasks (is a verb):

- Take about an hour and read the articles listed above
- Add three of the best articles to your base account

Day 06 Twitter Time

Deliverable (is the noun):

- Increase the followers

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Use two-three techniques to increase your followers

Day 07 Google+ day

Deliverable (is the noun):

- Increase your circles

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Use two-three techniques to increase your circles and become familiar with Google+

Day 08 Facebook

Deliverable (is the noun):

- Build a business page

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Try to figure out the difference using Facebook for business compared to using it from a personal point of view.

Day 09 LinkedIn

Deliverable (is the noun):

- Explore LinkedIn and build some contacts

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Explore the components offered by LinkedIn and increase some of the business contacts via the site and suggestions made in the articles

Day 10 Enhancing Your Entries

Deliverable (is the noun):

- Enhance your entries

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Waste a pile of time looking at the stuff on the sites but in the back of your head start to develop your own collections.

Day 11 How to never Sleep.

Deliverable (is the noun):

- Creating entries

Tasks (is a verb):

- Take about an hour and check out the websites and articles above
- Find a tool that will bring the internet to you rather than you going to it, surfing will only take you so far…you have to know what you want to know!

Day 12 Start using IFTTT

Deliverable (is the noun):

- Creating a connection

Tasks (is a verb):

- Create an account on ifttt.com
- Watch the video and connect the accounts on the channel sections
- Connect your main to the other social networks.

Day 13 New Sites Piles of Them

Deliverable (is the noun):

- Explore the possibilities

Tasks (is a verb):

- Create an account a couple other social networking sites that interest you.
- Read about some of the sites
- Make a plan to build a bigger and bigger network.

Day 14 Using Pinterest

Deliverable (is the noun):

- Pin your interests

Tasks (is a verb):

- Create an account on pinterest.
- Pick a board
- Add a collection of ten or more pins to this board
- Follow a few users

Day 15 Videos

Deliverable (is the noun):

- Video your thoughts

Tasks (is a verb):

- Create an account on youtube or vimeo
- Video a message introducing yourself
- Set yourself a goal of a video or month or week or day
- Follow a few other users

Here is a checklist for you to check and make sure you have done each of the tasks.

The Day List	Completed
Day 01 Establish a Base Network	
Day 02 Create some Planets	
Day 03 Bios and Pictures	
Day 04 Announcement Day	

Day 05 Social Media Reading	
Day 06 Twitter Time	
Day 07 Google+ day	
Day 08 Facebook	
Day 09 LinkedIn	
Day 10 Enhancing Your Entries	
Day 11 How to never Sleep	
Day 12 Start using IFTTT	
Day 13 New Sites Piles of them	
Day 14 Using Pinterest	
Day 15 Videos	

After 15 days you should have a minimum of seven different social network sites in your network. The only element tying them together is IFTTT.com and it should connect the five: Blog (sun), and four planets…Facebook, Twitter, Linkedin and Google+. Hovering around the outside is pinterest and Youtube. These two support your network by giving you a place on the cloud to store your videos, and images which you would then add in your entries in your blog (sun) which in turn would then be fed out to your planets.

Keep straight in your mind the best way for you to feed information into your network is a key point that you will have to keep coming back to in order for you to be aware of what is the best place to put the information that you would like to share. I do post some stuff separately to Facebook so it does not get splashed across my network. Facebook is the most personal of all the sites that I have on my network, so I use it once and a while to share picture of my family with other family members and friends. If I have an entry that I want to splash across the whole network then I always post it in the blog as that is my sun which everything else is built around.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Checkup list

Tasks (is a verb):

- Read over the activities from the first 15 days.

- Check off the activities in the chart provided.
- Celebrate you are half way through.

Day 17

Timing

When is the best time to post to your social network. There have been studies done and you can run one on your own by trying different times and seeing the responses. You will very quickly see a pattern as your followers grow. But it is a catch 22 because if you do not post at a good time then on some social media your numbers will not grow.

Here is a Infographic which tries to explain the best time to post to the four main social media sites:

http://blog.darrencannell.com/2014/03/when-to-post-on-facebook-twitter-google.html

Here is an older article that talks about the lifespan of posts vs a twitter entry… It has not changed a lot…a facebook post's average lifespan is 22 hours and 51 minutes and a tweet is less than an hour…

http://blog.darrencannell.com/2014/03/average-lifespan-of-post-facebook-vs.html

So what does this type of information tell us?

What about the people on the other side of the world who are on a totally different time zone or even day…how does that mess with my post timing?

The tool we are going to add today is one called a buffer Http://Bufferapp.com

A similar tools is called hootsuite Http://hootsuite.com

Both are very good at doing similar things…the one that I use is bufferapp.

Here are some articles about bufferapp:

http://blog.darrencannell.com/2012/01/bufferapp-coming-to-google-linkedin-and.html

http://blog.darrencannell.com/2014/03/the-complete-guide-to-social-sharing.html

http://blog.darrencannell.com/2014/03/how-to-tweet-at-best-times-for-your.html

Watch this video to explain…

How to use the Buffer App to post your tweets…

http://www.youtube.com/watch?v=Nn96A71wdM4

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Buffering your social media

Tasks (is a verb):

- Make an account on bufferapp.com
- Connect your four main social network sites on this site.
- Try to schedule a post.

Day 18

Define yourself

Now that you have started to use bufferapp.com you will need to connect it to your network by using IFTTT.com to tie it all together. I use the blog as my main social network and then I add all the interesting articles that I like, and the entries that I write into the blog.   This is really good if people follow my blog, subscribe to it but currently all my entries are posted to Twitter, Facebook, Linkedin and Google+ by IFTTT.com.   This is a good thing to do but if you post five or six articles at a time to will flood your social network sites which is ok, but it does tend to bother people when they see so many entries from a single person so by using bufferapp.com you can space them out during the day.

So here are the steps I use, I read ZITE app on my tablet in the morning…remember ZITE learns what I like and collects the latest articles, blog entries and news on the topics that I am interest in…as I read these I have a choice of what I would like to do if I like the articles, you can send them to facebook, twitter, linkedin, google+, the blog or to bufferapp.com.   I have recently decided to send them to bufferapp.com and then added them to my blog but he best way is to add them to your blog and then use IFTTT to take your blog rss feed and send it to bufferapp.com which will then space them out and send them to all the other four social networking sites.

The tools to use are IFTTT and bufferapp.com and you will need to use both of these tools and figure out how they fit into your plans as a social networking person

As you are working through these thoughts …ask yourself these 13 questions taken from this article…

http://blog.darrencannell.com/2014/03/13-questions-you-should-ask-when.html

1.) How do I define myself?
2.) Why do I matter?
3.) In five words or less: What's my mission?
4.) What makes me upset?
5.) What do I believe in?
6.) What are my past accomplishments?
7.) Is my brand authentic?
8.) What don't I stand for?
9.) What would I do if I knew I could not fail?
10.) How do I want other people to describe me?
11.) What's right under my feet?
12.) How did I get to where I am?
13.) What difference do I want to make?

These questions will help you decide what your brand stands for…

39 Blogging Tips from the Pros

"Are you looking for the latest blogging tactics?
Do you want to know what the blogging pros are doing today?
Keeping up with the latest social media changes is not always easy, and your blogging tactics may need to be refreshed.
We asked 39 blogging pros to share the best blogging tips and tactics worth doing today.
Here's what they have to say."

http://blog.darrencannell.com/2014/03/39-blogging-tips-from-pros-social-media.html

Blogging: Who should, and Why

"If there is one subject that most bloggers have written about, it is probably the act of blogging. I know for me, as well as many of my blogging friends, it is nothing like we imagined before we were immersed in the "blogosphere". Bloggers start their blogs for many different and personal reasons. One step common to all however, is that it does take an act of courage to publish that first blog post.

When I first started, I thought that I would do apiece here and there for a little while, but that I would eventually run out of things to say. Three years later, after 237 posts, I am still waiting for that time to arrive. My areas of interest include education and social media. I guess as long as each of those areas continue to evolve, I will always have something to write about."

http://blog.darrencannell.com/2014/03/blogging-who-should-and-why-my-island.html

Here is a recipe for using the tools to send out the posts all at once…
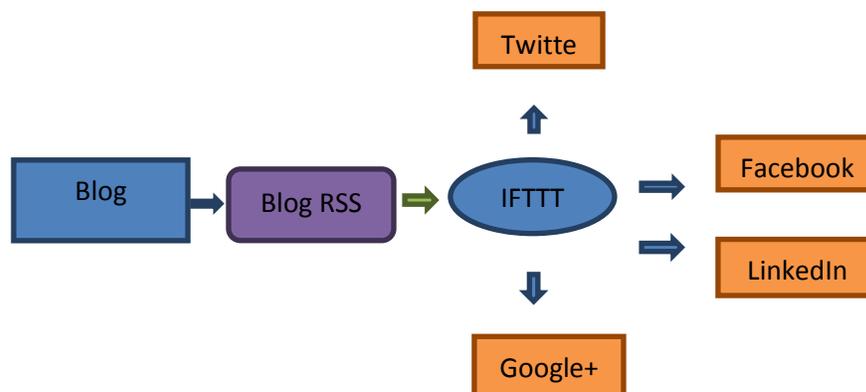
Here is a recipe that I use… by adding bufferapp…this spaces out my entries by a scheduling tool in buffer app.
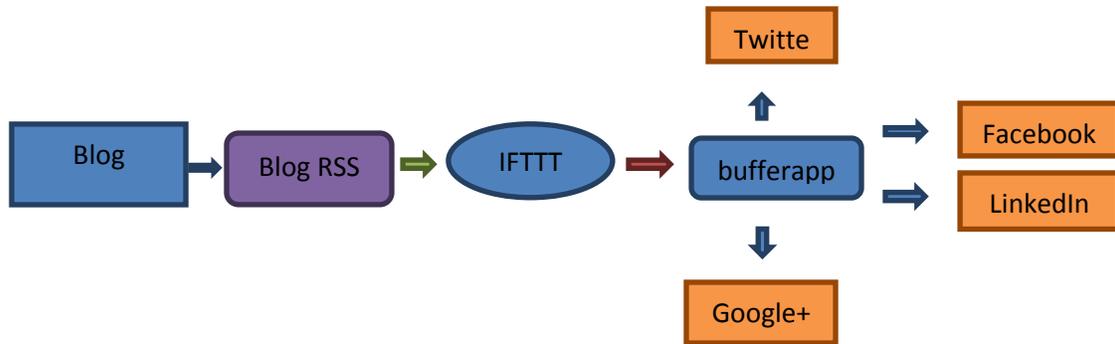
Remember that the world is made up of time zones and some people are on a completely different day than us…so just because it is the best time of day here to post on twitter it may not be the best time on the other side of the world where it is night when it is day here…   So post timing is of value but it will take some thought to get your mind around how and when to post things…

There are a few neat features with bufferapp… Email to Buffer

https://bufferapp.com/guides/email

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Adding timing to your posts

Tasks (is a verb):

- Breath..think about the process
- Determine when is the best time to do posts
- Study the effect
- Check to make sure it does what you want it to…

Day 19

Table talk

Check out this table…

CHART 1: Global Penetration Of Social Platforms – Account Ownership And Active Usage
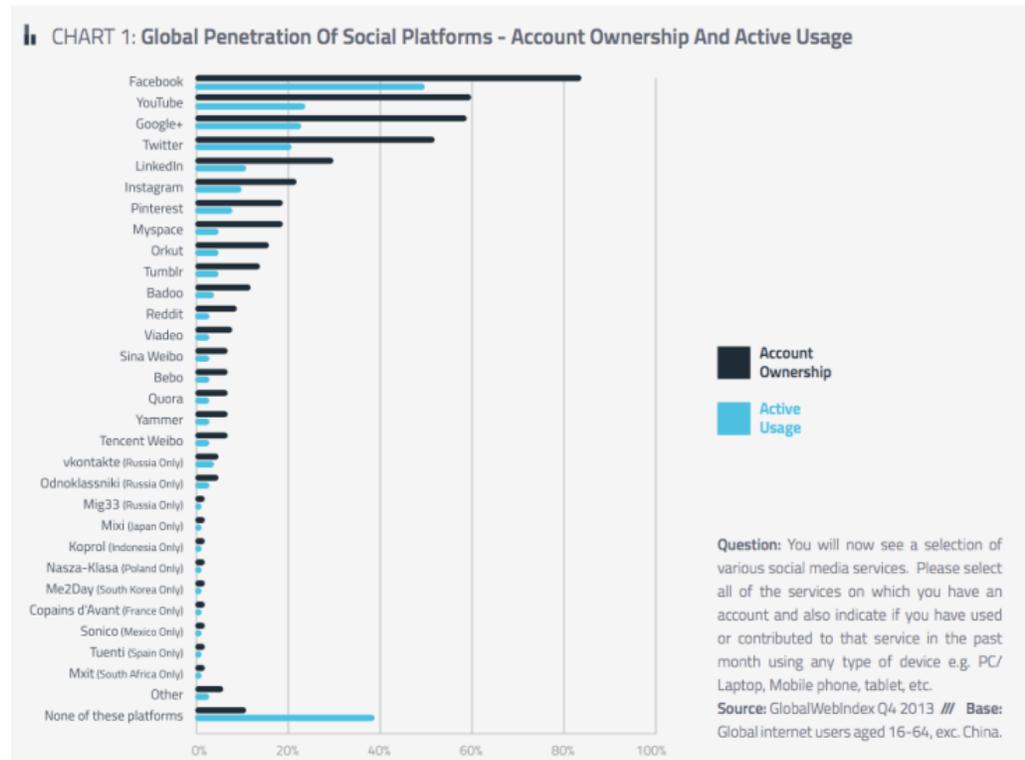
Reading this chart you will notice that we have talked about most of the top social media sites…the top five we have done some work on…we should spend some time today trying to up the number of people following us on each of them.

As we go down the list … Instagram is in the top and we have not touched on it… So let us talk about it…

Instagram…

Instagram is a fun and quirky way to share your life with friends through a series of pictures. Snap a photo with your mobile phone, then choose a filter to transform the image into a memory to keep around forever. We're building Instagram to allow you to experience moments in your friends' lives through pictures as they happen. We imagine a world more connected through photos.

Check out this article…

http://blog.darrencannell.com/2014/03/instagram-platform-ripe-for-marketers.html

A picture is worth a thousand words…

I have used a couple of different picture sharing sites, Instagram works great, check flicker, I have used google photos and by now you must know I like all that is google and so that is the one that I have used for the last couple of years.

The google photo I have used to create a facebook page called TADO humor… because I have been send so many great funny images, I decided to put them together for others to enjoy…

If you want to waste a pile of time check out that page but don't expect to be able to just check in …it will make you giggle… these images I have used to support some of my entries…remember a picture is worth a thousand words…feel free to use some of these image on whatever social media site you decide to use.

Here is an article that might you find of interesting about images

Cyber school visual literacy

"It has been said throughout time that a picture could be worth a thousand words. As you can imagine though, for each individual that views it, the words can be decidedly different. It has been stated that during the time of Martin Luther only 3-5% of the population could read the written word. In order to send a message or to just simply get one across, the messenger had to be extremely resourceful. When Luther lit the fire of the Protestant Reformation, he fanned the flames using persuasive images disguised as art. Some of these would even be called propaganda in today's thinking. Those for whom the messages were intended had little trouble deciphering the meaning. It is now most ironic that in our present, mostly literate society, we still see the use of images as a major means of influence in TV, movies, Public Service ads, and especially political campaigns. It's not what people are saying that's troublesome, but how it is they are saying it" (Macdonald 2006 ¶ 1).
The use of images is nothing new to the author. For seventeen years as an art teacher, images have been front and center in his life. For twenty plus years he has been a professional artist applying the use of color and composition to create a feeling, a message or just an interesting image. These images he has displayed since 1995 on the internet within a virtual art gallery. The creation of this gallery is the catalyst to his position as the creator and administrator of the Saskatoon Catholic Cyber School (SCCS). The virtual gallery forced the learning web design and html. At the same time he was required to learn to manipulate digital images. During this stage he also experimented with digital drawing programs like Corel Draw and Bryce. This gallery is called DDC Art Gallery and can be seen at the following URL:

http://blog.scs.sk.ca/ddcartgallery

Teaching art meant that he spent all day thinking about composing images and assisting others to create and compose their own images. The art teacher stage of his life ended in 2000 when he started his role at the SCCS.

"What's imperative is the creation of a style that becomes a culture linking you to the community. You can only do that through good design" (Roddick, 2007 ¶ 2).
The first use of images and design would be the Saskatoon Catholic Cyber School website. But even before that was the design of a logo for the school. Creating a simple logo was a challenge and it can be seen at the following URL:
http://www.scs.sk.ca/cyber/logo/logo.htm

The development of the cyber school logo was shown in a video which can be seen at:
http://www.youtube.com/watch?v=sG1Z9U3JLfk

Once an acceptable logo was established we, being a Cyber School, created the front of the school as a website. Cheong (2007) explains the thought behind the Cyber School website design by stating "Design is essentially problem-solving. Devising a visual solution to communicate an intended message effectively. Why use ten effects to treat a graphic element when you can do it with one "(¶ 3)?
This history of the website can be seen at:
http://www.scs.sk.ca/cyber/pastsites.htm
The popularity of the Cyber School allowed us to use some of the other social networking tools to assist in creating awareness of the school. This was done by creating wallpapers for students to use on their home computers, these can be seen at:
http://www.scs.sk.ca/cyber/wallpaper.htm
A second system designed was a Google toolbar, which can be seen at:
http://toolbar.google.com/T4/error_toolbar.html?url=http://www.scs.sk.ca/cyber/icons/sccs.xml
Necessity for student cards made it necessary to design a template. This can be seen at:
http://www.scs.sk.ca/cyber/studentcard.htm

As the Cyber School grew so did the number of teacher/developers involved in the programming. It was necessary to design an efficient online tool for communication with the growing group. The system chosen was a Movable type blog.
This blog has grown to be a worldwide blog and has gone through many design changes.
The designs were done with an understanding that Goodman (2008) explains "No one will visit, let alone bookmark your site if your pages look unprofessional, long-winded or in worst case, having a bad design..."(¶ 1). The last of these designs can be seen at:
http://blog.scs.sk.ca/tado/
Along with the growth came more courses and more students taking numerous online courses. It was decided that a common navigation system, icon and reminders for courses was necessary. The steps used to make these changes to the system happen can be seen at:

Common icons...
http://www.scs.sk.ca/cyber/cif/oct.htm
http://www.scs.sk.ca/cyber/CIF/icontable.htm
Common reminders...
http://www.scs.sk.ca/cyber/cif/nov.htm
One of the many challenges which have faced the Cyber School is having access to a large collection of copyright free images to use in the courses for assignments, aesthetics and design. This collection was created by asking Facebook users to share their personal images into a group which can then be used for educational purposes. This Facebook group can be seen at:
http://www.facebook.com/group.php?gid=50665127250
The images are sorted and then placed in a picture showcase which will enhance the use of the chosen

images. This can be seen at:

http://blog.scs.sk.ca/tadopictures/

One of the beliefs of the author is that effective administration must be done with humor and to this end the TADO cartoons have been created, these are used in the TADO blog and in courses. These can be seen at:

http://toonlet.com/creator/dcannell

The color of the courses is changed on a continuous basis. Valentine's Day and the week leading up to it have had a pink and red coloring. October has the Halloween colors of black and orange. Next to our changing the format and icons in the courses, this is commented upon more than any other changes we make in the course. It is interesting how much of an impact a change of color and icons can make on the first impression of a student upon seeing the course. They tend to get accustomed to a color theme and then it is changed. It keeps things fresh.

Being the administrator of the Cyber School for the last eight years has, in my mind, forced me to abandon my interest in images and the graphic sides of my nature. The Visual Literacy in the Digital World course made the author stop and think about the visual aspect of his role in the Cyber School which has been outlined briefly in this paper. In actual fact a large amount of visual work has been done in the last eight years and it is this author's hope that it has made the Saskatoon Catholic Cyber School a strong entity because of this. As an artist and administrator this author will continue to apply, share and use his visual literacy interest and experience in his role because:

"An image can convey thoughts, ideas, or events to which words alone sometimes cannot do justice. Images can thrill us, like the images sent back to Earth from the Mars Rover missions. They can inspire us, like the photo of the American flag raised over the rubble of the World Trade Center by three New York firefighters on September 11, 2001. They can be heartbreaking, like the image of Oklahoma City firefighter Chris Fields carrying tiny Baylee Almon out of the wreckage of the Oklahoma City bombing. They can incite outrage, like the photos of the stacked bodies of Holocaust victims; they can bring us face to face with the worst inhumanities imaginable. They can bring tears to our eyes, lift our spirits, or sink our hearts. Images are powerful, and with such power must come responsibility for their prudent and thoughtful use." (Tagliere, 2007 ¶1)

References

Cheong, S. (2007, September 22). 14 Simple Quotes to Improving your Design. Retrieved February 15, 2009, from Pagethinker: http://www.pagethinker.com/14-simple-quotes-to-improve-your-design.html

Goodman, A. (2008, October 6). Magazine Style Wordpress Theme and Why Your Site Needs it. Retrieved February 17, 2009, from Ezinearticles.com: http://ezinearticles.com/?Magazine-Style-Wordpress-Theme-and-Why-Your-Site-Needs-It&id=1528273

MacDonald, R. D. (2006, April 13). A picture is worth a thousand words. Retrieved February 10, 2009, from Score History/Social Science: http://score.rims.k12.ca.us/activity/worth/

Roddick, A. (2007, June 26). Five Reasons Why Design is cool. Retrieved February 15, 2009, from Pagethinker: http://www.pagethinker.com/5-reasons-why-design-is-cool.html

When talking about visual literacy these sites might be of use

Online resources for visual literacy

10 X 10
http://www.tenbyten.org/now.html
21st Century Literacies
http://www.kn.pacbell.com/wired/21stcent/index.html
AnimAction
http://www.animaction.com/
Basic Strategies in Reading Photographs
http://nuovo.com/southern-images/analyses.html
Discovering How Images Communicate
http://nsli.ednet.ns.ca/units/uopattach/uopnm/imcomm.pdf
Educational Technology Standards for Students
http://cnets.iste.org/students/s_stands.html
How the Media Persuades: Verbally and Visually
http://library.csumb.edu/instruction/icmodules/treat/persuade.html
Images and Influence
http://eprentice.sdsu.edu/J03OW/boehm/INDEX/Images_Influence.htm
Images in Action
http://www.tolerance.org/teach/web/ptolerance/plan.jsp?ar=53
In the Mind's Eye
http://www.worldandi.com/public/1999/September/visual.cfm
Introducing Visual Literacy
http://www.pbs.org/wnet/dancin/resources/lesson_plan-l2.html
Is Seeing Believing?
http://medialit.med.sc.edu/isb.htm
No Picture Tells the Truth
http://medialit.med.sc.edu/no_picture_tells_the_truth.htm
Photo Literacy
http://www.angelfire.com/sc3/photoliteracy/
The Power of Literacy
http://www.medialit.org/reading_room/article80.html
The Visual Literacy White Paper
http://www.adobe.co.uk/education/pdf/adobe_visual_literacy_paper.pdf
Thinking Visually
http://excellent.comm.utk.edu/~mdharmon/visual/
Tools for Reading the World
http://www.noodletools.com/debbie/literacies/21c.html
Visual Literacy Activities
http://www.museumca.org/picturethis/look.html
Visual Literacy and Picture Books
http://falcon.jmu.edu/~ramseyil/picture.htm
Visual Literacy and the Classroom
http://www.newhorizons.org/strategies/literacy/riesland.htm
Visual Literacy in the Classroom
http://members.ozemail.com.au/~leemshs/visual.htm

Visual Literacy K-8
http://k-8visual.info/
Visual Literacy Lessons
http://www.visualsummit.com/Media/VLLessons.html
Visual Literacy: 21st Century Skills
http://www.ncrel.org/engauge/skills/vislit.htm
Visual Literacy: Information Inquiry for Teachers
http://eduscapes.com/info/visuallit.html
Visual Ranking Tool
http://www97.intel.com/en/ThinkingTools/VisualRanking/

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Adding images to your posts

Tasks (is a verb):

- Believe that images add value to your posts
- Use google image search to look for images
- Start to save images in a folder on your desk to add to entries
- Collect images that promote your passion

Day 20

Branding

We need to start to establish a brand, an image which will bring an individual or business to mind when seen. In our society there are brands which will everyone knows…there are many games and apps developed around the concept of guess the brand…

 would bet that most people would be able to very quickly guess the three brands in the image above.

Today we are going to build a brand, for me I have associated myself with my company called TADO

My personal company logo is

My avatar was….

The cyber school I use to work had a logo like this…

The new company that I work for is called NexLev …its logo is…

The goal for today is pick an image, logo or look which you can use and people associate it with you and your business.

The NexLev Company has four departments they are NexLev Solutions, NexLev News, NexLev Sales and NexLev Programming…each of those will use the following as a brand to develop a feel to the company.

The following article is very good and should get you thinking about how to develop an image.

http://blog.darrencannell.com/2014/03/20-ideas-for-cover-images-on-facebook.html

When choosing your brand image, don't send days and lots of money, try it on, you can always change it later. But when you announce it via your social media , ask if people like it, create a poll, and then change it based on the feedback until you have something you like and the people like…play with it.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Creating a brand

Tasks (is a verb):

- Determine which image you would like to associate with your brand
- Brand can be a person or a business
- Use a program like Laughingbird software Logo maker
- Use the image often in your posts and announce it via social media
- Make it sound like you have sent a lot of time developing the image
- It can always be changed later

Day 21

Newspaper day

Today is newspaper day. You know you have made the big leagues when you start to print your daily newspaper with the news of your brand and how you are changing the world. That is a great idea but who can hire a complete editorial staff, writers etc…to pull off a daily paper….

There are short cuts…one of these is called Paper.li.   Http://paper.li

This is a great method of using your network to create a daily paper. How to do that…

http://paper.li/learn-more.html

Here is a YouTube tutorial.

https://www.youtube.com/watch?v=SN5xoxEw7Sc
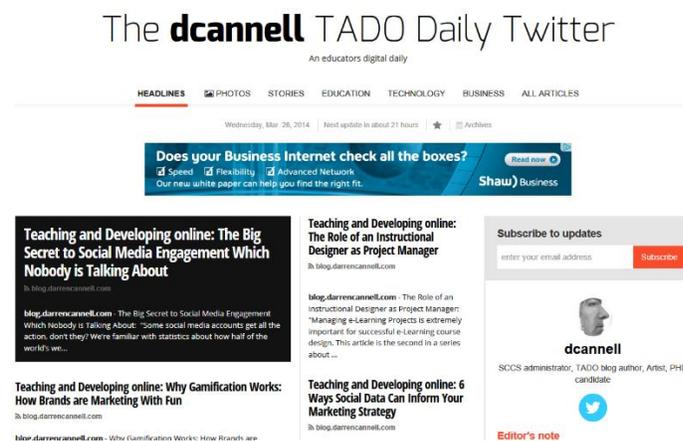
Another newspaper maker is: Feed Journal

http://www.feedjournal.com/index.html

Check out a YouTube about FeedJournal

https://www.youtube.com/watch?v=HH1RA6mJ3Yo

A third newspaper is called: The Tweeted Times

http://tweetedtimes.com/

Now you can create a brand newspaper or newsletter…check it format out and decide what works best for you.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Creating a newpaper

Tasks (is a verb):

- Choose one of the tools which best suits your needs
- Create an account
- Publish on your network your new paper.

Day 22

Clout

The title of this campaign is …How to increase your Social Media clout.   What does that actually mean? Clout when talking about online presence is the impact of your online influence…how many people are in your audience and interact with your content that you share digitally.

The leading method of measuring your clout is a site called:

Klout Http://klout.com

The site explains Klout as:

Klout helps people who want to be great at social media. It offers content creators the tools they need to make an impact online.
Klout helps people find great articles and posts worth sharing with their audience. Unlike most apps that suggest content for personal consumption, Klout intelligently recommends content that will strike a chord with your unique set of friends, fans, and followers.
Klout then allows people to measure their impact with the Klout Score, a measure of a person's online influence.
Learn more in this blog post: http://blog.klout.com/2014/02/dont-just-measure-your-klout/

And they explain influence as:

Influence is the ability to drive action, such as sharing a picture that triggers comments and likes, or tweeting about a great restaurant and causing your followers to go try it for themselves. Social actions are a signal that friends and peers in your social networks have been influenced by your content.

My clout score is:

Google analytics is the second tool that I use to explore my clout online...

This could be a full time job for someone...trying to figure out what is your actual clout and how do you use analytics...I use google analytics at its basic form, but it will do so much more. But it will take time to figure it out...Use YouTube videos and they will help you figure out your reach and how effect your campaign might be.   To do this effectively will take more than just a little blog posting...but try it out....
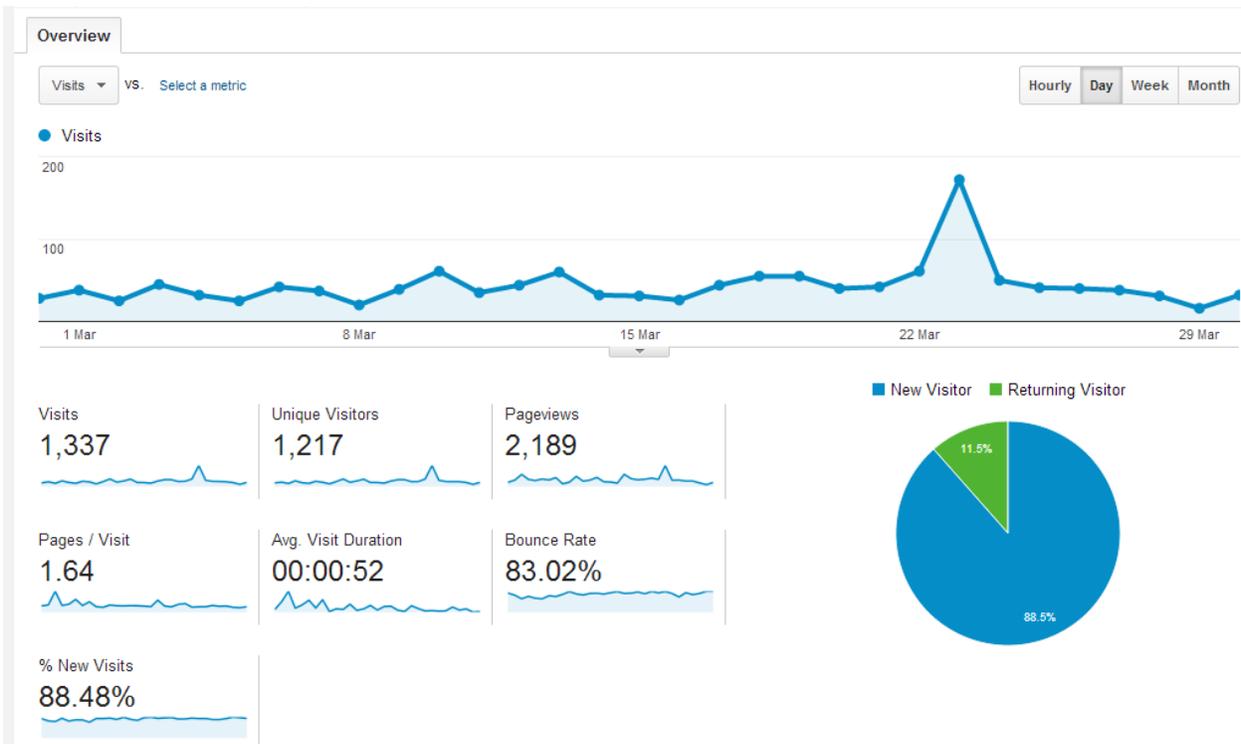
The first method that I used to try to figure out who was reading my postings was done in the most logical method ….I asked in a blog posting …Who the heck is reading this…please comment…and from that I found out some really neat stuff.

The other way is to check followers numbers, visitors etc.

Teaching and Developing Online blog has 160 subscribers

About 1,337 hits a week

Facebook 1,151 friends

Google+ 4,225 people have me in their circle

Twitter 2,957 followers

Linkedin 2,296 contacts

YouTube 211 subscribers

Pinterest 131 followers

These are the sites that we have talked about up to this point…now there is about 30 other social medias sites that I send RSS feeds to and are connected with my main four sites…those also have followers…but even just looking at the basic sites that we have talk about in this campaign…when I post something on my blog it is sent out to a possible 11131 contacts, readers, followers, subscribers …now that is what clout is all about.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Measuring the clout

Tasks (is a verb):

- Make a Klout account
- Make a Google account
- Check your subscribers, followers, friends, pins etc.

Day 23

Strengthen your network

Today we are going to review a few more of the suggestions on how to strengthen your network. To do this we are going to look at some very recent articles about process.

Let us ponder for a second the results of us posting an entry to our blog…from there it is posted to google+, twitter, facebook and linkedin…or discussion sake take a look at the table below

Blog (Main)	Google+	Twitter	Facebook	Linkedin	Total Clicks
4 clicks	3 clicks	6 clicks	3 clicks	2 clicks	18 total

This is our instance response…so very cool and this will grow as your followers, friends etc grow…

This article proposes an additional approach…

http://blog.darrencannell.com/2014/04/how-to-easily-double-your-traffic-from.html

This is a great idea…based on the idea of doing reposts…
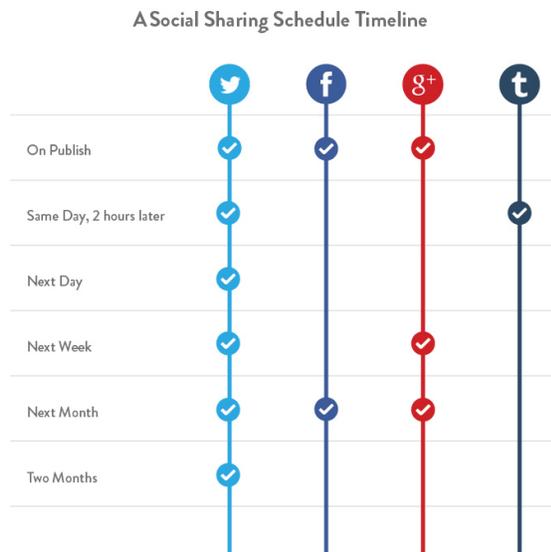
And further to that do not post the same message twice but alter it slightly…for example

1 | Post Title, "New Blog Post" designator

> New Blog Post: A Beginner's Guide to Lead Conversion with Social Media http://.....
>
> ⊘ Same day as post, Same time as post

2 | Ask A Question

> Are you wondering how to use #socialmedia to drive leads for your business? http://.....
>
> ⊘ Same day as post, 3 hours after post

3 | Cite A Fact

> 71% of adults now use Facebook. Here's how you can get started with #socialmedia lead conversion http://.....
>
> ⊘ Day After Post

4 | Share A Quote

> Done right, social media can be an extremely powerful tool for lead generation. Here are a few tips http://.....
>
> ⊘ Week After Post

4 | Add Intrigue

> See how one company generated 150 unique leads from a single Facebook campaign http://.....
>
> ⊘ MonthAfter Post

This approach to using a logical approach to reposting and checking your most popular posts based on stats will help you maximize the return on your entries.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Repost

Tasks (is a verb):

- Follow the strategy suggested
- Repost the most popular posts from the analytics
- Be careful not to spam.

Day 24

Another reading day

Another day to check the literature…

Bufferapp has written a bunch of articles about the process of building your social network.

Check some of these articles

Article	Description	Url
How To Set Measurable Goals for Your Social Media Marketing	"If I had a dollar for every time I've been told how important social media is, I'd be off vacationing in Bora Bora right now. My frustration with the "social media pitch" is that people are making very strong claims without backing them up."	http://blog.darrencannell.com/2014/04/how-to-set-measurable-goals-for-your.html
How To Make Your Posts Stand Out on Twitter, Facebook & LinkedIn: The Complete Guide to Social Media Formatting	"Social media is a crowded place. You need every competitive advantage possible to stand out.

Luckily, giving your social media posts a little something extra doesn't have to mean to a lot of extra work for you.

In this post, we'll go over some simple tricks and best practices of social media formatting to help you create unique, stand-out posts on Twitter, Facebook, Google+, LinkedIn and Pinterest, along with some tools to help you create memorable blog tidbits worth sharing.

Let's get started!" | http://blog.darrencannell.com/2014/04/the-complete-guide-to-stand-out-social.html |

5 Essential Social Media Metrics to Track and How to Improve Them	""I like to go with my gut!" is something I've told myself many times in the past. "Yes, all those other people need to track their social media metrics, I don't, I've got a good intuition." That was probably one of my biggest mistakes for a long time."	http://blog.darrencannell.com/2014/04/5-essential-social-media-metrics-to.html
6 Random Social Media Tips to Help You Improve Your Marketing Today	"When it comes to helping you out with Social Media, we often like to categorize things. For example, we'd write about the optimal timing of your posts, or how to come up with the best headlines, and the like."	http://blog.darrencannell.com/2014/04/6-random-social-media-tips-to-help-you.html
7 Big, Recent Twitter Changes you Should Know About to Optimize Your Tweeting	"Wow, it's really not a small task these days to keep up with all the recent changes to Social Media. Only a few weeks ago, we talked about the biggest, new Facebook changes where especially the link posting iterations changed a lot of our behaviors."	http://blog.darrencannell.com/2014/04/7-big-recent-twitter-changes-you-should.html
The 10 Most Popular Social Media Marketing Guides of the Buffer Blog to Kickstart 2014	"Through-out 2013, there were a number of posts here on the Buffer blog that you and others simply found more useful than any other posts. How do we know? We looked at all our past post through a simple Google Analytics analysis and this is what we found."	http://blog.darrencannell.com/2014/04/the-10-most-popular-social-media.html

The most interesting article which should be read is a summary type article from the same site (bufferapp blog).

http://blog.darrencannell.com/2014/04/the-15-minute-social-media-audit.html

This article speaks about doing an audit…which can be download by the link below

https://docs.google.com/spreadsheet/ccc?key=0AhO_gyaQUNXUdEtSYV9RTmItWlpvLUdSOGtvVEhiUWc&usp=sharing

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Check up

Tasks (is a verb):

- Read the articles in the table
- Read the main article
- Complete the excel spreadsheet.

Day 25

Check up

Today's activity is a fairly simple one, but will give some hints as to how successful your media campaign is going.   The tool we are going to leverage today is called Google alert. http://www.google.ca/alerts

In Google's own words this is what Google alerts allow you to do:

Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

The alert allows you to refine your search just like any Google search…
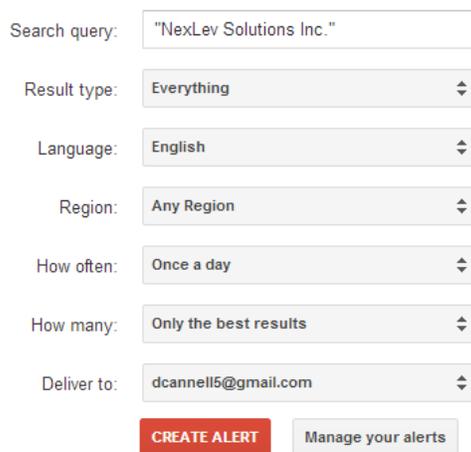
Search query:	"NexLev Solutions Inc."
Result type:	Everything
Language:	English
Region:	Any Region
How often:	Once a day
How many:	Only the best results
Deliver to:	dcannell5@gmail.com

CREATE ALERT   Manage your alerts

Help - Send Feedback - Terms of Use - Privacy Policy - Google Home - © 2014 Google

So why not just do a Google search, well you can but like many other aspects of this program we are trying to automate things. These alerts will appear in your email…alerting you to a new instance showing up.

As shown above it is always interesting to search your own name.

You might also want to think about a tag or unique qualify that you will include in all your entries which will allow Google search to separate your entries from all the others that might have the same heading or topic.

This is a simple fast way to keep track of your entries that are posted elsewhere and to find out who else on the web is talking about…

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Alert

Tasks (is a verb):

- Pick a qualifier or topic or search query which will be unique to your entries

- Set up a query in the Google alert site
- Wait to see what is sent to your email.

Day 26

Feeding the network

Feedburner… What an awesome name and a great Google free service to do a fair number of things on your blog. Today we are going to explore Feedburner

http://feeds.feedburner.com/

Every blog publishes what is called an feed which can be read by many other different websites… As Google explains…

What are feeds?

I see "RSS", "XML", and "Atom" out there, but I don't know how I might use these links when I find them.

Feeds are a way for websites large and small to distribute their content well beyond just visitors using browsers. Feeds permit *subscription* to regular updates, delivered automatically via a web portal, news reader, or in some cases good old email. Feeds also make it possible for site content to be packaged into "widgets," "gadgets," mobile devices, and other bite-sized technologies that make it possible to display blogs, podcasts, and major news/sports/weather/whatever headlines just about anywhere.

Here is a 5 minute video which explains What is Feedburner and What are RSS feeds?
http://www.youtube.com/watch?v=cYeI7iP-22g

The question you should be asking yourself is "why would I want to use Feedburner when my blog system already creates a feed?   I can allow others to just post my feed into their reader of choice or widget or mobile device or whatever.   The reason is that Feedburner does this for almost every type of reader etc with a single click of a button and so much more. This is the reason I decided to use Feedburner rather than my original feed.

Feedburner's tagline is FeedBurner delivers the world's subscriptions wherever they need to go. Publish a feed for text or podcasting?

This video will explain step by step the process of using Feedburner
http://www.youtube.com/watch?v=ZejteY-SaXI

Feedburner will increase your traffic and you will find this process to be useful if you are using a blog as your main social media "sun"

Applications

- NewsGator - FeedDemon 2.0
  (Windows, more info)
- NewsGator - Inbox for Microsoft Outlook
  (Windows)
- NewsGator - NetNewsWire
  (OS X)
- Firefox
  (via "Live Bookmarks" feature)
- Safari
  (feed support in the Apple OS X native browser)
- Pulp Fiction
  (OS X)

Online Services

- Google Reader
- NewsGator
  (Online)
- My Yahoo!
- Bloglines
- Pageflakes
- Netvibes

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- Feedburner

Tasks (is a verb):

- Read the content of the day's activities
- Set up a feedburner account
- Spend some time getting use to using feedburner's options
- Check out the supporting links added to the bottom.

Day 27

The manager

Business Social Media Campaigns to be successful will require a key person who will need to be the front line for the campaign. This person should be fairly computer literate and should have some personal social clout as proof to their understanding of the process. It is possible to develop the skills necessary to spearhead the business social media campaign but a business would be further ahead to identify the necessary skills for a future hire. A full-time online marketing agent might be a way to go if the business has identified online as the key method of marketing.   Social Media Campaign has no boundary which is one of the major strengths of the process, it is as easy to use this marketing plan for people in your city as it is to target another area of the country or world in which you do business. My goal of any modern day business plan is to plan for growth as you will never know where your next market might spring up and it would be a shame to have to redevelop because you never planned big enough.

The following article although targeted at Google+ has a four main points which can be applied to a complete marketing plan and not just Google+.

http://blog.darrencannell.com/2014/04/how-to-actually-succeed-on-google.html

These three main points are:

1. Be platform agnostic and focus on compelling visual content.

His advice for other non-profits is to use visuals and other engaging content to drive interactions with your audiences to eventually take advantages of the larger Google+ ecosystem.

Lastly, he recommends that in order to find success with a platform like Google+ make sure your organization has the manpower or infrastructure in place to continually maintain the social network. Without this infrastructure, your organization will have hard time updating and tending to your Google+ page enough to find the success you're looking for.

"Our social engagement team takes great effort to make sure we are cultivating communities, not necessarily networks," said Midkiff.

2. Know your customer's preferences and follow trends

Topman has also seen great success live streaming its past fashion shows on Google+, but what other businesses can more easily emulate is the brand's approach to customer service using Google+ Hangouts. To help customers build an outfit or find what they're looking for, Topman's personal shoppers will join you on a Google+ Hangout to discuss how it can help perfect your wardrobe with its expert suggestions and advice.

Brocart suggests their presence on Google+ is all about one thing, "giving them a reason to come back, not just for offers but also for great content,"

3. Listen before speaking and build communities

Many businesses get it wrong on social media since they insist on talking as opposed to consistently listening to what their audience has to say to inform the company's future messaging. Cadbury is one of the most successful businesses on Google+ today, one reason being that it really listens to its audience from the very beginning.

I am going to end today's activities with interesting articles about the use of messaging in different social media sites and how it can drive interest.

http://blog.darrencannell.com/2014/04/messaging-wars-vine-vs-instagram.html

http://blog.darrencannell.com/2014/04/why-social-networks-are-crazy-for.html

After reading all this information do not just run right out there and hire a new social media campaign manager…wait until tomorrow's entry into the campaign as we will identify the traits you should look for in a good social media campaign officer.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- The three main points

Tasks (is a verb):

- Read the content of the day's activities

- Take some time and think about the three steps
- Try to figure out how you would do each in something other than Google+
- Check out the supporting articles added to the bottom.

Day 28

Social Media Manager traits

As promised, today we are going to talk about the traits of a successful Social Media Manager…

We are going to look at what six different authors state in their articles

The 7 personalities Every Successful Social Media Manager has.

http://blog.darrencannell.com/2014/04/the-7-personalities-every-successful.html

11 Traits You Need To Work As a Social Media Manager

http://blog.darrencannell.com/2014/04/beyond-posting-selfies-11-traits-you.html

12 Traits of Successful Social Media Managers

http://blog.darrencannell.com/2014/04/12-traits-of-successful-social-media.html

10 Must have Social Media Manager Traits

http://blog.darrencannell.com/2014/04/10-must-have-social-media-manager.html

What Traits Should You Seek In a Social Media Manager?

http://blog.darrencannell.com/2014/04/what-traits-should-you-seek-in-social.html

Six Must have Traits of a Social Media Manger.

http://blog.darrencannell.com/2014/04/social-media-six-must-have-traits-of.html

So the first thing we must recognize is that each of these authors had a different number of traits needed to be a good Social Media Manager…knowing this might mean this a very scientific approach with proper validity and reliability built right into the approach. An approach which by the way was done by going into a Google search and asked the question…Traits of Social Media Manager and then took the top seven most recent articles…again following rigorous research protocol.

Article one

The 7 personalities Every Successful Social Media Manager has.

http://blog.darrencannell.com/2014/04/the-7-personalities-every-successful.html

Broke the types of personalities which would be good to find in a Social Media Manger…they were:

- The Informant

- The Inquirer
- The Helper
- The Thought Provoker
- The Class Clown
- The Entertainer
- The Go-Getter

Article Two

11 Traits You Need To Work As a Social Media Manager

http://blog.darrencannell.com/2014/04/beyond-posting-selfies-11-traits-you.html

Traits are:

- Tech Savy
- Strong Personal Skills
- Understand the Industry
- Great Communication Skills
- Highly Creative
- Professional
- Social Media Experience
- Embrace Strategy
- Patient
- Strong Time Management Skills
- Adaptable

Article Three

12 Traits of Successful Social Media Managers

http://blog.darrencannell.com/2014/04/12-traits-of-successful-social-media.html

Traits are:

- Read Obsessively
- Follow the News
- Watch lots of Videos
- Attend Events
- Laugh a Lot
- Abhor 9-to-5 Jobs
- Early Adopters
- Embrace Change
- Listen Carefully

- Welcome Criticism
- Check their Work
- How to Let Mistakes Go

Article four

10 Must have Social Media Manager Traits

http://blog.darrencannell.com/2014/04/10-must-have-social-media-manager.html

Traits are:

- Solid Specialized Aptitudes
- Particular Skills
- Splendid Communication Abilities
- Industry Understanding
- Inventive Brilliance
- Time Administration Abilities
- Flexibility
- Contacts
- Encounter in SMM
- Working Strategically

Article Five

What Traits Should You Seek In a Social Media Manager?

http://blog.darrencannell.com/2014/04/what-traits-should-you-seek-in-social.html

Traits are:

- Gardener
- Cheerleader
- Traffic Cop
- Mediavore
- Empathy
- Spam Warrior
- Sculptor
- Concierge
- Pinata
- Sponge

Article Six

Six Must have Traits of a Social Media Manger.

Traits are:

- Experience with Multiple Platforms
- Great Writing Skills
- Thick Skin
- Top-Notch Project Management Skills
- An Analytical Brain That Understands the Big Picture
- A Capacity and Eagerness to Learn.

As you can see by the traits listed by each of these articles a great Social Media Manager has to be a Super Person with a wicked set of skills good luck finding all of those in one person. In the end like most things in business a team of people will be able to hit most of these traits but a single such person most of us could not afford to pay…as they could probably write their own ticket.

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- The Social Media Manager

Tasks (is a verb):

- Read the content of the day's activities
- Each of the six articles has a slightly different slant.
- Do you have some of the traits listed
- Search for a Social Media Manager there must be two maybe three with all those traits.

Day 29

Titles

During this month (almost a month) of increasing your social media clout you have heard me say often…"the most important thing". Here I go again, the most important thing that you need to be aware of when creating your content is your title. It is the first part of your entry and will make a huge difference when it comes to someone clicking on it and reading further and engaging.   On some social media sites like Twitter, it may be all they see.

You might now be asking…what makes a good title…do I have some articles for you.

- How to attract more clicks to your blog posts: 11 revealing title tests

http://blog.darrencannell.com/2014/04/how-to-attract-more-clicks-to-your-blog.html

- Best Blog Titles: Make Great Posts without Dropping in Names

http://blog.darrencannell.com/2014/04/best-blog-titles-make-great-posts.html

- Importance of Blog Titles for Increasing your Search Ranking

http://blog.darrencannell.com/2014/04/importance-of-blog-titles-for.html

Some suggestions from the articles are:

- Talk about mistakes
- Use questions
- Broader topics
- Unique objectives
- Using words like surprising reveal…
- Use numbers, list
- Fun

In Project Management terminology:

The Project:

- Building a Foundation for a Social Media Network.

Deliverable (is the noun):

- A good title

Tasks (is a verb):

- Read the content of the day's activities
- Each of the three articles has a slightly different slant.
- Look at some of your old entries
- Post an old entry that you thought was good and change the title.

Day 30

Summary and Check up

I have been involved with social media for over 10 years and have put in countless hours trying to stay abreast of the changes and how to increase my clout. One single fact will always rise to the top and that is how very little I actually know.

Day	Topic	Completed
Day 1	Introduction:	
Day 2	Top Social Media Sites	
Day 3	Creating our base, sun or main site	
Day 4	Introduce Yourself	
Day 5	Check the announcements	
Day 6	Reading day	
Day 7	Twitter	
Day 8	Facebook	
Day 9	Linkedin	
Day 10	Building interest	
Day 11	Do you ever sleep?	
Day 12	If this then that	
Day 13	Expand your web	
Day 14	Pinterest	
Day 15	Video Day	
Day 16	Rest and Review	
Day 17	Timing	
Day 18	Define yourself	
Day 19	Table talk	
Day 20	Branding	
Day 21	Newspaper day	
Day 22	Clout	
Day 23	Strengthen your network	
Day 24	Another reading day	
Day 25	Check up	
Day 26	Feeding the network	
Day 27	The Manager	
Day 28	Social Media Manager traits	
Day 29	Titles	
Day 30	Summary and Check up	

Now you have completed the 30 days and you have just started the process now you have to share, share and share. Remember if it is on the web it is not private, so think about what you are sharing and

if it is something you do not want the whole world to know do not put it on a social media site. People will get to know you, appreciate what you are willing to share and will in turn build a relationship with you. There are some people that I know just in the digital world but I would consider them no less of a friend and you too will get to that stage as you continue to develop your clout. For me it is my personal learning community, if I am curious about something that is happening or I want to do or have done, I ask my network…I get answers, opinions and smart alec responses but in the end it does help to formalize my thoughts…for me the social network has been invaluable for me to create my vision of where I want to be in 10 years. From a business perspective, you net will carry a lot of power, it is the new way to market, it is a word of mouth type of sharing and is not a slick and polished as the traditional methods of advertising but it has no boundaries of distance and time which makes it very powerful. I am happy you have taken the time to read all the 30 days and I hoped it helped you start your journey.

Darren Cannell