

# Index

## • *Symbols and Numerics* •

- # (hashtag), Twitter, 333, 342, 347–348, 389–390
- @replies mentions, 388–389
- 10 Short URL Services Face Off site, 114
- 20 Something Bloggers site, 651
- 80/20 rule, postings, 189

## • *A* •

- AAC audio option, YouTube, 292
- Aardvark search engine, 179
- A/B testing, 682–684
- About Me module, MySpace profile, 602
- Abrams, Barry, 200
- ABtests.com, 683
- access methods, RSS, 305
- Account page, LinkedIn, 492
- Account Settings section, LinkedIn, 492
- Acid Music Studio, 296–297
- Active Listening technology, Twitter, 369
- Activities and Societies section, LinkedIn, 488
- activity days, 58
- Activity Stream option, MySpace Profile tab, 606
- Ad Publishing site, Ning, 586
- adCause site, 357
- Add a Company page, LinkedIn, 540
- Add Basic Information page, LinkedIn, 541
- Add Education tab, LinkedIn, 488
- Add Features to Your Network page, Ning, 576
- Add Image button, Blogger, 231
- Add More tab, Facebook Edit Album page, 425
- Add New Photos page, Facebook, 422
- Add New Tag button, LinkedIn, 524
- Add to Faves button, Flickr, 633
- Add to Friends link, MySpace, 600
- Add to Gallery button, Flickr, 633
- Add to My Page link, Facebook, 459
- Add Twitter Account button, LinkedIn, 490
- Add Video button, Blogger, 232
- AddFreeStats site, 665
- addict audience classification, 561
- addictive nature of social media, 58
- Addictomatic, 124
- Additional Information page, LinkedIn, 488, 526
- Additional Notes section, LinkedIn, 488
- add-on feed readers, 108
- AddThis button, MySpace, 612
- AddThis site, 103, 204
- AddToAny site, 204
- administrators, Facebook, 437–439
- Adobe Premiere Elements, 286
- Adotas site, 694
- AdPlanner, Google, 556
- AdRatesOnline site, 694
- Ads manager, Facebook, 473–474
- Adsense, 233
- Advance Answers Search tab, LinkedIn, 528
- Advanced Search, Twitter, 338, 343–344
- Advanced Search tab, LinkedIn, 507
- Advanced tab, Ning, 578
- advertising Facebook, 397, 441–445 Flickr, 616 metrics, 695–696 MySpace, 610–611 paid, 692–695 saving money, 20–21 Twitter, 357

- Advertising.com, 694
  - affinity groups, 35, 41–43
  - Affluentials social group, 38
  - aggregators, 108
  - aHa! Modern Living blog, 121
  - AJ's Mobile in BC, 569
  - Akismet plug-in, 253
  - Alerts, Google. *See* Google Alerts
  - Alexa
    - demographic profiles, 35–36
    - link hunting, 161–162
    - obtaining public information on interest areas, 42
    - researching
      - bookmarking and news services, 189
      - researching minor social networks, 555
      - search engine user analysis, 139
  - algorithms, search engine, 139
  - All in One SEO Pack, 172
  - All Options tab, Ning, 578
  - All Sizes button, Flickr, 636
  - All These Words text box, Twitter, 340
  - All Traffic Sources page, Google Analytics, 383
  - Alltop.com, 191
  - <alt> tags, 147, 149–150
  - Alterian, 81, 124
  - Amazon, 117, 609, 717
  - Amazon Reading List application, 534–536
  - American Bar Association resource site, 75
  - Amiando tool, 781
  - Analog and Report Magic site, 665
  - Analytics, Google. *See* Google Analytics
  - Anarchy Media Player, 263
  - anchor text, 153, 175
  - Andreessen, Marc, 565
  - Android, 774
  - Angelle, Cherise, 128–129
  - Answers Home page, LinkedIn, 528
  - Apache Mod Rewrite Module, 156
  - Appearances option, MySpace, 604
  - Application list site, Ning, 586
  - Applications option, MySpace Profile tab, 606
  - application-specific bookmarks, 196–198
  - Apps category, Twitter Analyzer, 384
  - archiving, 174, 271–272, 295–296
  - art-oriented social networks, 647
  - ArtSlant site, 647
  - Artwork tab, iTunes, 270
  - AsianTown.net site, 651
  - Ask a Question page, LinkedIn, 528–529
  - ASMALLWORLD site, 653
  - Atom feeds, 109
  - Attribution
    - NonCommercial NoDerivs button, Flickr, 638
  - Audacity application, 261
  - audience
    - answering questions, 95
    - asking questions, 95
    - assessing engagement of, 561
    - building on Flickr, 634–635
    - finding content, 97
    - finding your voice, 90–93
    - handling critics, 98
    - handling errors, 97–98
    - providing help, 95–96
    - respecting, 87
    - snippets, 90
    - staying engaged, 94–95
  - audio, 14, 218
  - Audio-Technica, 259
  - Automotive Digital Marketing, 569
  - auto-oriented social networks, 648
  - AutoSpies site, 648
  - avatar
    - Flickr, 621
    - Twitter, 362–363
  - average variable costs, 713
  - AVI format, 232
  - AWStats site, 665
- B •**
- B2B (business-to-business) network
    - applying social mapping, 773
    - Flickr, 615–616, 618–619
    - MySpace, 596
    - Ning, 568
    - researching, 43–45
    - sharing savings, 761
    - vertical industry and, 647
  - B2C (business-to-consumer) network
    - Flickr, 615–616
    - LinkedIn, 479
    - MySpace, 596
    - Ning, 568

- segmenting, 34–43
- sharing savings, 761
- b2evolution application, 224–225
- background, 265, 296, 360–362
- backlinks. *See* inbound links
- BackTweets site, 131
- BackType, 130, 179, 191
- badge, 434–435, 589, 636, 774
- Badoo site, 652
- BallHype, 197, 650
- bandwidth, 258
- Banning option, Facebook, 432
- Barry's Farm, 200–201
- Basic account, Vimeo, 293–294
- Basic Info module, MySpace profile, 603
- Basic Information option, Facebook, 177
- Basic Uploader, Flickr, 624
- Batch Organize tab, Flickr, 639
- BatchBook site, 711
- Bebo site, 654
- BeGreen site, 648
- Behavior preference, Twitter Profile widget, 377
- behavioral segmentation, 40
- Behind the Burner company, 722–724
- beRecruited.com, 650
- Bianchini, Gina, 565
- bidirectional capsule, microphone, 259
- BIG Marketing for Small Business site, 103
- Bing, 139–140
- Birdpie plug-in, 365
- bit.ly site, 114, 374, 390, 504, 563
- Biz360 site, 81
- Biznik site, 644
- Black Business Woman Online site, 651
- black hat techniques, 154
- BlackBerry, 365, 774
- BlackPlanet.com, 651
- BlinkList, 185
- Blip.fm plug-in, 365
- blip.tv, 294–295
- blocking people, Twitter, 352–353
- Blog feature, Ning, 584
- Blog link, LinkedIn company page, 542
- Blog Search, Google, 130
- blog writing resources, 97
- BLOGBloke site, 97
- BlogCatalog, 197
- Blogdigger, 130
- Blogger, 111, 173–174, 226–231
- Bloglines, 130, 197
- BlogPulse site, 81, 130, 197
- blogroll, 164, 171
- blogs. *See also* WordPress
  - adding to Facebook, 458–461
  - b2evolution application, 224–225
  - Barry's Farm, 200
  - Blogger, 173–174
  - bookmarking sites, 197
  - categories, 253–254
  - comments, 253, 303–304
  - costs, 310
  - creating first post, 218
  - defined, 11
  - determining need, 209–212
  - hosting service, 226–236
  - keywords and tags, 250–251
  - monitoring, 129–130
  - MovableType application, 225
  - MySpace, 608
  - Natasha Wescoat, 65–66
  - as news distribution channel, 743–744
  - posts, 248–252, 255
  - research, 248
  - spam, 253
  - tags, 250–251
  - tracking, 255–256, 689
  - Twitter and, 371–373
  - Web site stats, 302–303
- BlogTalkRadio, 275–276
- Blue microphones, 258
- BlueHost, 238
- BoardTracker, 130
- BoingBoing.net, 200
- Bookmark & Share button, OnlyWire, 107
- bookmarklets, OnlyWire, 107
- Bookmarks, Google, 185
- bookmarks, social
  - application-specific, 196–198
  - benefiting from, 187–188
  - encouraging
    - bookmarking, 201–203
  - KPIs and, 687
  - overview, 183–185
  - researching, 189–191
  - submitting to services, 192–193
  - timing submissions, 198–201
- book-oriented social networks, 648
- Booyah, 764
- bots, 138
- bounce rate, 669, 691–692

- brand
  - copyrighting material, 77–78
  - enhancing with Ning, 568
  - overview, 17
  - protecting reputation, 78–81
  - reinforcing on MySpace, 598–599
  - representation on
    - Twitter, 320–321
  - sentiment resources, 81–82
  - social bookmarking and news service, 188
  - trademarking brand names, 78–79
- brand conversation
  - hubs, 756. *See also* microsites
- branded profile,
  - BlogTalkRadio, 275
- brandjacking, 79
- BrandsEye site, 80, 81, 124–125
- Brazen Careerist site, 651
- breadcrumb trail, 156, 320
- break-even point, 711–713
- BrianCray AB testing, 683
- Broadcast Message link,
  - Ning, 570, 588
- Broadtexter site, 770
- Browse Open Questions
  - page, LinkedIn, 532
- Browse section, LinkedIn, 532
- browser plug-ins, for
  - tweeting, 365–366
- buddy icon, Flickr, 621
- budgeting, 58, 601
- Build Your Profile page,
  - LinkedIn, 484
- bulletins, MySpace, 608
- burning feeds, 244–247
- business connection sites, 644
- business metrics, 661, 702–703
- business page, Facebook
  - adding administrators, 437–439
  - adding badges, 434–435
  - adding information, 414–416
  - adding photos, 412–414
  - adding videos, 426–429
  - changing page settings, 409–410
  - changing wall settings, 410–412
  - comments, 431–433
  - creating custom tabs, 462–465
  - creating custom URLs, 466–467
  - linking to Twitter feed, 406–409
  - overview, 397, 404–406
  - wall posts, 432–433
- business-to-business (B2B) network. *See* B2B (business-to-business) network
- business-to-consumer (B2C) network. *See* B2C (business-to-consumer) network
- Buzz, Google. *See* Google Buzz
- buzz, measuring, 129–134
- BuzzFeed.com, 191
- BuzzStream site, 742
- Buzzup, 187
- C •
  - CafeMom site, 652
  - CafePress site, 637
  - Calendar
    - Google, 59
    - MySpace, 608
    - Yahoo!, 60
  - Calendar and Time
    - Management Software Reviews, 59
  - Calendar software, 59–61
  - calls to action, MySpace, 599
  - camcorder, 218, 282
  - camera, 265, 282, 285
  - Campaigns & Pricing
    - section, Facebook, 443
  - Camtasia, 262
  - Cano-Murillo, Kathy, 717–718
  - Captcha plug-in, 241
  - Cardioid capsule
    - microphone, 259
  - Care2 site, 649
  - CarGurus site, 648
  - Cartfly, 117, 119
  - Cascading Style Sheets (CSS), 578
  - Cases Blog resource
    - site, 75
  - Categories drop-down list,
    - LinkedIn, 512
  - CBR (Constant Bitrate), 269
  - CCA (cost of customer acquisition), 704–707
  - cellphone, 365–366, 624
  - censoring comments, 432
  - Change Following Settings
    - dialog box, LinkedIn, 538–539

- Change Layout option, MySpace, 604
- Change Profile Picture link, Facebook, 412
- ChangingThePresent site, 649
- channel cannibalization, 730
- channels, social media, 11
- Channels section, YouTube, 291
- Chartbeat site, 667
- Chats category, Twitter Analyzer, 384
- chatting, 435–436, 584
- Check Availability button, Facebook, 467
- Check Your Email to Complete Registration page, WordPress, 236
- checking direct messages, 389
- chiclets, 165, 203
- Chief Financial Officer Network site, 644
- Chitika network, 46–47
- Choose a Graph drop-down menu, Facebook Insights, 475
- Choose a Template page, Blogger, 227
- Choose a Thumbnail section, Facebook, 429
- Choose Connections dialog box, LinkedIn, 497, 534
- City Centers social group, 38
- Citysearch, 596
- Classmates link, LinkedIn, 495
- Classmates.com, 651
- ClickPress site, 742
- clickstream analysis, 41, 688–689
- click-through rate (CTR) metric, 686
- Clickthroughs option, Google FeedBurner, 246
- Clicky site, 665
- ClickZ site, 150, 702
- Closed Questions tab, LinkedIn, 528
- Club Penguin site, 651
- CMS (content management system), 147
- coComment tool, 130
- code, adding to blog, 242
- Coffee Groundz, The, 86
- collaborative tagging, 144
- Colleagues page, LinkedIn, 494
- Collecta search engine, 179
- collecting-oriented social networks, 649–650
- collections, Flickr, 627–630
- Collective Intellect site, 81
- college Web sites, 651
- COLOURlovers site, 362
- columns, Twitter, 364
- comma-separated value (CSV) format, 369, 485
- comments, blog, 170, 220, 253, 303–304, 633–634
- Comments option, Flickr, 640
- Comments tab, Blogger Dashboard, 233
- comment-style ads, 751
- common law copyright notice, 78
- community, 15, 687, 690
- Community Organizer 2.0, 88
- Companies module, MySpace profile, 603
- Compare pricing plans site, Ning, 586
- Compete.com, 44–45
- competition, 216, 336
- Compose Your Message dialog box, LinkedIn, 508–510
- composition, audience, 561
- compression, YouTube, 292
- Comscore, 139
- conciseness, 90
- condenser microphones, 218, 258–259, 282
- confidentiality, 88
- Confirm Import button, Facebook, 461
- Connect Daily, 59
- connections, LinkedIn, 493, 520
- Connections on Facebook section, Facebook, 443
- Constant Bitrate (CBR), 269
- Constant Contact, 736
- Contact box, MySpace, 600
- Contact Settings section, LinkedIn, 492
- contacts
- adding to Vimeo profile, 299
  - Flickr, 634
  - LinkedIn, 485, 520–525
  - searching for on Facebook, 400

- Contacts drop-down
  - menu, LinkedIn, 500, 507
- content
  - distribution tools, 104–108
  - duplicate, 154, 171, 173
  - extended, 72
  - mixing and matching
    - with other social media, 220–221
  - re-purposing, 165
  - social news service, 195–196
  - updating, 152–153
- Content drop-down menu, Facebook, 442
- Content Filters section, Flickr, 623
- content management system (CMS), 147
- contests, 754–755
- continuous location tracking, 773
- contractions, Twitter, 356
- control panel. *See* dashboard
- conversation, joining
  - engaging audience, 90–98
  - etiquette, 87–89
  - lurking, 83–86
- conversion funnel, 17
- conversion rate, 661, 690
- coordinating submissions, 199
- Copyblogger site, 97
- copyrighting material, 73, 77–78
- Coremetrics site, 667
- cost of customer acquisition (CCA), 704–707
- cost of goods, 713
- cost-per-action (CPA), advertising, 693–694
- cost-per-click (CPC), advertising, 693–694
- cost-per-thousand (CPM) impressions, 692–693
- costs, 28, 57, 58, 310
- CoTweet site, 131
- Country Comfort social group, 39
- coupons, 696, 753–754
- courtesy, 87
- CPA (cost-per-action), advertising, 693–694
- CPC (cost-per-click), advertising, 693–694
- CPM (cost-per-thousand) impressions, 692–693
- Crafty Chica site, 717–718
- crawlers, 138
- Create a Group page, Facebook, 446
- Create a Network page, Ning, 574
- Create a New Poll page, Facebook, 456
- Create a Page for My Business link, Facebook, 177
- Create a Page page, Facebook, 404–405
- Create Album button, Facebook, 422
- Create Event page, Facebook, 451
- Create Group option, MySpace Groups home page, 607
- Create Official Page button, Facebook, 405
- Create Your Account button, Flickr, 620
- CreateSpace site, 648
- Creative Commons license, 74, 298, 638
- Creators' network site, Ning, 586
- credit line, 72–73
- critics, handling, 98
- CRM (Customer Relationship Management) software, 710
- cross-industry directories, 644
- cross-linking, 165
- cross-promoting, 611–613
- Crowley, Suzanne, 597–598
- CSS (Cascading Style Sheets), 578
- CSV (comma-separated value) format, 369, 485
- CTR (click-through rate) metric, 686
- Curiobot site, 649
- Currency drop-down menu, Facebook, 443
- Current link, LinkedIn, 487
- CurrySimple network, 566–567
- cursing, Twitter, 356
- custom tabs, Facebook
  - business page, 462–465
- custom URLs, Facebook
  - business page, 466–467
- Customer Relationship Management (CRM) software, 710
- customer service, 320, 600

- Customize Appearance
  - page, Ning, 577–578
- customizing
  - Facebook page, 396
  - Twitter page, 359–363
  - YouTube channel, 299
- Cvent tool, 781
- cyberfraud, 201
- cybersocial campaign,
  - managing. *See also*
  - schedule, social media
- building marketing team,
  - 67–69
- legal issues, 72–76
- protecting brand, 76–82
- social media marketing
  - policy, 70–72
- Cynfomy, 133
  
- D •
- Dailymotion site, 655
- Dani Web.com, 87
- Daniel Hoang resource
  - site, 71
- dashboard
  - Blogger, 233
  - defined, 663
  - HubSpot, 664
  - overview, 61–67
  - Ping.fm, 105
  - Woopra, 673
  - WordPress, 236
- data, 659–669. *See also*
  - Google Analytics
- data rate, 268, 288, 292
- Date of birth field,
  - MySpace sign-up page,
    - 601
- Decorati site, 648
- Default Landing Tab
  - drop-down menu,
    - Facebook, 411
- default search, LinkedIn,
  - 506
- Delaney, Arthur, 98
- Delete Post dialog box,
  - 433
- Delete tab, Facebook Edit
  - Album page, 425
- deleting comments,
  - Facebook, 432
- Delicious, 129, 184–185,
  - 200
- demographics
  - choosing site by, 561
  - effect on market
    - definition, 34–35
  - Facebook, 398
  - Flickr, 620
  - LinkedIn, 483
  - MySpace, 592–596
  - Ning, 571–572
  - segmentation, 35–37
  - selecting social
    - community by,
      - 650–653
    - Twitter, 319
- Demographics section,
  - Facebook, 443
- Describe Your Ning
  - Network page, Ning,
    - 574–575
- Describe Yourself box,
  - Flickr profile, 621
- Description field
  - Flickr, 639
  - Ning, 576
- Design Float site, 648
- Design Stories Social
  - Network, 569
- Design tab, Twitter, 331
- Design Your Ad page,
  - Facebook, 442
- design-oriented social
  - networks, 648
- Detailed Info section,
  - Facebook, 177, 415
- Details module, MySpace
  - profile, 603
- deviantART site, 647
- dialogue, quality of, 560
- Digg.com, 185–187,
  - 194–195, 202
- Digital Brand Expressions
  - resource site, 71
- Digital Point, 141
- digital SLR camera, 282
- digsby application, 367
- Diigo, 185
- Direct Creative Blog
  - site, 97
- direct message, Twitter,
  - 317, 347, 351–352
- Direct Text Emails option,
  - Twitter, 329
- Directory site, Ning, 586
- Disable Customizations
  - Based on Search
    - Activity option,
      - Google, 169
- disaggregated
  - components, 697
- disclaimers, 72–74
- disclosure resources,
  - 75–76
- discounts, 753–754
- Discussion Boards
  - section, Facebook, 455
- Discussion forums, Ning,
  - 584–585
- Discussions Tab,
  - Facebook, 454–455

- Display Avatars
    - preference, Twitter
    - Profile widget, 378
  - Domain name usage site, Ning, 586
  - Doostang site, 644
  - Dosh Dosh Blog, 555
  - double pinging, 111
  - DoubleClick site, 694
  - downloads, 158, 690
  - DreamHost, 238
  - Dropjack, 187, 190
  - duplicate content, 154, 171, 173
- E •**
- Each Page Can Have a User Name section, Facebook, 467
  - eBay, 117, 609
  - eCairn Conversation, 133
  - e-commerce tools, 119–122
  - ECommerce Widget for Blogs, ProductCart, 120
  - Ecumen, 151–152
  - Edelman Digital resource site, 75
  - Edit Album page, Facebook, 424–425
  - Edit Details link, LinkedIn, 522
  - Edit Info tab, Facebook
    - Edit Album page, 425
  - Edit Information option, Facebook, 177
  - Edit link
    - Google profile, 784
    - WordPress, 252
  - Edit My Profile link
    - Facebook, 404
    - LinkedIn, 492, 496
  - Edit Page link, Facebook, 409, 455
  - Edit Photos tab, Facebook
    - Edit Album page, 425
  - Edit Posts link, Blogger Dashboard, 233
  - Edit Tags link, LinkedIn, 524
  - Edit Your Profile Privacy option, Flickr, 622
  - editing
    - Facebook photos and albums, 425–426
    - podcast, 267
    - videocast, 285–286
  - editorial calendar, 217
  - Education & Work area, Facebook, 443
  - educational programs, MySpace, 596
  - educational videos, 214
  - E.Factor site, 645
  - eHow site, 654
  - 80/20 rule, postings, 189
  - E-junkie, 118
  - Electronic Frontier Foundation resource site, 75
  - Elite Suburbs social group, 38
  - Elitwee MyTwitter plug-in, 371
  - e-mail, 563, 624, 736–739
  - E-mail address field, MySpace sign-up page, 601
  - e-mail newsletter, 19, 109, 696
  - Email Newsletter option, Twitter, 329
  - e-mail notification, LinkedIn, 518, 534, 538–539, 547, 549
  - Email section, Twitter, 323
  - Emails & Notifications link, Flickr, 623–624
  - embedding hosted videos, 440
  - eMetrics site, 683
  - Empty Nest, children gone demographic, 39
  - emTrain resource site, 71
  - Endeavour Software Project Management, 59
  - engagement, 18, 127, 592
  - engagement ads, 748
  - Enter Email Addresses text box, LinkedIn, 494
  - entertainment-oriented social networks, 648
  - entertainment-related business, 596
  - Entrepreneur Connect site, 645
  - Eons site, 651
  - Epinions.com, 75, 197
  - errors, handling, 97–98
  - ethnic Web sites, 651
  - etiquette, 87–89, 355–356, 632–633
  - Etsy site, 118, 609
  - event, Facebook, 451–453
  - Eventbrite, 781
  - Events feature, Ning, 583
  - Events tab, Facebook, 450
  - EventsLink Network, 59
  - Experian Hitwise, 555
  - Experience list, LinkedIn, 507



- experts, marketing  
team, 69
- Experts tab, LinkedIn, 534
- external links, 159
- eXTReME Tracking site,  
667
- eye contact, podcast, 265
- EzineArticles.com, 141,  
162
- **F** ●
- Facebook. *See also*  
business page,  
Facebook  
adding blogs, 458–461  
adding messages on  
page, 417–419  
adding Photos or Video  
tab, 419–421  
adding video, 426–429  
advantages for business,  
395–398  
advertising, 441–445  
analytics, 666  
Badges page, 434  
Barry's Farm, 200  
chatting, 435–436  
Crafty Chica site, 717  
creating workaround for  
fan page, 675–676  
defined, 4  
Discussions Tab, 454–455  
editing photos and  
albums, 425–426  
event, 451–453  
finding applications,  
465–466  
group, 445–450  
linking Twitter to,  
381–382
- location apps, 777  
matching network to  
goals, 555  
measuring metrics,  
469–476  
Milwaukee Electric Tool,  
95–96  
versus MySpace, 592–593  
name registration, 79  
Natasha Wescoat, 65–66  
Omelle, 128  
optimizing, 177–178  
paid advertising, 749  
personal page, 400–404  
Pink Cake Box, 678  
poll, 456–458  
Posh Designs Scrapbook  
Store, 570  
real-time search, 179  
reducing promotional  
density, 89  
Roger Smith Hotel, 30–32  
SEO and, 439–440  
setting up personal  
account, 399–400  
Ski Dazzle, 563  
SmartyPig contest, 755  
trackbacks, 255  
updating, 108  
updating Flickr blog, 637  
uploading photos to  
album, 421–425  
Wiggly Wiggles, 92
- Facebook Connect, 74  
Facebook Grader, 476, 666  
Facebook Insights feature,  
474–476, 673  
Facebook Markup  
Language (FBML), 440,  
462  
Facebook Mobile site, 770
- Facebook Photo Uploader  
dialog box, 422  
fair use doctrine, 73  
Fan Permissions Posting  
Ability section,  
Facebook, 412  
Fanpop site, 648  
Fark, 187  
fashion-oriented social  
networks, 649–650  
Fast Company site, 645  
Fast Pitch site, 645  
faves, Flickr, 633  
Faves service, 185  
Faves widget, Twitter, 376  
favicon tag, Flickr, 616  
favorites, bookmarking,  
184  
Favorites option, Flickr,  
640  
favors, Flickr, 633  
FBML (Facebook Markup  
Language), 440, 462  
Featured Plug-ins section,  
WordPress, 241  
Federal Trade  
Commission (FTC), 75  
feed readers, 108  
Feed Shark, 112  
Feedage.com, 109  
FeedBurner, Google. *See*  
Google FeedBurner  
FeedDemon site, 108–109  
FeedForAll site, 109  
FeedPing, 112  
feeds, 108–109, 244–248  
File Upload dialog box  
Facebook, 423  
LinkedIn, 514  
Twitter, 360  
FileSocial plug-in, 365  
FileTWT plug-in, 365

- FileZilla, 271–272
- film-oriented social networks, 648
- filters, 284, 674–675
- FiltrBox, 133
- Final Cut Express
  - software, 261, 286
- Financials link, LinkedIn
  - company page, 542
- Find Articles site, 131
- Find Friends page,
  - Facebook, 400
- Find Past or Present
  - Classmates page, LinkedIn, 495
- Find Sources That Interest
  - You page, Twitter, 323–324
- FindLaw resource site, 76
- Finish & Grab Code
  - button, Twitter, 379
- Finn, Ruder, 769
- First and Last Name field,
  - Flickr profile, 621
- first paragraph, writing, 151–152
- first-degree connection, 481, 531
- fixed costs, 713
- Flash animation, 154
- FlashTweet plug-in, 365
- Flickr
  - adding badges, 636
  - analytics, 666
  - building audience, 634–635
  - Crafty Chica site, 717
  - disseminating images, 637–639
  - doing favors, 633–634
  - embedding photos or photostreams offsite, 635–636
  - getting started, 620–624
  - groups, 632
  - linking to other social media marketing sites, 637
  - making most of, 618–620
  - matching network to goals, 555
  - overview, 615–618
  - posting properly, 632–633
  - protecting photos, 641
  - reviewing stats, 640–641
  - Roger Smith Hotel, 30–32
  - sets and collections, 627–630
  - Ski Dazzle, 563
  - uploading photos, 624–627
  - using to improve search engine rankings, 639
- Flickr Commons, 74
- Flixster site, 648
- Flowtown, 36
- folksonomy, 144
- Follow bucket, Tweeppler application, 367
- Follow button, Twitter, 325, 327
- Follow Company link, LinkedIn, 537
- Follow Friday, Twitter, 347, 357
- Follow Us buttons, 74, 165, 203, 612
- followers, Twitter, 320
- following to follower to updates ratio, 390
- Forbes magazine, 87
- Forrester Research, 727–728
- forums, 130, 279
- Foster, Jim, 563
- four-second rule, 587
- foursquare, 108, 131, 652, 774
- fps (frames per second), 268, 288
- frame rate, 288
- frames, searching, 154
- frames per second (fps), 268, 288
- free blogging service, 223
- Free Press Release site, 742
- free version
  - BlogTalkRadio, 275
  - Flickr, 625
  - Netcarnation, 120
- freebies, 753–754
- freemium business model, 729
- Freemium tools, 82
- freerangestock.com, 74
- freestanding e-commerce tools, 119
- FreeTellAFriend site, 204
- FreshBooks, 85–86
- Friend or Follow plug-in, 365
- FriendFeed site, 654
- friends
  - Facebook, 400
  - MySpace, 600
- Friendster site, 591, 654
- Frogloop.com, 702
- front-loading page description, 148
- FTC (Federal Trade Commission), 75
- fudge factor, recording, 284
- Full name field, MySpace sign-up page, 601
- Full Name section, Twitter, 323

- Full Nest demographic, 39
- full networks, 12
- Functions list, LinkedIn, 507
- The Funded site, 645
- funnels, 676–680
  
- **G** ●
- galleries, Flickr, 633
- gaming, social, 754–755, 765–766
- GanttProject, 59
- GarageBand application, 296–297
- Gather site, 654
- Gender field
  - Flickr profile, 621
  - MySpace profile, 602
- generational Web sites, 651–652
- geo monitoring, 131
- GeoChirp plug-in, 366
- geographic segmentation, 37–39
- geographical Web sites, 652
- geotags, 626
- GetDegrees, 556
- Getty Images site, 638
- GIF files, 330, 360, 412, 421, 514
- Gigya, 133
- Gilt site, 762
- GirlSense site, 653
- Gizmodo, 200
- Global Settings section, Flickr, 622–623
- Go Daddy site, 238
- Go to This Podcast
  - option, iTunes, 312
- goals, 27, 215–216, 600–601, 676–680
- GoingUp! site, 665
- Goodies page, Twitter, 375
- Goodreads site, 648, 717
- Google
  - personalized search, 169
  - submission URLs, 139
  - Traffic Medium report, 674
  - user dynamic, 139
- Google AdPlanner, 556
- Google Alerts
  - Behind the Burner company, 723
  - monitoring, 124
  - Omelle, 129
  - overview, 125
  - Roger Smith Hotel, 30–32
- Google Analytics
  - Barry’s Farm, 200
  - Behind the Burner company, 723
  - checking Web site referrals, 545
  - creating goals and funnels for social media, 676–680
  - integrating social media analytics, 672–676
  - Ning, 586, 590
  - Omelle, 129
  - overview, 242–243, 669–671
  - Posh Designs Scrapbook Store, 570
  - Posterous and, 108
  - Ski Dazzle, 563
  - statistical packages, 665
  - tracking Web site referrals, 383
- Google Blog Search, 130
- Google Bookmarks, 185
- Google Buzz
  - for business, 781–783
  - Gmail account, 783–784
  - name registration, 79
  - NBC Olympics Twitter Tracker, 102
  - setting up Google business profile, 784–786
  - updating, 108
- Google Calendar, 59
- Google E-Commerce tracking site, 708
- Google FeedBurner
  - burning feed, 244–247
  - checking Web site stats, 305–306
  - publicizing feed, 247–248
  - RSS and, 110
  - statistical packages, 665
  - trackbacks, 255
- Google Insights feature, 42–43, 141, 739
- Google Keyword tool, 141
- Google News, 131
- Google PageRank, 159–161
- Google Ping, 112
- Google Reader, 131
- Google Search, 83
- Google Toolbar, 160, 556
- Google Trends, 125
- Google Webmaster, 150, 159
- Google Wonder Wheel, 141
- Googlerankings.com, 182
- Goojet, 63
- Gorringer, Heather, 90–93
- Gowalla, 774–776
- grammar-checking, 248
- Grandparents.com, 652

graphical dashboard, 61  
 Gray, Judy, 563  
 gray-market link site, 164  
 grouping photos, Flickr, 627  
 Groupon service, 759–762  
 groups  
   Facebook, 445–450, 472–473  
   Flickr, 631, 632  
   LinkedIn, 511–518  
   MySpace, 607–608  
   Yahoo!, 563  
 Groups and Associations  
   text field, LinkedIn, 489  
 Groups Directory page, LinkedIn, 511–512  
 Groups feature, Ning, 585–586  
 Groups section, Facebook, 446  
 groupthink, 190  
 guerrilla marketing  
   approach, 34, 650  
 guest pass, Flickr, 635  
 Gugnani, Divya, 722–723  
 Guru account, YouTube, 289

## • H •

Hanna, Jim, 94  
 hard costs, 310  
 hardware  
   podcast, 258–261  
   videocast, 281–283  
 Harvard Business School  
   Toolkit site, 702  
 hashtag (#), Twitter, 333, 342, 347–348, 389–390

hashtag category, Twitter Analyzer, 384  
 HD (high-definition) video, Vimeo, 293  
 headings, search terms, 153  
 headlines, 170, 196  
 headphones, 285  
 Healing Waterfall site, 116  
 Heap, Anne, 678  
 Heap, Jesse, 678  
 Heatwave Interactive, 764  
 hellotxt application, 107, 367  
 Help a Reporter Out site, 742  
 Help link, Twitter, 321  
 Help site, Ning, 586  
 Hendrickson, Greg, 563–564  
 hi5 site, 654  
 high school Web sites, 651  
 high-definition (HD) video, Vimeo, 293  
 high-speed connections, 158  
 Highstein, Max, 115  
 Hitwise, 592  
 home page, WordPress, 234  
 Honors and Awards text field, LinkedIn, 490  
 HootSuite, 63, 107  
 hosted videos, embedding, 440  
 HostGator, 258  
 hosting service, blogging, 226–236  
 HoverSpot.com, 654  
 HowSociable? site, 126  
 HTML (HyperText Markup Language), 172, 462, 635

HTML links, Flickr, 635  
 HTML `nofollow` attribute, 172  
 HubPages site, 654  
 HubSpot site, 103, 476, 664, 711, 742  
 Humble Voice site, 647  
 hybrid personal-and-business account, 68  
 HyperText Markup Language (HTML), 172, 462, 635

## • I •

I Am Currently drop-down menu, LinkedIn, 484  
 IAB (Interactive Advertising Bureau), 751  
 IceRocket search engine, 131, 179  
 ID3 tags, iTunes, 269  
 Ignite Social Media, 556  
 Ignore bucket, Tweeppler application, 367  
 iGoogle, 63  
 iliketotallyloveit.com, 649  
 iLoveCurrySimple.com, 567  
 image editing application, Twitter, 360  
 Imagekind site, 647  
 images, 174–175, 231–232.  
   *See also* photos  
 iMantri site, 651  
 iMedia Connection site, 694  
 impact, multiplying. *See* integrating social media

- Import a Blog dialog box, Facebook, 459
- Import Contacts and Invite page, LinkedIn, 494
- inbound links
  - creating for Facebook
    - business page, 440
  - creating resource page for outbound links, 166–169
  - effective, 161
  - getting from social
    - bookmarks and social news services, 165
  - Google PageRank, 159–161
  - hunting for links, 161–164
  - implementing campaign, 164–165
  - reaping from social media, 165–166
  - social bookmarking and news service, 188
  - tracking, 307
- Inbox, LinkedIn, 509–510
- Inc.com resource site, 71
- Include scrollbar
  - preference, Twitter Profile widget, 377
- Independent Collectors site, 647
- index concept, audience behavior, 561
- indexing site, 156–158
- individual privacy, 74
- Industries list, LinkedIn, 507
- industry buzzwords, 337
- industry podcasts, 217
- industry-specific jargon, 140
- influencers, cultivating, 740–741
- influentials, 188
- Info tab
  - Facebook, 177, 403, 439–440
  - iTunes, 269
- information genre, 687
- Information icon, iTunes, 312
- infringement, avoiding, 72–74
- in-house personnel, marketing team, 69
- Inner Suburbs social group, 38
- Insights feature, Google, 42–43, 141, 739
- integrating social media
  - e-mail, 734–739
  - overview, 733
  - paid advertising, 748–752
  - public relations, 739–748
  - strategizing, 734
  - Web site, 752–758
- intellectual property, 72, 77, 641
- Interactive Advertising Bureau (IAB), 751
- Interactive Insight Group site, 702
- interest group
  - segmentation, 41–43
- Interesting option, Flickr, 640
- “interestingness” algorithm, Flickr, 635
- Interests module, MySpace profile, 602–603
- internal performance measurement, 661
- International Technology Law Association
  - resource site, 76
- international Web sites, 652
- Internet Advertising
  - Bureau site, 694
- Internet Advertising Competition site, 694
- Internet Legal Research Group resource site, 76
- Internet Public Library, 162
- Internet service provider (ISP), 158
- interruption marketing, 335
- introductions, LinkedIn, 500, 548–549
- invitations, 509–511, 634
- Invite Friends dialog box, Facebook, 449
- Invite People to Join link, Facebook, 449
- Invite tab, Ning, 589
- Invite These Contacts button, Twitter, 327
- iPhone, 624, 774
- iPod touch, 365–366
- Is Your Question Related To? section, LinkedIn, 530
- is.gd site, 114
- ISP (Internet service provider), 158
- iStockphoto site, 74
- ITBusinessEdge site, 70
- Item Enclosure Downloads option, Google FeedBurner, 246

- iTunes
    - checking podcasting subscribers, 311–313
    - optimizing podcast, 269–271
    - posting podcast, 276–278
    - registering podcasts, 219
    - Wiggly Wigglers use of, 91–92
  - iwearyourshirt.com, 48–50
- **J** •
- Jackson, Tim, 757
  - Jigsaw site, 645
  - Jing site, 655
  - Jobs drop-down menu, LinkedIn, 527
  - Jobs Home page, LinkedIn, 505, 507
  - Jodange site, 81
  - Join Group page, LinkedIn, 512–513
  - Join Now link, Ning, 573
  - JPEG file, 330, 360, 412, 421, 514
  - Just for Friends or Everyone? section, Facebook, 457
- **K** •
- K9 Cuisine, 95–96
  - Kaboodle site, 129, 197, 649
  - Kazivu, 197
  - Keotag, 203
  - key performance indicators (KPI)
    - A/B testing, 682–684
    - categories, 661
    - establishing for sales, 707–711
    - overcoming measurement challenges, 682
    - overview, 681–682
  - Keyword field, Ning, 576
  - keyword metric, 685
  - Keyword tool, Google, 141
  - <keyword> metatag, 147–148
  - keywords
    - adding to blog, 250–251
    - adding to Facebook photo captions, 440
    - Facebook page, 439
    - LinkedIn profile, 520
    - tag clouds, 143–145
    - tags, 143
    - vlogs, 220
  - KGen, 141
  - King Ping, 112
  - KISS principle, 577
  - Klout, 45, 134
  - Knowles, James, 30
  - Kontagent, 666
  - KPI. *See* key performance indicators
- **L** •
- labor cost, 57
  - LaFave, Nicole, 128–129
  - Landed Gentry social group, 38
  - Last.fm site, 648
  - Latest activity feature, Ning, 583
  - Laughing Squid, 238
  - lavalier microphones, 282
  - Lawyers.com, 649
  - Layout link, Blogger Dashboard, 233
  - Layout options, Blogger, 232
  - leads, KPI, 661
  - LEADS Explorer site, 711
  - learning curve, 58
  - ledes, social news story, 196
  - legal issues, 72–76
  - legal-oriented social networks, 649
  - LibraryThing site, 648
  - life stage segmentation, 39–40
  - lifetime customer value, 705
  - Lijit, 130
  - Like button, Facebook, 436, 440, 445
  - Likes & Interests area, Facebook, 443
  - Limeshot Design, 362
  - lingo, Twitter, 346–347
  - Link a Page to Twitter button, Facebook, 407
  - link farm, 164
  - link juice, 161, 171
  - Link to Twitter button, Facebook, 406–407
  - linkable pages, 156–157
  - LinkedIn
    - analytics, 666
    - answering questions, 531–534
    - applications, 534–536
    - asking questions, 528–531
    - company profiles, 536–540
    - contacts, 520–525
    - Crafty Chica site, 717

- creating company page, 540–543
- defined, 4
- demographics, 483
- determining suitability, 482–483
- establishing yourself as expert, 518
- finding jobs, 505–507
- getting connected, 493–496
- groups, 511–518
- invites, 509–511
- matching network to goals, 555
- measuring metrics, 545–549
- messages, 507–511
- name registration, 79
- network, 499–504
- optimizing, 178
- overview, 479–481
- paid advertising, 749
- posting job ads, 525–527
- real-time search, 179
- recommendations, 496–498
- searching for people, 525
- setting up account, 484–486
- setting up profile, 486–493
- tweaking profile, 519–520
- updating, 108
- LinkedIn Mobile site, 770
- Linkin Park site, 569
- LinkPopularity.com, 161–162
- Linkroll, 185
- links
  - adding to blog, 231–232
  - effect on site visibility, 220
  - effectiveness of, Facebook, 471
  - posting in e-mail signatures, 298
  - search terms, 153
  - tagging, 687
- Links category, Twitter Analyzer, 384
- LinkVendor, 150
- List widget, Twitter, 376
- listening, 84–87
- live show, 273
- LiveVideo site, 655
- LivingSocial service, 759, 763
- local message boards, Ski Dazzle, 563
- Location field, MySpace sign-up page, 602
- Locations link, LinkedIn company page, 542
- Log Rover site, 667
- logging visits per follower, tracking, 391–392
- logos, 74, 515, 542
- lolligift site, 649
- Looking For section, Facebook, 403
- Loopt site, 131, 776–777
- LooptStar program, 777
- Loyalty Lab, 590
- lurking, 84, 279, 560
- Lyris HQ site, 667
- M •**
- Magpie site, 357
- Maholo.com, 655
- MailChim, 736
- Majestic-SEO, 162
- Make Admin button, Facebook, 438
- Make Me Sustainable site, 652
- Manage Jobs option, LinkedIn Job drop-down menu, 527
- Manage My Ads link, Facebook, 444
- Manage tab, Ning, 579, 588
- Manage Tags window, LinkedIn, 523–524
- mapping, social
  - applying to B2B, 773
  - foursquare, 774
  - Gowalla, 774–776
  - location apps on Facebook and Twitter, 777
  - Loopt, 776–777
  - meet-ups, 777–781
  - overview, 771–773
  - tweet-ups, 777–781
- marketing
  - advantages, 15–21
  - advertising, 20–21
  - branding, 17
  - building relationships, 17–18
  - defined, 10–15
  - determining need, 9–10
  - developing strategic plan, 24–32
  - disadvantages, 21
  - improving business processes, 18–19
  - improving search engine rankings, 19
  - integrating into overall marketing effort, 22–24
  - overview, 728–730
  - placement, 729–730
  - policy, 70–72
  - price, 729

- marketing (*continued*)
    - product, 728–729
    - promotion, 730
    - selling opportunity, 19–20
    - social media contracts, 69
    - target market, 16
  - Marketing Sherpa
    - 2009-10 B2B Marketing Benchmark Report, 746
    - 2010 Social Media Marketing Benchmark Survey, 734
  - B2B marketing, 43
  - optimizing, 150
  - tracking leads, 710
  - tracking social media, 103
- marketing strategy
- business-to-business markets, 43–45
  - online market research, 45–50
  - segmenting, 34–43
  - target market, 33–34
  - worksheet, 50–55
- marketing team
- hiring experts, 69
  - in-house personnel, 69
  - overview, 67–68
  - social director, 68–69
- MarketingExperiments site, 683
- MarketingProfs site, 63, 103, 702
- Married, no children demographic, 39
- Martin, Katie, 200
- Martin, Natasha, 570
- Mashable resource site
  - legal issues, 71–72
  - metrics, 683
  - publicity and public relations, 742
  - researching minor social networks, 556
  - tracking social media, 103
- Masi Bicycles, 757–758
- M-Audio Microtrack II, 260
- measuring metrics. *See also* metrics
  - blogging, 302–304
  - buzz, 129–134
  - Facebook, 469–476
  - hard and soft costs, 310
  - LinkedIn, 545–549
  - versus monitoring, 660–661
  - podcasting, 305–307, 311–313
  - Twitter, 383–392
  - vlogging, 304–305
  - Webalizer, 307–309
- media kits, 692
- Media Temple, 238
- mediabistro.com, 648
- medical-oriented social networks, 649
- MeettheBoss site, 645
- Meetup site, 655
- meet-ups, 779–781
- member directory, LinkedIn, 482
- Members and profiles feature, Ning, 583
- mentions, TweetDeck, 364
- Mercantec site, 118, 708
- MerchantCircle site, 652
- messages, 417–419, 507–511
- metadata, 145
- meta-indices, 163
- metatags, 147–150, 170
- metrics
  - applying advertising metrics to social media, 695–696
  - comparing across social media, 684–689
  - evaluating, 720–724
  - integrating social media with Web metrics, 689–692
  - key performance indicators, 681–684
  - obtaining for paid advertising, 692–695
  - online marketing and, 696–699
  - realistic expectations, 730–732
  - troubleshooting, 724–730
- microblogging, 12, 317, 655
- Micro-City Blues social group, 38
- microphones, 218, 258, 265, 284
- microsites, 689, 756–758
- Middle America social group, 39
- Middleburbs social group, 38
- Midtown Mix social group, 38
- MiGente.com, 651
- Milwaukee Electric Tool, 95–96
- minor social sites, 554–564
- Mister Wong, 185
- Mixx, 187
- MobGold site, 770



- Mobile settings, Twitter, 328–329
- MocoSpace site, 654
- Moderation feature, Ning, 585
- modifying blogs, 238–242
- MomJunction site, 652
- Mommysavers site, 652
- moms, Web sites for, 652
- Monetize link, Blogger
  - Dashboard, 233
- monitoring
  - company on Twitter, 336
  - data, 660–661
  - retweets, 386–388
- monitoring tools
  - Addictomatic, 124
  - Alterian SM2, 124
  - BrandsEye, 124–125
  - choosing, 124
  - determining what to monitor, 123
  - Google Alerts, 125
  - Google Trends, 125
  - HowSociable?, 126
  - monitorThis, 126
  - Moreover Technologies, 126
  - overview, 122–123
  - PostRank Analytics, 127
  - Social Mention, 127–129
  - Trackur, 129
  - WhosTalkin.com, 129
- monitorThis site, 126
- Mood module, MySpace, 613
- More link, Flickr, 632
- More site, 652
- Moreover Technologies, 126
- most-subscribed channels
  - category, YouTube, 291
  - most-viewed channels
    - category, YouTube, 291
- MothersClick site, 652
- Motionbox site, 655
- Motortopia site, 648
- MOV (QuickTime) format, 232
- MovableType application, 225
- Mozilla Firefox Live
  - Bookmarks, 108
- Mozilla Sunbird, 60–61
- MPEG format, 232
- MPEG-4 format, 268, 282, 288
- Muck Rack site, 742
- multimedia social media
  - blogging, 209–212
  - creating first blog post, 218
  - creating first podcast, 218–219
  - creating video Web log, 219–220
  - determining goals, 215–216
  - getting started, 216–217
  - maintaining enthusiasm, 221
  - mixing and matching content, 220–221
  - podcasting, 212–213
  - visibility, 220
  - vlogging, 214–215
- Multiply site, 655
- multiplying impact. *See* integrating social media
- Museum Marketing site, 103
- music, royalty-free, 296–298
- Music option, MySpace
  - Profile tab, 606
- Musician’s Friend, 259
- music-oriented social networks, 648
- MXL audio equipment, 259
- My Connections option, LinkedIn, 500
- My Groups section, LinkedIn group, 514
- My Polls link, Facebook, 458
- My Q&A section, LinkedIn
  - Answers page, 531
- My Question Is Focused Around a Specific Geographic Location check box, LinkedIn, 530
- My Starbucks Idea blog, 94
- My Website link, Twitter, 376
- Myartinfo site, 647
- myBBWO Web site, 653
- MyCatSpace site, 649
- MyDogSpace site, 649
- My.KicksonFire.com, 581–582
- MySpace
  - analytics, 666
  - bulletins, 608
  - Crafty Chica site, 717
  - cross-promoting, 611–613
  - customizing appearance, 604–606
  - exploiting demographics, 592–596
  - investment of time and resources, 601

- MySpace (*continued*)
    - managing blog, 608
    - matching network to goals, 555
    - Natasha Wescoat, 65–66
    - overview, 591–592
    - paid advertising, 749
    - profile, 602–604
    - promoting events, 608
    - reinforcing brand, 599
    - selecting groups, 607–608
    - selling via, 609–611
    - setting goals and objectives, 600–601
    - Ski Dazzle, 563
    - suitability, 596–598
    - updating, 108
  - MySpace Mobile site, 770
  - MySQL, 225, 236, 256
  - The Mystery Reader site, 648
  - MyTribalSpace.com, 651
  - myVidster, 197
  - MyYahoo!, 63
  - myYearbook site, 651
- *N* ●
- Nady audio equipment, 259
  - Name Your Ning Network box, Ning, 574
  - National Association of Photoshop Professionals (NAPP), 212
  - natural search, 138
  - navigation, search terms, 153
  - Naymz site, 81, 645
  - Netcarnation, 118–120, 609
  - Net-Savvy Executive site, 81
  - Netvibes site, 110
  - Network Activity section, LinkedIn, 481, 487
  - network genre, 687
  - Network Name field, Ning, 576
  - Networked Blogs
    - application, Facebook, 461
  - Networking module, MySpace profile, 603
  - networks
    - Chitika, 46–47
    - CurrySimple, 566–567
    - defined, 12
    - LinkedIn, 499–504
    - Ning, 568
    - peer-to-peer referral, 186
    - Plaxo, 519
    - professional, 12
    - Ryze, 519, 645
    - stratified social communities, 644–646
    - Web sites, 654
  - neutral links, 166
  - New Follower Emails
    - option, Twitter, 329
  - New Nesters, children
    - under 6 demographic, 39
  - New Post page, Blogger, 230
  - news
    - benefiting from, 187–188
    - distributing, 741–745
    - Follow Us buttons, 203
    - researching, 189–191
    - sharing, 185–187
  - Social Sharing buttons, 203–206
    - submitting to services, 193–196
    - timing submissions, 198–201
  - News, Google, 131
  - News Feed, Facebook, 396
  - news genre, 687
  - NewsFire site, 110
  - NewsGator site, 110
  - Newsvine, 187
  - Nexopia site, 652
  - niche market, 35
  - Nielsen BuzzMetrics, 134
  - Nielsen Claritas PRIZM, 38
  - Ning
    - badges, 589
    - choosing features and display options, 581–586
    - exploiting demographics, 571–572
    - four-second rule, 587
    - integrate social media analytics into Google, 672
    - integrating into Web, 566
    - making most of, 569–571
    - marketing community, 587–590
    - matching network to goals, 555
    - naming community, 580–581
    - overview, 566–568
    - pricing plans, 587
    - signing up, 572–580
    - Ski Dazzle, 562–563
    - “no ads” option, MySpace, 610

- nofollow attribute, 172, 176, 185
- Nolo resource site, 76
- nonalphanumeric character, 155
- nondisclosure agreement, 72
- None category, Google Traffic Medium report, 674
- nonprofit social networks, 649
- Notes application, Facebook, 458
- Number of tweets preference, Twitter Profile widget, 378
- 0 •
- ObjectiveMarketer site, 667
- objectives, MySpace, 600–601
- Offline Bits field, Flickr profile, 622
- Oliver Blanchard Basics of Social Media ROI site, 702
- Omelle site, 117, 128–129
- omnidirectional microphones, 283
- Omniture site, 668, 683
- one-click install, WordPress, 238
- one-line bio, Twitter, 176
- OneRiot search engine, 180
- “one-to-one” communication, 10
- online advertising resources, 694
- Online Bits field, Flickr profile, 622
- online events, 697
- online filing, trademark, 78–79
- online marketing, 45–50, 650, 696–699
- Online Marketing Blog, 103
- Online Marketing for Local Businesses site, 702
- online metrics resources, 683
- online newsroom, 740
- online résumés, 519
- online services, videocast, 288–295
- OnlyWire Application Programming Interface (API), 107, 110
- Open Press site, 742
- Open Share Icon Set site, 204
- open-ended questions, 95
- OpenProj, 59
- optimizing blog post, 229 Facebook, 177–178, 439 LinkedIn, 178 Marketing Sherpa, 150 podcast, 268–271 search terms, 145 videocast for Web, 287–288
- Options step, LinkedIn job posting, 526
- organic search, 138
- Organic traffic category, Google Traffic Medium report, 674
- Organize & Create tab, Flickr, 627, 630, 637
- Organize tab, Facebook Edit Album page, 425
- Organizr FAQ, 627
- Organizr feature, Flickr, 626, 627
- Orkut site, 652
- outbound links, 166–169
- Ow.ly site, 114
- p •
- Page Badges page, Facebook, 434
- Page Description metatag, 145, 148–149, 602
- Page Inlink Analyzer, 163
- Page Title tag, 145
- page views, tracking, 691
- Pageflakes, 63
- PageRank, Google, 159–161
- paid advertising, 693–695, 749–752
- Panalysis site, 702, 709
- PartnerUp site, 645
- passer-by classification, audience, 561
- passionistas, 568
- Password section, Twitter, 323
- password-protecting blogs, 251
- Past link, LinkedIn, 487
- patents, filing, 79
- PatientsLikeMe site, 649

- pay per impression, 444, 610
  - PayPal, 118
  - pay-per-click (PPC), 444, 610
  - peaks, waveform, 265
  - Peashoot application, 368–369
  - peer-to-peer referral network, 183, 186
  - People Like This section, Facebook, 438
  - People You May Know link, LinkedIn, 495
  - PERL, MovableType 5.0, 225
  - permalinks, 172, 174
  - Permalinks panel, WordPress, 174
  - permission marketing, 335
  - permission requests, copyright, 73
  - Permissions tab, Blogger Dashboard, 233
  - persistence, importance of, 221
  - Personal Information section, LinkedIn, 492
  - personal interest, importance of, 85
  - personal page, Facebook, 395–396, 400–404
  - philanthropy-oriented social networks, 649
  - Photo field, MySpace sign-up page, 602
  - Photo link, Google profile, 784
  - Photobucket site, 615, 654
  - photos
    - adding to Facebook business page, 412–414
    - copyright issues, 74
    - embedding offsite, 635–636
    - protecting, 641
    - release form, 74, 625
    - saving to use online, 158
    - searching, 154
    - social-media sharing services, 14
    - uploading to Flickr, 624–627
  - Photos and videos feature, Ning, 583
  - Photos tab, Facebook, 419–421
  - photostream, 625, 635–636
  - PHP application, 224–225
  - Pick a Web Address box, Ning, 574
  - PickensPlan site, 569
  - picture section, Twitter, 330
  - pictures. *See* photos
  - Ping, Google, 112
  - Ping Tool for Squidoo site, 113
  - Pingates site, 113
  - Pingdom, 112
  - Ping.fm by Seismic, 105–107
  - pinging, 111
  - Pingler site, 113
  - Ping-O-Matic! site, 113, 255
  - Pink Cake Box, 678–680
  - PitchEngine site, 742
  - Piwik site, 665
  - Pixtaker, 634
  - Plaxo network, 519
  - Plaxo Pulse site, 645
  - PlayFirst, 764
  - Playfish, 764
  - plug-ins, 239, 263–264, 365–366
  - Plug-ins section, WordPress
    - Dashboard, 253
  - Plurk site, 655
  - Plus account, Vimeo, 293–294
  - PNG files, 330, 360, 412, 421, 514
  - podcasts
    - announcing on Twitter, 372
    - archiving, 271–272
    - bandwidth-friendly host, 258
    - BlogTalkRadio, 275–276
    - checking iTunes subscribers, 311–313
    - cost, 310
    - creating first, 218–219
    - guidelines, 212–213
    - hardware, 258–261
    - iTunes, 276–278
    - multimedia plug-ins, 263–264
    - optimizing, 174–175, 268–271
    - promoting, 278–279
    - putting together, 267–268
  - Really Simple Syndication, 305–307
  - recording, 264–266
  - setting up Web site, 262–263
  - software, 261–262
  - TalkShoe, 273–274
  - uploading, 271–272
  - Wiggly Wiggles, 91–92
- Podcasts section, iTunes, 277
- point-of-sales (POS) package, 707

- Policy Tool for Social Media resource site, 71
- Poll for new results
  - preference, Twitter
  - Profile widget, 377
- polls, Facebook, 456–458
- Polyvore site, 649
- pop filters, microphone, 265, 284
- PopCap Games, 764
- Popularity category, Twitter Analyzer, 384
- Popularity icon, iTunes, 312
- popurls.com, 191
- POS (point-of-sales) package, 707
- Posh Designs Scrapbook Store, 570–571
- position, product, 729–730
- post comments, Facebook, 470
- Post To Wall box, Facebook, 457–458
- Posterous site, 108
- PostRank site, 127, 668
- Posts section, WordPress, 248
- PPA (Professional Photographers of America), 213
- PPC (pay-per-click), 444, 610
- Practical eCommerce site, 103, 118
- Premium Plus version, BlogTalkRadio, 275
- Premium Services, Ning, 581
- premium version, Netcarnation, 120
- Press About site, 742
- Press Release Grader site, 742
- press releases, 696, 746. *See also* public relations
- PressDoc site, 742
- price comparison sites, 729
- pricing plans, Ning, 587
- primary keywords, 171
- privacy
  - MySpace, 604
  - Ning, 585
  - respecting, 74
- Privacy & Permissions link, Flickr, 622, 638
- private calendar, 61
- private post, 251
- Pro version, Flickr, 625
- ProBlogger site, 97
- product
  - defined, 728–729
  - endorsement, 75–76
  - placement, 697
  - reviews, 197
- Product summary site, Ning, 586
- product tree, 708
- ProductCart site, 118, 120–121, 708
- professional network, 12
- Professional Photographers of America (PPA), 213
- professional profile, LinkedIn, 480
- Profile drop-down menu, LinkedIn, 496
- Profile page, Twitter, 176
- Profile tab, MySpace, 606
- Profile widget, Twitter, 376
- profiles
  - Facebook, 400–404
  - Flickr, 621
  - LinkedIn, 486–493, 519–520, 546–547
  - MySpace, 602–604
  - placing, 170
  - Web sites, 654
- profit margin, 713
- project management software, 59
- promo code, MySpace, 610
- promoted tweets, 748
- promoting
  - cross-promoting, 611–613
  - LinkedIn group, 516
  - MySpace events, 608
  - podcast, 278–279
- promotional codes, 19, 696
- promotional products, disclosing, 76
- Propeller, 202
- protecting brand, 77–82
- psychographics, 35, 40–41
- Public or Private field, Ning, 576
- public post, 251
- public relations
  - cultivating influencers, 740–741
  - distributing news, 741–745
  - emphasizing content, 745
  - formatting press releases, 746
  - setting up online newsroom, 740
- publicity vector, MySpace, 600

- publicizing feed, 247–248
  - PubSub search engine, 131, 180
  - Pulse! function, Loopt service, 777
  - punctuation, Twitter, 356
- **Q** •
- QOOP site, 655
  - The Quad site, 651
  - Quantcast, 35–36, 139, 189, 556
  - quantifiable objectives, 28
  - quarterlife site, 647
  - Question Mark icon, Facebook, 412
  - QuickTime (MOV) format, 232
- **R** •
- Radian6, 134
  - ramp-up time, 58–59
  - RankTracker, 182
  - Rapport Online, 704–705
  - reach, defined, 472
  - Reach category, Twitter Analyzer, 384
  - Reach statistic, RSS, 306
  - Reachmail, Ski Dazzle, 563
  - Reader, Google, 131
  - Reading List application, Amazon, 534–536
  - Real format, 232
  - Really Simple Syndication (RSS). *See* RSS (Really Simple Syndication)
  - real-time search, 179–181
  - Reason drop-down menu, Facebook, 432
  - reciprocal link, 159, 166
  - recording
    - podcasts, 264–266
    - videocasts, 283–285
  - reddit site, 185, 187, 742, 749
  - Redirection Plug-in, 174
  - Referral category, Google Traffic Medium report, 674
  - referrals, 383–384, 469–470, 525, 545–546, 697–699
  - referrer report, Google Analytics, 672
  - referrers metric, 686
  - registering podcast, 279
  - regular classification, audience, 561
  - rehearsing podcast, 265
  - Remember icon, 5
  - Remove Connections page, LinkedIn, 520–521
  - removing posts, 433
  - rendering software, videocast, 285–286
  - repeat visitors, Ning, 568
  - Report dialog box, Facebook, 432
  - re-purposing content, 165
  - ReputationDefender site, 81
  - Request for Proposal (RFP), 69
  - Request
    - Recommendations tab, LinkedIn, 496
  - researching
    - bookmarks, social, 189–191
    - minor social sites, 555–559
    - news, social, 189–191
  - resource URLs
    - business metrics, 702–703
    - Flickr, 628–629
    - Google Analytics, 670
    - mobile social media, 770
    - Ning, 586
    - publicity and public relations, 742
    - Really Simple Syndication, 109–110
  - résumé, online, 519
  - Retired Couples demographic, 39
  - Retired solitary survivor demographic, 39
  - return on investment (ROI). *See* ROI (return on investment)
  - Retweet dialog box, Twitter, 350
  - retweeting, 176, 320, 347, 350–351, 386–388
  - reunion.com, 651
  - revenue, 713
  - Reverse Order button, Facebook, 425
  - Review Ad page, Facebook, 444
  - review genre, 687
  - review sites, 15
  - Revver site, 655
  - ReZoom.com, 653
  - RFP (Request for Proposal), 69
  - robots (bots), 138
  - Roger Smith Hotel, 30–32

- ROI (return on investment)  
break-even point, 711–713  
calculating, 310, 703  
cost of customer acquisition, 704–707  
defined, 28–29  
determining, 714–718  
KPIs, 707–711  
profit, 713  
revenue, 713  
strategic marketing plan, 28–32  
Twitter, 369
- Rotem Gear, 89
- royalty-free music, 296–298
- RSS (Really Simple Syndication)  
feed, 104, 585, 637  
monitoring, 131  
overview, 108–111  
plug-in, 241–242  
reader, 108  
statistical analysis, 305–307
- RSS: News You Choose site, 110
- RSS Toolbox site, 110
- Ruder Finn site, 770
- Rustic Living social group, 39
- Ryze network, 519, 645
- S ●
- Sadler, Jason, 48–49
- sales, MySpace, 600
- Samson audio equipment, 259–260
- Sanchez, Gilbert, 594–595, 612
- Save Changes button  
Facebook, 409, 425  
Twitter, 331
- Save for Web menu  
option, photos, 158
- Sawmill LITE site, 668
- schedule, social media  
bounding time  
commitment, 58–59  
budgeting media time, 601  
Calendaring software, 59–61  
dashboard, 61–67
- Schedule options,  
Facebook, 443
- Schools module, MySpace  
profile, 603
- science-oriented social networks, 650
- ScienceStage.com, 650
- Scoopler search engine, 180
- Scout Labs site, 81, 134
- Scout tool, Flickr, 635
- scratch backs, 201
- screen name, Flickr, 621
- scripts, MovableType 5.0, 225
- Search, Google, 83
- Search Companies button,  
LinkedIn, 537
- Search Engine Colossus site, 163
- Search Engine Guide site, 150, 163
- Search Engine Journal site, 150
- Search Engine Land site, 63
- search engine marketing (SEM), 138
- Search Engine Optimization (SEO).  
*See also* inbound links  
assigning permalinks, 174  
avoiding non-searchable elements, 154–155  
blogs, 171–174  
configuring URLs, 155–156  
defined, 138  
Facebook, 177–178, 439–440  
Flickr, 616–617  
focusing on right search engines, 138–140  
images, 174–175  
indexing site, 156–158  
keywords, 140–145  
LinkedIn, 178  
marketing community, 587  
metatags, 145–150  
minimizing download time, 158  
monitoring ranking, 182  
Ning, 586, 588  
overview, 136–137  
placement of search terms, 153–154, 170–171  
podcasts, 174–175  
real-time search, 179–181  
tactics, 137–138  
Twitter, 175–176  
updating content, 152–153  
video, 174–175  
writing optimized first paragraph, 151–152

- Search Engine Result Pages (SERP), 135
- search engines
  - Aardvark, 179
  - BackType, 130, 179
  - blogs and, 210
  - Collecta, 179
  - IceRocket, 131, 179
  - improving ranking, 19
  - monitoring ranking, 182
  - notifying about updates, 111–113
  - OneRiot, 180
  - PubSub, 131, 180
  - ranking, 90
  - Scoopler, 180
  - using Flickr to improve ranking, 639
- Search feature
  - iTunes, 277
  - LinkedIn, 506–507
- Search for Anyone page, Twitter, 327
- Search Groups function, MySpace Groups home page, 607
- search terms
  - placing on social media, 153–154, 170–171
  - selecting, 140
- Search widget, Twitter, 376
- SearchCRM.com, 703
- SearchEngineWatch.com, 150, 702
- searching Twitter
  - blocking people, 352–353
  - hashtag, 348
  - lingo, 346–347
  - for local tweeples, 342–345
  - replying to user, 348–349
  - retweeting, 350–351
  - sending direct messages, 351–352
  - for tweeples, 338–340
  - for Twitter activity by business type, 340–342
- Second City Society social group, 38
- Second Life virtual world, 767
- secondary keywords, 171
- second-degree
  - connection, 481, 500, 502, 532, 546
  - See Who You Already Know on LinkedIn page, LinkedIn, 485*
- Seismic site, 655
- segmenting market, 34–43
- Select a Theme page, Twitter, 360
- Select Your Widget page, Twitter, 376
- Selecting features site, Ning, 586
- Sellit, 118, 122, 609
- SEM (search engine marketing), 138
- Semler, Matt, 31
- SEMrush.com, 142
- Send a Direct Message
  - drop-down menu, Twitter, 351
- Send Invitation button
  - Facebook, 430
  - LinkedIn, 494, 503
- Send Me a Copy check box, LinkedIn, 509
- Send Message button, LinkedIn, 508
- Send Request button, Twitter, 326
- Senior Enquirer site, 653
- SeniorHome.net, 556
- seniors, Web sites for, 652–653
- sentiment, 79, 82, 660
- SEO (Search Engine Optimization). *See Search Engine Optimization (SEO)*
- SEMOz, 151, 557
- SERank, 182
- Sermo site, 649
- SERP (Search Engine Result Pages), 135
- server-based clickstream analysis, 688
- server-side include (SSI), 156
- service marks, 78
- sets, Flickr, 627–630
- Setting Profile screen, Ning, 573–574
- Settings link, Blogger Dashboard, 233
- Settings option, WordPress, 174
- Settings section,
  - Facebook, 409–410
- Share an Update text field, LinkedIn, 504
- Share link, Ning, 588
- Share This button, Flickr, 635
- Share This functionality, 74
- Share Your Question with Your Connections page, LinkedIn, 530
- Shareaholic site, 204



- Shared Connections tab, LinkedIn, 500
- ShareThis plug-in, 204, 242
- Sharing & Extending link, Flickr, 624
- Shift Communications site, 742
- Shopit, 118, 122
- Shop.org site, 702
- shopping, social, 759–763
- shopping bookmark sites, 197
- shopping-oriented social networks, 649–650
- shortening URLs, 346, 390–391, 471, 504
- shorthand, LinkedIn posts, 504
- Shout function, Sellit, 122
- ShoutEm site, 655
- shouting, avoiding, 87
- Show Hashtags preference, Twitter Profile widget, 378
- show notes, podcast, 262–263
- Show Options button, Google Search, 83
- Show Timestamps preference, Twitter Profile widget, 378
- Shows & Sales tab, Ski Dazzle, 563
- Sign Up Now button, Twitter home page, 321
- Sign Up page, Ning, 573
- sign-up option, e-newsletter, 19
- sign-up page, MySpace, 601
- Simfany, 197
- Simpson, Brian, 30
- Single, no children demographic, 39
- Singleness field, Flickr profile, 621
- Site Explorer, Yahoo!, 158
- Site Meter site, 668
- site rating, 201–203
- Site Stats Lite site, 668
- Sitemap (XML), 158
- SitePoint site, 81
- SiteReportCard, 182
- Ski Dazzle, 562–564
- Skills field, LinkedIn job posting, 526
- Slashdot site, 103, 187
- slice-of-life video, 214
- SmartyPig contest, 755
- Smashing magazine site, 97
- SMO (Social Media Optimization), 135
- SnapFiles, 197
- Snipurl site, 114
- Snowball USB microphone, 258
- Snowflake USB microphone, 258
- SociafyQ site, 665
- social bookmarks, 165
- social director, 68–69
- social gaming, 764–766
- social mapping, 771–781
- social media buttons, 203–206
- Social Media for Firefox, 191
- Social Media Governance resource site, 71
- social media marketing. *See* marketing
- Social Media Marketing Blog, 103
- Social Media Marketing Group on LinkedIn site, 103
- social media marketing strategy. *See* marketing strategy
- Social Media Metabase, 126
- Social Media Optimization (SMO), 135
- Social Media Today Blog, 103
- Social Mention, 127–129
- Social Meter, 191
- Social Network Directory, 569
- Social Networking Business Blog, 103
- Social Networking Watch, 557
- social news services, 15, 131, 165
- Social Notes Widget for Products site, 204
- Social Sell, 118
- Social Sharing button, 166, 190, 203–206
- social shopping, 14, 647, 759–763
- socializers, 136
- SocialMediaTrader.com, 770
- SocialOomph, 132
- SocialSpark site, 357
- soft costs, 310
- soft selling, 88–89
- software
  - blogging, 11, 212, 216, 224
  - podcast, 261–262
  - reviews, 197
  - videocast, 285–286

- Solitary work retiree demographic, 39
  - Sologig.com, 519
  - Sonico site, 652
  - Sony Vegas software, 261, 286
  - Sorenson Squeeze, 268, 287
  - SORO (state of retailing online), 702
  - soundproofing for recording, 284
  - spam, 193, 253
  - spammers, blocking on Twitter, 352
  - Speaker's Corner, London, 209–210
  - spell-checking, 248
  - Sphinn site, 104, 187, 650
  - Spiceworks, 750
  - spiders, 111, 138
  - Spiral16 Spark, 134
  - splash page, 154–155
  - Splendid CRM site, 711
  - Spoke site, 645
  - Sponsored Tweets site, 357
  - sports-oriented social networks, 650
  - Spurl.net, 185
  - Squidoo, 555
  - SSI (server-side include), 156
  - Stamen Design, 102
  - standalone reader, 108
  - Standard account, YouTube, 289
  - standard Facebook uploader, 423
  - standard press distribution sources, 743
  - Start a Discussion page, LinkedIn, 516–517
  - Start Importing link, Facebook, 461
  - Start New Topic page, Facebook, 454
  - StartupNation site, 645
  - StatCounter site, 665
  - State of Inbound Marketing 2010, The, 698
  - state of retailing online (SORO), 702
  - Static FBML Box application, Facebook, 178, 462–463, 465
  - statistics options, FeedBurner, 246
  - Status module, MySpace, 613
  - sticky post, 251
  - Stock Exchange, 74
  - stock photography, 638–639
  - strategic marketing plan
    - establishing goals, 27
    - estimating costs, 28
    - identifying target markets, 28
  - minor social sites and, 554–555
  - return on investment, 28–32
  - setting quantifiable objectives, 28
  - stratified social communities
    - advantages of smaller sites, 643–644
    - networking, 644–646
    - selecting by activity type, 654–656
    - selecting by demographic, 650–653
    - selecting by vertical industry sector, 646–650
  - streaming video, 268
  - StumbleUpon, 129, 184, 185, 200, 202
  - Stylehive site, 197, 649
  - Subjects category, Twitter Analyzer, 384
  - submissions, timing, 198–201
  - Submit for Discussion button, LinkedIn, 518
  - subscribing, RSS feed, 109
  - Suggest Experts button, LinkedIn, 534
  - Suggest to Friends text link, Facebook, 430
  - swapping bookmarks, 202–203
  - swarm badge, foursquare, 774
  - synchronizing calendars, 60
  - syndication, 655–656
  - Sysomos Heartbeat, 134
- T •**
- Tab Manager, Ning, 580
  - tag clouds, 143–145
  - Tag list field, Flickr, 639
  - Tagged site, 654
  - Tagline field, Ning, 576
  - tags
    - adding to blogs, 250–251
    - collaborative tagging, 144

- defined, 140
- Flickr photos, 626–627
- LinkedIn contacts, 523–525
- links, 687
- placing, 170
- videos, 296, 299
- Tags text field, WordPress, 250
- Take-Two Interactive Software, 764
- Talkbiznow site, 645
- TalkShoe, 273–274
- Taos Sacred Places site, 731
- target market
  - finding, 16–17
  - locating online, 33–34
  - lurking, 560
  - quantifying market presence, 561
  - responding, 560
  - strategic marketing plan, 28
- Targeting section, Facebook, 443
- Targus, Inc., 85–86
- Taste and Share community, 569
- tech tools
  - content distribution tools, 104–108
  - e-commerce tools, 115–122
  - measuring buzz by type of service, 129–134
  - monitoring tools, 122–129
  - notifying search engines about updates, 111–113
- Really Simple Syndication, 108–111
- shortening URLs, 113–115
- tracking trends, 102–104
- TechCrunch resource site, 72, 104
- Techmeme site, 88, 104
- Technical Stuff icon, 5
- technology-oriented social networks, 650
- Technorati, 130, 306
- 10 Short URL Services Face Off site, 114
- test episodes, podcast, 219
- testimonial links, 159
- testimonials, Flickr, 634
- text (TXT) files, 485
- Text boxes feature, Ning, 583
- text links, 153
- TextEdit, 242
- themes, blog, 238–242
- Things to Do feature, LivingSocial, 763
- third-degree connection, 481, 500, 546
- third-party application, Ning, 585
- This Exact Phrase text box, Twitter, 340–341
- This Is the Album Cover radio button, Facebook, 424
- ThisNext site, 197, 649
- time commitment, bounding, 58–59
- time per visit, 691
- timing submissions, 198–201
- TinyURL site, 114, 374
- Tip icon, 5
- Title field, Flickr, 639
- <title> tag, 146, 148
- titles
  - adding to Flickr photos, 626–627
  - adding to video, 296
  - placing, 170
- ToldYa site, 118
- Toms Skyline Design, 557
- Toolbar, Google, 160, 556
- Toolbar Options dialog box, Google, 160
- Toolkit Café resource site, 71
- tools
  - content distribution, 104–108
  - e-commerce, 115–122
  - monitoring, 122–129
- TopRank Online Marketing site, 81
- trackbacks, 172, 220
- tracking
  - Facebook information, 472–473
  - trends, 102–104
  - Twitter links, 390–391
- Trackur site, 82, 129, 191
- trademarking brand names, 78–79
- traffic
  - driving to Web site, 740
  - KPIs, 661, 685
  - patterns, RSS, 306
  - social bookmarking and news service, 188
- Traffic Medium report, Google, 674
- Traffic Sources page, Google Analytics, 383

- traffic-building
  - techniques, Ning, 588–590
- travel reviews, 197
- Treat Creative Commons, 639
- TreeHugger site, 648
- Trendpedia site, 82, 130
- Trendrr site, 82
- Trends, Google, 125
- trends, tracking, 102–104
- tribe.net site, 652
- TripAdvisor, 75, 197
- tripod, camcorder, 282
- troubleshooting, 724–730
- Trumba, 60
- twable plug-in, 366
- twalala, 132
- tween Web sites, 653
- tweeple, 335, 337–340, 342–345
- Tweepler application, 367
- tweeps, 347
- tweet, 278, 347
- Tweet This plug-in, 372
- TweetBeep, 132
- TweetDeck
  - defined, 132
  - links, 374
  - monitoring retweets, 386
  - overview, 108
  - tracking followers, 363–364
- TweetFeel site, 82
- tweeting, 363–366
- TweetMeme, 132
- Tweets category, Twitter Analyzer, 384
- TweetStats, 666
- TweetStats program, 384
- tweet-up, 347, 779–781
- Twellow, 132
- Twellowhood, 777
- 20 Something Bloggers site, 651
- twirl application, 367
- twibe, 335, 342, 347, 354–355
- TwInfluence program, 384
- Twingly, 187
- Twitaholic, 45–46
- Twitalyzer, 667
- TwitBacks, 362
- Twitbin plug-in, 366
- Twitdom application, 367
- TwitPie application, 367
- TwitrBackgrounds.com, 362
- twitrounds, 362
- Twitrratr site, 82
- Twitter
  - activity by business type, 340–342
  - adding widgets to Web site, 375–382
  - additional applications, 366–368
  - advertising, 357
  - Barry’s Farm, 200
  - blocking people, 352–353
  - brand representation, 320–321
  - The Coffee Grounds shop use of, 86
  - combining blog with, 371–372
  - Crafty Chica site, 717
  - creating account, 321–328
  - cross-promoting on, 613
  - customizing page, 359–363
  - defined, 4
  - demographics, 319
  - drawing traffic to blog, 372–373
  - drawing traffic to Web site, 373–374
  - etiquette, 355–356
  - feed, 406–409
  - Follow Friday message, 357
  - FreshBooks, 85
  - getting in touch with local tweeple, 342–345
  - getting started, 332–333
  - hashtag, 348
  - integrate social media analytics into Google, 672
  - lingo, 346–347
  - linking to Facebook page, 381–382
  - location apps, 777
  - matching network to goals, 555
  - measuring metrics, 383–392
  - monitoring tools, 131–132
  - name registration, 79
  - Natasha Wescoat, 65–66
  - Omelle, 128
  - opportunities, 320
  - optimizing, 175–176
  - paid advertising, 749
  - Peashoot application, 368–369
  - poll, 373
  - Posh Designs Scrapbook Store, 570
  - reducing promotional density, 89
  - replying to user, 348–349
  - retweeting, 350–351
  - Roger Smith Hotel, 30–32

- searching for tweeple, 338–340
- sending direct messages, 351–352
- setting up page, 328–332
- Ski Dazzle, 563
- SmartyPig contest, 755
- starting campaign, 353
- trackbacks, 255
- tweet business strategy, 335–338
- tweeting from desktop, 363–365
- tweeting from phone or iPod touch, 365–366
- twibe resource, 354–355
- updating Flickr blog, 637
- Wiggly Wigglers, 92
- Twitter Analyzer program, 384
- Twitter Grader, 667
- Twitter Mobile site, 770
- Twitter Search, 132, 180
- Twitter Sentiment site, 82
- Twitterati, 347
- Twitterese, 346
- Twitterfeed application, 367
- TwitterGrader.com program, 386
- TwitterLocal application, 345
- twitvision application, 367
- twittiquette, 355–356
- Twitt(url)y application, 367
- twtpoll application, 368
- twtQpon application, 753–754
- TXT (text) files, 485
- TypePad, 111
- **U** •
- ÜberTwitter application, 365
- uberVU site, 63, 668
- UGAME site, 653
- Unfollow option, Twitter, 353
- Unica NetInsight site, 668
- Unilyzer, 63
- unique users metric, 685
- United States Copyright Office resource site, 75
- United States Patent and Trademark Office resource site, 76, 79
- Uniteddogs site, 649
- Unprocessed bucket, Tweepler application, 367
- Unpublished Photos dialog box, Facebook, 425
- Updates button, Google Search, 83
- updating content, 152–153
- LinkedIn status, 518, 548
- posting updates with Ping.fm, 105–107
- tweets in real-time, 363
- WordPress themes, 238
- uploading photos to Facebook album, 421–425
- photos to Flickr, 624–627
- photos to TweetDeck, 364
- podcasts, 271–272
- videocasts, 295–296
- Urban Cores social group, 38
- Urban-uptown social demographic, 38
- URL Snipping Services site, 114
- URLs. *See also* resource URLs
  - adding to wall, 440
  - configuring, 155–156
  - custom, Facebook, 466–467
  - shortening, 113–115, 504
- UrlTrends, 151
- usage, statistics, by country, 308–309
- USB compatibility, microphone, 259
- USB microphones, 258
- Username section, Twitter, 323
- Ustream site, 655
- UsTrendy site, 650
- **V** •
- valleys, waveform, 265
- values, attitudes, and life styles (VALS) chart, 41
- Variable Bitrate (VBR), 269
- vcard file (VCF), 485
- vertical industry sector, 646–650
- video
  - adding to blog, 231–232
  - adding to Facebook business page, 426–429
  - editing applications, 267
  - optimizing, 174–175
  - social-media sharing services, 14

- video capture program, 282
  - Video option, MySpace
    - Profile tab, 606
  - Video tab, Facebook, 419–421
  - video Web logs. *See* vlogging
  - videocasting
    - adding music, 296–298
    - archiving, 295–296
    - hardware, 281–283
    - online services, 288–295
    - optimizing video for Web, 287–288
    - putting together, 286–287
    - recording, 283–285
    - software, 285–286
    - tips to getting
      - recognized, 298–299
    - uploading video, 295–296
    - Wiggly Wigglers, 92
  - Videos section, YouTube, 290
  - View All Features link, Ning, 577
  - View Reports drop-down menu, Google Analytics, 383
  - View Settings section, Facebook, 411
  - view-point questions, 95
  - Views option, Flickr, 640
  - Vimeo
    - defined, 655
    - editing profile, 299
    - embedding hosted videos, 440
    - overview, 293–294
    - uploading videos, 295
  - virtual introduction, LinkedIn, 500
  - virtual living, 766–768
  - virtual storefront, 115
  - visibility
    - enhancing, 220
    - MySpace, 604
    - Twitter, 176
  - VisitorVille site, 668
  - Vivid Image site, 97
  - vlogging
    - adding to Facebook page, 426–427
    - creating first video Web log, 219–220
    - hard and soft costs, 310
    - Natasha Wescoat, 65–66
    - types of, 214–215
    - videos, 304–305
  - voice, finding, 90–93
  - Voice Over Internet Protocol (VoIP) phone service, 273
- *W* ●
- Wadja site, 770
  - Wall, Facebook, 396–397
  - wall posts, Facebook
    - business page, 432–433
  - Wallace, Adam, 30–31
  - Want More option, Google FeedBurner, 246
  - Warning icon, 5
  - watermarking, 641
  - waveform, defined, 265, 284
  - WE twenzd pro site, 82
  - web analytics, 659
  - Web Analytics Association site, 683
  - Web Analytics
    - Demystified Blog, 684
  - Web Analytics World Blog, 684
  - Web Analytics, Yahoo!, 42, 666
  - Web ring, 164
  - Web site
    - integrating social media, 752–758
    - tracking referrals from Twitter, 383–384
    - tweeting from phone or iPod touch, 365–366
    - using Twitter to add widgets, 375–382
    - using Twitter to draw traffic to, 373–374
  - Web sites. *See* names of specific Web sites
  - Web Strategy Blog, 557
  - Webalizer site, 307–309, 665
  - webanalytics Forum site, 684
  - Web-based reader, 108
  - Webby Awards site, 694
  - webinars, 354
  - weblogs. *See* blogs
  - Weblogs site, 113
  - Webmaster, Google, 150
  - Webmaster Central, Google, 159
  - Webmaster Toolkit, 163
  - WebPosition4Standard, 182
  - WebPosition.com, 138
  - WebProNews site, 684
  - Website Link field, Facebook, 460

- Websites drop-down menu, LinkedIn, 489
  - WebsiteTips.com, 694
  - Webtrends site, 684
  - Webtrends Social Measurement site, 668
  - WeddingWire, 678
  - Wescoat, Natasha, 58, 64–66
  - wetpaint.com, 655
  - What is Pinging site, 113
  - Whatis.com, 703
  - What's Happening field, Twitter, 332
  - What's on Your Mind text field, Facebook Wall, 418
  - What's-in-it-for-me (WIIFM), 320
  - When Posted section, LinkedIn, 507
  - Where Do You Want to Post This Poll? section, Facebook, 457
  - White, Evan, 48–49
  - WhoLinksToMe, 163
  - WhosTalkin.com, 129, 191
  - Wickett plug-in, 372
  - wide screen format, 288
  - widgets
    - e-commerce, 115
    - MySpace, 606
    - Ning, 585
    - Social Mention, 127
    - using Twitter to add to Web site, 375–382
  - Wiggly Wigglers, 90–93
  - WIIFM (What's-in-it-for-me), 320
  - Wikipedia, 557
  - wikis, 15
  - Windows WMV format, 232
  - Wishpot site, 708
  - Wists site, 650
  - Women about Biz site, 645
  - Wonder Wheel, Google, 141
  - Woopra site, 666, 673
  - Word of Mouth Marketing Association resource site, 76, 694
  - word-of-mouth referral, 85, 697–699
  - word-of-Web referral, 697–699
  - Wordpot, 142
  - WordPress
    - analytics, 667
    - Google Analytics and, 242–243
    - Google FeedBurner, 244–248
    - hosting blog, 233–236
    - modifying blog, 238–242
    - multimedia plug-ins, 263
    - optimizing, 172–173
    - overview, 225–226
    - pinging, 111
  - WordPress Pinging site, 113
  - WordStream, 142
  - Wordtracker, 142
  - work-for-hire arrangement, 77
  - worksheet, social marketing, 50–55
  - Workshop and tutorials site, Ning, 586
  - Write Something about link, Facebook, 412
  - Writers Write site, 97
- X •
- Xenu Link Sleuth, 158
  - Xing site, 645
  - XinuReturns.com, 666
- Y •
- Y! Bookmarks, 185
  - Yahoo!
    - submission URLs, 139
    - user dynamic, 139
  - Yahoo! Calendar, 60
  - Yahoo! Groups, 563
  - Yahoo! News, 131
  - Yahoo! Site Explorer, 158
  - Yahoo! Web Analytics, 42, 666
  - Yammer site, 645
  - Y!Buzz, 187
  - Yelp site, 75, 652
  - Yes, Remove Them button, LinkedIn, 522
  - Yeti USB microphones, 258
  - Your Account page, Flickr, 622
  - Your Answer field, LinkedIn, 532–533
  - Your Connections text box, LinkedIn, 496
  - YouTube
    - Crafty Chica site, 717
    - embedding hosted videos, 440
    - overview, 290–292
    - Pink Cake Box, 678
    - Ski Dazzle, 563
    - uploading videos, 295
    - video requirements, 292
    - vlogging, 214–215

## • Z •

Zannel site, 770

Zazzle.com, 115, 118

ZenCart site, 703

Zinadoo site, 770

Zoho CRM site, 711

Zoom H2 Handy Recorder,  
260

ZoomRank.com, 138, 182

Zorpia site, 652

Zynga, 764