



Making Sense of the Noise: Social Media Listening Strategies

We'll cover:

Why Listen?

What to listen for.

Tips to fine-tune your search.

Creating a Listening Dashboard.

Why Listen?

Listen

Learn what audience thinks and feels.
Understand where they are.

Engage

Participate in conversations that build meaningful relationships.
Respond appropriately.

SOCIAL MEDIA STRATEGY

Spark

Spark peer-to-peer dialog and sharing with ideas and information.

Measure .

Collect data, analyze and adjust.



1.73 Billion
Internet users in 2009

400 Million
FaceBook users

60 Million
Users on LinkedIn

260 Billion
FaceBook page views per month

4 Billion +
Photos on Flickr

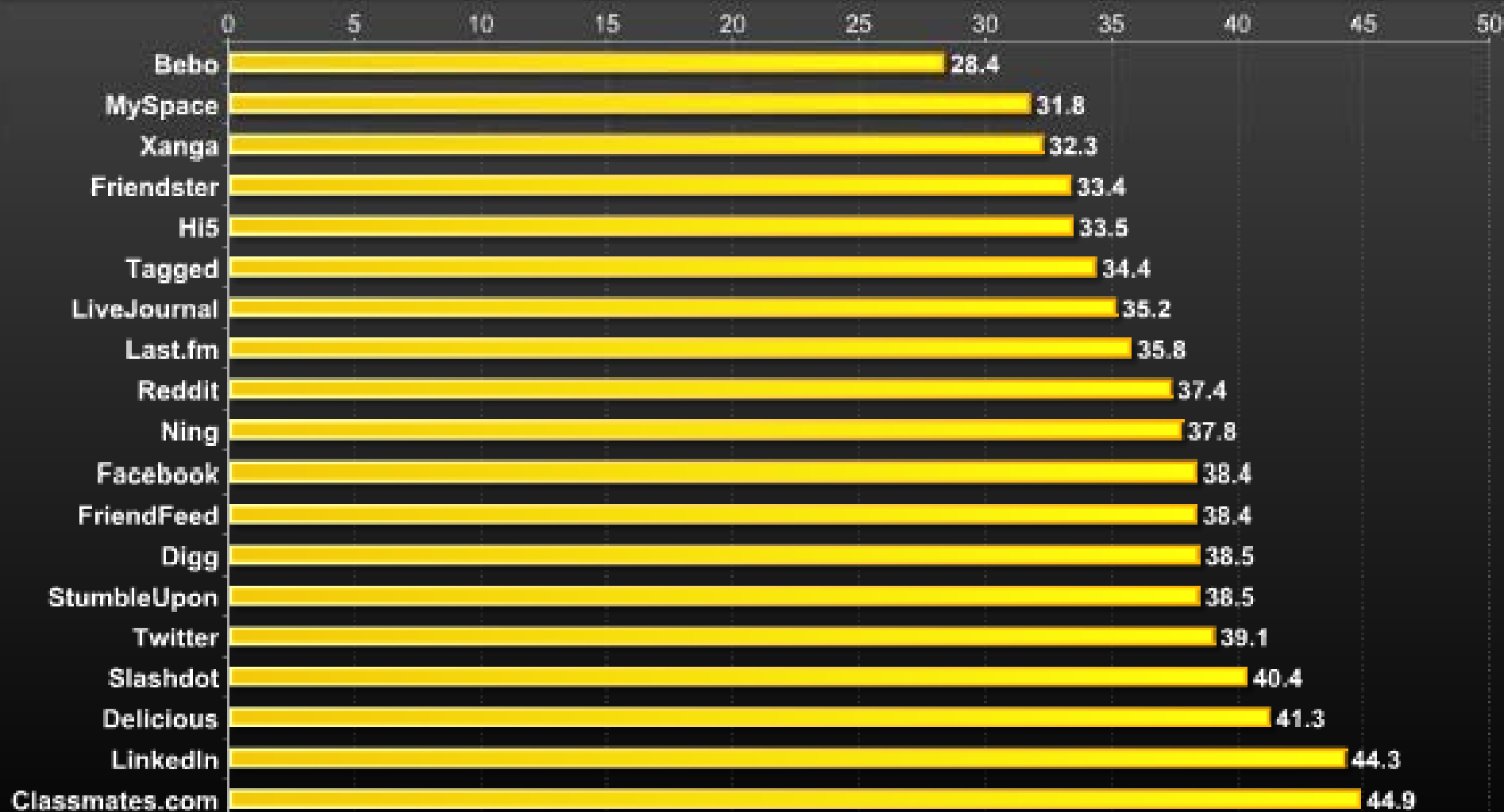
12.2 Billion
Videos viewed per month on YouTube

82% of internet users
View video online (USA)

50 Million
Tweets per day

Estimated average age on social network sites

United States



Data source: Google Ad Planner (United States demographics data)

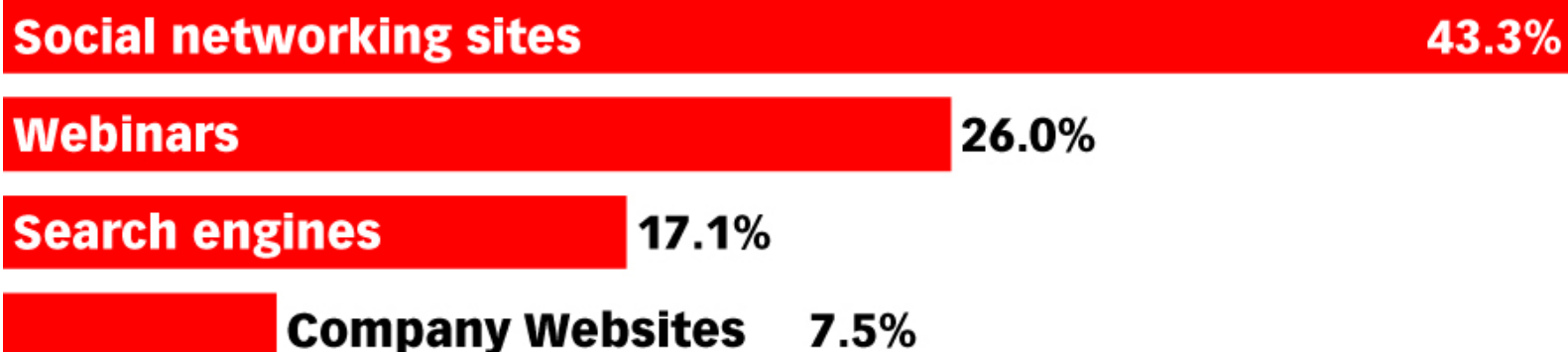
www.pingdom.com



57%
of U.S. workers
use social media
for **business**
purposes at least
once per week.


Source:
IDC State of Social Business: 2009 Survey

Change in Interactive Marketing Spending for Select Tactics in 2010 Among US B2B Marketers (% change)



Source: Outsell, "Annual Advertising and Marketing Study 2010: Total US and B2B Advertising" as cited by BtoB Magazine, March 8, 2010

What to Listen for?

A woman with short, wavy, light-colored hair is shown in profile, looking towards the left. She is wearing a blue and white vertically striped button-down shirt. Her hand is resting near her chin, suggesting a thoughtful or listening posture. In the foreground, the back of a silver laptop is visible. The background is a blurred indoor setting, possibly a restaurant or cafe, with white tables and chairs.


Your company
Your brands
Your products
Your services

Sentiment Share of voice Trends



A photograph of two women sitting at a wooden table in a cafe, looking at a laptop screen. The woman on the left has short dark hair and is wearing a light-colored jacket. The woman on the right has long dark hair and is wearing a light blue patterned top. They are both smiling. A white coffee cup on a saucer is on the table to the right. The background is blurred, showing greenery and a building.

Suggestions
Insights

A close-up photograph of a man with dark hair and light-colored eyes, wearing a white button-down shirt. He is holding both hands to his forehead, with his fingers spread, suggesting a state of stress, frustration, or mental exhaustion. His expression is one of intense focus or worry. The background is a soft, out-of-focus light gray.

Complaints Issues

Find your keywords.

Analytics - Keyword Report



Site Usage Goal Set 1

Visits 3,053 % of Site Total: 52.22%	Pages/Visit 3.55 Site Avg: 3.48 (1.92%)	Avg. Time on Site 00:01:55 Site Avg: 00:01:57 (-1.74%)
Keyword	None	Visits ↓
1. full house		606
2. fullhouse		359
3. fullhouse interactive		270
4. fullhouse milwaukee		268
5. fullhouse media		148
6. full house interactive		116
7. full house media		99
8. full house milwaukee		68
9. fullhouse chicago		63

Utilize SEO Keyword Tool

1. Visit

<https://adwords.google.com/select/KeywordToolExternal>



Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms ▶ Filter my results
	<input type="button" value="Get keyword ideas"/>

Fullhouse

How would you like to generate keyword ideas?

- Descriptive words or phrases
(e.g. green tea)
- Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

fullhouse

Use synonyms

[Filter my results](#)

Get keyword ideas

Choose columns to display: ?

Show/hide columns




















[Keywords](#)
[Advertiser Competition ?](#)
[Local Search Volume: February ?](#)
[Global Monthly Search Volume ?](#)

Match Type
Exact

Keywords related to term(s) entered - [sort by relevance ?](#)

Keywords	Advertiser Competition	Local Search Volume: February	Global Monthly Search Volume	Match Type
[fullhouse]	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	6,600	27,100	Add Exact
[fullhouse 2]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	720	Add Exact
[fullhouse ca]	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	Not enough data	720	Add Exact
[fullhouse korean drama]	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	Not enough data	590	Add Exact
[fullhouse ost]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	590	Add Exact
[fullhouse consignment]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	480	Add Exact
[super junior fullhouse]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	480	Add Exact
[fullhouse cast]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	320	Add Exact
[fullhouse episodes]	<div style="width: 20px; height: 10px; background-color: #ccc;"></div>	Not enough data	320	Add Exact

IDENTIFY MORE RELEVANT KEYWORDS

[fullhouse dvd]		110	140
[fullhouse remake]		Not enough data	140
[fullhouse soundtrack]		Not enough data	140
[fullhouse video]		Not enough data	140
[fullhouse bingo]		Not enough data	110
[fullhouse episode]		Not enough data	110
[fullhouse interactive]		Not enough data	110
[fullhouse michelle]		Not enough data	110
[fullhouse music]		Not enough data	110
[youtube fullhouse]		Not enough data	110
[dj fullhouse]		Not enough data	91
[fullhouse band]		Not enough data	91
[fullhouse drama]		Not enough data	91
[fullhouse furniture]		Not enough data	91
[fullhouse kiss]		Not enough data	91
[fullhouse media]		Not enough data	91
[fullhouse season 2]		Not enough data	91
[fullhouse theme]		Not enough data	91
[fullhouse movie]		Not enough data	73

REFINE SEARCH FOR RELEVANT KEYWORDS

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

fullhouse interactive
fullhouse media
fullhouse milwaukee

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns ▼

Keywords	Advertiser Competition ?	Local Search Volume: February ?	Global Monthly Search Volume ?
Keywords related to term(s) entered - sort by relevance ?			
[fullhouse milwaukee]	<input type="text"/>	Not enough data	140
[fullhouse interactive]	<input type="text"/>	Not enough data	110
[fullhouse media]	<input type="text"/>	Not enough data	91
[fullhouse marketing]	<input type="text"/>	Not enough data	36

Let's take 5 minutes to identify the keywords you would like to listen for...

<https://adwords.google.com/select/KeywordToolExternal>

Google AdWords It's All About Results™


Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's UR

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any key you select and for ensuring that your use of the keywords does not violate any applicable laws.

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How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Type the characters you see in the picture below. ?
	
	<input type="text"/>
	<small>Letters are not case-sensitive</small>
	Filter my results
	<input type="button" value="Get keyword ideas"/>

Bring the words to you.



<http://www.google.com/alerts>



<http://search.twitter.com>



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



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

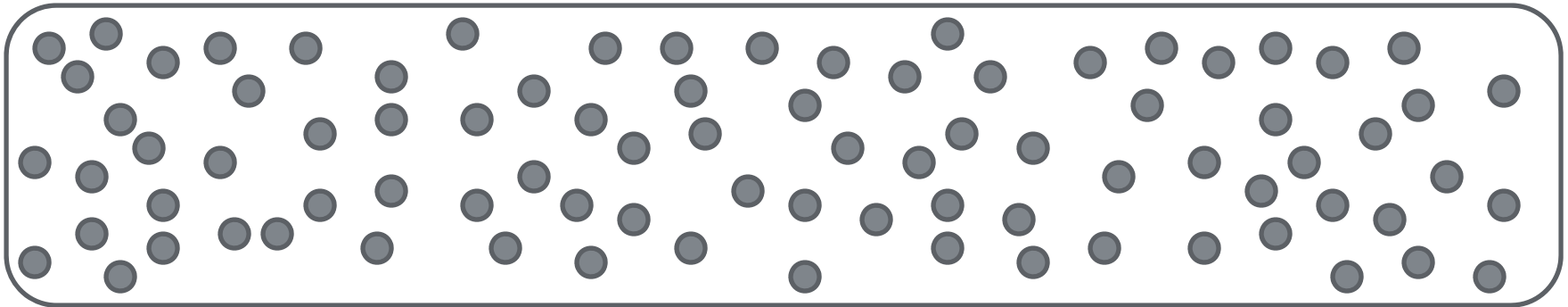


<http://www.glassdoor.com>



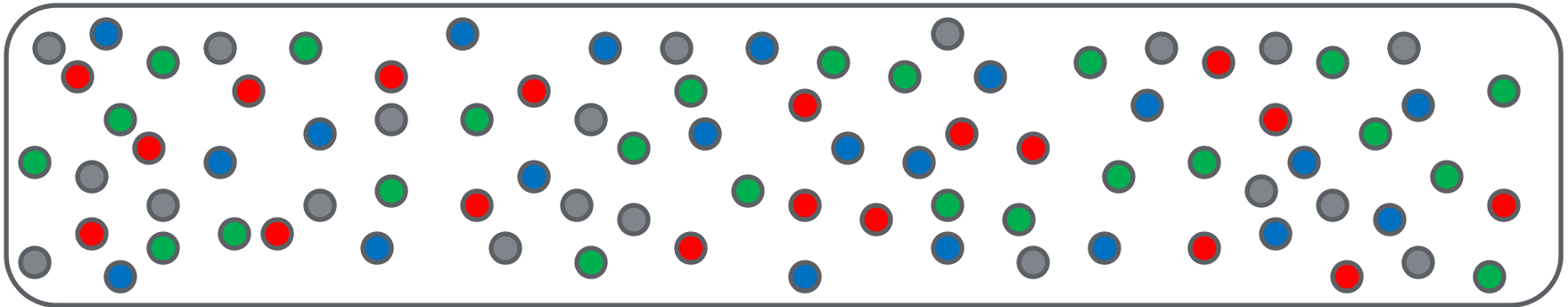
How it all works

- The Internet is full of “stuff”



How it all works

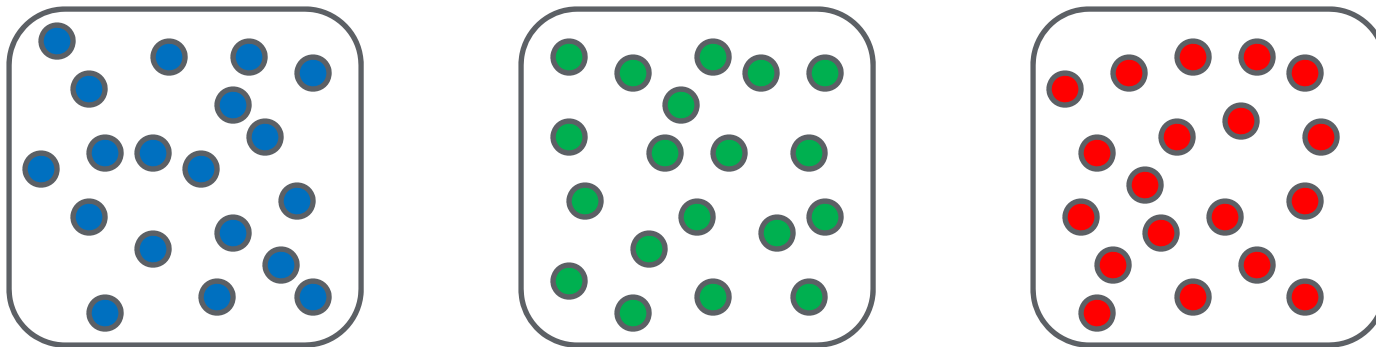
- We identify all the “stuff” we want to get.



Google alerts
beta

How it all works

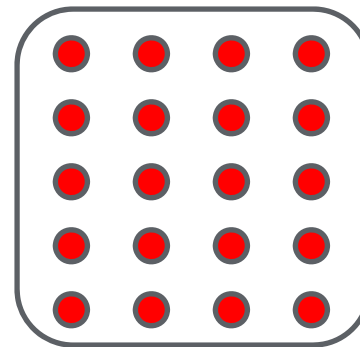
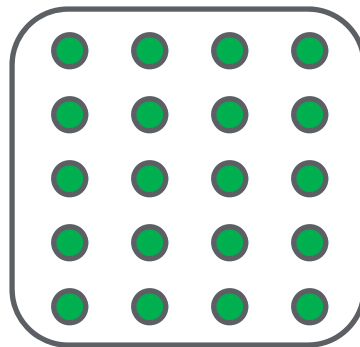
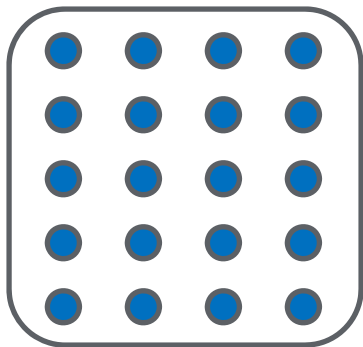
- Then, we group our “stuff” together.



Google reader

How it all works

- Finally, we arrange our “stuff” so we can use it.



iGoogle™

The Dashboard



Google Search

I'm Feeling Lucky

[Make iGoogle my homepage](#)

Home

Fullhouse

Milwaukee...

- Google Reader
- Google Reader
- Seth's Blog
- Google Reader
- Google Videos - "Mil...
- Web Ink Now

Updates
Friends

Chat

Search, add, or invite
● Fullhouse Analyti
Set status here ▼

Chat with friends in iGoogle!
[Add contacts now!](#)

Google Reader: Fullhouse (137)

Fullhouse (137) refresh mark all as read

- ★ [Full house at Word Of Marketing workshop!](#)
from [Google Alerts - fullhouse media](#)
- ★ [Business development manager jobs - Jobs on Twitter and More](#)
from [Google Alerts - "fullhouse interactive"](#)
- ★ [\[Mar-16-2010\] Rain and MBLAQ will help create 3D animated](#)
from [Google Alerts - fullhouse agency](#)
- ★ [Strategic Development Manager - Automotive job in Hoffman](#)
from [Google Alerts - fullhouse interactive](#)
- ★ [Partenaires des solutions | Brightcove](#)
from [Google Alerts - fullhouse interactive](#)

Google Reader: Blogs (27)

Blogs (27) refresh mark all as read

- ★ [GoodNites Bedtime Theater: Iggy's Next Adventure Contest ...](#)
from [Google Alerts - fullhouse](#)
- ★ [CEDRIC & SARAH: Full House](#)
from [Google Alerts - fullhouse](#)
- ★ [Working on a Full House: Deep Thoughts](#)
from [Google Alerts - fullhouse](#)
- ★ [Full House: The Movie | Taaalaa Movie Trailers](#)

Google Reader: milwaukee (75)

milwaukee (75) refresh mark all as read

- ★ [Reinventing Print Media](#)
from [Google Alerts - digital marketing agencies](#)
- ★ [a4u Awards Finalists - Affiliate Manager of the Year | Dig](#)
from [Google Alerts - digital marketing agencies](#)
- ★ [Represent Recruitment Ltd is looking for a Creative Direct](#)
from [Google Alerts - digital marketing agencies](#)
- ★ [GSI Commerce Rebrands Digital Agency As TrueAction](#)
from [Google Alerts - digital marketing agencies](#)
- ★ [Location: Central London, London](#)
from [Google Alerts - digital marketing agencies](#)

Seth's Blog

- ★ [Let's spend a \(very leveraged\) week together](#)
- ★ [SFW](#)
- ★ [Do you make slush?](#)

Web Ink Now

- ★ [Launch a Dot ORG site to communicate quickly in times of cri](#)
- ★ [Single most essential PR pitching tip](#)

Let's build it

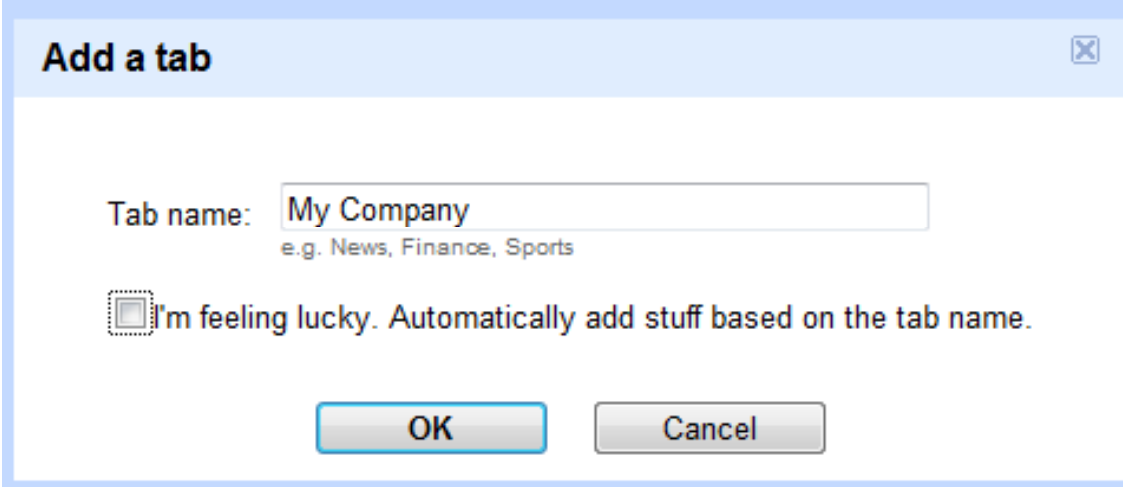
Creating the Dashboard

1. Log into iGoogle
2. Add a new tab



Creating the Dashboard

3. Enter a name for the tab
4. Deselect “I’m feeling lucky” checkbox
5. OK



The image shows a dialog box titled "Add a tab" with a close button in the top right corner. Inside the dialog, there is a text input field labeled "Tab name:" containing the text "My Company". Below the input field, there is a small example text "e.g. News, Finance, Sports". Below the input field, there is a checkbox that is currently unchecked, followed by the text "I'm feeling lucky. Automatically add stuff based on the tab name.". At the bottom of the dialog, there are two buttons: "OK" and "Cancel".

Creating the Dashboard

The screenshot shows the iGoogle homepage. At the top, there is a navigation bar with links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. On the right side of this bar, the user's email address (fhdemo@gmail.com) and links for Classic Home, Settings, and Sign out are visible. The main search area features the iGoogle logo, a search input field, and buttons for Google Search and I'm Feeling Lucky. Below the search area, there are links for Advanced Search and Language Tools. A horizontal bar below the search area contains the text "Make iGoogle my homepage" on the left and "Change theme from Classic | Add stuff »" on the right. The central content area displays a message: "Sorry, no relevant content was found for the My Company tab. To move stuff here from another tab, drag and drop items onto this tab." Below this message is a button labeled "Look for new stuff to add". On the left side, there is a sidebar with three main sections: "Home" (containing links for Official YouTube Ga..., Date & Time, Weather, Gmail, and CNN.com), "My Comp..." (containing links for Updates and Friends), and "Chat" (containing a "Sign-in to chat on iGoogle ." button).

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

fhdemo@gmail.com | [Classic Home](#) | [Settings](#) ▼ | [Sign out](#)

iGoogle™ [Advanced Search](#)
[Language Tools](#)

[Google Search](#) [I'm Feeling Lucky](#)

[Make iGoogle my homepage](#) [Change theme from Classic | Add stuff »](#)

☰ **Home**

- Official YouTube Ga...
- Date & Time
- Weather
- Gmail
- CNN.com

☰ **My Comp...** ▼

- Updates
- Friends

☰ **Chat**

[Sign-in](#) to chat on iGoogle .

Sorry, no relevant content was found for the **My Company** tab.
To move stuff here from another tab, drag and drop items onto this tab.

[Look for new stuff to add](#)

Alerts

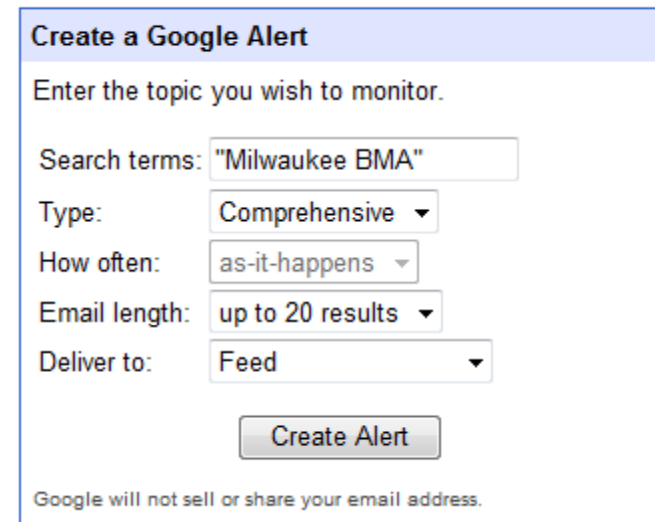
Google Alerts

Google results for your search terms found in:

- News
- Web
- Blogs
- Video
- Group discussions

Creating Alerts

1. Sign in to Google Alerts
(www.google.com/alerts)
2. Enter your search term
3. Select the Type
4. Deliver to “Feed”
(How often will default to “as-it-happens”)
5. Create Alert



Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Deliver to:

Google will not sell or share your email address.


Creating Alerts

fhdemo@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Google alerts **Manage your Alerts**

Your Google Alerts


Sending HTML emails. [Switch to text emails.](#)

Search terms	Type	How often	Email length	Deliver to
<input type="checkbox"/> "Milwaukee BMA"	Comprehensive	as-it-happens	up to 20 results	Feed  View in Google Reader
<input type="button" value="Delete"/>				<input type="button" value="New Alert"/>

Creating Additional Alerts

1. Select “New Alert”
 - Search Term, Type, **Feed**
2. Select “Create Alert”
3. Repeat for each word or phrase

Your Google Alerts Sending HTML emails. [Switch to text emails.](#)

Search terms	Type	How often	Email length	Deliver to	
<input type="checkbox"/> "Milwaukee BMA"	Comprehensive	as-it-happens	up to 20 results	Feed  View in Google Reader	edit

Comprehensive ▾ as-it-happens ▾ up to 20 results ▾ [Feed](#) ▾

Whew

fhdemo@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)



Manage your Alerts

Your Google Alerts

Sending HTML emails. [Switch to text emails.](#)

Search terms	Type	How often	Email length	Deliver to
<input type="checkbox"/> "B2B Marketing"	Blogs	as-it-happens	up to 10 results	Feed View in Google Reader edit
<input type="checkbox"/> "Business marketing"	Comprehensive	as-it-happens	up to 20 results	Feed View in Google Reader edit
<input type="checkbox"/> "Milwaukee BMA"	Video	as-it-happens	up to 10 results	Feed View in Google Reader edit
<input type="checkbox"/> "Milwaukee BMA"	Comprehensive	as-it-happens	up to 20 results	Feed View in Google Reader edit
<input type="checkbox"/> "Milwaukee Business Marketing Association"	Comprehensive	as-it-happens	up to 20 results	Feed View in Google Reader edit
<input type="checkbox"/> "ryan braun"	Comprehensive	as-it-happens	up to 20 results	Feed View in Google Reader edit

Delete

New Alert

Reader

Viewing & Organizing Results

1. Sign in to Google Reader (www.google.com/reader)

The screenshot shows the Google Reader interface. On the left is a navigation sidebar with sections: Home, All items (32), Starred items, Your stuff, Shared items, Notes, Trends, Browse for stuff, People you follow, Explore, and Subscriptions. The Subscriptions section lists several feeds, with the last one, 'Google Alerts - Milw... (1)', highlighted by a red box. Below this entry is a link that says 'Manage subscriptions >'. The main content area is titled 'Home' and features a 'A look at what's new' section with a yellow banner for Google Reader Play. Below this are two Google Alerts feeds: one for 'Business marketing' (16 items) and one for 'Milwaukee BMA' (1 item). A 'Tips and tricks' sidebar on the right explains how to use the 'subscribe bookmark' feature, including a 'Subscribe...' button and instructions on how to confirm a subscription.

Viewing & Organizing Results

Settings [« Back to Google Reader](#)

[Preferences](#) [Subscriptions](#) [Folders and Tags](#) [Goodies](#) [Import/Export](#) [Send To](#)

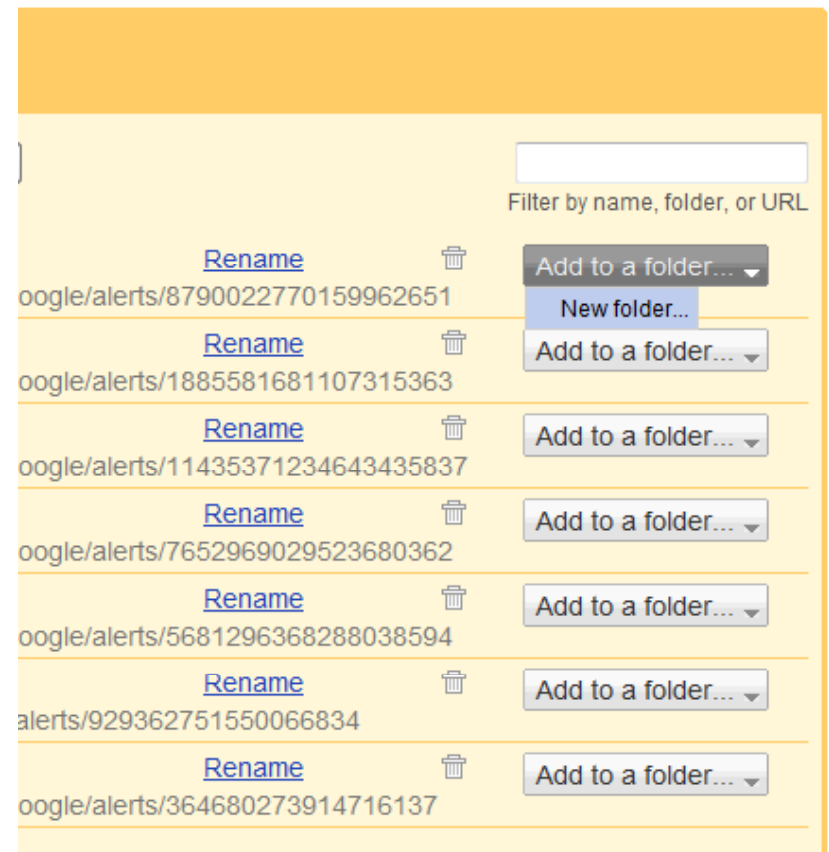
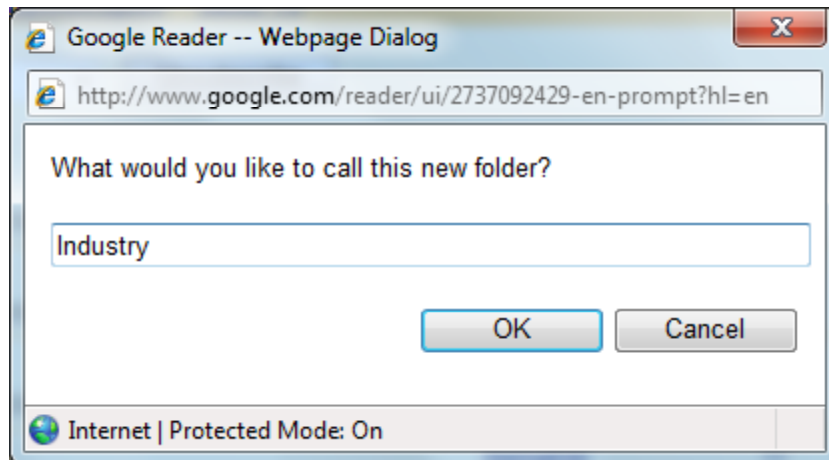
Select: [All 7 subscriptions](#), [None](#), [Unassigned](#)

Filter by name, folder, or URL

<input type="checkbox"/>	Google Alerts - "B2B Marketing"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/8790022770159962651				
<input type="checkbox"/>	Google Alerts - "Business marketing"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/1885581681107315363				
<input type="checkbox"/>	Google Alerts - "Milwaukee BMA"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/11435371234643435837				
<input type="checkbox"/>	Google Alerts - "Milwaukee BMA"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/7652969029523680362				
<input type="checkbox"/>	Google Alerts - "Milwaukee Business Marketing Association"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/5681296368288038594				
<input type="checkbox"/>	Google Alerts - "Milwaukee Business Marketing Association"(discor	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/atom/user/02798394689607677351/state/com.google/alerts/929362751550066834				
<input type="checkbox"/>	Google Alerts - "ryan braun"	Rename		<input type="button" value="Add to a folder..."/>
http://www.google.com/reader/public/atom/user/02798394689607677351/state/com.google/alerts/364680273914716137				

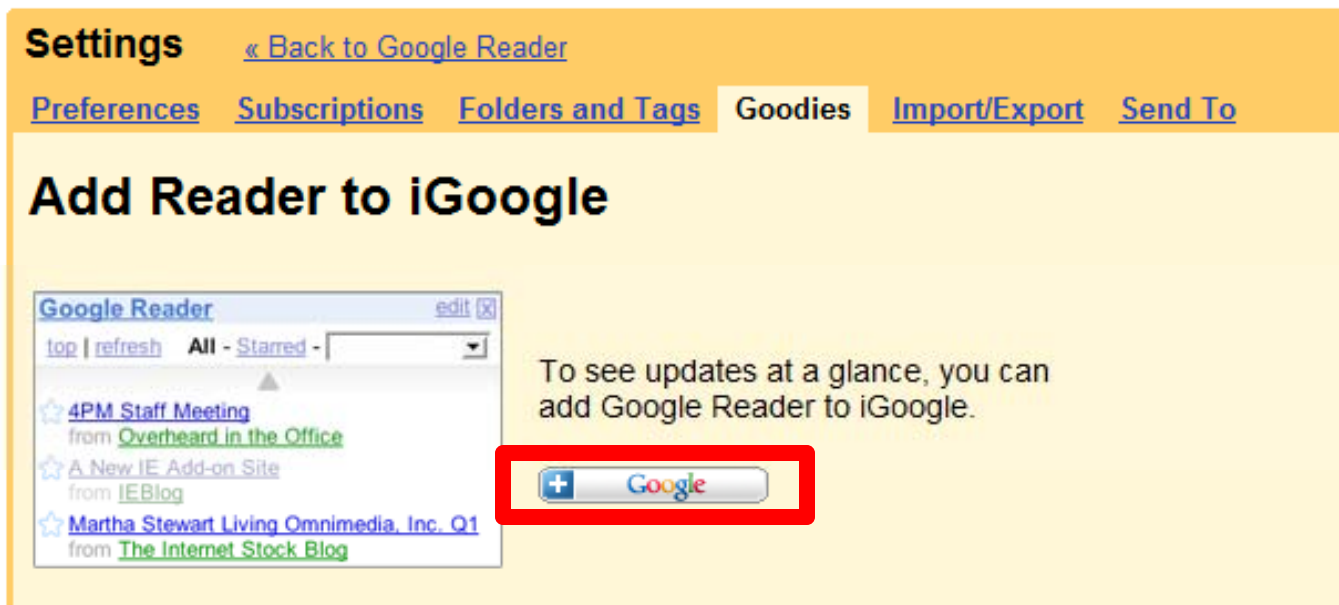
Viewing & Organizing Results

1. Select Add to a folder
2. Select New folder...
3. Enter a name for the folder
4. Click OK



Populating the Dashboard

1. Select Goodies tab
2. Select the Google button
(May want to do it more than once)



The screenshot shows the Google Reader interface. At the top, there is a yellow navigation bar with the following tabs: [Settings](#) (with a sub-link [« Back to Google Reader](#)), [Preferences](#), [Subscriptions](#), [Folders and Tags](#), **Goodies**, [Import/Export](#), and [Send To](#). Below the navigation bar, the main heading is **Add Reader to iGoogle**. On the left, there is a preview of a Google Reader window titled "Google Reader" with an "edit" link. The window shows a list of items: "4PM Staff Meeting" from "Overheard in the Office", "A New IE Add-on Site" from "IEBlog", and "Martha Stewart Living Omnimedia, Inc. Q1" from "The Internet Stock Blog". To the right of the preview, there is a text box that says "To see updates at a glance, you can add Google Reader to iGoogle." Below this text, a button with a plus sign and the word "Google" is highlighted with a red rectangular box.

The Dashboard

Configuring iGoogle

iGoogle™

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Make iGoogle my homepage](#)

[Change theme from Classic](#) | [Add stuff »](#)

Home

Official YouTube Ga...
Date & Time
Weather
Email
CNN.com

My Comp...

Google Reader
Google Reader

Updates
Friends

Chat

[Sign-in](#) to chat
on iGoogle .

Google Reader (37)

All items (37) [refresh](#) [all as read](#)

- ★ [Will Mauer deal affect talks for Fielder?](#)
from [Google Alerts - "ryan braun"](#)
- ★ [White Sox recap](#)
from [Google Alerts - "ryan braun"](#)
- ★ [Ryan Braun enters his fourth season on](#)
from [Google Alerts - "ryan braun"](#)
- ★ [Wis. Humane Society Gets Ball Rolling](#)
from [Google Alerts - "ryan braun"](#)
- ★ [Local Sports Headlines March 22](#)
from [Google Alerts - "ryan braun"](#)

Google Reader (37)

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from [Google Alerts - "ryan braun"](#)

Configuring iGoogle



[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Make iGoogle my homepage](#)

[Change theme from Classic](#) **Add stuff »**

Home

Official YouTube Ga...
Date & Time
Weather
Gmail
CNN.com

My Comp...

Google Reader
Google Reader

Updates

Friends

Chat

[Sign-in](#) to chat
on iGoogle .

Google Reader (39)

All items (39) [all as read](#)

- All items (39)
- Starred items
- Shared items [ts](#)
- Tags... [Chicago Business](#)
- BMA - CHI (2) [ts](#)
- BMA - MKE (2)** [Chicago BMA"](#)
- Industry (27) [talks for Fielder?](#)
- PR (8) [from Google Alerts - "ryan braun"](#)

★ [White Sox recap](#)
from [Google Alerts - "ryan braun"](#)

★ [Ryan Braun enters his fourth season on](#)
from [Google Alerts - "ryan braun"](#)

Google Reader (39)

All items (39) [all as read](#)

- ★ [Feeds for Google Alerts](#)
from [Google Alerts - "Chicago Business"](#)
- ★ [Feeds for Google Alerts](#)
from [Google Alerts - "Chicago BMA"](#)
- ★ [Will Mauer deal affect talks for Fielder?](#)
from [Google Alerts - "ryan braun"](#)
- ★ [White Sox recap](#)
from [Google Alerts - "ryan braun"](#)
- ★ [Ryan Braun enters his fourth season on](#)
from [Google Alerts - "ryan braun"](#)

Configuring iGoogle



[Gadgets](#)

[Themes](#)

Sort by

» [Hottest](#)

[Most users](#)

[Newest](#)

Narrow by category

» [All categories](#)

[Editor's picks](#)

[Celebrity picks](#)

[News](#)

[Tools](#)

[Communication](#)

[Fun & Games](#)

[Finance](#)

[Sports](#)

[Lifestyle](#)

[Technology](#)

[Politics](#)

 [Add feed or gadget](#)

[Tetris N-Blox](#) By [Tetris Online, Inc](#)

Play Tetris on iGoogle

<http://widgets.tetrisfriends.com/>

[Add it now](#)

Editor's pick



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Search for gadgets

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New! [Add social gadgets](#) to post updates and play games with friends.

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[iGoogle for developers »](#)

[iGoogle for feed owners »](#)



[Add it now](#)

[Hamster](#)

This lively pet hamster will keep you company throughout the day. Watch him run on his wheel, drink water, and eat the food you feed him by clicking your mouse. You can customize the color by clicking the maximzie button to the upper right of the gadget or by editing the settings at abowman.com before adding it to iGoogle.

<http://hosting.gmodules.com/>

By [Adam Bowman](#)

680,020 users

★★★★★

308 ratings



[Turtle](#)

Some hungry pet turtles to play around with on your homepage.

<http://hosting.gmodules.com/>

By [Adam Bowman](#)

606,156 users

★★★★★

195 ratings

Configuring iGoogle

The screenshot shows the iGoogle homepage with the following elements:

- Logo:** iGoogle™
- Navigation:** [Gadgets](#) and [Themes](#)
- Sort by:** [» Hottest](#), [Most users](#), [Newest](#)
- Narrow by category:** [» All categories](#), [Editor's picks](#), [Celebrity picks](#), [News](#), [Tools](#), [Communication](#), [Fun & Games](#), [Finance](#), [Sports](#), [Lifestyle](#), [Technology](#), [Politics](#)
- Gadgets:**
 - Tetris N-Blox:** By [Tetris Online, Inc](#). Play Tetris on iGoogle. <http://widgets.tetrisfriends.com/>. Editor's pick. [Add it now](#). [See all »](#)
 - Hamster:** By [Adam Bowman](#). 680,020 users. ★★★★★ (308 ratings). [Add it now](#). Description: This lively pet hamster will keep you company throughout the day. Watch him run on his wheel, drink water, and eat the food you feed him by clicking your mouse. You can customize the color by clicking the maximize button to the upper right of the gadget or by editing the settings at [abowman.com](#) before adding it to iGoogle. <http://hosting.gmodules.com/>
 - Turtle:** By [Adam Bowman](#). 606,156 users. ★★★★★ (195 ratings). [Add it now](#). Description: Some hungry pet turtles to play around with on your homepage. <http://hosting.gmodules.com/>
 - Eyes:** By [Google](#). 424,936 users. Description: Add some fun to your page with eyes that follow
- Search for gadgets:**
- Learn more about iGoogle:** [New! Take a video tour »](#), [Make iGoogle your homepage »](#), [Gadget Dashboard »](#), [iGoogle for developers »](#), [iGoogle for feed owners »](#)
- Bottom Left:** A red-bordered box highlights a dialog box with the text: "Type or paste the URL below:" followed by an input field containing "http://www.twitter.com/fullhouselive" and an "Add" button. Below the input field is the text "Information for [Feed owners](#) - [Developers](#)".

Adding Other Stuff

- Subscription links on blogs or websites
- RSS feeds



The screenshot shows the AddThis.com interface. At the top, it says "Add This .COM" and "Home | About". Below that, it says "Subscribe to feed:" followed by "Seth's Blog [view xml]". Underneath, it says "Select from these web-based feed readers:" and lists several options: Bloglines, myAOL, Technorati, NewsIsFree, Pageflakes, FeedReader, MY Yahoo!, Add to Google (highlighted with a red box), Netvibes, Rojo, and MY/MSN.



DON'T MISS A THING
FREE UPDATES BY EMAIL

Enter your email address

me@email.com

Subscribe me! preview

powered by FeedBlitz

RSS FEEDS

+ SUBSCRIBE

+ BOOKMARK

Facebook: [Seth's Facebook](#)

Twitter: [@thisissethsblog](#)

Let's spend a (very leveraged) v

For a year, people have been asking for program I ran in early 2009. Here it is. L different, so please read on for the deta

I'm planning on inviting eleven people to York. This program is designed exclusive

- Already have a job
- Want to do more in that job
- Can spend five days at my office
- Take initiative as a matter of cou
- Are willing to work really hard and
- Do work that makes the world a b

You have to have all six, without excepti a rigorous re-thinking of what it means i take your strong connections and intuitio consider this program.

Call it the leveraged-nano-MBA for lack c spent around my desk, either learning fr discussing real life situations or working benefit I get is helping eleven very cool | All the details and the application can be

I'm limiting the program to people at nor profits that leave a significantly positive this is subjective, but I've found that pe

The (Finished) Product

iGoogle™

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

[Make iGoogle my homepage](#)

[Change theme from Classic](#) | [Add stuff »](#)

Home

Official YouTube Ga...
Date & Time
Weather
Gmail
CNN.com

My Comp...

Google Reader
Google Reader
Twitter / fullhouselive
Google Videos - "Mil...
Seth's Blog
BizTimes Milwaukee

Updates
Friends

Chat

[Sign-in](#) to chat
on iGoogle .

Seth's Blog

- [Let's spend a \(very leveraged\) week together](#)
- [SFW](#)
- [Do you make slush?](#)

Twitter / fullhouselive

- [fullhouselive: RT @marketingprofs Is Social Media the New Addiction? : MarketingProfs http://is.gd/aOFmT](#)
- [fullhouselive: The Chili/Cupcake Challenge was a real treat! Just posted a few photos to our FB page: http://bit.ly/bBiBNA](#)
- [fullhouselive: RT @pchavez: http://twitpic.com/19kfv - Cupcakes at fullhouse!](#)

Google Reader: BMA - MKE (2)

- BMA - MKE (2) [refresh](#) [all as read](#)
- [Feeds for Google Alerts](#) from [Google Alerts - "Milwaukee BMA"](#)
 - [Feeds for Google Alerts](#) from [Google Alerts - "Milwaukee"](#)

Google Reader: Industry (27)

- Industry (27) [refresh](#) [all as read](#)
- [Business Marketing Features | Best](#) from [Google Alerts - "Business"](#)
 - [Twitter Business marketing v1 0](#)

Google Videos - "Milwaukee BMA"

[BizTimes Milwaukee at BMA Interview Workshop](#)



in speed interviews, resume reviews and social media profile reviews. ... "BizTimes Milwaukee" BMA marketing networking "resume ...
[youtube.com](#)

BizTimes Milwaukee

- [NOW: Donations to special interest groups on the rise](#)
- [On the Money: Re-establishing your goals during recovery](#)
- [Innovations: Pinstripe tool evaluates social media image of brands](#)

Moving Forward

- Get in the habit of monitoring regularly
- Don't click on every link
 - Mouse over to get text abstract, follow if relevant
- Accept that there will be some spam
- Add and refine (and even delete)
- Remember, Google is just one toolset. Use whatever you are most comfortable with.

Wrapping Up

Listen

Learn what audience thinks and feels.
Understand where they are.

Engage

Participate in conversations that build meaningful relationships.
Respond appropriately.

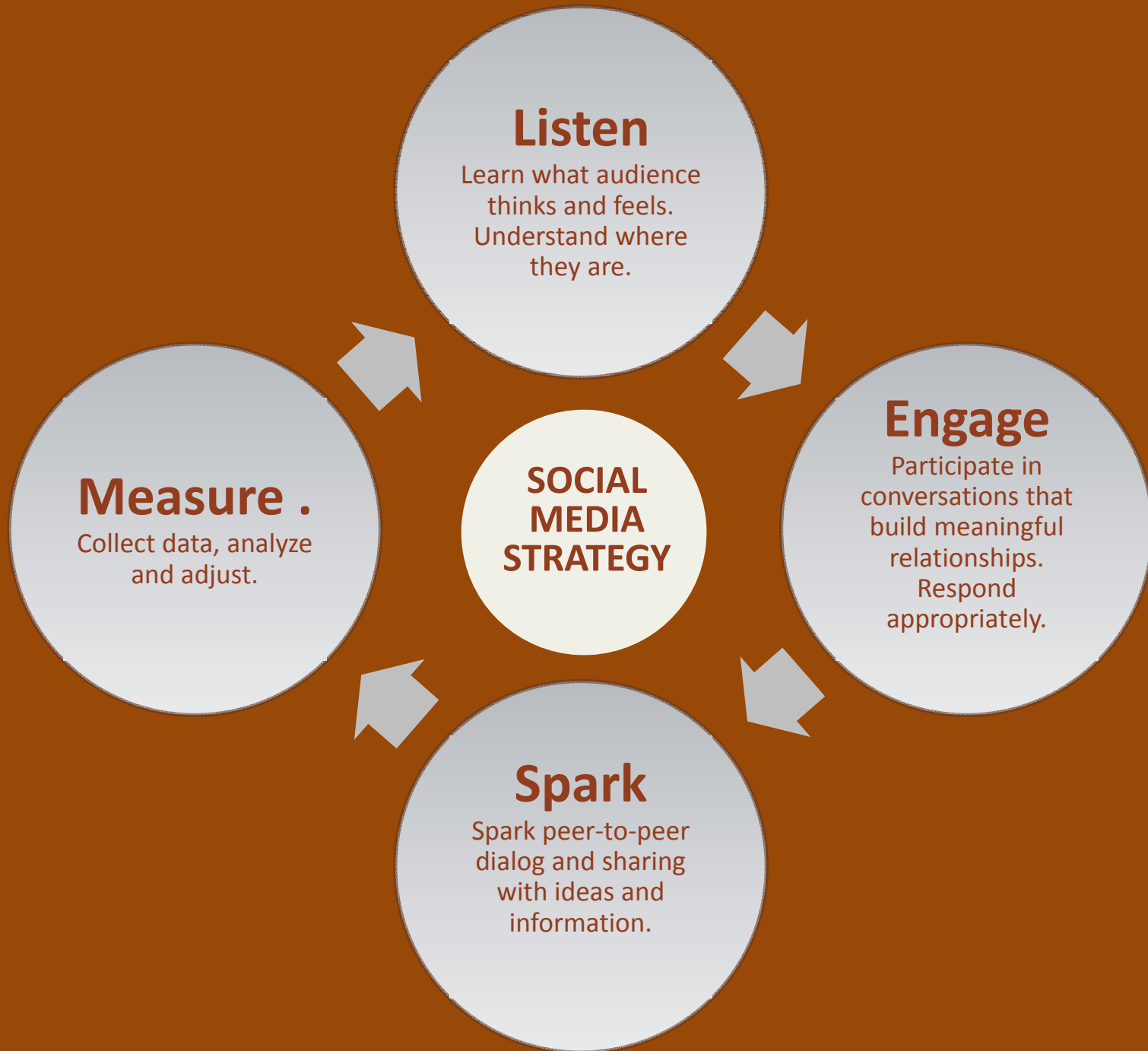
SOCIAL MEDIA STRATEGY

Spark

Spark peer-to-peer dialog and sharing with ideas and information.

Measure .

Collect data, analyze and adjust.



012778

Thank You!

