

Practical Social Media Tools

Over 70 tools you can use today to take your social media program to new heights



MarketingSavant

The following is a comprehensive toolset that we recommend for organizations considering social media management responsibilities. Some tools overlap (such as Wordpress and MovableType) but their inclusion here is meant to provide you with a set of options to evaluate for your own implementation needs.

Some of the options listed here are free, some have freemium or free and paid options, while others are fee-based services only. They are color coded accordingly.

FREE

FREEMIUM/HYBRID

FEE BASED

❖ SOCIAL MEDIA MANAGEMENT

- **Namechk** [www.namechk.com] Namecheck allows you to determine whether or not your social media ‘shortname’ (such as a Twitter handle or Facebook username) is taken. Use this to secure your namespaces before you even begin anything in social media.

❖ BLOGS AND BLOGGING

- **Wordpress** [www.wordpress.com & wordpress.org] One of the most popular blogging platforms in the world.
- **Movable Type** [www.movabletype.com] Another popular and full-featured blog platform that runs some of the top ranked blogs.
- **Drupal** [www.drupal.com] Drupal is more of a website platform, but it is very robust for complete sites as well as blogs.
- **Compendium** [www.compendium.com] A high-end enterprise-class blog platform. (Indium Corp. blogs are based on this software)
- **Scribfire** – A Firefox plugin that connects directly to your blog allowing you to write blog posts from within the browser window.
- **Windows Live Writer** (offline blog editor – works on all platforms)
- **Posterous** (allows blog posting from email)
- **Tumblr** – [www.tumblr.com] A blogging platform that makes it easy to share all forms of media, not just text.
- **Instapaper** – [www.instapaper.com] A bookmarking site used to save article ideas and links
- **Google Analytics** [google.com/analytics] Google Analytics is free and will give you a comprehensive understanding of what’s working on your blog.

❖ RSS

- **Google Reader** [google.com/reader] An essential (and free) web-based tool for consuming RSS content from blogs, news sites and from Google News Alerts
- **Google Alerts** [google.com/alerts] Google Alerts will send you updates (via email or RSS) any time a new piece of web content matches the keywords that you've setup in the system.
- **FeedBurner** [www.feedburner.com] The de facto standard for RSS feed management, offering a huge set of features, including detailed analytics, chicklets, feed optimization and ad insertion
- **Pheedo** [www.pheedo.com] The RSS advertising and feed management pioneer.
- **Feedly** [Firefox plugin] Feedly is a great Firefox plugin that turns your Google Reader RSS subscriptions into a personalized 'magazine-like' home page.
- **Bloglines** [bloglines.com] One of the first and still one of the best free RSS readers. Web-based.
- **Dlvr.it** [<http://dlvr.it/>] Dlvr.it automatically feeds your content to the social web, including Twitter and Facebook.
- **Feedblitz** [<http://www.feedblitz.com/>] One of the most popular RSS to e-mail converters. Supported by FeedBurner. Also has a Firefox plugin.

❖ WIKIS

- **PBwiki** [<http://pbworks.com/>] allows you to create your personal (hosted) wiki in less than 30 seconds with this easy online service. Special solutions for educational, business and personal use.
- **Google Sites** [sites.google.com] Google's free website/wiki tool for projects, teams and other collaborative and information sharing efforts.
- **MediaWiki** [www.mediawiki.org] – Free software wiki package originally written for Wikipedia. It's available for everyone to use.

❖ SOCIAL MEDIA LISTENING

- **Boardreader** [<http://www.boardreader.com/>] Searches through forums and message boards for your keywords.
- **Socialmention.com** [www.socialmention.com] A real-time search engine that pulls in data from a range of social media sources
- **Radian 6** [<http://www.radian6.com/cms/findex.php>] Radian6 – one of the most popular fee-based monitoring tools - pulls information from the social Web, and analyzes and provides consumer sentiment ratings for your brand.

- **Trackur** [<http://www.trackur.com>] Trackur is a social media monitoring tool that lets you track trends, setup alerts, monitor keywords, and track influence
- **MonitorThis** [<http://monitorthis.77elements.com/>] Search for new entries in 26 different search engines
- **NutshellMail** – [<http://nutshellmail.com/>] NutshellMail brings a summary of your social network updates to your inbox in a single email on your schedule.
- **Technorati** [<http://technorati.com/>] The original blog search engine. Use Technorati to find people blogging about your keywords and topics.
- **Techrigy** [<http://www.techrigy.com>] Techrigy's SM2 is a social-media monitoring and analysis solution for PR and marketing folks.

❖ SOCIAL NETWORKS

- **LinkedIn** [www.linkedin.com] – LinkedIn is the premier network for connecting with over 50m business professionals.
- **Facebook** [www.facebook.com] For most Marketing Professionals, Facebook Pages are the best place to start. Pages allow them to collect “fans” the way celebrities, sports teams, musicians and politicians do.
- **Gist** [www.gist.com] Automatically get the latest news, blog posts, and tweets for anyone in your professional network delivered where you want it, when you want it. Always keep up to date with all of your contacts.
- **MySpace** [www.myspace.com] Formerly the king of social networks, MySpace is now a haven for bands and entertainment with a declining membership base.
- **Ning** [www.ning.com] Ning is a ‘white label’ social network that you can design to suit your needs and includes forums, blogs, photo galleries and everything you’d expect if you built your own social network.
- **BuddyPress** [<http://buddypress.org/>] BuddyPress is a Wordpress plugin that allows anyone to create a social network from a Wordpress blog. It’s a great alternative to Ning and offers a ton of features and flexibility.
- **Seesmic** [<http://seesmic.com/>] Seesmic allows you to build your community in one central place. It integrates both Twitter and Facebook. Seesmic makes it easy to reply to your friends and share text, links, photos and videos all in one screen.
- **Niche Social Networks**
[http://en.wikipedia.org/wiki/List_of_social_networking_websites] There are over 175 social networks to join, not including the hundreds of networks that are private as part of corporations, associations and communities of practice.

❖ TWITTER CLIENTS & MANAGEMENT TOOLS (MICROBLOGGING)

- **Hootsuite** [www.hootsuite.com] Hootsuite enables users to manage multiple Twitter accounts, as well as being a dashboard for many social media outlets. It contains the usual suspects; Facebook, MySpace, LinkedIn and Foursquare but also allows room for lesser used networks or hubs such as Ping.fm and WordPress.
- **Co-Tweet** [<http://cotweet.com/>] Considered an 'enterprise' Twitter client, Co-Tweet is used by some of the largest organizations (such as Ford and Delta) to manage their Twitter accounts across the organization.
- **TweetDeck** [<http://tweetdeck.com/>] TweetDeck has the ability to monitor multiple social-networking services, in this case Twitter, Facebook, and Myspace. You can use TweetDeck to manage multiple Twitter accounts from one interface.
- **TweetBeep** [<http://tweetbeep.com/>] TweetBeep will send you an email any time your brand (or any keyword you specific) is mentioned in Twitter.
- **Tweetie** [<http://www.atebits.com/tweetie-iphone/>] One of the most popular Twitter clients for the Mac and iPhone platform.
- **Hashtags.org** [<http://hashtags.org/>] Look up your hashtags to see if anyone else is using them already.
- **PollDaddy** [<http://www.pollDaddy.com>] A quick and easy online poll widget for Twitter and blogs.
- **ÜberTwitter** (BlackBerry) [www.ubertwitter.com] ÜberTwitter is a great Twitter client for the BlackBerry handheld devices.
- **WeFollow** [<http://wefollow.com>] A user-powered Twitter directory. Pick three tags you want yourself or your organization to be associated with. When someone performs a search on WeFollow. com for your associated tags, you or your company will be part of the search results
- **Twellow** [<http://www.twellow.com>] Twellow is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you.
- **Twistory** [<http://www.twistory.com>] Add your Twitter backlog feed to your favorite calendar application and browse through your personal Twitter diary, making your Twitter history both fun and useful!

❖ FORUMS/GROUPS

- **Google Groups** [groups.google.com] A free discussion group platform from Google

❖ ONLINE VIDEO

- **YouTube** [www.youtube.com] The largest online video sharing site. Owned by Google.
- **Vimeo** [www.vimeo.com] One of the many alternatives to YouTube that we like. Vimeo was created by filmmakers and video creators who wanted to share their creative work.
- **UStream** [<http://www.ustream.tv>] Ustream is the leading live interactive broadcast platform that enables anyone with an Internet connection and a camera to broadcast to an audience of unlimited size.
- **Tubemogul** [www.tubemogul.com] TubeMogul OneLoad is a free service that provides a single point for deploying videos to the top video and social networking sites.

❖ FILE SHARING/SOCIAL PUBLISHING

- **Scribd** [www.scribd.com] On Scribd, you can easily turn any file—such as PDF, Word and PowerPoint—into a web document. They are the largest ‘social publishing site’.
- **SlideShare** [www.slideshare.net] I call this the “YouTube of PowerPoint”. SlideShare offers users the ability to upload and share publicly or privately PowerPoint presentations, Word documents and Adobe PDF Portfolios.

❖ PODCASTING

- **BlogTalkRadio** [<http://www.blogtalkradio.com/>] An Internet radio platform that allows you to host live shows and podcast your recorded shows all over Skype or the telephone. A great service!
- **Podbean** [www.podbean.com] Free podcast hosting and publishing.
- **Evoca** [<http://www.evoca.com/>] Online audio sharing service – add audio to your site and record through any device.
- **iTunes** [<http://www.apple.com/itunes/podcasts/specs.html>] Add your podcast to iTunes so that users can subscribe in a place that they are already familiar with.

❖ PHOTO SHARING

- **Flickr** [<http://www.flickr.com/>] One of the most popular photo sharing sites. Offers great search findability for your photos. Easily embeds into websites.

- **Picasa** [picasaweb.google.com] A free photo sharing site from Google with a great desktop app to go with it. We've migrated most of our photo sharing tasks to Picasa.
- **SmugMug** [www.smugmug.com] SmugMug is a great site if photos are a key part of your business. They're a paid site for photo sharing with a robust backend and platform.

❖ PRIVATE KNOWLEDGE SHARING & RESEARCH

- **Evernote** [www.evernote.com] Evernote is a great cross-platform research tool. I keep a ton of research info in Evernote. The goal at Evernote is to give everyone the ability to easily capture any moment, idea, inspiration, or experience whenever they want using whichever device or platform they find most convenient, and then to make all of that information easy to find.
- **Diigo** [<http://www.diigo.com/>] The company's name is an acronym for "Digest of Internet Information, Groups and Other stuff." It does offer a browser bookmarklet, but you'll want to grab the Firefox or IE toolbar to use the best Diigo has to offer. In addition to nailing the basics in social bookmarking, there are many features here that give this system huge value as a research tool.

❖ SOCIAL BOOKMARKING

- **Digg** [www.digg.com] Social content site that likes technology-related content; especially Google and Apple related. Promoting your own blog – especially too aggressively – on Digg is not a good idea.
- **Delicious** [<http://del.icio.us/>] If you need to share bookmarks or you want people to tell you about websites, Del.icio.us will allow you to do that. We use Delicious for thought leadership link sharing.
- **Reddit** [<http://www.reddit.com>] Reddit is a social bookmarking Web site that works much like Furl and del.icio.us: you register a username and password, and then start submitting and sharing your bookmarks.
- **StumbleUpon** [<http://www.stumbleupon.com/>] The beauty of StumbleUpon, to my mind: you are able to take advantage of a vast network of dedicated Web searchers who are finding utterly brilliant sites and sharing them with you.

❖ SOCIAL PUBLIC RELATIONS

- **PitchEngine** [www.pitchengine.com] <http://www.valleyprblog.com/pr-best-practices/video-pitch-engine-vs-prweb/>

ADDITIONAL RESOURCES:

There are hundreds of social media tools that you can use in each category outlined above. Here are just a few links to more information.

The Ultimate RSS Toolbox – 120+ RSS Resources

[<http://mashable.com/2007/06/11/rss-toolbox>]

Seven Blogging Tools Reviewed

[<http://www.techsoup.org/learningcenter/webbuilding/page5516.cfm>]

Forbes Blog Tools Review

[<http://www.forbes.com/bow/b2c/category.jhtml?id=311>]

Wiki comparison site – WikiMatrix

[<http://www.wikimatrix.org/>]

The Wiki Toolbox: 30+ Wiki Tools and Resources

[<http://mashable.com/2007/07/16/wiki-toolbox/>]

Web 2.0 Resources for 21st Century Instruction

[<http://web20guru.wikispaces.com/Web+2.0+Resources>]

List of Social Media Management Systems (SMMS)

[<http://www.web-strategist.com/blog/2010/03/19/list-of-social-media-management-systems-smms/>]

Free social media monitoring tools

[<http://www.simplyzesty.com/social-media/do-you-know-what-people-are-saying-about-you/>]

12+ Social Media ‘Listening Tools’

[<http://blog.yourwebinconcert.com/uncategorized/12-social-media-listening-tools-essential-internet-marketing-best-practices-monitor-your-web>]

5 Handy Social Media Listening Tools for Business

[<http://www.i-netpreneur.com/business-tools/5-handy-social-media-listening-tools-for-business>]

Top Five Tools for Listening on the Social Web

[<http://www.frogloop.com/care2blog/2010/7/5/top-five-tools-for-listening-on-the-social-web.html>]

Top Best Social Network Sites for Corporate Business Marketing Professionals

[<http://ceoworld.biz/ceo/2010/03/10/top-best-social-network-sites-for-corporate-business-marketing-professionals>]

14 Top Tools for Thought Leaders

[<http://elevation.com/2009/12/31/my-top-tools-for-thought-leaders/>]

Five Best Twitter Clients

[<http://lifesaver.com/5368817/five-best-twitter-clients>]

The Top 21 Twitter Clients (According To TwitStat)

[<http://techcrunch.com/2009/02/19/the-top-21-twitter-clients-according-to-twitstat/>]

10 Best Social Media Tools For Brands and Solopreneurs

[<http://www.marketlikeachick.com/best-social-media-tools-for-brands-and-solopreneurs/>]

Ten video sharing services compared

[<http://www.dvguru.com/2006/04/07/ten-video-sharing-services-compared/>]

Podcasting Toolbox: 70+ Podcasting Tools and Resources

[<http://mashable.com/2007/07/04/podcasting-toolbox/>]

Blogging Toolbox: 120+ Resources for Bloggers

[<http://mashable.com/2007/06/19/blogging-toolbox/>]

Online Photography Toolbox: 90+ Online Photography Tools and Resources

[<http://mashable.com/2007/06/23/photography-toolbox/>]

Top 5 social bookmarking services

[<http://www.pandia.com/sew/327-social-bookmarking.html>]

Top 15 Most Popular Social Bookmarking Websites

[<http://www.ebizmba.com/articles/social-bookmarking-websites>]

Social Bookmarking Sites | The Top Ten Social Bookmarking Sites on the Web

[<http://websearch.about.com/od/bestwebsites/tp/freebookmarks.htm>]

9 Ways I Use Evernote

[<http://www.digitizd.com/2009/04/23/9-ways-i-use-evernote/>]

39 Do-Follow Social Bookmarking Sites That Actually Work

[<http://caroline-middlebrook.com/blog/do-follow-social-bookmarking-sites/>]

Video Toolbox: 150+ Online Video Tools and Resources

[<http://mashable.com/2007/06/27/video-toolbox/>]

Online Productivity Toolbox: 30+ Resources to Get Things Done

[<http://mashable.com/2007/06/21/online-productivity-toolbox/>]