



Resources for Publishers to Dip Into Social Media

At the end of my webinar, I offered a page of resources for you. I summarily got on about 14 planes in a row. Here, at long last, are some sites to consider looking into, with a brief description of WHY.

Twitter - <http://www.twitter.com> - Fastest, lightweight social network the world has yet known. This is THE network for me. Authors and publishers are already here. (@paulocoelho, @neilhimsel, @annkingman, @chriswebb) and many more.

Twitter Search - <http://search.twitter.com> - The REAL secret power of twitter. You can put in all kinds of cool searches and subscribe to the results for later. THIS is the magic of Twitter.

Technorati - <http://www.technorati.com> - Though this site is starting to show some cracks, it's one way to see who's talking about you, your company, your books, etc.

Google Blogsearch - <http://blogsearch.google.com> - Not unlike Technorati, this is a tool to find where conversations are happening. (Sense a bit of a theme here? Listening is the new magic).

Shelfari - <http://www.shelfari.com> - Social network for booklovers. You don't hear much about it outside of Shelfari, but there are some diehards here.

Alltop - <http://www.alltop.com> - The Internet's Magazine Rack, a great way to find who's writing about the verticals you're interested in promoting. You can find things like money.alltop.com, gardening.alltop.com, etc.

Flickr - <http://www.flickr.com> - Photo sharing site. It's part of Yahoo!, and pretty much the reigning champion of social photo sharing. It's a great way to capture photos from book signings, tours, authors' "behind the scenes," etc.

YouTube - <http://www.youtube.com> - Over 13 BILLION videos shown a month. That makes it worth it to put some video on there. Do a search on "book trailer" and see what comes up. You'll be surprised.

Blip.tv - <http://www.blip.tv> - If you want longer video (YouTube has a 10 minute limit), Blip.tv is a great company out of New York, with really great people behind it.

Blog Talk Radio - <http://www.blogtalkradio.com> - Want to start a really simple audio project? This is your tool. Free, simple, easy. It's as easy as getting your authors and fans to dial into a telephone number. One person runs the "board," and that's it. Easy cheesy Podcasting.

WordPress - <http://www.wordpress.com> (hosted) or <http://www.wordpress.org> (software) - You want to blog? Start super easy with a WordPress blog. There's a fork in the road: do a hosted blog for free or cheap by going to WordPress.com. The drawback is that you can't customize it much. Want to start hosting your own install? An easy way is to try Tubu - <http://bloghost.me> . Andy offers \$10/year hosting INCLUDING a WordPress install, and that's cheaper than pretty much every other deal out there. (Note, if you want to buy a domain for the hosting, that's another \$10, so \$20 tops).

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