

Social Media Awareness Index

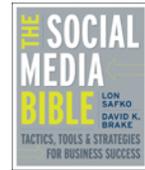
Category 1: Social Networking

Social networking tools allow you to share information about yourself and your interests with friends, professional colleagues, and others. Most of these tools allow you to create a profile and then post content (text, video, audio, photos) or link to things that correspond to your areas of interest or expertise.

Exercise:

- Check the tool if it's one you're familiar with.
- Circle the tool if you use it, and indicate in the Usage column if it's for business, personal, or both.
- If you use it in your business, indicate if it's internal (with employees) or external (with customers and prospects) with "I" or "E". If you use it for both, put in both letters.

Tool	Familiar	Usage	Internal/External
Bebo			
Facebook			
FastPitch!			
Friendster			
Gather.com			
KickApps			
LinkedIn			
MOLI			
MySpace			
Ning			
Orkut			
Plaxo			



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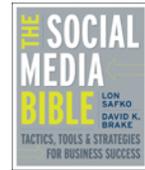
Category 2: Publish

Regardless of the business you are in, if you use any Web-based application to engage your employees, customers, or prospects, then you are to some degree a publisher. The content you present to your target audience will impact how people perceive your company. Publishing is a fairly broad category that includes tools that facilitate e-mail campaigns, blogging, and wikis.

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Tool	Familiar	Usage	Internal/External
Blogger.com			
Constant Contact			
Joomla			
Knol			
SlideShare			
TypePad			
Wikia			
Wikipedia			



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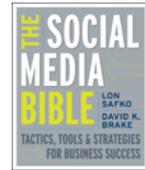
Category 3: Photo Sharing

Archiving and sharing photos may be very valuable to your business. In this category, you'll find tools that help you manage photos. The ability to use photos to communicate, collaborate, and educate has helped the shop realize greater efficiencies and profits.

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Tool	Familiar	Usage	Internal/External
Flickr			
Photobucket			
Picasa			
Radar.net			
SmugMug			
Twitxr			
Zoomr			



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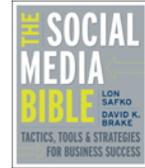
Category 4: Audio

The ability to download and carry thousands of hours of songs, podcasts, and other programs on a device that slips into a shirt pocket, such as an iPod, is truly amazing. Many college students now get recordings (podcasts) of their professors' lectures to play back later. Some company CEOs send out monthly messages to their workers via a podcast. Thanks to a group of dedicated podcasters, you can now take self-guided tours of several museums by downloading an audio tour before you leave home. Indeed, audio appeals to people on the go, and it has certain advantages over text-based tools and even video.

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Tool	Familiar	Usage	Internal/External
iTunes			
Podbean			
Podcast.net			
Rhapsody			



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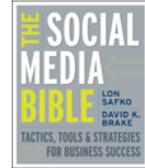
Category 5: Video

What is the value of video? Most of us have been raised with at least one television in the home. News, sports, entertainment, even infomercials have entered our lives on the television screen. That same content can now be viewed on your computer or your mobile phone. What's more, with video capability on your mobile phone, you can capture and share moments and events with others.

Exercise:

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Tool	Familiar	Usage	Internal/External
Brightcove			
Google Video			
Hulu			
Metacafe			
Viddler			
YouTube			



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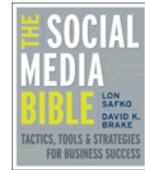
Category 6: Microblogging

If you can communicate something important or meaningful in less than 140 characters, microblogging is a category you'll want to explore.

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Tool	Familiar	Usage	Internal/External
Plurk			
Pownce			
Twitter			
Twixter			



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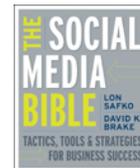
Category 7: Livecasting

This category encompasses Internet radio and other applications that allow you to stream a live broadcast to an audience or social network. Livecasting offers a flexible means of engaging your audience by educating or entertaining them.

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Tool	Familiar	Usage	Internal/External
BlogTalkRadio			
Live 365			
Justin.tv			
SHOUTcast			
Talkshoe			



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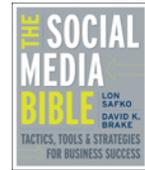
Category 8: Virtual Worlds

If you have a desire or to create a virtual storefront or virtual community, or to become someone or something else, then a virtual world may be worth considering. You don't have to go to extremes, however, to assume a persona and become part of a computer-generated world. It's not quite the holodeck experience you'll find aboard the fictional Starship Enterprise, but it's close.

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Tool	Familiar	Usage	Internal/External
Active Worlds			
Kaneva			
Second Life			
There			
ViOS			



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Category 9: Gaming

Gaming and virtual worlds have some things in common, but what sets them apart is the notion of cooperation and competition that is the very basis of gaming. Gamers are part of a fiercely loyal kind of online community. They spend hours playing in environments where conversation and shared experiences with other players across time zones and even continents is common. Not surprisingly, many game manufacturers now offer product placement and advertising opportunities in their games.

Exercise:

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Tool	Familiar	Usage	Internal/External
4x4 Evolution			
Entropia Universe			
EverQuest			
World of Warcraft			

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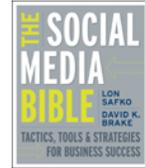
Category 10: Productivity Applications

The common denominator to all of the tools that live here is that they enhance business productivity in one way or another. Unlike many tools in the social media ecosystem that were created for the millennial generation’s propensity to share the intimate details of their lives with friends and cohorts, tools in this category are serious business applications.

Exercise:

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Tool	Familiar	Usage	Internal/External
Acteva			
AOL			
BitTorrent			
Constant Contact			
Eventful			
Google Alerts			
Google Docs			
Google Gmail			
MSGTAG			
ReadNotify			
Survey Monkey			
Tiddlywiki			
Yahoo			
Zoho			
Zoomerang			



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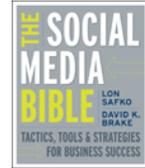
Category 11: Aggregators

These tools help you gather, update, and store information for easy access. Additionally, some aggregators leverage the wisdom of the crowd and tell you what other people are saying about a particular product, service, or brand. These can be excellent tools for capturing market intelligence.

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Tool	Familiar	Usage	Internal/External
Digg			
FriendFeed			
Google Reader			
iGoogle			
My Yahoo!			
Reddit			
Yelp			



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Category 12: RSS

RSS is an acronym for Rich Site Summary. A lot of web content changes and the tools in this category automatically feed you current content from the web sites that are most critical to your business needs. It could be an industry blog, statistics posted on a competitor’s site, or information from a government agency’s web site.

Exercise:

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Tool	Familiar	Usage	Internal/External
Atom			
FeedBurner			
PingShot			
RSS 2.0			



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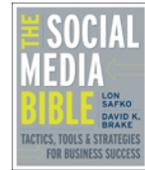
Category 13: Search

In just a few years, *Google* has become synonymous with doing an Internet search. If people are using tools like Google to find people, places, and things that are interesting, essential, or desirable and you have a relevant product or service, then you need to know something about the tools in this category.

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Tool	Familiar	Usage	Internal/External
EveryZing			
Google Search			
Icerocket			
MetaTube			
Redlasso			
Technorati			
Yahoo! Search			



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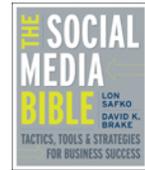
Category 14: Mobile

Mobile phones are quickly becoming the most important appliance you can own. In fact, you can access many of the tools from other categories in the social media ecosystem via your mobile phone. And, like everything else, there are specific tools that make your mobile phone a more powerful business ally.

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Tool	Familiar	Usage	Internal/External
airG			
AOL Mobile			
Brightkite			
CallWave			
Jott			
Jumbuck			
SMS.ac			



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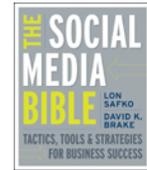
Category 15: Interpersonal

Tools in this category facilitate people-to-people communication and collaboration. To stalwart social media aficionados, many of these tools don't belong in the social media ecosystem, but if you're in the business of managing people, processes, or products, you need to be aware of these tools.

Exercise:

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Tool	Familiar	Usage	Internal/External
Adobe Connect			
AOL			
Go To Meeting			
iChat			
Jott			
Meebo			
Skype			
WebEx			



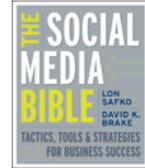
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How Well Did You Do?

How did you score? Remember, this is not a test. We know, at this point, you're just trying to get comfortable with the categories in the social media ecosystem.

However, to satisfy your competitive tendencies, use the following chart to tally your scores:

How many tools did you place a check next to?	
How many tools did you circle?	
How many tools did you code with an "I" for internal?	
How many tools did you code with an "E" for external?	
Which category had the greatest number of checks or circles?	



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Your Social Media Awareness

- If you placed a check next to 70 tools or more, your social media awareness score puts you in the top 1 percent of the class.
- Between 50 and 70 checks is impressive; clearly you've been watching what's happening in the ecosystem.
- Anything between 30 and 50 checks is still pretty good.
- If you had between 20 and 30 checks, your social media awareness is about average.
- Ten to 20 checks suggests that you could be a lot more aware of what's happening with social media.
- If you had fewer than 10 checks, you've got some catching up to do, and The Social Media Bible will help.

Your Social Media Experience

Being aware and being experienced are two different things.

- If you circled more than 25 tools, your social media experience is greater than 95 percent of the people surveyed as this book was being written.
- Anything between 15 and 25 is very impressive and suggests that you may already be experimenting with these tools and exploring new opportunities.
- If you circled between 10 and 15 tools, you're a little above average.
- Between 5 and 10 tools is about average.