

The Big Four:

1. MySpace
 - a. Not just for kids any more!
 - b. Blogs, bulletins, photos (your covers, events, etc.)
 - c. Status updates: "Neil is working on the copy edits for Mahu Vice."
 - d. Friend updates—when you do something on the site, it is broadcast to all your friends
 - e. Post a bulletin about award nominations, contracts, or new publications
 - f. Invite your friends to readings and speeches
 - g. Join groups such as "mystery fans" or those based around hobbies or locations in your books
 - h. Review the friends of your friends and invite them to be your friends—a way to get fans (read their profiles to see if they like books, for example.)
2. Facebook
 - a. Another social networking site which began for college kids
 - b. Connect with classmates – who might buy your books!
 - c. Status updates & photos like MySpace
 - d. Join groups
 - e. Use TinyURL or TwitPwr to create an easy link to your Facebook page
 - f. Consider creating a limited profile for your family & friends
3. Twitter
 - a. Twitter is a service for friends, family, and co-workers to communicate and stay connected through short, bite-size updates
 - b. Your friends or fans find you there, and choose to "follow" you
 - c. Your messages show up on their "Twitter" pages
 - d. The updates are under 140 characters
 - e. Can be delivered to browser, phone, or IM
4. LinkedIn
 - a. LinkedIn is primarily for business contacts
 - b. But business contacts can see your fiction in your profile

Additional Social Networking Sites & Resources

5. Friendster, Plaxo, Orkut, and Bebo are other social networking sites.
 - a. Be careful about sending mass invitations or giving access to your address book
6. Delicious
 - a. A bookmark-saving site
 - b. Sign up and include your own site as one of your bookmarks
 - c. When others search for the terms you've used they'll see your site
 - d. Your own website can offer a delicious button to save the bookmark there
7. E-vite
 - a. www.evite.com; invite fans to your events and track responses
 - b. They can see who else is coming
8. Digg
 - a. <http://digg.com/>; discover and share content on the web
 - b. Include a "digg" button on your site to allow visitors to share
 - c. Then people who go to Digg looking for something interesting can see what others have thought of you—and come to your site

9. Mass email tools
 - a. Send out newsletters, event announcements
 - b. Allow you to use graphics and links as well as text
 - c. Don't scavenge email addresses; get people to opt in
 - d. Collect cards at an event (offer a raffle for email address)
 - e. Have an "add me to your list" button on your website
 - f. I use Mail Chimp: <http://www.mailchimp.com/> (<100 addresses free)
 - g. Be sure to include "opt out" button in your message
 - h. If you mail out yourself, send your messages out in small groups to avoid being caught in spam filters
10. LibraryThing & Shelfari – sites for readers
 - a. List your own books there
 - b. See who owns the books you've written and what they have to say
 - c. Fans can look at others' libraries and look for books owned by those whose tastes are similar
 - d. Readers often ask for recommendations there
11. Book Tour
 - a. List your events at <http://www.booktour.com/>
 - b. Fans can get a weekly email of authors who will be in their area
12. StumbleUpon
 - a. Stumble Upon is a social website which allows its users a new way to experience the Internet. Instead of searching for specific items on search engines like Google, Stumble Upon users only have to tag specific personal or professional interests and then 'channel surf' the web by simply clicking on a button on Stumble Upon tool bar.
 - b. Article on how to use StumbleUpon: <http://tinyurl.com/3dcs9p>

Twitter Tools

13. Twitpwr
 - a. Create custom short URLs to help you brand at www.twitpwr.com. These open with a frame including your Twitter address.
14. Just Tweet It Directory
 - a. Add yourself to this directory at: <http://justtweetit.com/>
15. Splitweet.com
 - a. If you have multiple Twitter accounts (business, personal) track them here: <http://splitweet.com/>
16. Twit Pro Quo
 - a. Kind of like a chain letter. They expand your network of followers by having the next 10 people on their list follow you. In return, you follow 10 people from their list, and promote their service.
17. Topfollowed
 - a. <http://topfollowed.com/> does the same thing.
18. Twitter Grader
 - a. Shows you your rank on Twitter. <http://twitter.grader.com>.
19. Phone applications
 - a. Twitterberry for your Blackberry
 - b. Tweetie for your iPhone
20. TweetSpinner
 - a. Create reusable custom Tweets.
 - b. Schedule a tweet once a day that says, "Come to my site to win a copy of my next book."

21. Tweet Later
 - a. Allows you to schedule Tweets in advance
 - b. One week to release of my new book, two days to my reading at...
 - c. www.weetlater.com
22. Tweetbeep
 - a. <http://tweetbeep.com/>: Free Twitter Alerts by Email. You can even keep track of who's tweeting your website or blog, even if they use a shortened URL (like bit.ly or tinyurl.com).
23. John Kremer's Twitter Resources: <http://www.bookmarket.com/twitter.htm>
 - a. His TwitterMania manual has a lot of reasons NOT to follow someone—read those so you know what not to do.
 - b. Also tons of suggestions for creative tweets
24. Best Tweets for Writers: <http://blog.writersdigest.com/norules/> (every Friday)
25. A Twitter 101 Guide:
 - a. <http://davidallgroup.com/files/Twitter101Guide-V2-DAG.pdf>

Sample tweet:

Great social networking workshop this AM from Neil #Plakcy at the #FRW meeting. (This is 67 characters, so there's room for the URL for my handout. The hash marks (#) make your key words searchable by the Twitter engine.

Home page link:

I also put a link on my home page to get followers. You can find lots of graphics like this (with the associated HTML) at Twitter and other sites.



<http://www.twitter.com/NeilPlakcy>