

## Social Networking Sites

Social networking is useful for any business or organization. Using social networking sites you can

- Contact current clients/members
- Recruit new clients/members
- Announce upcoming events
- Encourage community involvement

## Supply List

To set up your social networking presence you will need the following:

- Ideas for a username
- Your email address
- Your zip code
- Your street address
- A memorable password
- A web-friendly logo (GIF or JPEG)
- Permission from your company to create the page

## LinkedIn

LinkedIn provides the type of information that you would give in a job interview. This networking tool is more conservative: use more formal languages and images here.

To sign up for LinkedIn,

1. Go to [www.linkedin.com](http://www.linkedin.com)
2. Enter your information as prompted (See Figure 1, Right)
3. Click [Join Now](#)
4. Enter your geographical information as prompted (See Figure 2, Below)
5. Click [Enter LinkedIn](#)
6. Check your email and respond to the email to activate your account

Figure 1: LinkedIn Registration

Figure 2: LinkedIn Geographical Information

## Facebook

Facebook presents the kind of information you would learn at a party with a small group of close friends. Facebook allows you to give many details about yourself and your company in a less formal setting.

To create a business profile on Facebook,

1. Go to [www.facebook.com](http://www.facebook.com)
2. Select *To create a page for a celebrity, band, or business, click here*
3. Enter your company's information as prompted (See Figure 3, Right)
4. Click [Create Page](#)
5. Enter your information as prompted (See Figure 4, Right)
6. Click [Sign Up Now!](#)
7. Check your email and confirm your account
8. To change your profile, click [Edit Information](#)

Figure 3: Facebook Registration

Figure 4: Facebook Further Registration

## Twitter

The networking service Twitter simulates a quick conversation with someone at a cocktail party. Keep your entries very short. (Tweets cannot be longer than 140 characters.)

To sign up for Twitter,

1. Go to [www.twitter.com](http://www.twitter.com)
2. Click [Get Started—Join](#)
3. Enter your information as prompted (See Figure 5, Right)
4. Enter the generated CAPTCHA code to prove you're human (see Figure 6, Below)
5. Click [Create my account](#)
6. If you want to use your address book to find people on Twitter enter your *email* and *password*
7. Click [Continue](#) or [Skip this step](#)
8. Click [Finish](#)

Figure 5: Twitter Registration

Figure 6: Twitter CAPTCHA Code

## WordPress

WordPress is a blog service. Blogs are similar to the material that you would present at a promotional meeting. Blog posts are usually at least a few paragraphs in a conversational tone with blog posts.

To sign up for WordPress,

1. Go to [www.wordpress.com](http://www.wordpress.com)
2. Click [Sign Up Now!](#)
3. Enter information as prompted (See Figure 7, Right)
4. Click [Next](#)
5. Choose the *language* you will primarily use when you blog
6. Select *I would like my blog to appear in search engines like Google and Technorati and in public listings around WordPress.com.*
7. Click [Signup](#)
8. Check your email and confirm your account
9. Update your profile information as prompted
10. Click [Save Profile](#)

Figure 7: WordPress Registration

## iGoogle

iGoogle lets you customize your Google experience and offers a host of free services.

To set up your iGoogle account,

1. Go to [www.google.com/accounts/NewAccount](http://www.google.com/accounts/NewAccount)
2. Enter information as prompted. You can use your personal email address. (See Figure 8, Right)
3. Click [I accept. Create my account](#)
4. Once you have a google account, setup Google Local.
5. **Google Local:** Sign in to your Google Account at [www.google.com/local/add](http://www.google.com/local/add)
6. Set up your company preferences, description, and keywords.
7. Click [Next](#)
8. Insert site specific information, optional, including images, (maps, building, logo) hours, payment options, etc.

Figure 8: Google Registration

9. Click [Submit](#)
10. Choose to receive the validation PIN by phone (immediately) or mail (2-3 weeks). (See figure 9)
11. Click [Finish](#)
12. Enter PIN and click [Go](#) (see figure 10)

Figure 9: Google Local Validation

Figure 10: Google Local Validation PIN

## YouTube

YouTube is a hosting service on the internet that allows users to post videos they have made. You can use YouTube to put up training or promotional videos for your company.

To sign up for YouTube,

1. Go to [www.youtube.com](http://www.youtube.com)
2. Click [Sign Up](#)
3. Enter information as prompted (See Figure 9, Right)
4. Click [I accept](#)

Figure 9: YouTube Registration

If you have a Google account,

- Enter your email and password
- Click [Sign in](#)

If you do not have a Google account,

- Enter your current email address
- Enter the password you will use to access your account
- Confirm your password
- Enter the generated CAPTCHA code to prove you're human (See Figure 10, Above)
- Click [Create New Account and Finish](#)

Figure 10: YouTube CAPTCHA Code

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