

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 11 HANDOUT

Terminology and activities

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Activity: Setting up a Google Alert

- Go to www.google.com/alerts.
- Type in the search query you want to set up. For example, if you want to be alerted every time your business's name is mentioned, add your business's name to the query box.
- Next, determine which formats you would like Google to search - news, blogs, video, discussions, books, or all of these (everything).
- The third box allows you to set how often Google will provide search on your query and email you the results. Be careful about choosing this "as it happens" unless you are prepared to be constantly bombarded with emails relating to your query!
- The same caution applies to the fourth box. We recommend you choose "only the best results" as you are getting started. If you choose "all results", you may be bombarded with more results than you know what to do with!
- Last, type in our Gmail address. Check your email later for the Alerts that have been sent.

Social media dashboards are tools that allow you manage and update multiple social media platforms (Twitter, Facebook and more) from a computer, iPhone, Android, or BlackBerry device.

Social Media dashboards

- <http://tweetdeck.com>
- <http://ping.fm>
- <http://netvibes.com>
- <http://hootsweet.com>
- <http://seesmic.com>
- <http://unilyzer.com>
- <http://gist.com> (for managing your contacts)

Activity: Setting up an account with HootSuite

1. Go to Hootsuite.com and sign up for an account
2. You will be sent a verification to your email account.
3. Once you have set up your account, you will be asked to add your social media accounts
4. You can use the message box to create posts now and schedule them for different social media accounts later in the week. Try creating several posts and scheduling them for future dates.