

# New Mexico Broadband Program

## Internet Tools for Small Business Success

### Module 11

### Social Media Administration

# Internet Tools for Small Business Success Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Introduction to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. LinkedIn

# Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



# How This Class Works

**Discussion**



**Demonstration**

**Hands-on Exercise**



# How This Class Works

Divided into Core Business Elements

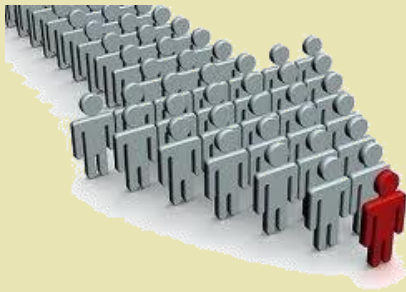
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



# Today's Class Goals

- Understand and discover the advantages of setting up Google Alerts
- Learn to manage Google Alerts
- Understand the definition of social media Dashboards
- Learn how using Dashboards can save time



**ALERT**

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



# Google Alerts



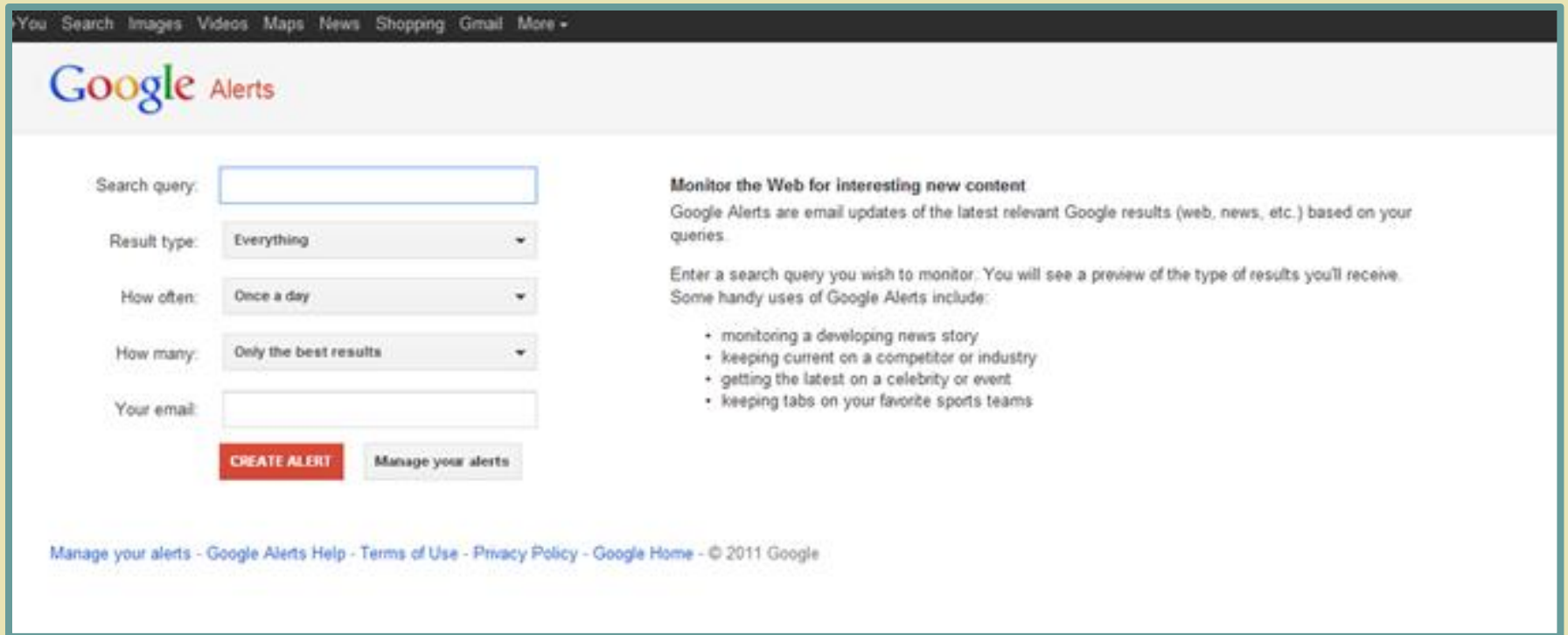
**Google alerts** Manage your alerts

Your Google Alerts [Switch to text emails](#) | [Export alerts](#)

Search terms	Type	How often	Volume	Deliver to	
<input type="checkbox"/> <a href="#">anti-virus software review</a>	News	once a day	Only the best results	Email	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Black Pegasus virus</a>	Discussions	as-it-happens	Only the best results	<a href="#">Feed</a>  <a href="#">View in Google Reader</a>	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">computer virus alert</a>	Blogs	as-it-happens	Only the best results	<a href="#">Feed</a>  <a href="#">View in Google Reader</a>	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">MooSoft</a>	Everything	once a day	Only the best results	Email	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">spyware removal review</a>	News	once a week	All results	Email	<a href="#">edit</a>
<input type="checkbox"/> <a href="#">Storm Worm</a>	Discussions	as-it-happens	Only the best results	<a href="#">Feed</a>  <a href="#">View in Google Reader</a>	<a href="#">edit</a>

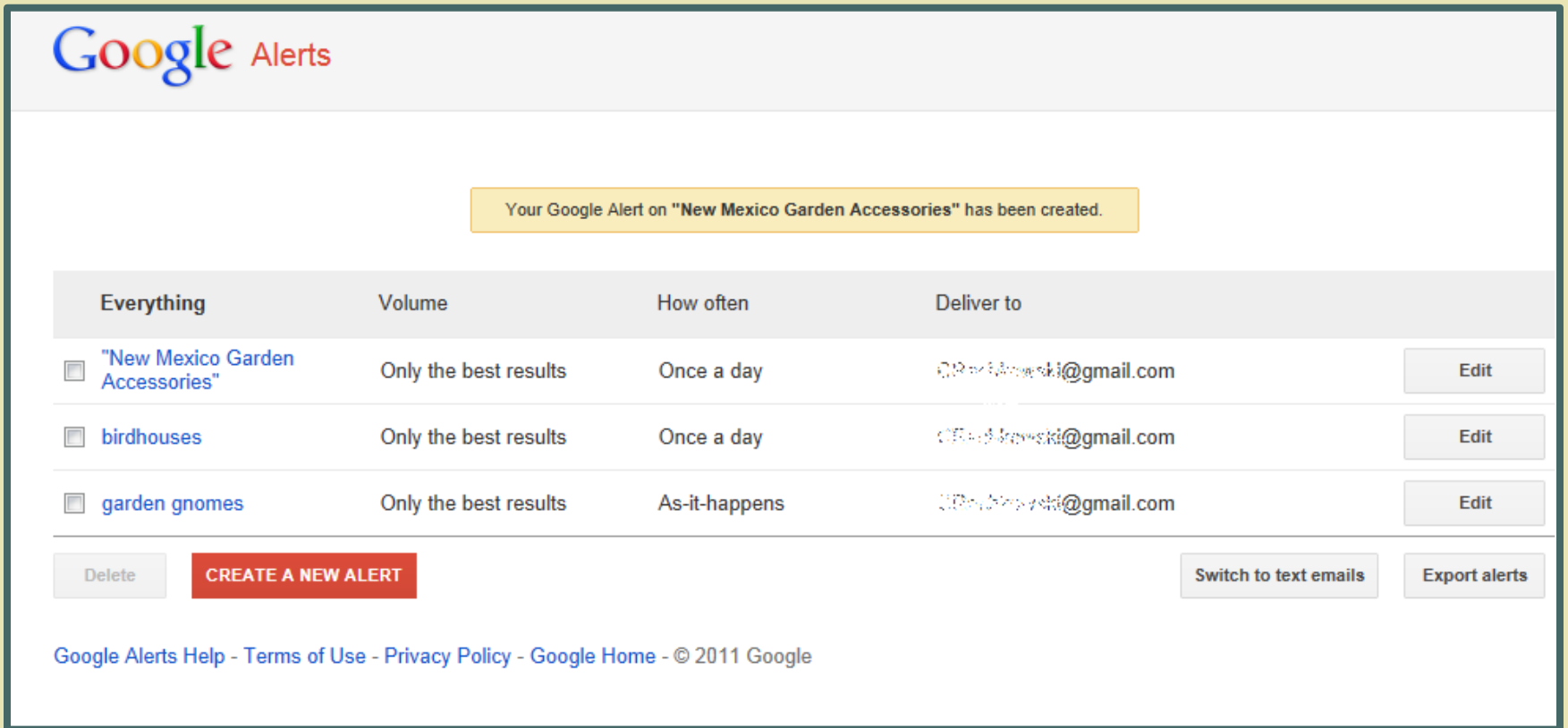


# Setting a Google Alert



The screenshot shows the Google Alerts interface. At the top, there is a navigation bar with links for 'You', 'Search', 'Images', 'Videos', 'Maps', 'News', 'Shopping', 'Gmail', and 'More'. Below this is the 'Google Alerts' logo. The main content area is divided into two columns. The left column contains a form with the following fields: 'Search query:' with an empty text input; 'Result type:' with a dropdown menu set to 'Everything'; 'How often:' with a dropdown menu set to 'Once a day'; 'How many:' with a dropdown menu set to 'Only the best results'; and 'Your email:' with an empty text input. Below these fields are two buttons: a red 'CREATE ALERT' button and a grey 'Manage your alerts' button. The right column contains the heading 'Monitor the Web for interesting new content', followed by a paragraph explaining that Google Alerts are email updates of the latest relevant Google results. Below this is another paragraph stating that users will see a preview of results and listing some handy uses of Google Alerts, such as monitoring a developing news story, keeping current on a competitor, getting the latest on a celebrity, and keeping tabs on favorite sports teams. At the bottom of the page, there is a footer with links for 'Manage your alerts', 'Google Alerts Help', 'Terms of Use', 'Privacy Policy', 'Google Home', and a copyright notice for 2011 Google.

# Google Alert Email Results



The screenshot shows the Google Alerts interface. At the top left is the Google Alerts logo. A yellow notification box in the center states: "Your Google Alert on 'New Mexico Garden Accessories' has been created." Below this is a table with columns: Everything, Volume, How often, and Deliver to. The table lists three alerts: "New Mexico Garden Accessories", birdhouses, and garden gnomes. Each alert has a checkbox, a volume setting of "Only the best results", a frequency of "Once a day" or "As-it-happens", and a deliver-to email address. There are "Edit" buttons for each alert. At the bottom left is a "Delete" button and a red "CREATE A NEW ALERT" button. At the bottom right are "Switch to text emails" and "Export alerts" buttons. The footer contains links for "Google Alerts Help", "Terms of Use", "Privacy Policy", "Google Home", and "© 2011 Google".

Google Alerts

Your Google Alert on "New Mexico Garden Accessories" has been created.

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "New Mexico Garden Accessories"	Only the best results	Once a day	OFF@brevski@gmail.com	Edit
<input type="checkbox"/> birdhouses	Only the best results	Once a day	OFF@brevski@gmail.com	Edit
<input type="checkbox"/> garden gnomes	Only the best results	As-it-happens	OFF@brevski@gmail.com	Edit

Delete **CREATE A NEW ALERT** Switch to text emails Export alerts

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google

# Google Alert Email Results

The screenshot shows a Gmail interface. At the top left is the Google logo. To its right is a search bar with a magnifying glass icon. Below the search bar is a row of action buttons: Reply, Reply All, Forward, Delete, Move, Star, and More. On the left side, there is a sidebar with a red 'COMPOSE' button, followed by 'Inbox (4,403)', 'Important', 'Sent Mail', 'Drafts (6)', 'Circles', and 'Business Register'. The main content area shows an email from 'Google Alerts' (googlealerts-noreply@google.com) to the user. The email subject is 'Google Alert - garden gnomes'. Below the subject, there is a 'News' section with the text '3 new results for garden gnomes'. The first result is a link to 'WWE News: WWE Garden Gnomes' from ProWrestling.net. The text of the email says: 'Yes, WWE actually sells garden gnomes. The John Cena gnome isn't listed, but they are selling gnomes for Hornswoggle, Triple H, Steve Austin, and...wait for it...The Rock! You can view the gnomes at WWEshop.com/search.asp?searchterm=gnome&sort=n. See all stories on this topic »'.

# Managing Social Media: Social Media Dashboards



Dashboard graphic from <http://www.unilyzer.com/>

# Terminology

## Social Media Dashboards

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



# Managing Social Media: 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)





# HootSuite

The screenshot displays the HootSuite website interface. At the top, the navigation bar includes the HootSuite logo, links for Home, Features, Mobile, Blog, Help Desk, and Plans and Pricing, and a Login button. The main content area is split into two sections. On the left, a dark blue banner features the text "Social Media Dashboard" and "The leading social media dashboard to manage and measure your social networks". Below this is a screenshot of the dashboard interface and a list of features: "Manage multiple social profiles", "Schedule messages and tweets", "Track brand mentions", "Analyze social media traffic", and "3 million+ satisfied users". A "View Plans and Pricing" button is positioned below the list. On the right, a light blue sign-up form titled "Sign Up Today - FREE" contains input fields for "Email Address", "Full Name", "Password", and "Confirm Password". It also includes a checkbox for "I'd like to receive HootSuite newsletters" and a "Sign Up Now" button.

hootsuite Home | Features | Mobile | Blog | Help Desk | Plans and Pricing Login

## Social Media Dashboard

The leading social media dashboard to manage and measure your social networks

- Manage multiple social profiles
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 3 million+ satisfied users

[View Plans and Pricing](#)

### Sign Up Today - FREE

Email Address

Full Name

Password

Confirm Password

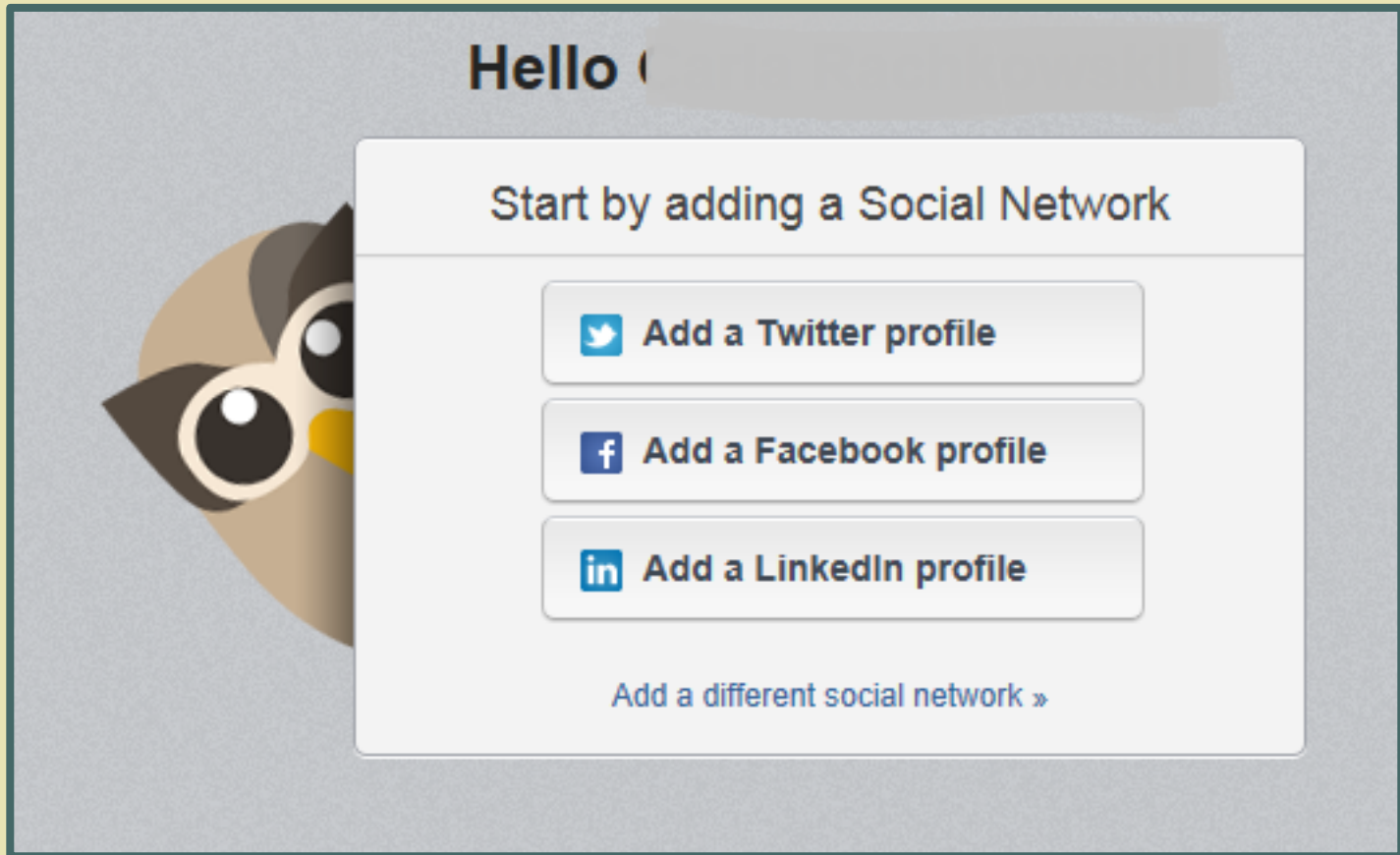
I have read and [agree](#) to the [Terms of Use](#)

I'd like to receive HootSuite newsletters

[Sign Up Now](#)



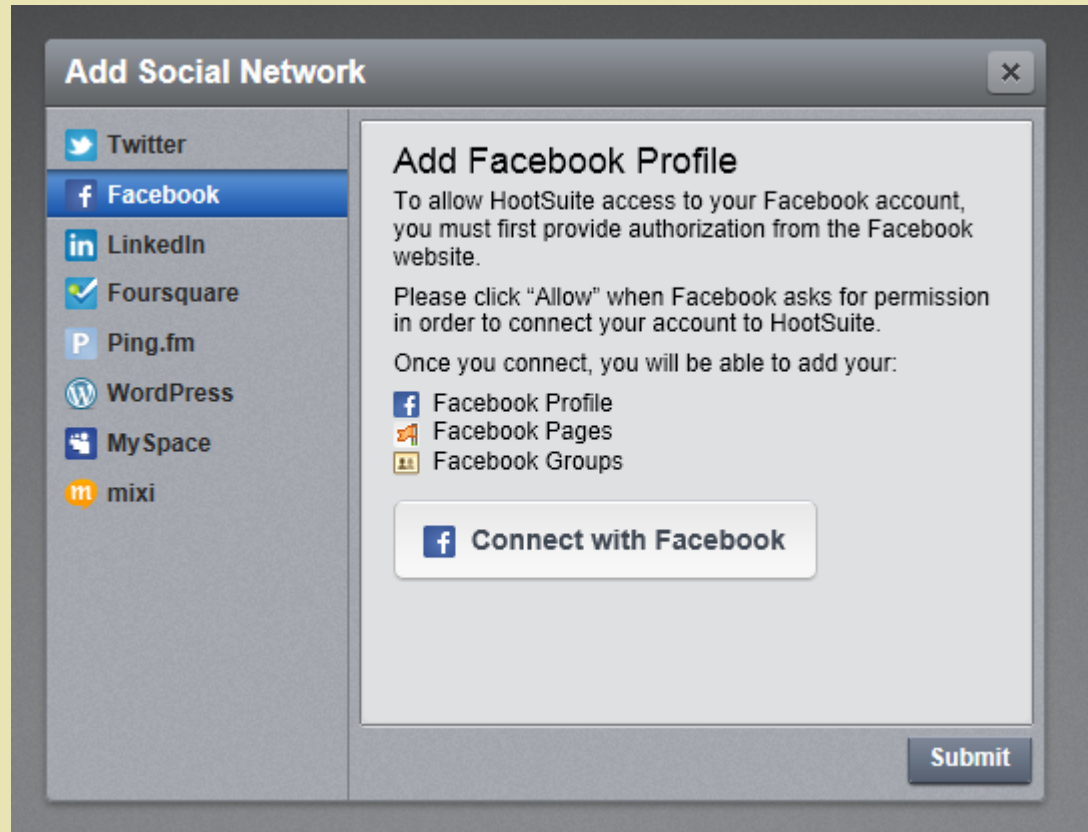
# Getting Started with HootSuite







# Getting Started with HootSuite



# Getting Started with HootSuite

Let's see how it works

<http://www.youtube.com/watch?v=gqebLAGUc1Q&feature=related>



# Review of Class Goals

- Understand Google Alerts & discover the advantages of using them
- Learn to manage your Google Alerts
- Understand the definition of social media Dashboards
- Learn why using Dashboards can save you time and effort



**We appreciate the time you spent with us.  
We hope to see you at the next training!**

**These materials were created collaboratively by the  
New Mexico Department of Information Technology, Fast Forward New Mexico,  
and the New Mexico State Library, under grants provided by the  
National Telecommunications and Information Administration.  
These materials are not to be used for profit.**

*Connecting you to a world of opportunities*

