

**A Survival Guide to Social Media  
and Web 2.0 Optimization:**  
*Strategies, Tactics, and Tools for  
Succeeding in the Social Web*

**by Deltina Hay**



**Wiggy Press**

---

DALTON PUBLISHING

Wiggy Press, a nonfiction line from:

Dalton Publishing  
P.O. Box 242  
Austin, Texas 78767  
www.daltonpublishing.com

Copyright 2009 by Deltina Hay. All Rights Reserved.

Printed in the United States of America

Edited by Ric Williams

Assisted editing and research by Neil Kahn

Cover design and interior images by Jason Hranicky

Interior design and typesetting by Deltina Hay and Jessica Hillstrom

Resource CD forms by Tamar Design+Marketing

ISBN: 978-0-9817443-8-4

Library of Congress Cataloging-in-Publication Data

Hay, Deltina.

A survival guide to social media and Web 2.0 optimization : strategies, tactics, and tools for succeeding in the social web / by Deltina Hay.

p. cm.

Includes index.

ISBN 978-0-9817443-8-4

1. Web 2.0. 2. Web site development. 3. Online social networks. I. Title.

TK5105.88817.H39 2009

006.7'54--dc22

2009012117

# Table of Contents

<b>Introduction.....</b>	<b>15</b>
<i>About This Book</i>	
<i>A Brief Primer Before You Continue</i>	
<i>Who Should Read This Book</i>	
<i>How To Use This Book</i>	
<b>1. Creating Your Social Media Strategy.....</b>	<b>23</b>
<i>Important First Decisions Regarding Websites, Blogs, and RSS Feeds</i>	
<i>Mapping Your Strategy</i>	
<i>Sample Strategies</i>	
<b>2. Preparation .....</b>	<b>41</b>
<i>Key Terms or “Tags”</i>	
<i>Important First Decisions Regarding Your Profiles</i>	
<i>Optimizing File Names</i>	
<i>Preparing Your Multimedia Items</i>	
<i>Gathering Content For Blog Posts</i>	
<b>3. RSS Feeds &amp; Blogs.....</b>	<b>47</b>
<i>RSS Feeds</i>	
<i>The Feed Reader</i>	
<i>The Feed</i>	
<i>Options for Creating an RSS Feed</i>	
<i>Planning Your Feed</i>	
<i>Blogs</i>	
<i>Options for Starting Your Blog</i>	
<i>Main Elements of a WordPress Blog Post</i>	
<i>Planning Your Blog</i>	
<i>Optimizing and Promoting Your Blog and RSS Feed</i>	
<i>Your Feed or Blog Content</i>	
<i>Search Engine Optimization (SEO)</i>	
<i>FeedBurner</i>	
<i>RSS Feed and Blog Directories</i>	
<i>An Optimization Plan for Your Blog or RSS Feed</i>	

## **4. Building a WordPress Powered Website ..... 91**

*Using WordPress As A CMS*  
*Diversity Of WordPress Sites*  
*The Anatomy Of A WordPress Site*  
*Installing WordPress As A CMS*  
*A Brief Look At The WordPress Dashboard*  
*Important Initial Settings*  
*Planning Your Site*  
*Themes*  
*Plugins*  
*Setting Up Your Sidebars*  
*Building Your Pages*  
*Posting Blog Entries*

## **5. Podcasting, Vidcasting, & Webcasting.....121**

*What Will Your Podcast Be About?*  
*Publishing Options For Your Podcast*  
*Creating And Uploading Podcast Episodes*  
*Publishing Your Podcast*  
*Optimizing Your Podcast*  
*Webcasting*

## **6. Social Networking & Micro-Blogging.....137**

*Facebook*  
*The Facebook Home Page*  
*The Facebook Profile*  
*Facebook Pages*  
*Other Social Networking Sites*  
*MySpace*  
*LinkedIn*  
*Twitter*  
*Niche Social Networking Sites*  
*Creating Your Own Social Network*  
*Promoting Your Social Networking Presence*  
*A Social Networking Strategy*

## **7. Social Bookmarking & Crowd-Sourcing .....177**

*Social Bookmarking*  
*Social Bookmarking in Action*

*Using Social Bookmarking Sites*  
*A Social Bookmarking Strategy*  
*Purpose-Built Delicious Pages*  
*Crowd-Sourcing*  
*Crowd-Sourcing in Action*  
*Using Crowd-Sourced News Sites*  
*A Crowd-Sourcing Strategy*  
*Preparation And Tracking Your Progress*  
*A Note On Making Your Content Sharable*

## **8. Media Communities.....195**

*Image Sharing Sites*  
*Image Sharing in Action*  
*Using Image Sharing Sites*  
*Image Sharing Strategy*  
*Video Sharing Sites*  
*Using Video Sharing Sites*  
*Video Sharing Strategy*  
*Searching And Search Engine Placement*  
*Connecting With Others*

## **9. Widgets & Badges.....221**

*Highlighting Your Social Web Presence*  
*Sharing And Syndicating Your Content*  
*Making Your Site More Interactive*  
*Promoting Products And Making Money*  
*Using Widgets In WordPress*  
*Placing Widgets In Other Websites*  
*Widget Communities And Directories*  
*Creating Your Own Widgets*  
*Working Widgets Into Your Strategy*

## **10. Social Media Newsrooms.....259**

*What is a Social Media Newsroom?*  
*Do You Need A Social Media Newsroom?*  
*Building Your Social Media Newsroom*  
*Populating The Newsroom*  
*Social Media News Releases*  
*Social Media Newsroom Examples*

<b>11. More Social Tools.....</b>	<b>283</b>
<i>Social Calendars</i>	
<i>Social Pages</i>	
<i>Wikis</i>	
<i>Social Search Portals</i>	
<i>Virtual Worlds</i>	
<b>12. Pulling It All Together.....</b>	<b>291</b>
<i>Optimizing Your Website</i>	
<i>A Website Optimization Plan</i>	
<i>Streamlining Your Social Web Presence</i>	
<i>An Integration Plan</i>	
<b>13. Looking to the Future.....</b>	<b>301</b>
<i>Lifestreaming: The Future of Blogging</i>	
<i>Distributed Social Networking</i>	
<i>Social Ranking, Relevancy, and “Defriending”</i>	
<i>Web 3.0 or “The Semantic Web”</i>	
<i>Mobile Technology</i>	
<i>Keeping Your Eye On The Social Media Pie</i>	
<b>14. Measuring Your Success.....</b>	<b>317</b>
<i>Know Your Goals</i>	
<i>A Qualitative Framework</i>	
<i>A Quantitative Framework</i>	
<i>Tools to Help You Measure</i>	
<i>Come To Your Own Conclusions</i>	
<b>15. Conclusion.....</b>	<b>329</b>
<b>Appendix A: Installing WordPress.....</b>	<b>333</b>
<b>Appendix B: Creating Your Own RSS Feed.....</b>	<b>345</b>
<b>Appendix C: Building Your Own Widget.....</b>	<b>361</b>
<b>Appendix D: WordPress 2.7.....</b>	<b>389</b>
<b>Index</b>	