

Social Resource List

ARTICLES

MediaPost News:

- “Consumers More Willing To Share Brand Info On Social Networks Than Previously Thought” - http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=116866

MediaPost News:

- “Razorfish Study: Special Offers Drive Engagement In Social Media” - http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=117008

MediaPost News:

- “Report: Tuesday Super For Facebook Brand Pages” - http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=113154

PaidContent.org:

- “Twenty Percent Of Tweets Mention Brands, Products” - <http://paidcontent.org/article/419-1-out-of-5-tweets-mention-brands-products>

SEOMoz Social Media Guide:

- “101 Social Media Sites to Help Market Your Business or Yourself Online” - <http://www.seomoz.org/article/social-media-marketing-tactics>

Techcrunch.com:

- “The Web Spends 8 Billion Minutes Online Everyday Using Facebook” - <http://www.techcrunch.com/2009/10/21/web-2-0-summit-facebooks-vp-of-engineering-on-scaling-facebook/>

WEBSITES

AllTop:

- Top headlines from many different social media/new/information sites - <http://alltop.com/>

Marketing Pilgrim:

- Owned by Andy Beal, a well-known reputation management expert, who also owns Trackur (a social media monitoring tool) - <http://www.marketingpilgrim.com/>

Mashable:

- THE Social Media Guide for top news and information - <http://mashable.com/>

TopRank Online Marketing Blog:

- A general online marketing blog, but the owner has an emphasis on social - <http://www.toprankblog.com/>

VIDEOS

Social Media Revolution:

- <http://www.youtube.com/watch?v=sIFYPQjYhv8>

Did You Know 4.0:

- <http://www.youtube.com/watch?v=6ILQrUrEW8>

DigitalBuzzBlog:

- “Social Media ROI” - <http://www.digitalbuzzblog.com/the-basics-of-social-media-roi-ppt-slideshare/>

