

THE SOCIAL MEDIA STRATEGY GUIDE



twitter



GARIN KILPATRICK

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BY: GARIN KILPATRICK

Social Media is everywhere.

By reading this report you will learn cutting edge information about Blogging, Facebook, Twitter, LinkedIn, YouTube, and more

This report will teach you what social media can do for you.

In this report I endeavor to explain some of the best ways for using social media to build your brand and market yourself across the social web.

In this guide you will learn about the tools and the tactics you need to maximize your social media outcome.

I will explain how a blog is a powerful asset, how you can become a Twitter guru, how to customize a Facebook page, ways to socially syndicate your content across the web, and more!

I hope you enjoy The Social Media Strategy Guide and if you do please share it with your friends!

Your Friend in Social Media Success,



GARIN KILPATRICK

The first step towards Social Media success starts with a blog.

Social media is all about sharing and discussing, and blogs provides a great platform for both.

Blogs are conversations and facilitate sharing of any content you create. These days to be taken seriously on social media you have got to own a content management system (CMS), otherwise known as a blog.

Your blog is your hub, your core content publishing platform, and your home base. Your blog is the social center of your online activities, and should connect your visitors to the other social media sites you are active on.

When it comes right down to it, you don't really own your social media sites. But a blog is your own web property, and the best way to brand yourself on the internet.

As you probably know GarinKilpatrick.com is my main blog. I use the personal branding strategy for my domain, which is used by many leading bloggers.

My best communication channel is my email list, which I build by giving away this free report, and other great free resources through my newsletter. (You should sign up to my newsletter if you haven't already :)

I use [Aweber](#) to manage my newsletter, web forms, and auto-responder emails. They are a great service, and if you sign up the first month costs only \$1.

It is important to try and make your content available wherever your readers are, so I syndicate my content to as many social media channels as possible, including [Facebook](#), Twitter, [YouTube](#), [Google Plus](#), and more!

Spend some serious time thinking about your domain and online brand before you buy. Try to make it as descriptive and catchy as possible.

I recommend going with a .com domain, since these are awarded more SEO fuel from Google and are the most familiar domain on the net. The next most popular domain suffixes are .net, and .org.

[Godaddy](#) is the world's largest domain registrar, and I have always purchased my domains through them.

I have always been happy with [Godaddy](#) customer service, and I highly recommend buying your domain through them.

Once you've got yourself a domain you will need a host to serve up your blog to the web. There are hundreds of places online that will host your blog for free, but these always limited, and never really owned by you.

If you want to be taken seriously on the web you should get serious with a self hosted blog. Godaddy is my web host, and they have served me well, with awesome customer service.

Before you buy anything from Godaddy Google a search for "Godaddy coupon codes" and there are always a few active codes that will save you some cash.

Once you are set up with a Hosting account to serve your site, it is time to install Wordpress.org. Wordpress is used and loved by millions of bloggers worldwide for good reasons.

Wordpress is an awesome content management system, and best of all Wordpress is open source, meaning it is completely free to download, install, and use. Wordpress even comes with a famous [five minute installation](#).

If you buy your hosting through Godaddy they even automate this otherwise technical process with a web app called the Godaddy hosting connection.

WORDPRESS

Having a Wordpress self-hosted blog is essential to your online success. A blog is your online hub. This is the place where you can connect people with your social profiles from across the web and encourage them to join you in your most effective channels.



Wordpress is a blogging platform, and also a powerful CMS (Content Management System). Wordpress is integrated with a database and makes it easy to store your content by assigning tags and categories to your posts.

Within the Wordpress backend (the dashboard) you can schedule posts, password protect content, assign user roles and permissions, install rich themes and plug-ins, manage commenting, and more.

There is confusion among new bloggers about the difference between a wordpress.org and a wordpress.com blog. You can remember the difference between wordpress.org and wordpress.com by knowing that wordpress.com is hosted and owned by Wordpress, whereas a wordpress.org blog is owned and hosted by you.

With wordpress.com your customization options are limited. If instead you go with a web host like [Just host](#) or [Godaddy](#) and you own your own blog you will have access to thousands of different themes, and plug-ins, most of which are completely free.

Custom features are what will set your blog apart from the millions of sub-par bloggers and show that you are more serious about online success than someone who is too cheap to spend a few dollars a month to have a strong online presence.

With a self hosted blog you will be able to install social media sharing features like Twitter and Facebook widgets, custom toolbars, social sharing buttons and much more.

If you are looking for a free theme to use for your wordpress.org blog I recommend you check out what [WooThemes](#) as they offer an exceptional free theme, and some great premium themes as well. I use a woocommerce theme for [my personal blog](#).

For more of an idea of the kind of value plug-ins can deliver check out this post I wrote called [21 of the best Wordpress plugins](#).

A great example of an awesome Wordpress plugin is the commenting tool Disqus.

[DISQUS](#) is one of the most popular commenting plugin for wordpress, so you may encounter it a lot.

The logo for Disqus, featuring the word "DISQUS" in a bold, sans-serif font. The letters "DISQ" are in a dark blue color, and the letters "US" are in a bright orange color.

Another commenting system that has recently emerged, and is arguably more powerful than Disqus, is [Livefyre](#).

The more that you can engage your network, through comments, tweets, or any other form of communication, the stronger your network will become.

TWITTER

Twitter is the fastest way to build your brand and community online.

Twitter is a social media platform and a “micro-blog.” Unlike most Facebook profiles, which have a variety of privacy features and are typically only viewable by your friends, Twitter is open for anyone to read like a regular web page.



Although for some the thought of anyone reading your tweets might be slightly intimidating at first, engaging on this new medium is an exciting and exceptionally empowering new way to communicate with the world.

Twitter is a quick and easy way to share with the world the content you produce, and the kind of person you are. There is a lot more to Twitter than this guide will cover, which is why I wrote the Twitter Tools Book.

It is possible to make your tweets secured, but I encourage you not to put a lock on your tweets. If you ever encounter a negative person (which is rare) you can easily block their account.

Below you will find information about some different Twitter tools that will give you some powerful options for expanding and managing your Twitter network.

TWITTER TOOLS

Twitter tools have the potential to take your presence on Twitter to the next level.

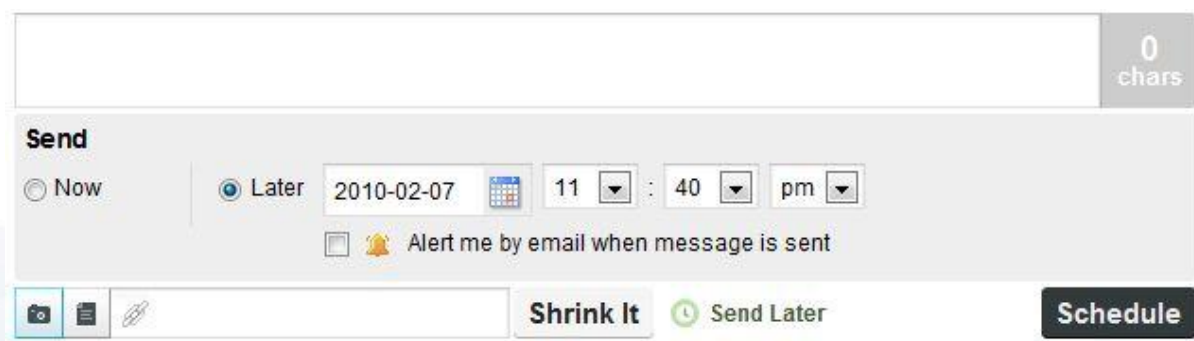
As your Twitter network grows the right tools can help your Twitter presence become an immense success!

HOOTSUITE

[Hootsuite](#) is simply the best way to manage Twitter from your web browser. This is the only tool that is included both in this guide and in my free report on [the top Twitter Tools](#).

Hootsuite brands their Twitter Tool as “The Professional Twitter Client” and they offer several features to back up this claim.

Tweet Scheduling is my favorite feature of HootSuite. To schedule a tweet simply click “Send Later,” choose the time and date you want your tweet to be sent, click



The screenshot shows the Hootsuite tweet scheduling interface. At the top is a text input field for the tweet content, with a character count of 0. Below the input field is a 'Send' section with two radio buttons: 'Now' and 'Later'. The 'Later' option is selected. To the right of the 'Later' option is a date and time selector showing '2010-02-07' with a calendar icon, '11' for the hour, '40' for the minute, and 'pm' for the period. Below the date and time selector is a checkbox labeled 'Alert me by email when message is sent'. At the bottom of the interface are three buttons: 'Shrink It' (with a camera icon), 'Send Later' (with a clock icon), and 'Schedule' (a dark button).

“Schedule” and viola! Your tweet will be scheduled and kept in the pending tweets queue.

Hootsuite offers integration of Twitter, Facebook Profile and Pages, LinkedIn, Ping.fm, Wordpress.com, and Foursquare.

MANAGE FLITTER

[ManageFlitter](#) is powerful web app that can help you unfollow irrelevant people with ease.

With Manage Flitter you can:

- Clean up the people you follow
- Find out who is not following you back
- Unfollow Inactive Twitter Users
- Unfollow Twitter users who have the default avatar

ManageTwitter - Twitter Account Management

- Clean up and manage who you follow.
- Find out who isn't following you back.
- Find out which inactive accounts you follow.
- Easily search inside your Twitter stream.

Start

The screenshot shows the ManageTwitter web application interface. It features a header with the title "ManageTwitter - Twitter Account Management" in red. Below the header is a list of four bullet points describing the app's features. A red "Start" button is positioned below the list. To the right of the text is a screenshot of the application's main interface, which displays a list of Twitter accounts with various filters and options. The interface includes a search bar, a list of user profiles, and several action buttons like "Unfollow" and "Follow".

Manage Twitter builds a list of people based on one of these undesirable criteria and then allows you to perform a bulk unfollow of up to 100 people at a time.

TWEETADDER



[TweetAdder](#) is an awesome software program that allows you to build a list of people to follow on Twitter based on keyword, followers of a user, users someone is following, and others.

The TweetAdder Twitter Marketing software has several powerful features, and has won several software awards as a result.

If you are serious about rapidly building a targeted twitter network this is the program for you!

TweetAdder just released a brand new version, TweetAdder 3, which is more powerful than ever.

This new program has the ability to schedule tweets, and to find targeted followers based on location, keywords in their tweets, and even keywords included in their profile bio information!

I created a video review of TweetAdder 3:

<http://twittertoolsbook.com/tweetadder3>



TWEETIE FOR MAC



[Tweetie](#) for Mac is the big brother to the official Twitter for iPhone app.

Tweetie simplifies Twitter and offers impressive features within an elegant design.

When opening a twitpic, or viewing a profile picture, the image will appear in a slick looking pop up box.

For those who own a Mac I recommend you try out Tweetie, because you will probably love the sleek interface!



At the recent Twitter developers conference *Chirp* Twitter announced that they have acquired the iPhone app Tweetie 2 and this software is now available to all for free as the Twitter app for iPhone.

TWITTER TIPS

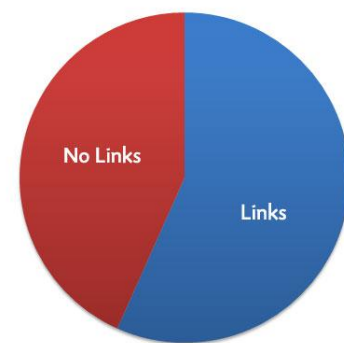
HOW TO: WRITE RETWEETABLE TWEETS

Tweets with links retweet more often than those without.

For your tweet to be retweeted make it catchy. Be bold.

Leave enough room in the tweet for your username to be included.

Link Occurrence in ReTweets



DanZarella.com

Retweet Example: RT @GarinKilpatrick: Get a FREE copy of The Social Media Strategy Guide from: www.thesocialmediastrategyguide.com

HOW TO: GET MORE RE-TWEETS

As your tweets are retweeted you will probably find that you pick up a few new followers each time. Sometimes this strategy will enable you to pick up several new followers, depending on what you tweet, when you tweet it, and who retweets you.

A good strategy for attaining retweets is to Tweet your best stuff out during peak times. The peak time for Twitter is after lunch.

Between noon and 4 p.m. EST is when you will probably find that you get the most retweets, but make sure to experiment because everyone's network is different.

I wrote a post called [35 Ways to Get More Retweets](#) with contains a gold mine of great advice for getting more retweets!

I also recorded this blog post as a twenty minute podcast that you can listen to if you prefer!

FRIENDFEED LIFESTREAMING

[Friendfeed](#) to Twitter is a simple way to share one or multiple feeds from across the web. Friendfeed is a social network that allows feeds from many social media sites to be merged into a common lifestream.

Friendfeed was recently purchased by Facebook, and was the first site to popularize the "like" feature.



Friendfeed has integration with over 50 sites, and provides auto-posting to Twitter. I use friendfeed to lifestream my Blogs, tumblr, posterous, last.fm, stumbleupon, and more. You can subscribe to my friendfeed lifestream at friendfeed.com/garin.

A cool feature of friendfeed is how posts that generate exceptional commenting and "likes" end up making it to the best of day, week, and month pages. I spent an evening in Half Moon Bay, California with my cousin [@lkilpatrick](#) and [@Scobleizer](#) at Robert's house and he posted a status update on friendfeed with

my name in it that generated over 800 comments and this made it to the best of week and month pages.

This Scoble exposure led to several new subscribers for me and helped me realize how important it is to get the attention of social media giants.

TWITTER EMAIL TOOLS

Not everyone is able to spend all day on TweetDeck. The Twitter email tools below offer Twitter summary services, and alerts, delivered directly to your inbox!

NUTSHELL MAIL



Stay Connected to Twitter From Your Email Inbox

NutshellMail delivers you Saved Searches, Latest Tweets, @Replies, New Followers, Latest Quitters all in a single email.

[View Sample](#)

The advertisement features a blue background with a large blue bird icon on the left. On the right, there is a screenshot of a Twitter profile page for 'nutshellmail' with 646 followers and 245 following. The profile page shows sections for 'New Followers', 'Latest Quitters', 'Search Results (web design)', and 'Latest Replies'. The 'Search Results' section includes tweets from users like @JohnDeer, @AChanceTempe, and @webdewch. The 'Latest Replies' section shows a tweet from @shanebuckley.

[Nutshell Mail](#) offers a daily email service that is second to none.

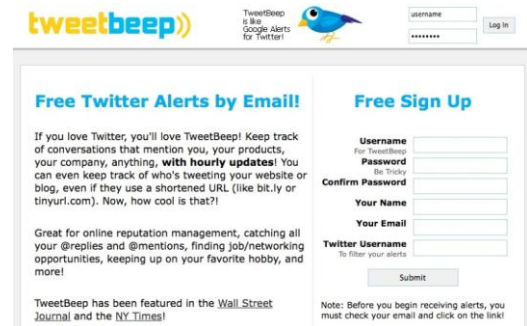
Nutshell sends updates about new followers/unfollowers, mentions, and direct messages.

If you are just looking for a summary of Twitter and other social media activity Nutshell Mail is the way to go.

Nutshell mail also offers a daily Facebook and LinkedIn email summary service.

TWEETBEEP

[TweetBeep](#) offers simple free Twitter Alerts by Email. You can use TweetBeep to keep track of conversations based on keywords or Twitter usernames.



The competitive advantage TweetBeep has over other twitter alert solutions is the option of receiving hourly updates.

TRENDISTIC



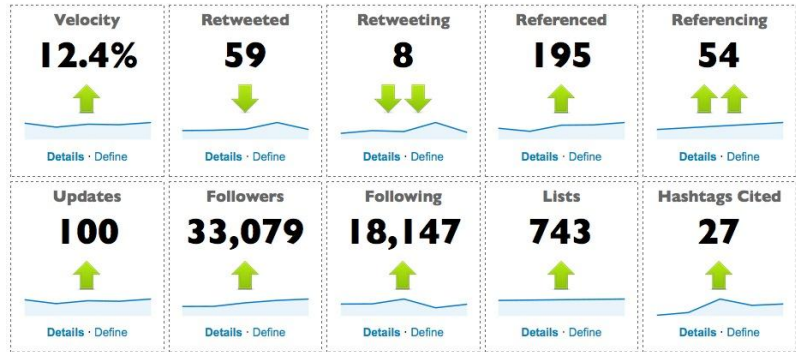
[Trendistic](#) is an excellent way to graph trends on Twitter.

In addition to providing a great information resource, trendistic graphs can also be embedded into

a website. These embeddable graphs can be static, like a snapshot, or dynamic and always up to date!

TWITALYZER

[Twitalyzer](#) tracks trends on Twitter. This free service covers nearly 30 metrics and measures that are important indicators of a user's behavior in Twitter.



TWEETSTATS – TWITTER STATISTICS FOR ANY USER

[TweetStats](#) is extremely easy to use (just enter your Twitter username) and provides meaningful data in a matter of minutes.

TweetStats
Home Trends Twitter Stats

In ur Tweets, Graphin' Your Stats!

| Day | Tweets |
|-----|--------|
| Mon | 521 |
| Tue | 633 |
| Wed | 669 |
| Thu | 489 |
| Fri | 459 |
| Sat | 332 |
| Sun | 406 |

Graph your Twitter Stats including

- Tweets per hour
- Tweets per month
- Tweet timeline
- Reply statistics

In use by over 100,000 Twitter-folk!

Enter your Twitter username

Graph My Tweets!

TweetStats needs your help!

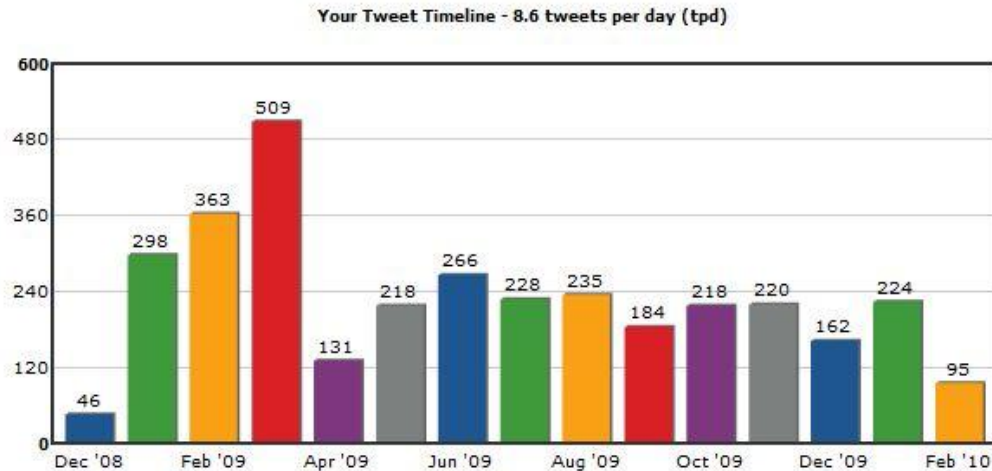
Please help us in supporting the service.

DONATE pledgie.com
\$90.00 Raised!

Refresh your stats - stats get updated when you come back after 8 hours and enter your username.

TweetStats provides different graphs showing monthly, daily, and hourly tweeting frequency. It also shows who you retweet, and the frequency of your Retweets to tweets.

Also graphed are the top interfaces that you have used (web, TweetDeck, etc.) and which users you reply to the most. This cool tool was developed by @dacort.



LINKEDIN

LinkedIn is a massive social network for professionals. LinkedIn is a great platform because of its size, and also due to the way it connects new people.



Here is how LinkedIn facilitates new connections: Let's say I'd like to network with someone on LinkedIn, and this person is a 2nd connection of mine (friend of a friend). All I need to do is request an invitation to connect with this person via our mutual contact.

Another cool feature of LinkedIn is how it enables you to recommend your co-workers and also to request and receive recommendations from others. Recommendations you receive will then appear on your profile. This is a really great way to show prospective new employers that you are a capable and well-liked colleague. What's more, it feels great to have someone write a beaming recommendation about you.

I include the link to my LinkedIn profile on my resume and all the time new employers are looking to this network to recruit new employees.

INTEGRATE TWITTER WITH LINKEDIN

Twitter and LinkedIn recently reached a deal so that Twitter tweets could be imported as a LinkedIn status and tweets can be exported to Twitter from LinkedIn.

Updating Twitter from LinkedIn is simple. Once you click the Twitter link from your profile you can setup a Twitter account in a few steps. Now click the **more** tab, then **Tweets** and that will take you to a page that displays your twitter stream and has the status box (pictured above) which you can use to send a tweet.



Updating LinkedIn from Twitter is also simple. All you need to do is specify on the **Twitter settings** page if you want to either import all tweets, or only the tweets that contain the hashtag **#in**.

Posterous is a blogging platform that makes it dead simple for anyone to publish pretty much anything via email.

Posterous has strong social integration features, such as the ability for people to sign in and comment on your blog with Facebook or Twitter.

Every Posterous post you make comes with a Facebook like button and a retweet button, for others to share.

[Posterous](#) makes posting easy by syncing your blog with an email address. Once your email address is synced anything you send via email to post@posterous.com will be posted.

Posterous offers the option to auto-post to Twitter, Facebook, and several other social networks, too.

Posterous has a few customizable themes to choose from, and to see what mine looks like check out Garin.posterous.com.

You can also use a custom domain you own for your Posterous blog, free of charge.



STUMBLE UPONS LINK SHORTENER: SU.PR

[Su.pr](#) is a URL shortening service with a focus on helping your content get more traffic! Every Su.pr URL you create exposes your content to



theStumbleUpon community, which is comprised of nearly 8 million users.

You will need a StumbleUpon account to access the Twitter integration features of Su.pr, the traffic analytics, and custom URLs, but getting one is worthwhile if driving traffic is your goal.

StumbleUpon has sent many more than 22,000 people to one facebookflow.com so I am convinced of its ability to drive traffic!

FACEBOOK

Facebook is the king of social media networks and currently boasts over 750,000,000 users worldwide!

One way to really make your Facebook profile stand out is by adding custom html to your Facebook profile page.

HOW TO: CREATE A CUSTOM USERNAME FOR YOUR FACEBOOK PROFILE OR PAGE

For example, the custom url of my personal profile is:

<http://www.facebook.com/garinkilpatrick/>

For my Facebook Page I use my full name:

<http://www.fb.com/garinpeterkilpatrick>

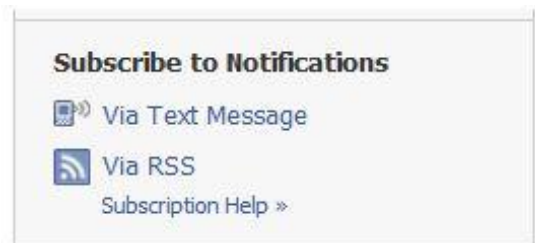
You can customize the URLs of your own Facebook profile and pages by surfing to:

<http://www.facebook.com/username/>



EXPORT YOUR FACEBOOK STATUS UPDATES VIA RSS OR TEXT MESSAGES

If you go to facebook.com/notifications you will be able to choose how you would like to syndicate your status updates, as RSS or Text Messages. The benefit to this can be importing your status updates into a custom designed feed reader on your blog.



HOW TO: SCHEDULE YOUR STATUS UPDATES ON FACEBOOK AND TWITTER

[Sendible.com](https://sendible.com) is a site that allows you to import your contacts from a variety of address books, and schedule status updates to multiple networks.

Status updates supported by Sendible include: your Facebook Wall, Facebook Page, and other Social Media sites like Twitter and LinkedIn.

[Ping.fm](https://ping.fm) is another status update sender. Ping.fm was recently acquired by seismic, which is known for their Seismic Desktop and web social media management tools.

Blogs and Microblogging

-  [Blogger](#)
Update your Blogger blog from Sendible.
-  [Facebook Page](#)
Post updates to your Facebook Pages.
-  [Plurk](#)
Post updates to Plurk and keep your karma up.
-  [Twitter](#)
Post Twitter updates now or in the future.

Status Updates

-  [Bebo](#)
Post status updates to Bebo.
-  [Brightkite Status](#)
Post status updates to your Brightkite account.
-  [Facebook Status](#)
Update your Facebook status from Sendible.
-  [LinkedIn Status](#)
Post status updates to your LinkedIn account.

EXPORT THE EMAILS OF YOUR FACEBOOK FRIENDS AS A .CSV LIST.

Facebook turns emails into images so until recently there was no easy way to download the emails of your friends without manually copying them all out.

Luckily before I did this I discovered the video below.

The video above shows how Yahoo offers a service that will automatically pull all of your Facebook emails into a comma separated list.

FACEBOOK LITE

[Facebook lite](#) is a faster, stripped-down version of Facebook worth knowing about. If you ever cannot access facebook.com you will probably be able to access Facebook lite. With Facebook lite you cannot use any applications but you can still send messages and view pictures, which are the two main features of facebook.

INSTALL A FACEBOOK *LIKE* BUTTON INTO YOUR WORDPRESS SELF-HOSTED BLOG

I just implemented this tip on this very page, as you can see below.

To do so I went to Plugins/Add New, and then searched for: “facebook like button.” I installed three different plugins and the best one I found was called “WP FB Like.”

Facebook provides [a like button building tool](#) that is quite easy to use, and generates code to copy and paste automatically.



You can get a like button by going to the [like button plugin page](#) within the facebook developers portal.

If you have a Wordpress blog better way to install this feature into all of your posts and/or pages is with the wordpress plugin: **WP FB Like**. I installed over five facebook like plugins and this one was the easiest to configure, so I recommend it.

If you don't want a "like" button you can change the verb to "recommend", as the image above shows.

POWERFUL VIDEO TIPS

Videos are an awesome way to gain exposure for your online brand, and if you forget about getting videos into your online branding you can forget about getting free traffic from YouTube, the second largest search engine on the web.



YouTube recently rolled out a redesign of their site and now social media sharing on YouTube is easier than ever!

Many of your friends probably already have YouTube, which is why I recommend connecting your Facebook and Twitter accounts with YouTube.

Account Settings

The screenshot shows the 'Account Settings' page for YouTube, specifically the 'Sharing and Connections' section. On the left is a navigation menu with options: Overview, Profile Setup, Playback Setup, Email Options, Sharing (highlighted), Privacy, Mobile Setup, Manage Account, and Monetization. The main content area is titled 'Sharing and Connections' and includes a 'Save Changes' button. Below this, there are two columns: 'Activity Sharing' and 'Connected Accounts'. The 'Activity Sharing' section lists actions to include in the feed, with checkboxes for 'Like a video', 'Comment on a video', 'Subscribe to a channel', 'Favorite a video', 'Upload a video', and 'Add video to playlist'. The 'Connected Accounts' section lists networks like Facebook, Twitter, Reader, orkut, and MySpace, each with a 'Connect' button and a '- Disconnect | Disable AutoShare' link.

Main strategies I use for getting more subscribers are an aggressive video creation plan, combined with social media promotion, and building as many links to [my YouTube channel](#) as possible!

YouTube dominates the online Video space. If you Upload your Video to only one Video Network YouTube is your best bet. They are the biggest and serve over one billion videos daily.

Below are 25 video blogging tips that cover several different ways that you can get the best videos and the most views and interaction possible.

1. Connect other social media accounts with YouTube

The chances are you already have friends on Facebook and you may even have followers on Twitter as well and sharing your videos with these audiences will really help your content get off of the ground when you first get started on YouTube. You can even set your YouTube channel up so that your content shares to your social networks automatically when you upload it.

2. Get a TubeMogul Account

There is also significant niche traffic to be had by uploading Videos to numerous networks, and a great way to manage this is with a site called TubeMogul. TubeMogul is video syndication site and



distributes your Video to multiple Video sites, saving you uploading video multiple times.

3. Be Professional

You don't need to be wearing a suit and tie but at least remember to shave. If you can afford it hire a professional video production studio like [TheBizMedia](#) to help you with your video.

If you want to produce a Viral Video you should do your best to find a good professional setting. I just use a couch but it works for me because that is where I feel most relaxed, which brings me to my next point.

4. Get as Comfortable as Possible

Video Blogging is a little nerve racking, so it helps to be comfortable. Find the place where you feel most comfortable, your favorite couch or chair perhaps, and get set up. Plenty of light is also a necessity, but not so much that it feels unnatural. Personally, I prefer to record when no one is around so I can focus on the video at hand and get in "the zone."

5. Make sure your Batteries are Charged

I have learned this lesson the hard way. Trust me when I say it sucks if you get into a good dialogue and are cut off mid-sentence due to a failing battery. A dead battery disrupts the entire flow so make sure you are charged up.

6. Use a Script

Sometimes I just wing it, but having a script makes the production process significantly less painful. Knowing exactly what you want to say before you say it allows you to focus on delivery when the camera is rolling. It is best to look at the camera as much as possible so bullets are a great way to ensure you achieve the best results possible.

7. Remember YouTube has a 15 minute video limit

Even though they support HD Video YouTube still implements a 15 minute video length cap. 10 minutes is a good target to aim for, and even just 5 minutes is enough time for many videos.

If your plan is to create a video longer than 15 minutes you will be forced to chop it up. I recently had this length cap increased since I have produced several videos at this point but if you are just starting out 15 minutes will be the max length



8. Practice makes Perfect

The more videos you are able to make the more natural it will feel for you to be in front of a camera. Until you feel perfectly comfortable talking into a lens I

recommend filming several different sections to your video and then piecing them together.

9. Use a Tripod

I bought a compact tripod from a local electronics store for under \$20 and I use it almost every time I shoot. I also had a Heavy Duty tripod stand given to me and I use this as well for some scenes. A steady camera makes a video much better so if you do not have a tripod handy ensure the person handling the camera is careful to hold it still.

10. Give yourself time to edit

The Photographer Thomas Hawk says that for about every ten pictures he takes he usually only keeps about one. When shooting video a similar rule applies: record a lot, use a little.

11. Start a Video Podcast

If you are unfamiliar about how Podcasting works you should look into it because getting your content into iTunes potentially opens it up to millions of iTunes users!

12. Video Blog with an iPhone

If you have an iPhone you are able to take Video with your phone, and you also are able to stream video with the app I will mention next.

13. Ustream for iPhone

I have not yet been able to get Qik to work for me but it allows a live stream of video to be shared from an iPhone or nokia video phone. This app also has built in

chat features so that people watching can comment and ask questions that can then be answered by those participating in the live stream.

14. Optimize Your Video Title

Think about that the keywords are that people will be using to search for your video. How to titles work well, How To Do Something, How To Learn Something. Try to be descriptive and search keywords related to your video to get ideas from what is already out there.

15. Create a Custom Channel & Video Player with Blip.tv

[Blip.tv](#) is another video site that is compatible with tube mogul. My favorite feature of blip is that they allow you to create a custom video player, using whatever color you want for the border and text, and even including the name of your brand beside the play bar.



16. Let There be Light

A camera is just a device that captures light so it helps to have plenty of light if you want a high quality video.



17. Natural Light is Best

Natural light simply looks the most natural, and is difficult to reproduce. If you cannot film during the day I recommend buying daylight effect bulbs, unless you are willing to spring the extra cash for professional lighting.

18. Keep your Videos Short and Sweet

Brevity is the art of wit. Twitter is proof that it works. If you produce 5 minute videos instead of 10 minute videos you can produce twice as many and you will be planting twice as many seed to grow YouTube video success.

19. Film in HD

I don't have an HD camera yet so I can't follow this advice, but I plan to get one so I can asap. YouTube supports 1080p now, which is phenomenal quality. The main setback to HD is long upload times, but for the quality you get, it is so worth it.

20. End on a Positive Note

Go out with a bang. Save the best for last. End with a smile and keep your viewers eager for more.

21. Get Great Editing Software

One of the many reasons I am happy I bought a Mac is because it comes stock with the easiest video editing program I have ever used, iMovie.

I have also edited on a PC, and when I did I used Adobe Premiere.

22. Do a Screencast

Screencasts are a great way to produce quality content without having a camera in your face.

TechSmith is a software company that produces two cool pieces of software for screen casting. For the record a screen cast is a video of what is happening on your screen. The more affordable option is [Jing](#), which I have purchased and am

quite happy with. For advanced features such as cursor zoom and others check out Jing's big brother, [Camtasia](#).

23. Use Screenr to Screencast



If you are looking for a free screencasting solution check out [screenr](#). Screenr is powerful, simple, and works on either Mac or PC. You can download screenr videos, upload to youtube, and easily share them with your Twitter network.

24. 12 Seconds.tv

This tip is really just an elaboration of tip 18, keep it short and sweet. Sign up for a [12seconds.tv](#) account and you can create 12 second videos that you can share with your friends. These are great for concise little messages, like an update of where you are, or what you are working on. 12seconds even has a 12cast iPhone app for vlogging from your iPhone.

25. Create a Video Challenge

Are you have a skill that you think goes unmatched? Put it to the test and create a video challenging others to step up to the plate. If you can get a ton of video responses there is a good chance that the people who make them will tell their friends about the challenge and this will help you build hype and get views!

GEO-LOCATION SOCIAL MEDIA PLATFORMS

FOURSQUARE

[Foursquare](#) is a cool mobile game that makes it easy and fun to share your location. Foursquare is a way to build trust on Twitter since it shows that you are a real human, and you actually go places. Foursquare is growing like crazy and provides yet another platform for you to connect with your friends.

An added benefit for foursquare users is that many businesses use it to connect with customers by offering special deals, like free coffee, to people who use foursquare to check into their venue multiple times.



Foursquare integrates nicely with Twitter and provides a great way for you to meet up with new people. Foursquare has the best mobile integration with solid apps available on the iPhone, Blackberry, Android, and Palm Pre.

GOOGLE SOCIAL MEDIA

GOOGLE PROFILES

Surf to Google.com/profiles to get started, and Google will automatically suggest links to your different profiles around the web, such as your Twitter Profile.

By linking in your Twitter Page into your Google Profile this offers one more way for people to follow you on Twitter.

GOOGLE PLUS

Just recently Google launched a social network of its own called Google Plus.

Google Plus has taken off like a bullet and hit [twenty million users](#) in just 24 days, a feat that took both Facebook and Twitter over a thousand days to achieve.

With this impressive growth in mind Google+ might one day dethrone Facebook as the largest Social Media network, but currently Facebook is still leaps and bounds ahead as they close the gap to a billion users a little more each day.

In this report I share over 50 Google Plus tips and tricks that will help you get off to a great start on this powerful new platform!

YOU CAN NOW OPEN A BRAND PAGE ON GOOGLE+

Google plus started out as an invite only platform, then shifted to be open for all people to join, and now brands can join and open brand pages.

To open up a brand page surf to: <https://plus.google.com/pages/create>

Google+

Create a page

Pick a category **Add your info**

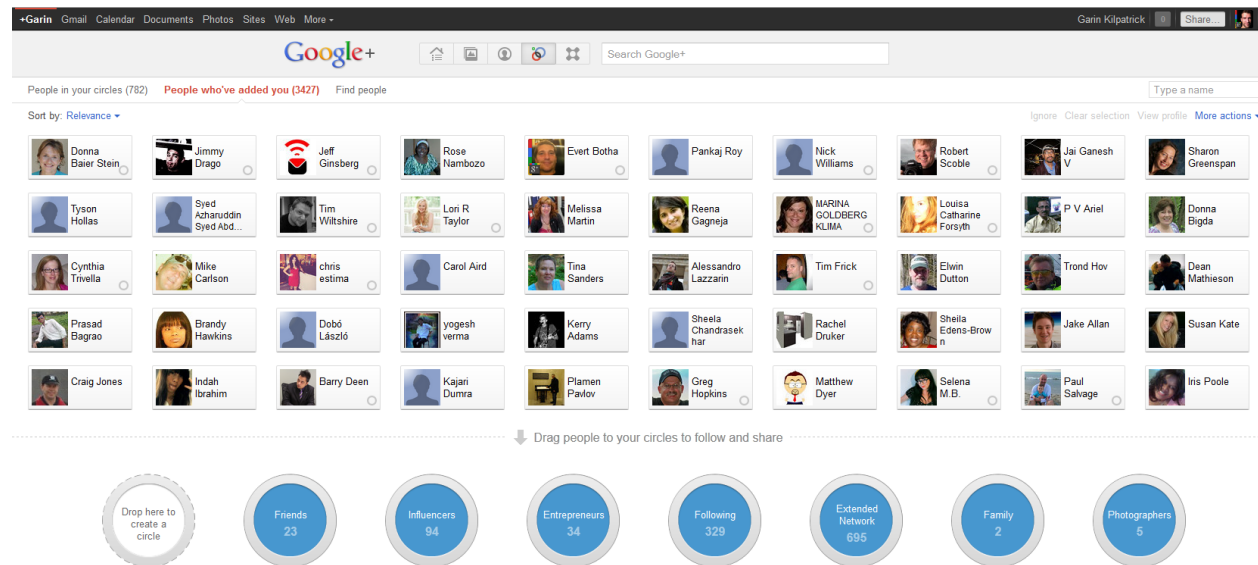
- Local Business or Place
- Product or Brand
- Company, Institution or Organization
- Arts, Entertainment or Sports
- Other

Creating a page brings you closer to your customers, fans, and followers on Google+.

- Start real face-to-face conversations with Hangouts
- Create circles to share the right message with the right people
- Help people recommend you on Google Search and ads with the +1 button

ADD PEOPLE TO YOUR CIRCLES

Surf to <https://plus.google.com/circles> and you can organize your contacts into circles.



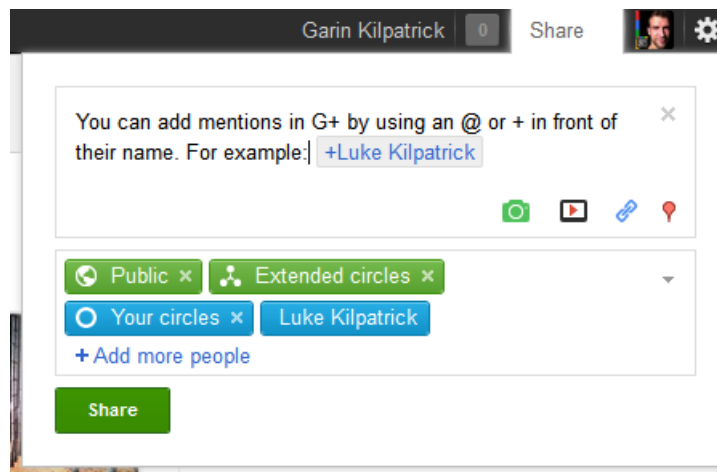
The drag and drop interface makes it easy to organize the people you follow into relevant streams.

Currently I use six circles and they are:

- Family
- Friends
- Influencers
- Following
- Extended Network
- Entrepreneurs

People can't see the name of the circle you've put them in, only if you have put them in a circle or not.

3. HOW TO: MENTION SOMEONE ON GOOGLE+



You can add mentions in G+ by using an @ or + in front of their name.

Mentioning someone will cause them to receive notification of your mention.

DRAG AND DROP TO SHARE

You can drag and drop media from your desktop into Google+ to share it with your network.

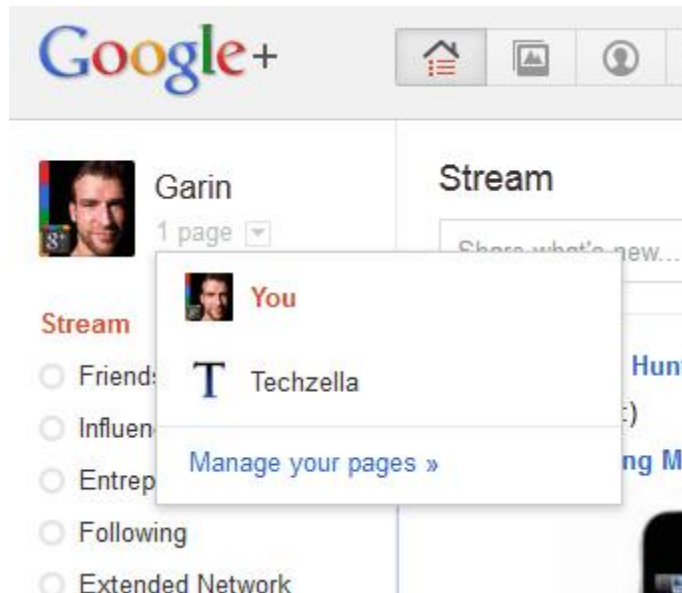
To do this you have to have the edit window already open.

EASILY ACCESS YOUR BRAND PAGE

Once you've set up your brand page, you access it through your personal Google+ profile.

On your home page below your name and avatar pic is a drop down menu.

Open this menu to see your page, click on it to access it.



RICH FORMATTING

Use these symbols if you want the text you are posting on Google Plus to be **Bolded** *Italicized*, or ~~Struckout~~:

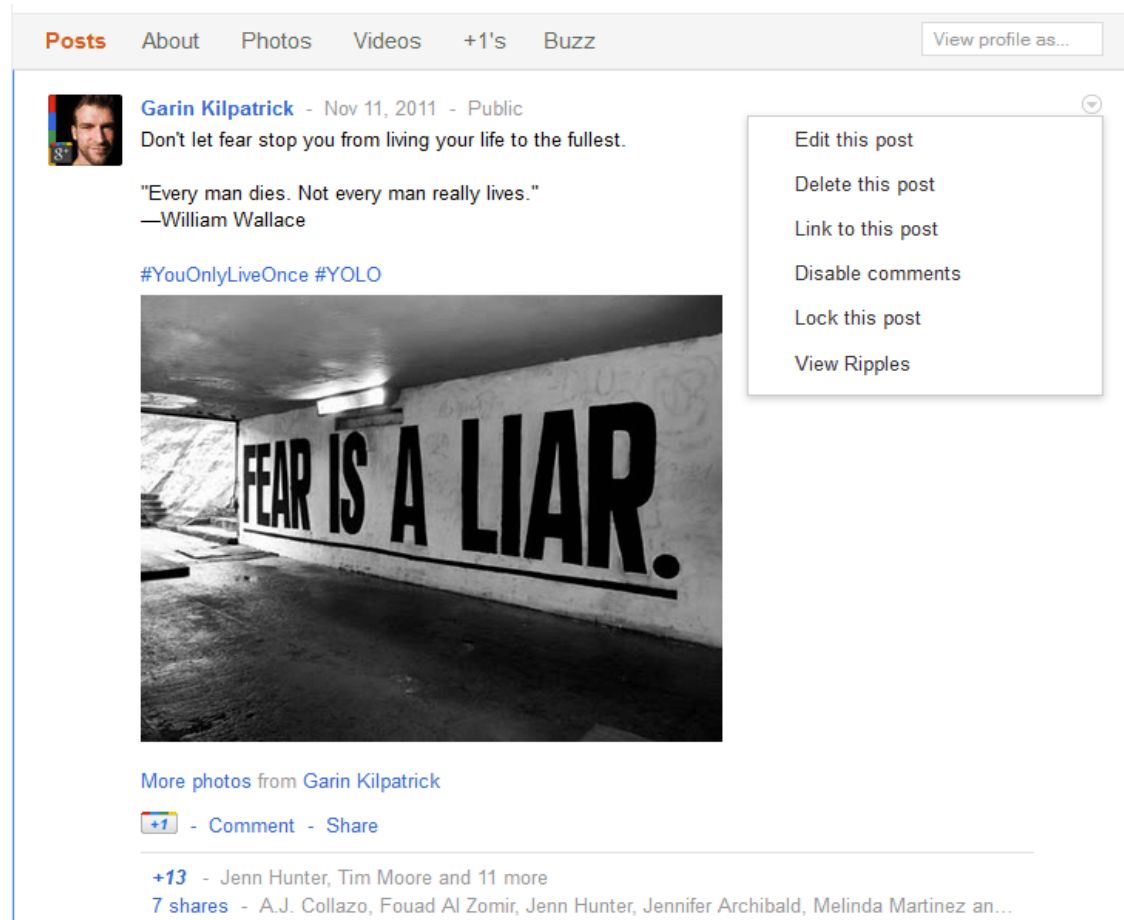


EDIT COMMENTS

The ability to edit comments is one of my favorite features of Google+. You can access this feature via the arrow in the top right of a post.

SETTING YOUR NOTIFICATIONS

You can adjust your notifications for Google+ by clicking the gear icon in the top right hand corner of Google+.



GOOGLE PLUS KEYBOARD SHORTCUTS

j: In the stream, you can click 'j' to navigate down to the next item

k: Navigate up.

@ or +: mention someone in a post

q: While on the Home tab, press twice the q letter on the keyboard to search and add people to your chat list.

Space Bar: Scroll down stream.

Shift + Space Bar: Scroll up stream.

Tab: Scrolls through comments/users on a post

Enter: Hitting Enter when focused on a Post opens up the comment box.

Tab + Enter: End comment.

TWITTERFEED

If you are looking for a way to export a feed to Twitter you can also use [Twitterfeed](#). With Twitterfeed you will be able to specify how often Twitterfeed will refresh your feed, such as every 30 minutes.



I don't recommend that you import someone else's feed, since this can easily spam your twitter feed. But if you want to auto-post your own blog posts to Twitter Twitterfeed is a great way to do so.

DIGG

Digg is a social bookmarking site. Digg is essentially a site where you can vote on news by "digging" it. Digg is a power-user driven community. This means that there



is a community of a few thousand users that basically call the shots.

Digg users are typically 20-35 year old males who are interested in Apple Computers, and other geeky guy geared content.

If you write topics such as those above, or have an email list that you can leverage to send people to digg a story you submit, you can gain some serious traction for your article if you can get 100 or more people to digg it. Even if you can only get a fraction of this amount it might pick up speed if the community likes it.

By installing a digg button onto your site it encourages your readers to submit your page to digg, but even on huge blogs like Mashable these buttons often go unused.

DELICIOUS

Delicious is a Social Bookmarking site. This site is a great way to manage your bookmarks so that you can keep them organized and access them from anywhere.

If you want to use delicious to manage your bookmarks your bookmarks will be given your own delicious bookmarks page just like mine:

delicious.com/garinkilpatrick.

Delicious has a great firefox plugin that makes it easy to tag and bookmark a new page.



This plugin also allows you to manage your bookmarks within a side panel in your web browser, rather than having to go to delicious.com every time.

Delicious bookmarks are open to the world and each delicious bookmark to a page creates a back link to it, and this adds SEO fuel to your website, meaning your website will get more traffic from Google.

The delicious website has a main page that showcases any the most bookmarked delicious links. If your page can make it to the home page of delicious by receiving a bunch of bookmarks within a short period of time this can lead to a windfall of traffic.

CONCLUSION

Although the tools I just described are just the tip of the social media iceberg, they amount to a great way of getting started with social media.

Let me know what you thought of the tools and tactics in this Guide by leaving a comment on my blog post about this guide: <http://garinkilpatrick.com/the-social-media-strategy-guide>

I will be updating The Social Media Strategy Guide over time so let me know in the comments what kind of social media content you'd like to learn about in the future.

For great Facebook Tips check out my free Powerful Facebook Tips eBook from: fbpower.com

If you are interested in learning more about Twitter Tips and Tricks check out <http://twittertoolsbook.com/blog> and sign up for my [Free Twitter eCourse](#).

If you want next level Google+ tips check [The Google+ Report](#) for over 50 tips and tricks.

If you liked this free report feel free to share it with your friends!

It is totally cool with me if you give this report to other people if you think that it will help them learn more about social media.

Cheers,

A handwritten signature in blue ink that reads "Garin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Garin Kilpatrick

GarinKilpatrick.com