

## **Useful Articles, Tools, and Websites**

### **for Those Brave Artists**

### **Venturing into the Strange World of**

### **Social Media**

**Compiled in April 2009 by Elissa R. Campbell**

**Bookbinder and owner of Blue Roof Designs**

Email: [erscampbell@hotmail.com](mailto:erscampbell@hotmail.com)

Web: [www.blueroofdesigns.com](http://www.blueroofdesigns.com)

Blog: <http://blueroofdesigns.wordpress.com>

Facebook: <http://www.facebook.com/pages/Elissa-CampbellBlue-Roof-Designs/6591362374?aid=6002267254824>

Flickr: <http://www.flickr.com/blueroofdesigns/>

Twitter: <http://twitter.com/blueroofdesigns>

## BLOGGING

### HELPFUL ARTICLES

| Website  | URL   |
|--|---|
| 13 Ways to Use Your Blog to Improve Your Sales Process | <a href="http://blog.hubspot.com/blog/tabid/6307/bid/4061/13-Ways-to-Use-Your-Blog-to-Improve-Your-Sales-Process.aspx">http://blog.hubspot.com/blog/tabid/6307/bid/4061/13-Ways-to-Use-Your-Blog-to-Improve-Your-Sales-Process.aspx</a> |
| 20 Blog Topics To Get You Unstuck                      | <a href="http://www.chrisbrogan.com/20-blog-topics-to-get-you-unstuck/">http://www.chrisbrogan.com/20-blog-topics-to-get-you-unstuck/</a>   |
| 40 Ways to Deliver Killer Blog Content                 | <a href="http://www.chrisbrogan.com/40-ways-to-deliver-killer-blog-content/">http://www.chrisbrogan.com/40-ways-to-deliver-killer-blog-content/</a>   |
| Consumers and the Influence of Blogs                   |   |
| Tips on How to write good SEO blog post titles         | <a href="http://www.sparkplugging.com/craft-boom/how-to-write-good-seo-blog-post-titles/">http://www.sparkplugging.com/craft-boom/how-to-write-good-seo-blog-post-titles/</a>   |

### USEFUL TOOLS/WEBSITES

| Website                       | URL   | What is it?  | Notes                     |
|-------------------------------|---|--|---------------------------|
| BlogBurst                     | <a href="http://www.blogburst.com/">http://www.blogburst.com/</a>             | Blog directory   |                           |
| BlogCatalog                   | <a href="http://www.blogcatalog.com/">http://www.blogcatalog.com/</a>         | Blog directory   |                           |
| BlogFlux                      | <a href="http://www.blogflux.com/">http://www.blogflux.com/</a>               | Blog directory   |                           |
| Blogged                       | <a href="http://www.blogged.com/">http://www.blogged.com/</a>                 | Blog directory   |                           |
| Blogger/Blogspot              | <a href="https://www.blogspot.com/">https://www.blogspot.com/</a>             | Blog platform  | free                      |
| Typepad                       | <a href="http://www.typepad.com/">http://www.typepad.com/</a>                 | Blog platform  | \$4.95/month - basic acct |
| Vox                           | <a href="http://www.vox.com/">http://www.vox.com/</a>                         | Blog platform  | free                      |
| Wordpress                     | <a href="http://wordpress.com/">http://wordpress.com/</a>                     | Blog platform  | free                      |
| Blogher                       | <a href="http://www.blogher.com/">http://www.blogher.com/</a>                 | Community for women bloggers   |                           |
|                               |   | Aggregates syndicated web content such as news, blogs, & podcasts in a single location for easy viewing (web-based aggregator) |                           |
| BlogLines                     | <a href="http://www.bloglines.com/">http://www.bloglines.com/</a>             |  |                           |
| Google Reader                 | <a href="http://www.google.com/reader">http://www.google.com/reader</a>       | Web-based aggregator   |                           |
| Google Blogsearch             | <a href="http://blogsearch.google.com/">http://blogsearch.google.com/</a>     | Search engine for blog posts   |                           |
| Robot a Day                   | <a href="http://robotaday.com/">http://robotaday.com/</a>                     | Example of using a blog to showcase your work  |                           |
| Duane Keiser (Painting a Day) | <a href="http://duanekeiser.blogspot.com">http://duanekeiser.blogspot.com</a> | Example of using a blog to showcase your work  |                           |

## **FACEBOOK**

Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

<https://www.facebook.com>

### **HELPFUL ARTICLES**

| <b>Website</b>  | <b>URL</b>  |
|---|---|
| <i>25 Facebook Tips for Creative Entrepreneurs</i>  | <a href="http://kabai33.com/2009/03/12/25-facebook-tips-for-creative-entrepreneurs/">http://kabai33.com/2009/03/12/25-facebook-tips-for-creative-entrepreneurs/</a>   |
| <i>30+ Apps for Doing Business on Facebook</i>  | <a href="http://mashable.com/2009/01/22/business-facebook-apps/">http://mashable.com/2009/01/22/business-facebook-apps/</a>   |
| <i>5 Elements of a Successful Facebook Fan Page</i>   | <a href="http://mashable.com/2009/03/30/successful-facebook-fan-page/">http://mashable.com/2009/03/30/successful-facebook-fan-page/</a>   |
| <i>Should Facebook Dominate Your Social Media Strategy?</i>                                 | <a href="http://www.convinceandconvert.com/social-media-marketing/should-facebook-dominate-your-social-media-strategy/">http://www.convinceandconvert.com/social-media-marketing/should-facebook-dominate-your-social-media-strategy/</a> |
| <i>The Facebook Marketing Toolbox: 100 Tools and Tips to Tap the Facebook Customer Base</i> | <a href="http://www.insidecrm.com/features/facebook-marketing-toolbox-012308/">http://www.insidecrm.com/features/facebook-marketing-toolbox-012308/</a>   |

### **USEFUL TOOLS/WEBSITES**

| <b>Website</b>         | <b>URL</b>  | <b>What is it?</b>   |
|------------------------|---|--|
| Create a Business Page | <a href="http://www.facebook.com/pages/create.php">http://www.facebook.com/pages/create.php</a> | Direct link to create a business page on Facebook.   |
| Facebook Advertising   | <a href="http://www.facebook.com/advertising/">http://www.facebook.com/advertising/</a>         | Direct link to create an ad to post on Facebook. Can tailor with specific demographic information.   |
| Facebook Grader        | <a href="http://facebookgrader.com/">http://facebookgrader.com/</a>                             | The Facebook Grader measures the reach and authority of a Facebook page. It is calculated as a percentile score based on the following: The number of fans you have, the power of this network of fans, the completeness of your page, and a few other things. |

|   |   |
|---|---|
| We want to get photos and video into and out of the system in as many ways as we can: from the web, from mobile devices, from the users' home computers and from whatever software they are using to manage their content. And we want to be able to push them out in as many ways as possible: on the Flickr website, in RSS feeds, by email, by posting to outside blogs or ways we haven't thought of yet. |   |
| <b>FLICKR</b>   | <a href="http://www.flickr.com/">http://www.flickr.com/</a>   |
| <b>HELPFUL ARTICLES</b>   |   |
| <b>Website</b>  | <b>URL</b>  |
| <i>The Artist's Guide to Flickr</i>   | <a href="http://mashable.com/2009/03/05/flickr-artist/">http://mashable.com/2009/03/05/flickr-artist/</a>                                 |
| <i>How to Market on Flickr</i>  | <a href="http://www.smallbusinesssem.com/articles/marketing-on-flickr/">http://www.smallbusinesssem.com/articles/marketing-on-flickr/</a> |

|                |   |   |
|----------------|---|---|
| <b>TWITTER</b> | <p>Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?</p> | <a href="http://twitter.com/">http://twitter.com/</a> |
|----------------|---|---|

#### HELPFUL ARTICLES

| Website   | URL   |
|---|---|
| <i>10 Things You Can Tweet About On Twitter</i>                         | <a href="http://vivavisibilityblog.com/10-things-you-can-tweet-about-on-twitter/">http://vivavisibilityblog.com/10-things-you-can-tweet-about-on-twitter/</a>   |
| <i>130+ Enormous Twitter Toolbox</i>                                    | <a href="http://www.tripwiremagazine.com/Tools/Twitter-Tools/enormous-twitter-toolbox.html">http://www.tripwiremagazine.com/Tools/Twitter-Tools/enormous-twitter-toolbox.html</a>                           |
| <i>50 Ideas on Using Twitter for Business</i>                           | <a href="http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/">http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/</a>   |
| <i>How To Use Twitter Without Looking Like A Total Jackass</i>          | <a href="http://indiebizchicks.com/wp/twitter-jackass/">http://indiebizchicks.com/wp/twitter-jackass/</a>   |
| <i>Tweetable Art: 10 Twitter Tips for Artists</i>                       | <a href="http://mashable.com/2009/02/23/twitter-artists/">http://mashable.com/2009/02/23/twitter-artists/</a>   |
| <i>Twitter and The Kindness of Strangers</i>                            | <a href="http://vivavisibilityblog.com/twitter-and-the-kindness-of-strangers/">http://vivavisibilityblog.com/twitter-and-the-kindness-of-strangers/</a>   |
| <i>Using Twitter Hash Tags to Boost Your Visibility and Credibility</i> | <a href="http://vivavisibilityblog.com/using-twitter-hashtags-to-boost-your-visibility-and-credibility/">http://vivavisibilityblog.com/using-twitter-hashtags-to-boost-your-visibility-and-credibility/</a> |

## TWITTER

Twitter is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?

<http://twitter.com/>

## USEFUL TOOLS/WEBSITES

| Website  | URL  | What is it?   |
|--|--|---|
| Free Twitter Designer<br>Friend or Follow                              | <a href="http://www.frewitterdesigner.com/">http://www.frewitterdesigner.com/</a><br><a href="http://friendorfollow.com/">http://friendorfollow.com/</a> | Create your own custom Twitter page background<br>find out who you're following who is not following you back   |
| LocalTweeps<br>Tweet Like Me   | <a href="http://localtweeps.com/">http://localtweeps.com/</a><br><a href="http://twitslikeme.efinke.com/">http://twitslikeme.efinke.com/</a>             | Twitter directory with local information by zip code<br>find out who shares your interests  |
| TweetStats   | <a href="http://tweetstats.com/">http://tweetstats.com/</a>  | Graph your Twitter Stats including: Tweets per hour, Tweets per month, Tweet timeline, Reply statistics   |
| Twilert  | <a href="http://www.twilert.com/">http://www.twilert.com/</a>  | Receive regular email updates of tweets containing your brand, product, service, well any keyword you like really.  |
| twInfluence  | <a href="http://twinfluence.com">http://twinfluence.com</a>  | twInfluence is a simple tool using the Twitter API to measure the combined influence of tweeters and their followers, with a few social network statistics thrown in as bonus.  |
| Twitalyzer   | <a href="http://www.twitalyzer.com">http://www.twitalyzer.com</a>  | Analyze your "influence"  |
| Twitoria   | <a href="http://twitoria.com">http://twitoria.com</a>  | Find out who hasn't been active for a while   |
| TwitPic  | <a href="http://twitpic.com/">http://twitpic.com/</a>  | Share photos on Twitter   |
| Twitter Grader   | <a href="http://twitter.grader.com/">http://twitter.grader.com/</a>  | Find out how a user ranks on the Twitter scale. It tracks engagement. The grades are generated by taking the following into account: Number of followers, Number of followers that your followers have (the power of your network), Quantity and pace of updates, Additional proprietary analysis (this is the super secret algorithmic stuff generator part) |
| TwitterCounter   | <a href="http://www.twittercounter.com">http://www.twittercounter.com</a>  | Can help you build a following and track your popularity over time.   |
| You're just going to have to go to the site and find out what this is! |  | <a href="http://www.youtube.com/watch?v=BeLZCy-nm3s">http://www.youtube.com/watch?v=BeLZCy-nm3s</a>   |

## GENERALLY USEFUL WEB RESOURCES

| HELPFUL ARTICLES   |   |
|--|---|
| Website  | URL   |
| <i>Carve out time for online networking</i>  | <a href="http://artbizcoach.com/newsletter/2009/04/carveouttime/">http://artbizcoach.com/newsletter/2009/04/carveouttime/</a>   |
| <i>Expand your online marketing</i>  | <a href="http://artbizcoach.com/newsletter/2009/02/expandonline/">http://artbizcoach.com/newsletter/2009/02/expandonline/</a>   |
| <i>Facebook terms of service compared with MySpace, Flickr, Picasa, YouTube, LinkedIn, and Twitter</i> | <a href="http://amandafrench.net/2009/02/16/facebook-terms-of-service-compared/">http://amandafrench.net/2009/02/16/facebook-terms-of-service-compared/</a>   |
| <i>Generational differences in online activities</i>   | <a href="http://www.pewinternet.org/Infographics/Generational-differences-in-online-activities.aspx">http://www.pewinternet.org/Infographics/Generational-differences-in-online-activities.aspx</a>   |
| <i>Promote an out-of-town event</i>  | <a href="http://artbizcoach.com/newsletter/2009/03/outoftown/">http://artbizcoach.com/newsletter/2009/03/outoftown/</a>   |
| <i>Social Media Marketing Campaigns: How to Set Goals and Define Your Target Market</i>                | <a href="http://www.doshdash.com/social-media-marketing-campaigns-setting-goals-defining-prospects/">http://www.doshdash.com/social-media-marketing-campaigns-setting-goals-defining-prospects/</a>   |
| <i>Website Marketing: Social Networking ... how NOT to do it</i>                                       | <a href="http://www.craftedweb.com/website-marketing/website-marketing-social-networking-how-not-to-do-it/">http://www.craftedweb.com/website-marketing/website-marketing-social-networking-how-not-to-do-it/</a>                                   |
| <i>Working the Room: How to Interact Confidently and Authentically in Social Networking</i>            | <a href="http://vivavisibilityblog.com/working-the-room-how-to-interact-confidently-and-authentically-in-social-networking/">http://vivavisibilityblog.com/working-the-room-how-to-interact-confidently-and-authentically-in-social-networking/</a> |

## GENERALLY USEFUL WEB RESOURCES

### USEFUL TOOLS/WEBSITES

| Website                          | URL   | What is it?  |
|----------------------------------|---|--|
| Check User Names                 | <a href="http://checkusernames.com/">http://checkusernames.com/</a>             | Find out if your user name is taken across social media  |
| Crafted Web                      | <a href="http://www.craftedweb.com/">http://www.craftedweb.com/</a>             | The goal of The Crafted Webmaster is to help artists, craftsmen, gallery owners and other people in the art and craft industry learn how to effectively use the web to promote and sell their works.   |
| DomainTools                      | <a href="http://www.domaintools.com/">http://www.domaintools.com/</a>           | Get information on your website, such as your SEO score, title relevancy, and description relevancy.   |
| Dosh Dosh blog                   | <a href="http://www.doshdosh.com">http://www.doshdosh.com</a>                   | Dosh Dosh is a blog offering internet marketing and blogging tips, alongside social media strategies.  |
| Google Alerts                    | <a href="http://www.google.com/alerts">http://www.google.com/alerts</a>         | Google Alerts are email updates of the latest relevant Google results based on topic. Monitor when you or your business is mentioned on the web.   |
| Google Analytics                 | <a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a> | Track & compare all your ads, email newsletters, affiliate campaigns, referrals, paid links, and keywords on Google and other search engines. Find out where your visitors come from and identify your most lucrative geographic markets.  |
| Hubspot's Inbound Marketing Blog | <a href="http://blog.hubspot.com/">http://blog.hubspot.com/</a>                 | The HubSpot Internet Marketing blog helps businesses leverage inbound marketing practices using the Internet to get found by more prospects and convert more prospects to leads and customers.   |
| Mashable                         | <a href="http://mashable.com/">http://mashable.com/</a>                         | Blog focused exclusively on web 2.0 & social networking news.  |
| Social Mention                   | <a href="http://socialmention.com/">http://socialmention.com/</a>               | A social media search engine that searches user-generated content such as blogs, comments, bookmarks, events, news, videos, & microblogging services.  |
| StatCounter                      | <a href="http://www.statcounter.com/">http://www.statcounter.com/</a>           | StatCounter's mission is "to help our members easily understand their visitors, so they can make good decisions to become more successful online". Another website analysis tool.  |
| Trendrr                          | <a href="http://www.trendrr.com/">http://www.trendrr.com/</a>                   | Track the popularity and awareness of trends across a variety of inputs, ranging from social networks, to blog buzz and video views/downloads, all in real time.   |
| Viva Visibility                  | <a href="http://vivavisibilityblog.com/">http://vivavisibilityblog.com/</a>     | Provides social media and PR strategies for individuals and companies wanting to take their messages to bigger audiences.  |
| Website Grader                   | <a href="http://www.websitegrader.com/">http://www.websitegrader.com/</a>       | Website Grader is a free SEO tool that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective. |