



















The following list is not comprehensive but offers the most widely used social media and location based search apps and sites useful for business

<u>Web Resource</u>	<u>What the website has to offer</u>	<u>Types of Businesses to Benefit Site</u>
	<p>Facebook is a way to connect with customers and clients, to hear about customer issues, and to reach new customers. Best used with pictures and frequent updates.</p>	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels ● Experience/ activities/ tourism
	<p>Google+ is essential for location based marketing and making sure that your business and/or website rank well in search engines. A profile can be set up and left or used like Facebook.</p>	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels ● Experience/ activities/ tourism
	<p>Twitter is a way to instantly share news or information with customers. Example: We will be closed on Tuesday or 50% off sale</p>	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels ● Experience/ activities/ tourism
	<p>Linkedin is a way to connect with other businesses or a professional network. Not essential for most businesses but works best for those who are frequently hiring new employees,</p>	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels

	engaged in network marketing, or looking for new opportunities.	<ul style="list-style-type: none"> ● Experience/activities/tourism
	Citysearch is an online city guide that provides information about businesses in the categories of dining, entertainment, retail, travel, and professional services in cities throughout the United States. Visitors to each of Citysearch's local city guides will find contact information, maps, driving directions, editorial, and user reviews for the businesses listed.	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels ● Experience/activities/tourism
	Wikitravel is an open source travel guide featuring up-to-date information on attractions, hotels, restaurants, travel tips and more. It is a free, crowdsourced travel guide with over 300,000 writer/travelers visiting and offering reliable written advice every day.	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Services ● Hotels ● Experience/activities/tourism
 Instagram	Instagram allows for posting photos of inventory, shop, specials, or unique selling points.	<ul style="list-style-type: none"> ● Retail Sales ● Restaurants ● Experience/activities/tourism
	Pinterest is a site for photo collections from around the internet - for example if you sell boat motors, you might put together a board of boat motor photos linked to websites and in your profile talk about your site and boat motors.	<ul style="list-style-type: none"> ● Retail Sales ● Experience/activities/tourism
	Ebay is a place to sell anything either through auctions or through fixed price sales.	<ul style="list-style-type: none"> ● Retail Sales

	<p>Etsy is a place to sell crafts, jewelry, and vintage or antique items.</p>	<ul style="list-style-type: none"> ● Retail Sales
	<p>Kaboodle a shopping community social network resource that gives users the ability to explore looks, play stylist, write blogs and create polls all while communicating with fellow friends and stylists.</p>	<ul style="list-style-type: none"> ● Retail Sales
	<p>TripAdvisor is an American travel website providing reviews of travel-related content. It also includes interactive travel forums. TripAdvisor was an early adopter of user-generated content. The website services are free to users, who provide most of the content, and the website is supported by an advertising business model</p>	<ul style="list-style-type: none"> ● Restaurants ● Hotels ● Experience/ activities/ tourism
	<p>Yelp is a social networking site that has information listed on businesses, reviews, and more. The company also trains small businesses to respond to reviews responsibly, hosts social events for reviewers, and provides basic data about businesses, such as hours of operation.</p>	<ul style="list-style-type: none"> ● Restaurants ● Hotels
	<p>Foursquare is a local search and discovery service mobile app which provides a personalized local search experience for its users. By taking into account the places a user goes, the things they have told the app that they like, and the other users whose advice they trust, Foursquare aims to provide highly personalized recommendations</p>	<ul style="list-style-type: none"> ● Restaurants ● Experience/ activities/ tourism

	of the best places to go around a user's current location.	
	Urbanspoon is an information and recommendation service that offers the ability to filter restaurant searches by neighborhood, type of food, special features (gluten-free friendly, kid friendly, BYOB, etc.), price, and locations nearby (movie theaters, sports venues, etc.).	● Restaurants
	Zagat Survey offers a way to collect and correlate the ratings of restaurants by diners. included 70 cities, with reviews based on the input of 250,000 individuals reporting over the years.	● Restaurants
	Restaurant.com is a site where you can read verified diner reviews, get deals and browse menus for thousands of local restaurants at Restaurant.com.	● Restaurants
	Chowhound is where CHOW's community of discerning eaters share information and opinions about cooking and restaurants.	● Restaurants
	Air BnB is a website for people to rent out lodging. Home, property, and apartment owners can rent out their own space in place of hotels to visitors staying for a range of time.	<ul style="list-style-type: none"> ● Hotels ● BnB ● Guest Houses ● Vacation Rentals
	VRBO is an acronym standing for Vacation Rental by Owner, reflecting the purpose of the web-site to facilitate short-term rental of properties by their owner.	<ul style="list-style-type: none"> ● Hotels ● BnB ● Guest Houses ● Vacation Rentals

	<p>HomeAway is a vacation rental marketplace. The company offers a comprehensive selection of rentals for families and groups to find accommodations such as cabins, condos, castles, villas, barns and farm houses</p>	<ul style="list-style-type: none"> ● Hotels ● BnB ● Guest Houses ● Vacation Rentals
	<p>FlipKey is a TripAdvisor company and powers the vacation rental experience on TripAdvisor where property owners are verified by FlipKey staff. This is a site where owners rent directly to visitors.</p>	<ul style="list-style-type: none"> ● Hotels ● BnB ● Guest Houses ● Vacation Rentals
	<p>Vacation home rentals is an independent vacation rental site in North America representing more than 13,000 properties in all 50 states and in 89 countries</p>	<ul style="list-style-type: none"> ● Hotels ● BnB ● Guest Houses ● Vacation Rentals

A collection of Cheat Sheets and User Guides for Social Media

Want to learn how to list your business in **Google Places**? This easy 5-step guide can help. Just click [here](#).

*In case you didn't know, many businesses already appear on Google, Yelp, and TripAdvisor via public feedback, but business owners can take control of these listings to add info, hours, photos, etc.

https://biz.yelp.com/support/free_tools

TripAdvisor User Guide

www.tripadvisor.com

Select Business type and enter your property's name.

If a match appears in the search box, click "search" and on the next screen, check that the property name and region matches and then select "Register my business" to confirm that you are affiliated with the property. If your business is already listed, you should register for the existing listing instead of creating a new one. TripAdvisor only allows one listing per property.

Registering allows you to access your Management Center, where you can manage your TripAdvisor listing and reviews and correct any details that aren't accurate. There are also free tools to help you build your business

Requesting a listing:

If you enter your business's name and a match is not found, it isn't listed on TripAdvisor yet. You can request a listing by selecting the "Tell us more about it" link at the bottom of the search result page.

You'll need to provide a few different types of information about your business to get started. TripAdvisor editors will use this information to confirm that your business meets our listing criteria and determine the best category for it on the site. Complete the request form with as much detail as possible.

Your information:

The "your information" section helps us verify your relationship with the business and your email address. Make sure your email address is correct because we'll send you a message when your listing is published on TripAdvisor. Then you can register your affiliation with the property to take advantage of free tools.

If you can't find your business, click "Tell us more about it"

Provide your name, connection with the business, and email address.

Listing information for your property:

Next, you'll provide information for your business. This includes your company's official name and address, which will be shown to travelers on the site as they plan their trips. You'll need to add your company's website and phone number as well.

Keep in mind that TripAdvisor's editors use your website or a partner's website (like a tourist board or reservations partner) to confirm your information you provide. So it's important that the date you submit in your listing request matches your site.

Property, details:

We'll also need you to answer some detailed questions about our type of property. These help us make sure we're displaying your business in the right place and including as much relevant information as possible. For more specifics on your particular type of property, check out the categories below:

You will add your official name, address, website etc.

How to Create a Facebook Business Page in 5 Simple Steps [Tutorial]

www.facebook.com

<http://startupsavant.com/facebook-for-business-101> - Another great guide to check out

It's no longer a "good idea" for most businesses to be on Facebook. With **829 million people actively using Facebook every day**, it's become a go-to component of almost any inbound marketing strategy.

Thing is, as more and more Facebook features change, so does the process of setting up a Page.

Don't waste another day poking around aimlessly on Facebook, trying to figure out what the heck to do to get your Facebook Page up and running like a social networking pro.

The following presentation provides a visual tutorial to help you get your Page up in no time (you can also read the transcription below). Over 600,000 have found this tutorial helpful, hopefully it proves beneficial for you or a marketer you know, too.

[To learn more about how to create and leverage a Facebook business page, download our free, step-by-step guide here.](#)

Step 1: Choose a Classification.

To begin, navigate to <https://www.facebook.com/pages/create.php>. This page will showcase six different classifications to choose from:

1. Local Business or Place
2. Company, Organization, or Institution
3. Brand or Product
4. Artist, Band, or Public Figure
5. Entertainment

6. Cause or Community

Each of these classifications provides more relevant fields for your desired Page.

Local Business or Place	Company, Org, or Institution	Brand or Product
<ul style="list-style-type: none">- About- Hours- Contact	<ul style="list-style-type: none">- Address- Price Range- Parking	<ul style="list-style-type: none">- Founded- Address- Products- Awards
<ul style="list-style-type: none">- About- Hours- Contact	<ul style="list-style-type: none">- Address- Price Range- Parking	<ul style="list-style-type: none">- Founded- Address- Products- Awards
Artist, Band, or Public Figure	Entertainment	Cause or Community
<ul style="list-style-type: none">- Affiliation- Birthday- Biography	<ul style="list-style-type: none">- Address- Interests- Gender	<ul style="list-style-type: none">- Release Date- About
<ul style="list-style-type: none">- Affiliation- Birthday- Biography	<ul style="list-style-type: none">- Address- Interests- Gender	<ul style="list-style-type: none">- Cause Type- Description- Cause Groups

For this tutorial, we'll select the second option: company, organization, or institution. After selecting our desired classification, we'll be asked for an official name for our Business Page. **I recommend**

carefully selecting your name. Although Facebook allows you to change your name and URL *once*, it's a difficult and tedious process.

Step 2: Complete Basic Information.

Facebook should automatically walk you through the following four basic sections to complete the fundamental aspects of your Page.

Finish "About" Section

The "about" section will serve as the main 2-3 sentence description for your company. It will be on your main page, so make it descriptive but succinct. Be sure to include a link to your company website as well. Also ensure that this information differentiates your brand, making your page even more appealing to potential followers.

This is also where you can select your unique domain (that, as mentioned above, can only be changed once). For example, the Sidekick by HubSpot Facebook Page employs the URL facebook.com/getsidekick.

Upload Profile Picture

Next you'll be asked to upload a picture. This will serve as the main visual icon of your page, appearing in search results and alongside any comments you publish. While any perfectly square image will work, the recommended size is 180 x 180 pixels.

Add to Favorites

Every individual Facebook user has a vertical navigation bar to the left of their News Feed. You can add your Business Page as a "Favorite" item here -- similar to bookmarking a web page in your web browser -- for easy access.

Reach More People

Facebook will prompt you to create an advertisement to draw attention to your Page. Whether employing paid tactics is a part of your strategy or not, I recommend avoiding starting any ads at this stage -- there's no compelling content on the Page yet that would convince them to ultimately "Like" your page.

Step 3: Understand the Admin Panel.

The basic skeleton of your Business Page is now live. Facebook will ask if you'd like to "Like" your Page. Again, I recommend avoid doing so at the moment. This activity will appear in News Feeds of those you're connected to personally to on Facebook. Without any content on the Page, we want to save that organic Timeline story for when you're really ready for people to view the Page.

In the top navigation, you'll see an option for "Settings." Click that. Along the left side, a vertical navigation bar with different sections should appear. We'll focus on three core ones now:

- **Page Info:** This is where you can add additional details about your business. This section will also unveil different fields based on the classification you chose in Step 1.
- **Notifications:** This section allows you to customize when and how you'd like to receive Page alerts. Set a frequency that fits your social media marketing schedule.
- **Page Roles:** Whether or not you'll be the main manager of the Page, there may be others at your organization who need access to your Facebook Page. Here, you can invite other colleagues to make changes to your Pages. Some common use cases here include:
 - A public relations manager who needs to respond to any delicate questions.
 - A support representative who can assist those asking technical questions.
 - A designer tasked with uploading new photo creative to the Page.

Step 4: Populate Page With Content.

Now it's time to actually publish content to your Page and then [invite users to be a part of your growing community](#). Let's start with the basic content needed to get your Page kicking.

Posts

The rest of your Page will populate over time as you publish more updates. Facebook currently provides six different posting options:

1. Plain text status
2. Photo with caption
3. Link with caption
4. Video with caption
5. Event page
6. Location check-in

When posting on your page, just be sure to use a variety of content. What images would your audience like to see? What stats would they like to read? What links would they like to click? You can also click the little grey arrow in the top-right corner of each post and then click "Pin to Top" to move one of your posts to the top of your Page's Timeline for seven days. Use this feature for product announcements, business anniversaries, and other major events pertinent to your brand.

If you want to dive deeper into Facebook posting best practices, [check out this blog post](#).

Cover Photo

This is the large, horizontal image that spans the top of your Facebook Page. Typically, this is a branded image to help attract people to your Page. The official photo dimensions are 851 x 315 pixels. To help you create these cover photos, we have [free PowerPoint templates here](#) pre-sized for the right dimensions.



Now that there's content on the Page, we can start strategically inviting users to Like it. I recommend inviting users in the following cadence:

- First, invite colleagues to Like your page and its content to build some initial activity.
- Second, invite supporters in your network. Encourage them to engage.
- Third, invite customers. With some activity now on the Page, they'll be more interested.

With content published and users invited, you can go to the "Activity" tab in your Page's top navigation to monitor how people are engaging with your Page and content.

Step 5: Measure Your Growth.

Finally, we need to measure our efforts to ensure we're making valuable marketing decisions on Facebook. Fortunately, Facebook has embedded in some decently helpful metrics for us to take advantage of. Simply click the "Insights" option in the top navigation to see the following:

- **Overview:** This tab shows a 7-day snapshot of your metrics such as Page Likes, post reach, and overall engagement.
- **Likes:** This tab shows your overall fan growth and losses. If you're employing paid efforts, you'll be able to see the breakdown of paid versus organic growth.
- **Reach:** This tab highlights the raw number of people your Page is reaching every day. If you notice spikes on a specific day, try cross-checking what you posted that day to see if you can replicate that reach.
- **Visits:** This tab indicates where on Facebook your viewers are coming from. You can see the difference in visits on Facebook Timelines, your information tab, reviews, and others.

And if you really want to spend time perfecting your Facebook content strategy, [watch this brief tutorial on how to analyze exactly that.](#)

And voila! You have a Facebook business page. Now go post interesting content and amass a loyal base of Fans!

Yelp User Guide

www.yelp.com

Click Sign Up

You can sign up with your Facebook account or fill in the blanks (name, email, password, etc.)

If you sign up through Facebook it will let you know who already is on Yelp. You can send them a "friend request" through Yelp to let them know you are on Yelp as well.

Click & pick friends to send requests to then click "send friend request"

choose your email provider (Gmail, Yahoo, Outlook, AOL, etc) it will import your contact list into Yelp.

At the bottom of the page there is a category "Yelp for business owners"

- Claim your business page
- advertise on Yelp
- Yelp seat me
- business success stories
- business support
- Yelp Blog for business owners

Claim your business page:

- Fill in your business name in the box
- Fill in your business address in the box
- click "get started"

If your business does not show up you can then create one.

- Click add your business to Yelp.
- Fill in the blank with your information, ie; hours of operation, etc.
- Choose a category, Restaurant, Hotel, etc.
- add your email address
- You will get a confirmation email that you must confirm through your email (click on the link in your email to confirm your registration then click on: go to Yelp welcome page)

At the Yelp welcome page:

Go to the top menu bar and click "about me". You can add photos, edit information by following the prompts.

After completing your profile, click write a review. At this point you can say something nice about a favorite restaurant, business, etc.

Find Friends: You can find friend from your email contacts list and Facebook and invite them to Yelp. Just click and pick.

Message: You can send a message to anyone just like email. Click the "compose" button, write your message then click send.

Talk: This is an interesting category. You can view conversation about your business, view local questions and answers, events, food, shopping, travel, etc.

Congratulations you have just created another step to promote your business.

Twitter User Guide with Tutorial

This how to Twitter tutorial is designed to get you up and running on Twitter in 15 minutes or less.

You'll learn the basics of how to Twitter by setting up your Twitter profile, sending your first tweet and deciding how you want to use Twitter.

1. Fill Out the Signup Form on Twitter's Home Page

First, go to twitter.com and fill out the three sign up boxes on the right, entering your real name, [real email address](#) and a password you'll need to write down and remember.

It's generally a good idea to give Twitter your real name, because Twitter is all about real people.

Be sure to give your real email address, too. You will need to validate your email address in a few minutes, as you are finishing the sign up.

After filling out your name, email and password, click "Sign Up." (You may have to fill out the "are you human?" box of squiggly letters to prove you're not a software robot.)

2. Choose Your Twitter Username

After you click "sign up," Twitter will display another page with the three items you just filled out and a suggested Twitter username at the bottom. Your Twitter username can be different from your real name, but doesn't have to be.

Twitter's suggested username will be based on your real name, but you are free to change it. If your real name is available on Twitter, that's usually a good username to choose.

But if your name is already taken, Twitter will add a number after your name to create a [similar username](#). That's a terrible username strategy, just adding a number to your name. You'll want to change that suggested username to something a little classier and more memorable than a random number. You can add a middle initial or shorten your name to a nickname; either is better than a number.

Your username is important because it will be shown to everyone on Twitter and also form the URL of your Twitter address. (If your username is PhilHoite, your twitter URL will be www.twitter.com/philhoite.)

So make sure you choose something short and easy to remember, ideally with at least your first or last name in it so it's tied to you in some obvious way. "ProfPhil" is better than "Phil3." You get the idea.

Click "create my account" when you are done.

3. Skip the "Who to Follow" and "What to Follow" Pages

Next, Twitter will invite you to find people to follow by asking you what topics interest you, but don't start following people just yet. You're not ready.

Skip these pages by clicking the blue "Next Step" button at the bottom of the first page. Then click the "Skip Import" button at the bottom of the next page, which invites you to search your email contacts to find people to follow.

4. Confirm your Email Address

Go to your [email account](#), check for the message that Twitter sent and click on the verification link it contains.

Congratulations, you are now a confirmed Twitter user!

[The email link](#) you clicked should take you to your Twitter [home page](#), or a page where you can sign in again to access your Twitter home page. (If you want to continue learning how to use Twitter first, you can delay this email verification process until later.)

5. Fill Out Your Profile

Your next step should be to flesh out your profile, before you start [following people](#).

Why? Because clicking "follow" on someone often causes them to click through and check you out. When that happens, you want your profile page to tell them who you are. You may not get another chance to persuade them to "follow" you, which means subscribe to their tweets.

So click "Profile" in the top menu on your Twitter home page, then "[Edit Your Profile](#)" and fill out the settings. To flesh out the profile info that others see, click the "Profile" tab in the settings area.

Uploading a picture of yourself will usually help get you more followers, since it makes you seem more real. Click "choose file" next to the picture icon and navigate your hard drive to find a photo you like, then upload it.

Next, add a short description of yourself (fewer than 160 characters) in the bio box. Good text here helps attract followers by making you seem more interesting. It's also worth specifying your city and linking to any website you may have in those boxes.

Click "Save" when you're done filling out the short profile.

You can customize your [design colors and background image](#) by clicking on the "design" tab, and that's a good idea, too.

6. Send Your First Tweet

Since you're no doubt itching to get started and become a [true Twitterer](#), go ahead, send your first tweet. [Sending these messages](#) can be the best way to learn how to Twitter--learning by doing.

It's a little like a Facebook status update, only the Twitter messages you send are public by default, and must be short.

To send a tweet, type a [message of 140 characters](#) or less into the text box that asks "What's Happening?" (Read more in this ["What is Tweet"](#) article that defines "tweet.")

You'll see the character count drop as you type; if a minus sign appears, you've written too much. Trim a few words, and then when you're satisfied with your message, click the "Tweet" button.

Your tweet isn't sent to anyone yet because no one is following you, or subscribed to receive your tweets. But your tweet will be visible to anyone who stops by your Twitter page, either now or later.

So that's it. You're a Twitterer! There's plenty more to learn, but you're on your way.

Decide How to Use Twitter, for Business or Personal Goals

After finishing this beginning Twitter tutorial, your next step will be deciding who to follow and what kind of followers you hope to attract.

Read the [Choosing A Twitter Strategy](#) guide to help you figure out who you should follow and why.

You might also want to read up on the strange [Twitter language](#) to help you learn how to Twitter.

Twitter For Dummies

From [Twitter For Dummies, 3rd Edition](#) by Laura Fitton, Anum Hussain, Brittany Leaning

Using Twitter is fun and surprisingly easy. It doesn't matter where you access Twitter, — on [Twitter.com](#), or on a desktop or mobile app on your smartphone. You can quickly navigate the Twittersverse with just a few commands. Even Twitter etiquette is straightforward and simple. Before you know it, you'll be sending Tweets and following on Twitter like an expert.

Twitter's 3 Access Points

Twitter isn't just for computer users. You can access Twitter from your iOS, Android, or other mobile device with Internet access. If you don't have a smartphone, you can even text Tweets from any cell phone with SMS capabilities. All you need to know is the right Twitter access point.

Here's a list of the places where Twitter is available to you.

Device	Access Point
Web	https://twitter.com
Mobile phone with Internet access (such as an iPhone or Android phone)	https://m.twitter.com
Mobile phone with texting capability	40404 (United States)

6 Most Commonly Used Twitter Terms

Twitter is a social networking platform with unique ways to engage with your network. As such, terms used to describe actions you can take on Twitter may not be in your usual vocabulary. This brief overview of these digital terms may help.

Task	Command
@mention	By placing the @ symbol in front of a username, you can tag another user in your Tweet.
@reply	By starting your Tweet with @username, you can reply publicly to a single user.
Direct message (DM)	A private message can be sent directly to a user on Twitter who is already following you.
Follower	A follower is someone who follows you on Twitter and sees your updates on his home feed (Your home timeline displays a stream of Tweets from accounts you have chosen to follow on Twitter).
Retweet (RT)	This is a way for someone to share a Tweet from another user's account.
Hashtag	Using the # symbol in front of any word or phrase tags your Tweets. When someone clicks that hashtag, she sees your Tweet along with everyone else's Tweets using that same term.

9 Twitter Guidelines to Live By

The Twittersverse doesn't have many rules, but there's such a thing as Twitter etiquette. Writing Tweets of 140 characters or fewer isn't the only guideline. Your experience on Twitter will be a positive one if you keep the following tips in mind:

- Say what you think or are doing.
- In general, keep Tweets longer than one word so that your followers can understand you.
- Listen to what your Twitter network is saying.
- Respond to Twitter followers when you can add value to the conversation.
- Update your status at least once a day.
- Fill in your profile and biography so that other people know more about you.
- Use your own picture as your profile photo. If the picture you use contains more than one person, make sure that people can tell which one is you.
- Whenever you're referencing another Twitter user, use his name with an @ sign in the front so that the user can see that you mentioned him and so that other users see who you're talking about.
- Use hashtags to give context to updates that may not make sense otherwise.

- **7 Tips for What Not to Do on Twitter**

- Twitter etiquette isn't only about what you *should* do. Unfortunately, bad Tweets and poor Twitter practices sometimes show up within microblogging communications. Although you can't really go horribly wrong on Twitter, you'll make your life easier in the Twitterverse if you follow these guidelines:
- When you first sign up and before you start tweeting regularly, don't follow hundreds of people. If you follow someone, she checks out your profile to see whether she wants to follow you back; if she sees that you've tweeted once or twice and you're following hundreds of people, she may think you're just a spam account.
- Start slowly, following people you know and who know you. Then, as you start tweeting regularly, follow more people based on your interests.
- Avoid using punctuation in your username. Typing punctuation on mobile devices is difficult.
- Don't share information that you might regret making public.
- Don't send an update when a direct message is more appropriate — when the update is meaningless to anyone except one person, for example. If the person doesn't follow you, you can send an update that contains her name, asking her to contact you over another medium.
- Don't feel the need to thank everyone publicly for following you. It's a nice thing to do, but not always necessary, and some users even find it irksome.
- Don't think that Twitter success has anything to do with your follower count.

Instagram User Guide Tutorial

How to Use Instagram

We'll start with the basics of how to use Instagram today, but watch out for more posts this week on what else you can do with it.

You can download Instagram for free on your iPhone, iPod, iPad, or Droid. Once you have the app, you'll need to set up your account. You'll see a screen that looks like this:



Tap "Sign Up" and you'll get this next Instagram screen:



Enter your info: you might want to use your twitter name as your username for consistency, to make it easier for people to find you and so that photos others take and tag you in will show up in your twitter stream. Only add your phone number if you want people to be able to search their phone contacts and find your Instagram account that way. Do add a photo of you for your profile.

How to Take Photos with Instagram

You are now ready to start taking photos. Press the camera button on the bottom middle.



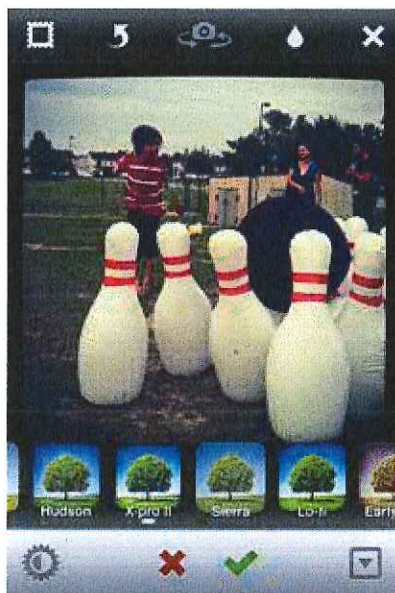
On the bottom of your screen, either press the camera button to take a photo or press the button on the far left to use a photo from your camera roll.



I used a photo from my camera roll, so next I could move and scale my photo. Push and pull to scale. Click "choose" when you are happy with your photo.



Choose a filter from the bottom of your screen: scroll left and right to see different filters. At the top of your screen, you can also (from left to right): adjust the frame, go back, add a blur, or cancel the photo. Click the green checkmark when you are satisfied or the red X if you change your mind about a photo.



On the next screen, you can add a caption and share your photo to your different accounts if you so choose. When you are writing your caption, you can add hashtags like you would on twitter. This is also where you can configure your social media accounts. I only have my twitter account linked and

only tweet certain photos. I do sometimes share elsewhere but just use the photo as it was saved on my phone and upload how I'd upload other photos. It's a matter of preference and convenience.



Click done when you have the caption you want along with the social networks you want to share this photo with and then you'll see your final photo.



To view the Instagram Privacy Policy click [here](#).

Pinterest User Guide and Tutorial



To view the Pinterest Privacy Policy, click [here](#).

What is Pinterest?

Their tagline: "A place to organize and share things you love"

- It's a visual bulletin board for your personal use. How many times do you google something or find a website you want to remember, or find a great idea or product online, and you want to put that info. somewhere so you can easily find it again? Pinterest is a place to store links to all of these. You set up visual boards, create categories that are of interest to you, and pin an image on your board that links to the source.
- It's a vast shared bulletin board for public use. It's a place to share and obtain new ideas from the growing community of other Pinterest users. All pins and boards are public. You and your friends can follow each other's boards, and you can search the entire Pinterest network for others who have pinned topics of interest to you. Eventually, you'll be following more strangers than friends as you find each other through your mutual tastes and interests. That's part of the fun.

Pinterest is both entertaining and useful. It gives me a place to store images and links to every yummy little thing I come across on the internet. Plus, it opens a huge, new world of ideas and links via other participants in the Pinterest network. It's become a great source of information and inspiration. It can do that for you, too. No matter your interests, hobbies, or events you may be planning, Pinterest can help you organize, share, and grab lots of great ideas.

Maybe you've already joined and haven't really gotten in the Pinterest groove yet. Maybe you haven't joined and want to learn more. Either way, this post is for you. I'm going to run through what I've learned as an avid Pinterest user. I'm no expert; these are all trial-and-error tips I've figured out along the way.

So, here we go...

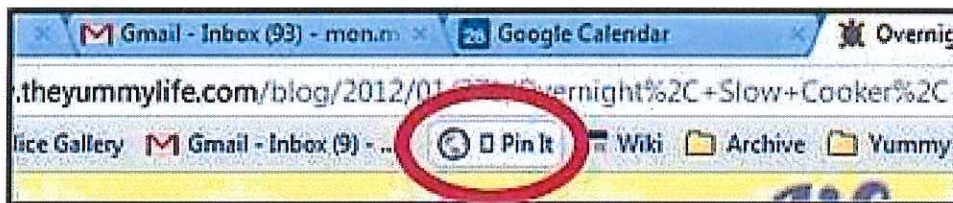
How to Join Pinterest. It's simple. Just go to Pinterest.com and click on the prompt to JOIN. (You used to have to be invited to join, but that no longer is the case.)

Learn the Lingo. (source: [Pinterest help page](#))

- **PIN** - A pin is an image added to Pinterest. A pin can be added from a website using the Pin It button, or you can upload personal images from your computer. Each pin added using the Pin It button links back to the site it came from. (Seinfeld would surely have had an episode about whether or not something is "pin-worthy".)
- **BOARD** - A board is a collection of pins categorized however you choose. A board can be created on any topic, such as Recipes, Wedding Ideas, Books to Read, Health & Fitness, or Wishlist. You can add as many pins to a board as you want and create as many boards as you want.
- **FOLLOWING** - "Following All" means you'll have all of a user's new pins on all their boards shown to you in real-time on your Pinterest Home Page. If the user makes new boards, you will automatically follow them. You can follow individual boards (instead of all of them) if you're only interested in seeing a user's pins to specific boards. You can unfollow boards and users at any time--they will not be notified (no hurt feelings).

Getting started. Pinterest can be a bit overwhelming at first. Just dive in. You will soon discover how intuitive it is to create boards, add pins, and browse the unlimited pins elsewhere on Pinterest.

1. I really, really, REALLY encourage you to install a "Pin It" button on the tool bar of your browser. Once it's there, it is unbelievably easy to pin images from any website: products you might want to buy, decorating ideas for your home, recipes, etc.



[Click here to get the PIN IT button & view a "how to" video.](#)

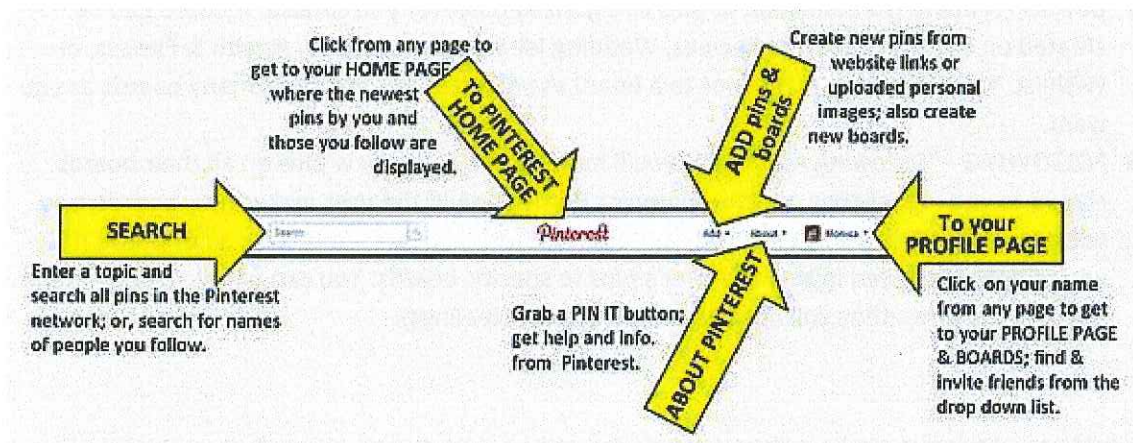
2. Browse around other Pinterest boards to get a feel for this. If you have friends who are on Pinterest already, look at their boards and get ideas for categories that will work for you. You can check out my boards [here](#).
3. Set up your personal Profile & Boards page. (see a sample below)

4. Start pinning. (WARNING: You have entered a time suck...once you start, you may not be able to stop!)

Universal Top Bar Features

These appear at the top of every Pinterest Page so you can easily navigate around the site from anywhere.

(Click on image below for larger pdf view or to print it.)



How to Create Pins from Websites


When you find something on a website that you'd like to pin to a Pinterest board, follow these easy steps.

(Click on image below for larger pdf view or to print it.)

1 Click the **PIN IT** button on your browser tool bar.



2 A screen will pop up with a selection of images from that page. Click on the image you want to pin.



3 A screen will pop up with your chosen image. Select the board where you want it to appear and add a title. Click the red **PIN IT** button, and your new pin will appear on your Pinterest board.



Choose from a drop-down list of the boards you have already created; or, you can create a new board category for this pin.

Identify your pin with a title and short description.

How to Create Pins Using Personal Photos

Maybe you've got your own ideas to share on your Pinterest board. Take photos of how you've organized, decorated, or created something in your home, or share scenic photos from a favorite places. Transfer the photos to your computer and upload them to your Pinterest boards. Here's how:

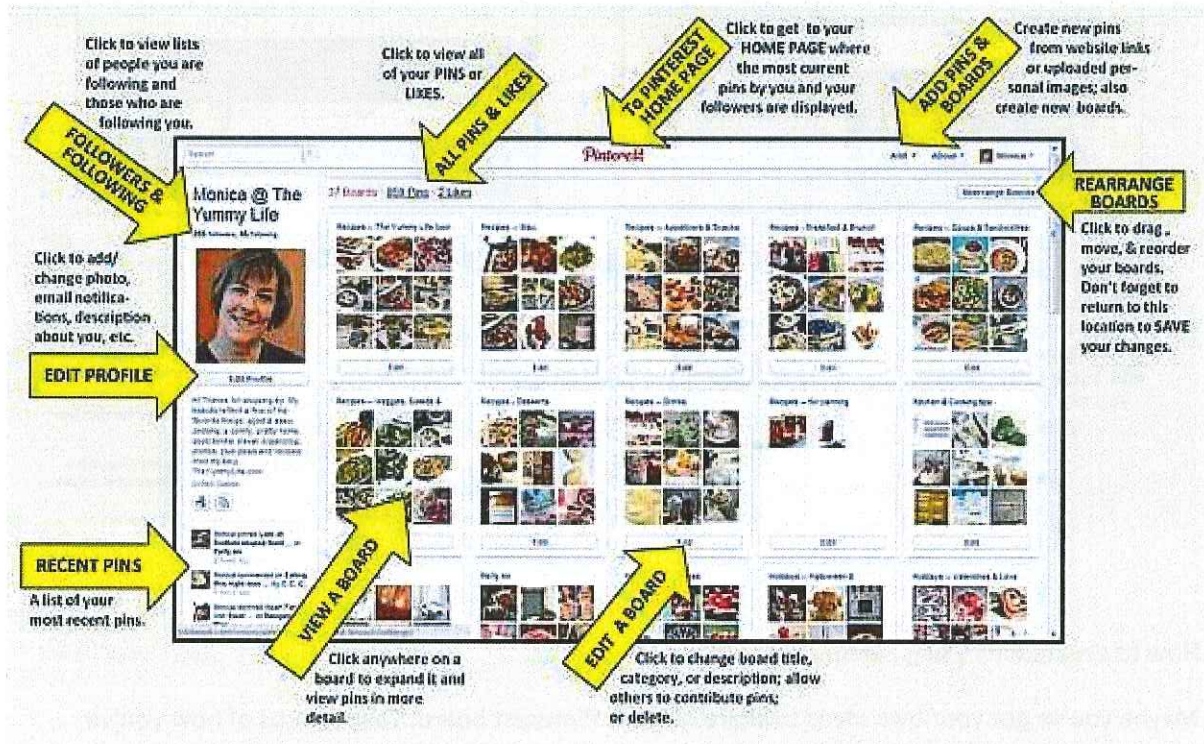
- click **ADD** on the top bar of any Pinterest page
- click **UPLOAD A PIN**
- click **CHOOSE A FILE**
- select an image file from your computer
- choose a board and title for the image
- click **PIN IT**

Keep in mind that Pinterest is a place to display images, not paragraphs of content. So only upload photos that are self-explanatory (along with your brief title/description) or link to a website with a full explanation, recipe, instructions, etc.

Navigating Your Profile Page

Here's an image of my profile page and boards with the different features identified. To get to your profile page from anywhere on Pinterest, simply click on your name in the upper right corner, then click around and explore the options.

(Click on the image for larger pdf view or to print it)

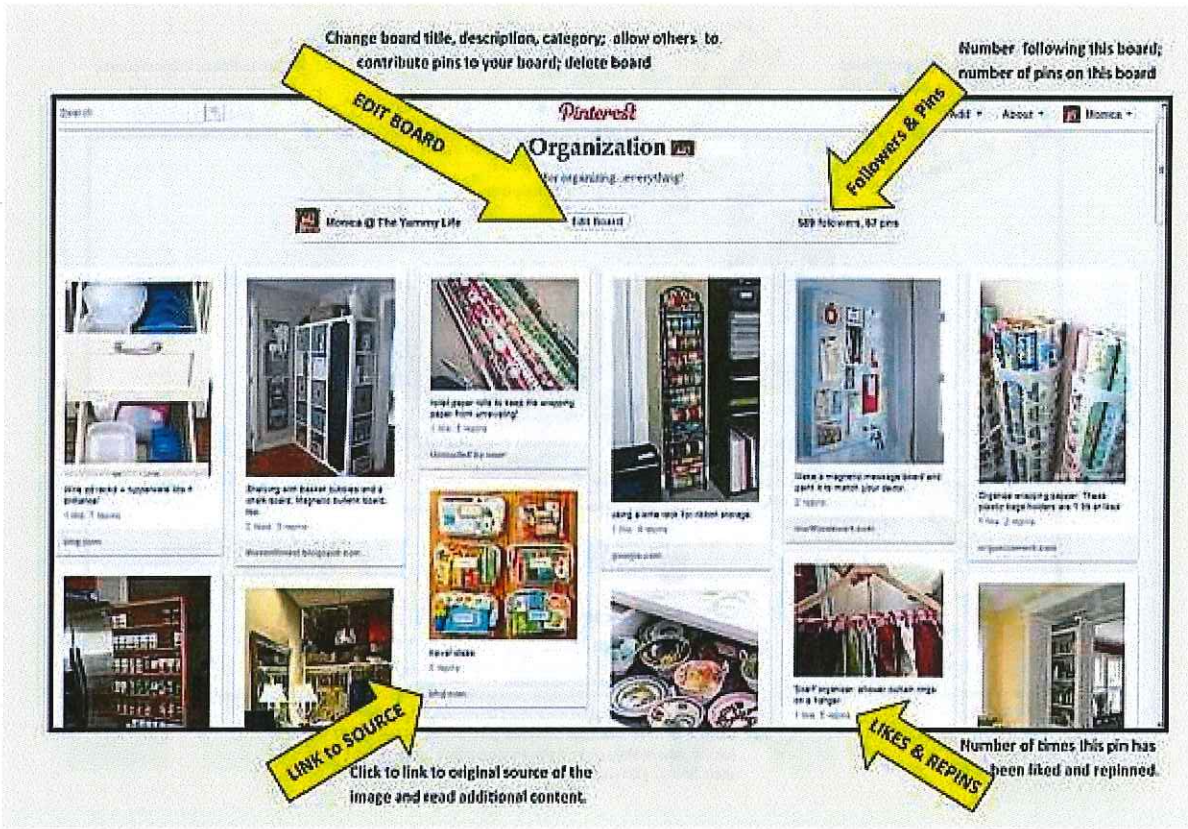


It's easy to add & delete boards, edit their titles, and add and delete pins. So, don't sweat having every board perfectly defined and titled from the start. Just get going. You can go back and do some house cleaning later. I've reorganized my boards several times already.

Navigating Your Own Boards

From your Profile Page, click on any of your boards to view everything you have pinned on that board. Here's an example of my board of Organization tips.

(Click on the image for larger pdf view or to print it)



A Closer Look at A Pin

Click on an individual pin from any board or your Home page, and here is what you'll see.

(Click on the image for larger pdf view or to print it)

Click to view everything on the board where this was pinned.

VIEW BOARD

Click to link to original source of the image and read additional content.

LINK TO SOURCE

Click to view other images that have been pinned from the same link source.

MORE PINS FROM SAME SOURCE

Leave a comment or ask a question to have a conversation with other pinners.

COMMENT

These are people who have liked or repinned this. Click on their NAME to view their Profile Page and view their boards. Click on the BOARD NAME where they pinned this to view other items they've pinned on their board. (This is a great way to find new people & boards to follow.)

REPINS & LIKES

PINNER'S NAME

There are only minor differences between viewing images pinned by you or someone else.

PINNED by ME (Monica):



If you view one of your own pins, you have the options of editing your pin's title or description, changing the board, or repinning it to additional boards.

PINNED by SOMEONE ELSE (Sheri):

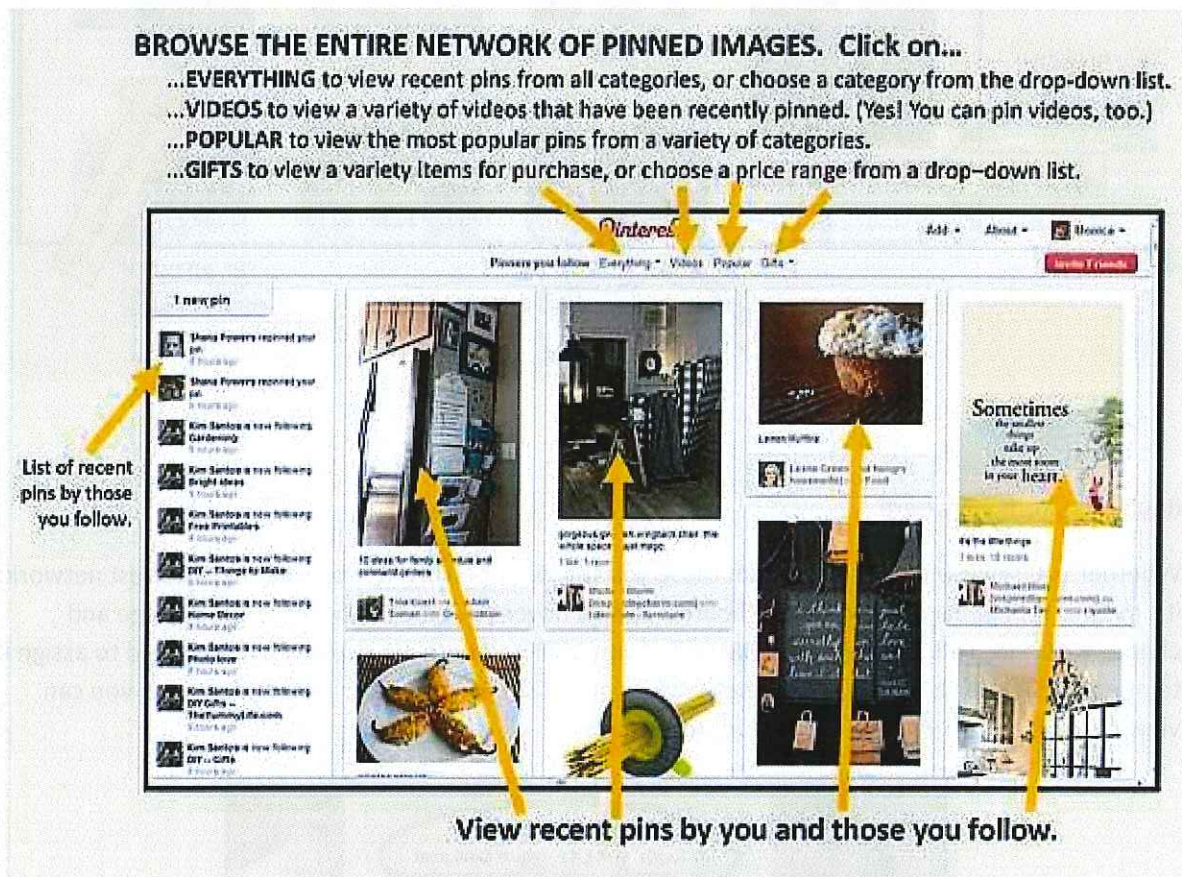


If you view someone else's pin, you have the options of liking it or repinning it to one of your own boards.

Navigating your Home Page.

Click on the Pinterest logo in the top bar to get to your Home Page. This page is similar to your news feed in Facebook. Your Home Page shows the most current pins by you and those you follow. Every time there's a new pin by you or them, it shows up here. If you want to make sure you haven't missed any new pins by others, scroll down this page until you hit the last pins you saw in your previous visit. Repin anything you like along the way. You can also browse the entire Pinterest network from here.

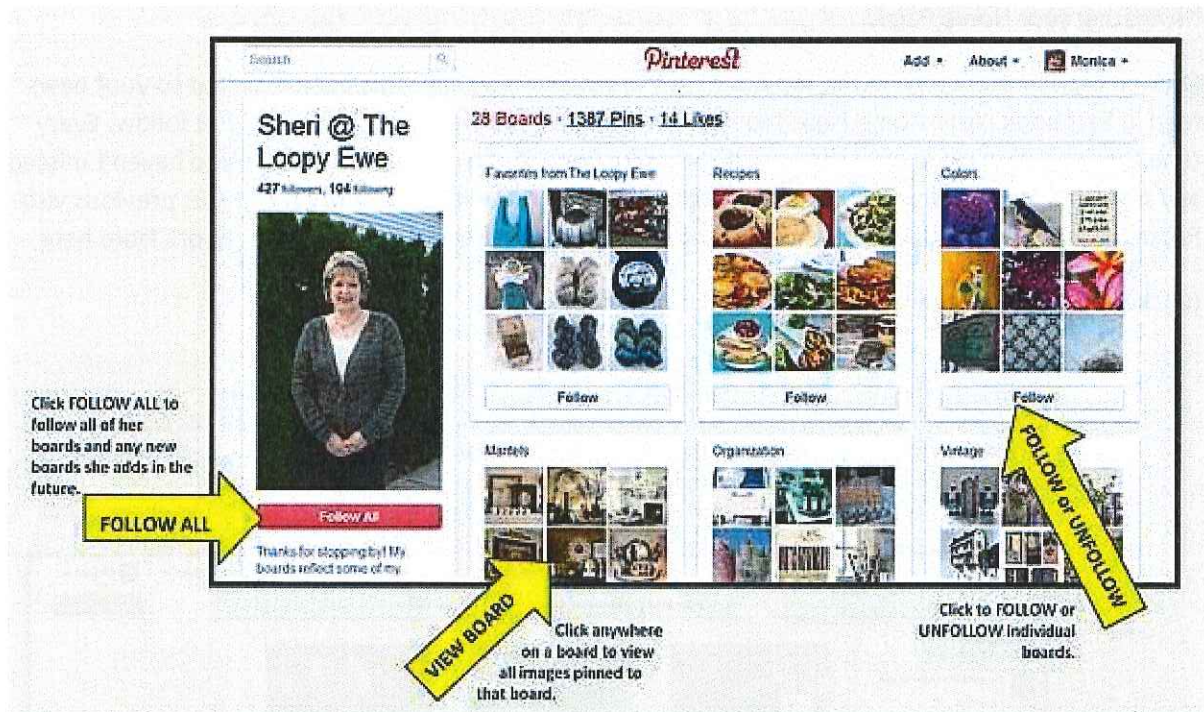
(Click on the image for larger pdf view or to print it)



Browsing and Following Other Boards.

You may choose to FOLLOW ALL of another person's boards, or you may pick and choose only some of their boards to FOLLOW or UNFOLLOW. Any time pins are added to boards you've chosen to follow, they will show up on your Home Page. You may return to their boards and change these follow/unfollow settings at any time.

(Click on image below for larger pdf view or to print it.)



Repinning from anywhere.

Whether you're viewing new pins from those you follow or pins from browsing the Pinterest network, it's easy to repin images to your own boards. Simply hover your mouse over the pin's image and choose to REPIN, LIKE or leave a COMMENT. If you REPIN something, you will be prompted to assign it to one of your boards. If you LIKE something, it doesn't show up on your boards; however you can view everything you've liked from your Profile Page.



Are you interested in creating a YouTube Account?

To view a step by step easy guide, click [here](#).

Why YouTube? YouTube's not just for posting silly videos of sleepwalking dogs and other embarrassing moments — it can also be used as a highly effective business tool. You can use it to show off your expertise, share knowledge, market your products and connect with customers, colleagues and prospects.

Here are 35 ways to use YouTube (and other video hosting services) for business.

1. Share slides from presentations that weren't recorded.
2. Create short videos of valuable tips of interest to your clients and prospects to show off your expertise.
3. Conduct an interview with an expert.
4. Turn your podcasts into videos, to expand your reach.
5. Engage with the YouTube community by leaving comments and uploading video responses to videos on topics related to your business or industry.
6. Enhance your videos using YouTube's [special features](#), such as [annotations](#), audioswap, insight, language options and quick capture. Also see what's cooking in the [YouTube Biz Blog](#) and [TestTube](#) for more upcoming features.
7. Record an important meeting to share with employees, shareholders and others, as appropriate.
8. **Marketing and Advertising**
9. Set up a channel to reflect your brand and engage with others. Here's an example from [The White House](#).
10. Choose a user name that reflects your brand for your channel URL.
11. Add your channel URL to marketing collateral and social network profiles.
12. Post customer video testimonials to add to your credibility.
13. Put together a creative video explaining your product or service.
14. Show your product in action using movie trailer-style: fast, creative and catchy.
15. Show the results of someone using your services.
16. Promote your events using recordings of previous events.
17. Introduce your staff to add authenticity.
18. Take viewers on a tour of your offices and city to help them feel connected with you.
19. Ask others to use your product in their videos (like product placement in movies) and cross-promote each other.
20. Post links to your videos on various social networks.
21. Look into [YouTube Promoted Videos](#) to reach your target through contextually-relevant search results.
22. Use [Google AdWords](#) on Google Content Network, which includes sites like YouTube. These use text-based ads and don't require a video from your business. Research the [Placement Tool](#) to identify the best placements for your ads.
23. Earn money from your videos by entering into a [partnership with YouTube](#).

24. [Run a contest.](#)
25. Add [Call-to-Action overlays](#) to your videos to drive traffic to your web site.
26. Study your channel's performance with the integrated [Google Analytics](#) and [YouTube Insight](#) to make the most of your videos.
27. Display company information in every video including name, URL, phone number and email address.
28. **Customer Service**
29. Create "how to" videos to help your customers use your product or service.
30. Post solutions to common product or service problems.
31. Answer customer-specific questions using videos. Imagine how surprised a customer will be when you point them to a video with the answer!
32. Embed videos on your web site on appropriate pages, including customer support and product tours.
33. Post a blog entry discussing a problem and include a video for visual support.
34. Go the extra mile by [adding closed-captions](#) or subtitles to your videos. Remember that not everyone can watch or hear videos in the same way.
35. Show a work-in-progress project to a customer for review and approval, without the need for a face-to-face meeting or in-person demo.

Are you interested in renting your home or room to vacationers and travelers passing through Reedsport? Here are two websites that you may find useful:

- 1) Flip Key: <https://www.flipkey.com/how-it-works/>
- 2) Air BnB: <https://www.airbnb.com/>