

1. Start with a strategy

What do I want to accomplish? My goals:

Establish presence & expertise

- Determine a category/interest
- Blog, link, comment—contribute
- Twitter profile your interests
- Follow people who share your interests (find via search.twitter.com)
- Plan posts that contribute news, reflection expertise, share links
- Attend meetups and conferences in your area of interest
- Coffee with virtual friends and colleagues
- Organize a barcamp, meet up or dinner

Get a job, contracting, consulting

DO EVERYTHING IN THE LEFT COLUMN AND ALSO:

- Use LinkedIn, Facebook to build connections w/peers
- Join the real world community-find on Meetup, Upcoming, Barcamp.org
- Network as you build relationships
- Let people know what your skills are and what you are hoping to work on

Keep it up, forever

2. Execute your plan

- Create a campaign for yourself using the tools you select
- Schedule your posts
- Create newsfeeds and alerts to monitor your areas
- Share breaking links on twitter, almost real time
- Link and comments to others' ideas and sites
- Monitor your own links with Google alerts, Twitter search
- Stay focused, be responsive, nimble
- Use your authentic voice, always

3. It's okay to do “bursty” work

- Blog or twitter daily.
- Visit Facebook daily; update your status & interact
- Build your linked in contacts weekly
- Use YouTube, Flickr, Seesmic, etc as needed to intensify your connections, share materials

4. Pay attention to SEO, headlines

- SEO is about crawling robots.txt
- Use precise descriptions in your post heds
- Revise your meta-data to reflect how you want to be seen
- Read up on SEO, this is a must have skill
- Make it catchy, we're in the entertainment economy
- Make it literal so your post can be discovered
- Keep testing and improving!

5. Self-monitor and check the metrics

- Set up ego alerts for your name at google.com/alerts and search.twitter.com
- Install Google Analytics on your blog and learn how to use it.
- Check your content and keywords in Google analytics: are you turning up where you want to be?
- Be consistent with both checking and posting

6. Reach into the community, online & off

- This is an “we're all in this together, people” moment.
- Support and form co-working spaces, organize coffees and meet ups.
- Have at least 1 meeting a week with someone new you connected with via the Net but who is local
- Keep your contacts active—send links, try Zentact

7. Be entrepreneurial!

- Start a new blog for your area or for a passion, alone or with a friend
- Blog with a group: Salon, Huffington Post, BlogHer, etc.
- Be an active Twitterer or video blogger
- Work your network as you seek your goal

Recommended links:

- Social Media in Plain English
<http://www.youtube.com/watch?v=MpIOClX1jPE>
- The SEO Rapper: Addicted to social media
<http://www.youtube.com/watch?v=vXCCGsBVzrc>
- Gary Vandercheck, IMAN conference (real estate)
<http://www.viddler.com/explore/KellyOlexa/videos/1>
- Tom Peters, The Brand Called You
<http://www.fastcompany.com/magazine/10/brandyou.html>