



What Every Business Needs
to Know about Web 2.0 and
Social Media

Coordinating It All

December 2010

Martin De Saulles
University of Brighton

Services

- HootSuite
- Tweetdeck
- Seesmic

HootSuite

hootsuite.com/dashboard

staffcentral Mendeley Google Studentcentral Campaign Monitor Home - Last.fm Dashboard < Informat... Basecamp MeejaHub BatchBook | Dashboard Martin's Goals Google Analyti






Compose message... **Send Now** **Add Social Network**

You do not have a social network profile yet.


Welcome x +

Hello Martin De Saulles!

Here are a few things you can do that will help you setup your HootSuite account.

-  Add a Social Network ?
-  Create a New Tab ?
-  Schedule a Message ?
-  Add an RSS Feed ?
-  Add a Team Member ^{*PRO*} ?

Additional Resources:
[Mobile apps for iPhone, Android, BlackBerry and more »](#)
[Visit our FAQ section »](#)







Compose message...

Send Now



Search Twitter...



Welcome x mdesaulles (Twitter) x

+ Add Stream

Home Feed (mdesaulles)

- LISResearch**
3:12pm via TweetDeck
New issue Journal of Info Literacy 4 (2) 2010, with full text access to article PDFs <http://bit.ly/4N0Q6N> (via @Susie_Andretta)
- DavidCurteen**
2:30pm via bitly
Knowledge Management Job Knowledge Manager, KIVA, San Francisco <http://bit.ly/eP8jfe> #kmjob #km #socialgood
- LISResearch**
2:25pm via TweetDeck
Cip International Forum on Knowledge Asset Dynamics Tampere, Finland 15-17 June 2011. Abstracts due 30 Jan <http://bit.ly/grkW13>
- Hoovers**
2:05pm via HoodSuite
RT @abneedles Sales-driven marketing is 'like driving with the rearview mirror.' via McAfee marketer #B2B #DF10
- BizMattersmag**
2:02pm via twitterfeed
Getting to know you: Fil Adams Mercer: We talk to Fil Adams Mercer, founder of one of the fast growing online ... <http://mtrs.biz/gk3z0V>
- BizMattersmag**
1:48pm via Tweet Button
Getting to know you: Fil Adams Mercer, founder of Parcel2Go <http://t.co/la5Ph3R>
- BizMattersmag**
1:31pm via twitterfeed
The Apprentice: Task Ten - London Tours: Well this week turned into the Stuart Baggs episode as his outrageous... <http://mtrs.biz/e12UJ>
- BizMattersmag**
1:31pm via twitterfeed
One million UK professionals join LinkedIn in six months: LinkedIn, the world's largest professional network, ... <http://mtrs.biz/jjMDIR>
- BizMattersmag**
1:30pm via Tweet Button

Mentions (mdesaulles)

- robshepherd**
Dec 01, 10:08am via TweetDeck
@palagrim Very fair point, though I think the default is to tweet, making all users into advertisers cc @mdesaulles
Show Conversation
 - palagrim**
Dec 01, 10:07am via Web
@robshepherd @mdesaulles Not sure about this - I use paper.li and I've set it to NOT tweet anything when it publishes. Blame the user?
Show Conversation
 - robshepherd**
Dec 01, 9:46am via TweetDeck
RT @mdesaulles: Paper.li - suppose a newspaper is published and nobody reads it <http://bit.ly/ZiXtK> -> good article
 - darrenmjones**
Dec 01, 9:44am via CoTweet
Paper.li - suppose a newspaper is published and nobody reads it <http://bit.ly/ZiXtK> + via @mdesaulles
 - kompashq**
Nov 24, 6:06pm via TweetDeck
@mdesaulles Thanks for the article! We appreciate it. If I can answer any questions feel free to email me directly adam@brytesoftware.com
Show Conversation
 - katiepiatt**
Nov 18, 12:12pm via TweetDeck
@mdesaulles thanks Martin. Provisional title "50 reasons why you need an iPad (to support your research and teaching)" will UoB accept it?
Show Conversation
 - marthaleyton**
Oct 27, 9:20am via Tweetle for Mac
@mdesaulles thanks for your social media and Web2 for SMEs guide - excellent!
Show Conversation
- Show More

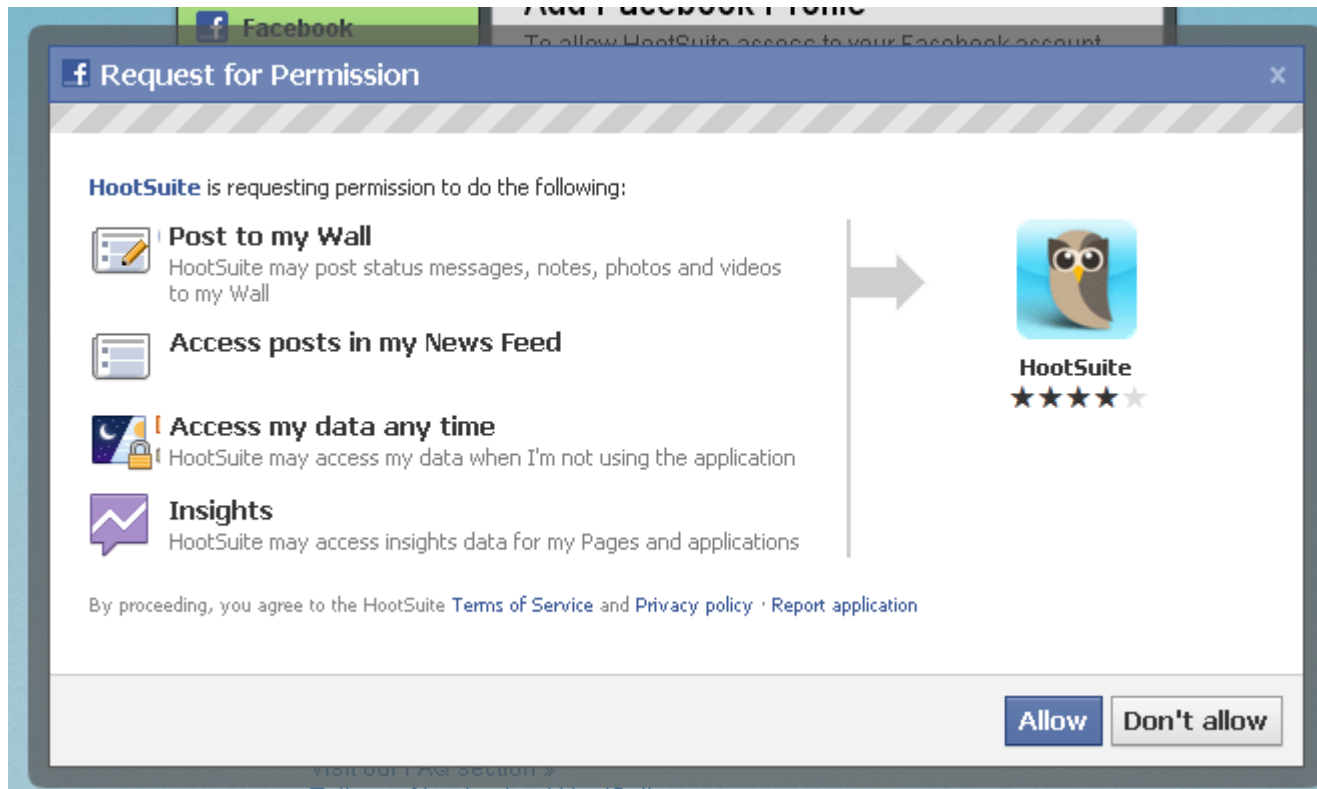
Direct Message (Inbox) (mdesaulles)

- darrenmjones**
Nov 17, 3:25pm
It's introducing paid accounts, which we would need for our Careers facebook/twitter. Still fine, and free, for personal use
 - sarahjison**
Feb 11, 4:13pm
Write 50 words not incl title/author & email your 50 words to books editor. Karen Shook Karen.Shook@isieducation.com eg <http://bit.ly/dJN1x>
 - sarahjison**
Feb 11, 1:14pm
Hi Martin, if you're reading anything good and want to write 50 words about it, books editor at THE is looking for contributions
- Show More

Pending Tweets (mdesaulles)

No results found.

Trust is important





Good for team accounts


The screenshot shows a 'Settings' window with a dark grey sidebar on the left. The sidebar contains the following menu items: 'Social Networks' (highlighted in green), 'RSS/Atom', 'Account', 'Preferences', and 'Themes'. The main content area is divided into two columns. The left column has a header 'Add Social Network' and 'Sync Avatars', followed by sections for 'TWITTER' (with user 'mdesaullles') and 'FACEBOOK' (with user 'Martin De Saulles' highlighted in green). The right column has tabs for 'Team', 'Profile Settings', and 'Sent Invitations'. The 'Team' tab is active, showing 'Account Owner: Martin De Saulles (You)' and 'Team Members: (Disabled)'. Below this is a large empty white box with a scrollbar. At the bottom, there is a message: 'You do not have any Team Members collaborating with you on this social network.' and a black button labeled 'Add New Team Member'.



tabs



The image shows a screenshot of a Facebook interface. At the top, there is a message composition bar with a text input field containing "Compose message...", a "Send Now" button, and two profile icons. Below this is a navigation bar with several tabs: "Welcome", "mdesaullles (Twitter)", "Martin De Saulles (Facebook)", and a plus sign. A blue arrow points from the word "tabs" to the "Send Now" button and another blue arrow points from the word "tabs" to the "Pending Stream Posts" tab. The main content area is divided into two columns. The left column is titled "News Feed (Martin De Saulles)" and contains several posts. The first post is from "Samsung UK" and mentions the "Galaxy Tab". The second post is from "Rob" and asks for cookery book recommendations. The third post is from "Rob" and asks about the meaning of "Pendle Hill". The right column is titled "Pending Stream Posts (Martin De Saulles)" and displays "No results found." The interface is styled with a light blue and green color scheme.

Compose message... Send Now 

Search Twitter... 

Welcome x mdesaulles (Twitter) x Martin De Saullés (Facebook) x Martin De Saullés (LinkedIn) x 

  **+ Add Stream**

Network Updates (Martin De Saullés)  

Rob Shepherd 3:44pm • [comments](#)
Me: "Dear X, your Facebook app keeps freezing & forcing me to click an ad to proceed" X: "Suggest you try another browser" #fail (was Chrome)

Mark Jenkins 3:19pm
Mark Jenkins added Erica Sosna as a connection.

Rob Shepherd 3:15pm • [comments](#)
RT @imgreenhalgh: Tesco clubcard offer crashes website @brand_ed <http://bit.ly/gTOx6o> -> DDoS coz they refused to sell wicked leaks

Iara sheldrake 2:50pm • [comments](#)
RT @messagedigital: OUR REMOTE CONTROL ROBOT HAS ARRIVED!!!

Bram Moerman 2:41pm
Bram Moerman added Colin Long as a connection.

Rob Shepherd 2:37pm • [comments](#)
RT @petejenkins: chuffed to bits as top author has agreed to speak at the next @brightonchamber debate Mind The Gap <http://bit.ly/hTovl3>

David Gurteen 2:31pm • [comments](#)
Knowledge Management Job Knowledge Manager, KIVA, San Francisco <http://bit.ly/eP6jfe> #kmjob #km #socialgood



Bram Moerman 2:23pm
Bram Moerman added Jurgen Heppe as a connection.

Iara sheldrake 2:21pm • [comments](#)
Excusez-moi? <http://bit.ly/fFyXdx> #Olympics2012

Mila Gasco 2:06pm • [comments](#)
Mila Gasco updated their profile.

Nick von Tunzelmann 1:57pm
Nick von Tunzelmann added Alexandra Owen as a connection.

Iara sheldrake 1:54pm • [comments](#)
RT @Queen_UK: One has a few students protesting at the gates of the palace. If only they knew that the DoE is burning an effigy of Mr

Pending Status Updates (Martin De Saullés)  

No results found.



Powerful social tools for robots
with HootSuite for Google Android™



 **Download**

available from Android Market

Or scan the QR code »



Features include:



Multi-network integration
(Twitter and Facebook with
more to come)



Notifications



Message scheduling

HootSuite for Android® — Powerful Social Tools for Robots

HootSuite for Android™ is a FREE app that helps you update your social networks, monitor conversations, and track results -- all from your Android™ handset.

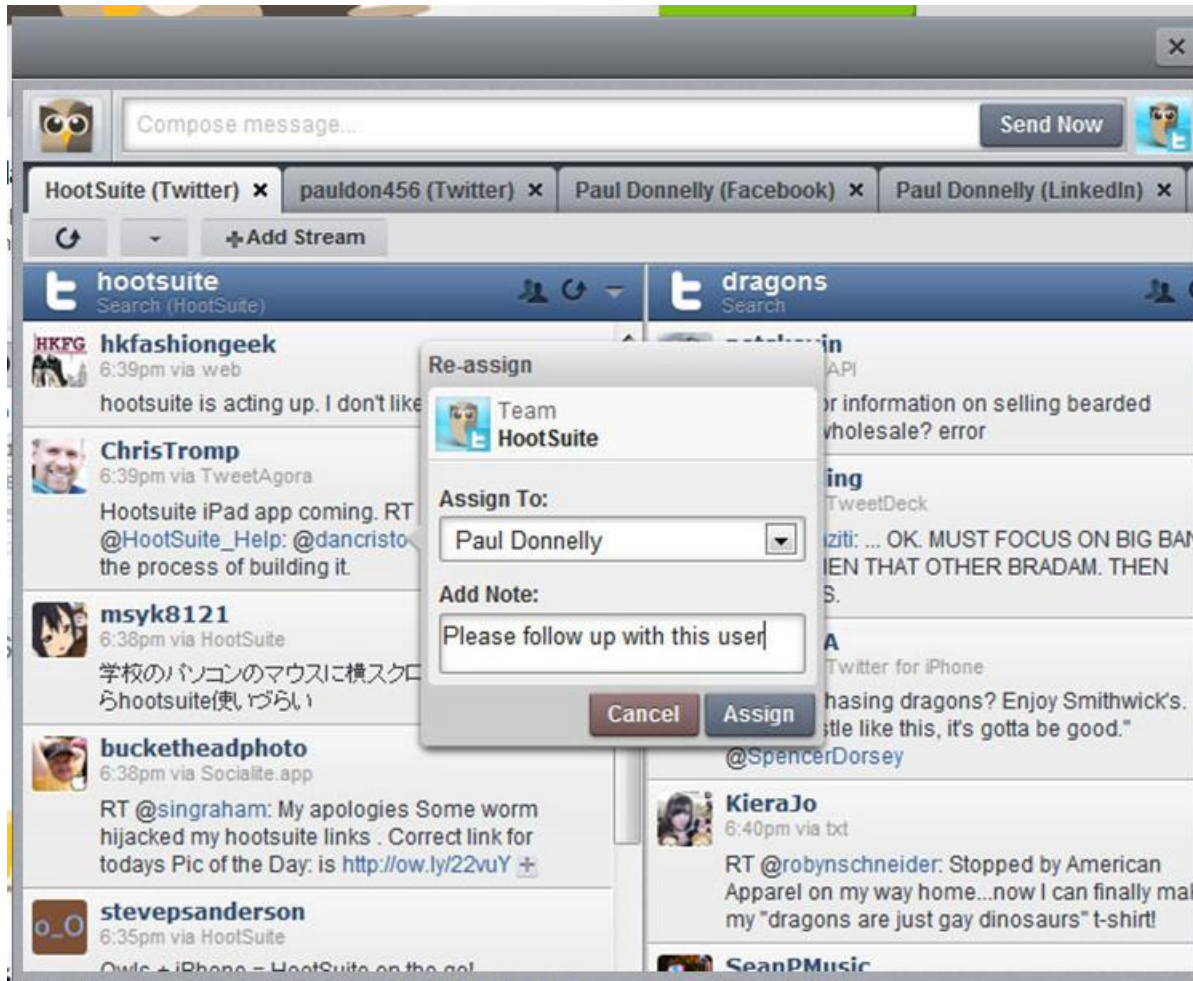
Simple, elegant and powerful, HootSuite for Android™ allows you to send updates to Twitter and Facebook from virtually anywhere. Plus, you can easily manage campaigns, schedule updates, and even view click-through stats for your social networks.



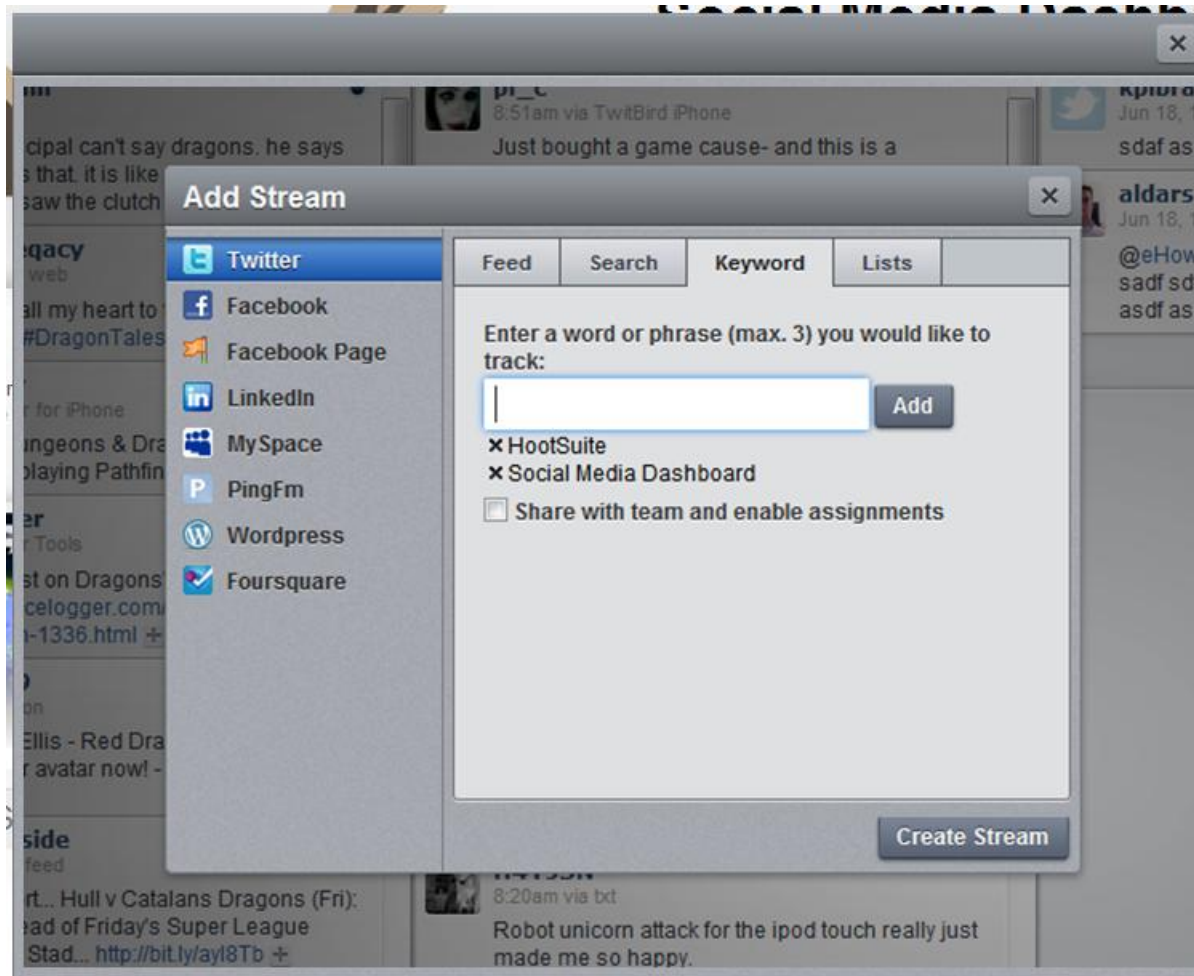
Use your HootSuite mobile social media dashboard to:

- ▶ Manage multiple social identities and accounts
- ▶ Receive optional background notifications for updates
- ▶ Create custom views for tags and searches
- ▶ Schedule messages to send in the future
- ▶ Examine Ow.ly click-through stat reports
- ▶ Share and store photos and files
- ▶ Shorten URLs with Ow.ly

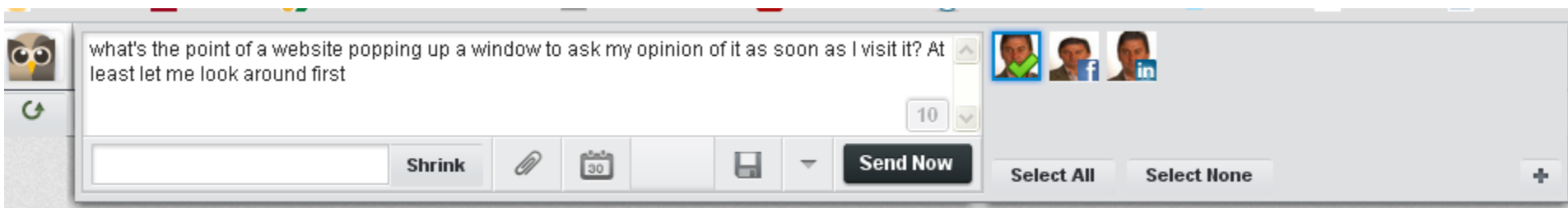
Team working



Monitoring



Post across social media



Track

Compose message... **Send Now**

Summary Individual Message Site Analytics Facebook Insights

Select Profile

Show stats for the last: 24 Hours 7 Days 30 Days Date Range ▾

There are no stats available for the date range you specified

Possible reasons for this may be:

- (1) Stats displayed here are delayed by up to 60 minutes.
- (2) Stats are only available for messages sent with an Ow.ly / Ht.ly url.
- (3) You need to specify a wider date range.

View stats for the last 30 days

Dilbert classic from 2000 - still relevant in a Web2 world

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http://theparallaxview.com/2010/12/social-intranet-c ow.ly Shrink **Send Now** Select All Select None

LISResearch 4:22pm via TweetDeck

robsshepherd Dec 01, 10:09am via TweetDeck

darrenmjones Nov 17, 3:25pm

Summary Individual Message Site Analytics Facebook Insights

Select Profile **mdesaulles**

Show stats for the last: 24 Hours **7 Days** 30 Days Date Range

Stats for 7 Days (9 Total Clicks)

Daily Clicks

Date	Daily Clicks
Dec 07, 2010	0
Dec 08, 2010	0
Dec 09, 2010	3
Dec 10, 2010	4
Dec 11, 2010	0
Dec 12, 2010	0
Dec 13, 2010	2

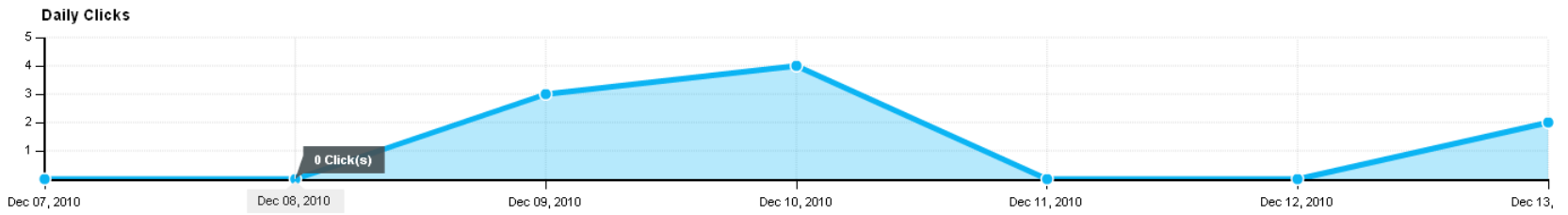
Show Referral and Regional stats

Load Popular Tweets From Twitter

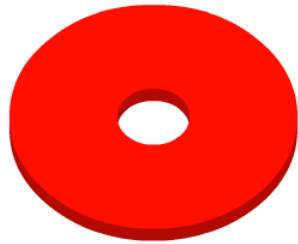
Influencers that have mentioned: @mdesaulles (?) Powered by Topsy

	kompasshq (Kompass) Finally, a universal Basecamp® portal for the Blackberry® Smartphone, iPhone®, Windows® Mobile & Android®.	3 Mentions
	brightonplaces (Brighton Places) Follow us here to discover what places and events are being tweeted about right now in Brighton!	4 Mentions
	pffiffus (Pfff.us)	3 Mentions
	sarahjison (Sarah Ison) I'm a librarian at Uni of Brighton, I'm a Christian, I like reading eating baking running illustrating & Switzerland.	3 Mentions
	darrenmjones (Darren Jones) Work: Careers Information, Sussex Uni Rest: Books, Music, Films Play: Football	5 Mentions
	marthaleyton (Martha Leyton) Reader, writer, editor, speechwriter, communications coach, word lover, co-founder of CreativityWorks.	3 Mentions

Stats for 7 Days (9 Total Clicks)

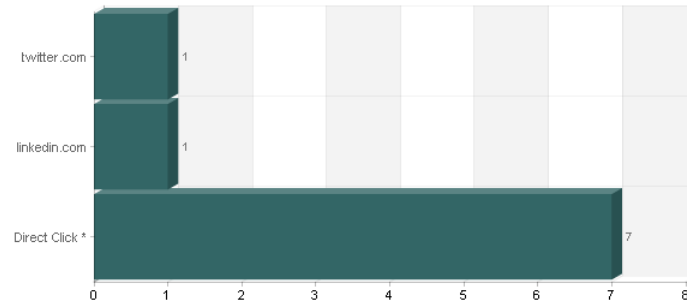


Clicks by Region (Overall)



United kingdom 100% (9)

Top Referrers (by clicks)





Most Popular Messages

- | | | | |
|----|---|---|----------|
| 1. | http://ow.ly/3mBgu
Also tweeted by: | Dilbert classic from 2000 - still relevant in a Web2 world http://ow.ly/3mBgu | 4 Clicks |
| 2. | http://ow.ly/3o91z
Also tweeted by: | State of play in social media sharing - one or two surprise results http://ow.ly/3o91z | 2 Clicks |
| 3. | http://ow.ly/3n09w
Also tweeted by: | The futility of trying to predict technological change http://ow.ly/3n09w
No trackbacks available | 2 Clicks |
| 4. | http://ow.ly/3mYwc
Also tweeted by: | Are you unconscious and incompetent? Nice matrix from GigaOm on collaborative tools in the enterprise http://ow.ly/3mYwc | 1 Clicks |

Scheduled to send at 2010-12-10 12:50:00 PM Cancel scheduling

The futility of trying to predict technological change <http://ow.ly/3n09w>

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Shrink **Schedule** **Select All** **Select None** **+**

Schedule Message

December 2010

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2010-12-10

12 : 50

AM PM

Email me when message is sent

Schedule in Bulk **Cancel** **Okay**

Dec 06, 2010 Dec 07, 2010

Show Referral and Regional stats

Load Popular Tweets From Twitter

Influencers that have mentioned: @mdesaulles (?) Powered by Topsy

kewasaka (@kewasaka) Finally a universal Blogcamp® portal for the BlackBerry® Smartphone, iPhone®, Windows® Mobile & Androi

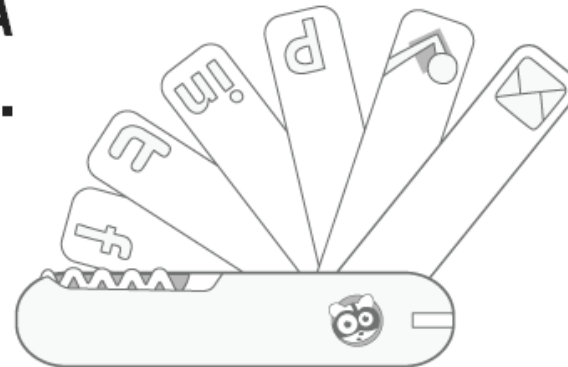
Tweetdeck

Seismic

THE ONLY SOCIAL MEDIA TOOL YOU'LL EVER NEED.

POWERFUL, EFFICIENT, EVERYWHERE.

Get Started



WORKS IN EVERY BROWSER.

Try Seesmic Web



ANYTIME, ANYWHERE.

Try Seesmic for mobile



POWERFUL & CUSTOMIZABLE.

Try Seesmic Desktop