

SOCIAL MEDIA MARKETING SCENE



A COMPREHENSIVE GUIDE ALL ABOUT SOCIAL MEDIA MARKETING

Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this ebook provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this ebook.

Table of Content

Introductory.....	4
Chapter 1: Creating Your Social Networking Website Profile	6
Chapter 2: Popular Social Networking Websites.....	8
Chapter 3: Should Your Join a Social Networking Website?	10
Chapter 4: Why Social Networking Sites are So Popular.....	12
Chapter 5: What Not to Put in Your Social Network Profile.....	14
Chapter 6: What is Social Networking?	16
Chapter 7: Using Social Networking Websites to Promote Your Online Website.....	18

Introductory

Do you belong to an online social networking website? With their recent rise in popularity there is a good chance that you do.

However, it is one thing to be a community member and another to actually participate in online discussions, as well as the many other network features. That is why it is advised that you learn how to make the most out of your social networking experience.

Many internet users already think that they know everything that they need to know about their social networking community. Unfortunately, not everyone does.

In fact, you can find numerous posts online of people ranting or stating that they wished that their social networking website, such as Yahoo! 360, MySpace, Orkut, FriendWise, or FriendFinder, has a particular service and feature. Too many times, those posters did not look before they started speaking because, as it turns out, many social networking websites have what people want, just everyone doesn't know about it.

The first step, in making the most out of your social networking experience, is to familiarize yourself to the online community or communities that you belong to. This can easily be done by closely examining the website. There are too many internet users who are focused on meeting new friends that they get started right away.

While it is nice to start meeting new people right away, it is also nice to know what your social networking site has to offer. This can only be done by closely examining the website. Whether you take one hour or one day examining the website, you will likely be pleased with your decision to do it.

When examining the website of the online community that you belong to, it is advised that you examine the terms of use agreement. This agreement often outlines what you can and cannot do online. Despite the fact that a

large number of online networking sites, such as MySpace, have little rules, there are other websites that have them.

These rules and restrictions may limit the content that you can have on your site, as well as your pictures, videos, and other media. Many websites, including social networking websites, will terminate your membership if you are found violating these agreements.

By reading all of the rules and restrictions of the social networking website you belong to, you should be able to ensure that you can continue to use and enjoy the site.

One of the many benefits to fully examining the social network you belong to is that you could be alerted to network benefits, features, or services that you were previously unaware of.

In addition to giving you your own profile page and allowing you to invite other internet users into your network, there are a number of other things that you can do with online social networking websites. A large number of websites have created features and sections that include horoscopes, quizzes, polls, instant messaging, chat rooms, and much more. However, before you make use of these member benefits, you must know that they exist.

If you are interested in making new online friends, it is likely that you have already joined an online social networking community. Whether you are interested in joining more or you are a first-time user, you will to carefully choose your networks. By researching each social networking website online, you should easily be able to finalize yourself with the advantages and disadvantages of each. And, since most social networking websites are free to use, there are no risks associated with giving the network a try.

If you happen to come across a website that requires a paid membership and you would like to try it, you are advised to lookout for free membership plans or free trail periods. They may be able to help you determine whether or not the social networking website that you are interested in joining is worth the cost.

As you can easily see, there are a number of different ways to go about making the most out of your social networking experience. The control is in your hands. It is your decision as to whether or not you want to spend a

small amount of time researching your network and everything that it has to offer. However, it is important to note that not doing so may literally mean that you are missing out on all of the fun.

Chapter 1: Creating Your Social Networking Website Profile

How you would like to meet and communicate with other internet users, especially ones that share the same views and beliefs as you do?

If you would then you may want to think about joining a social networking website, if you haven't already done so. When it comes to easily finding and communicating online with other internet users, social networking sites are, perhaps, the best way to go.

If you are interested in joining a social networking website, the first thing that you will need to do is find a network to join. You can easily find a number of networks by performing a standard internet search. For the best search results, you may want to search with the words social networking or social networking websites.

In your search, it is likely that that you come up with a fairly large number of different networking sites. Popular sites that may be included in your search results may include, but will not be limited to, MySpace, Orkut, Yahoo! 360, FriendFinder, FriendWise, Facebook, and Classmates.

Once you have made the decision to join a particular social networking website, whether or not it is one of the ones mentioned above, you will need to need to register with the site. Even free networking communities require that you go through the registration process.

Once you are registered, you should be able to start communicating with other community members. Before you start communicating, you may need to develop your online profile or profile page, depending on the networking site in question. Although it may seem easy enough to create a profile, there are many internet users who are unsure exactly what they should and should not include.

Perhaps, one of the most important things to include in your online website is your picture. While a personal picture is optional, it is ideal. Many internet users enjoy taking to someone that they can see in their minds, without a picture this is difficult. If you are looking to use social networking websites just to meet new friends you may not necessarily need to post a private picture, but you may need to if you are looking to find love online. When it comes to internet dating, many individuals will not even view an online profile if a picture is not included.

In addition to your photograph, you may want to include your name. Now, when it comes to your name, you need to be cautious. You are advised against giving your full name, especially if your profile or profile page contains a personal photograph of you. In addition to your name, you may want to put down your location.

As with your name it is important to display caution. Your picture, your address, and your full name can be dangerous, especially if it falls into the wrong hands. As much as you would like to fill your social networking profiles with personal information, you are advised to think about your safety before anything else.

You may also want to include information on yourself. This information may include your hobbies, issues that are important to do, your likes, and your dislikes. With many social networking websites, including MySpace, you will find that there are preset profile fields for this information.

In addition to preset questions or categories on your likes and dislikes, you may also find additional information, including fun questionnaires. Many social networking websites will ask that you describe your favorite color, your goals in life, your most embarrassing moment, and so on. As with your other personal information, it is important to stay as vague and possible and not use any full names, especially real ones.

By keeping the above-mentioned points in mind, you should not only be able to create an online social networking profile that is filled with valuable information, but you can do so while staying safe at the same time.

Your safety on the internet is in your hands, that is why it is important to think about safety, as well as internet popularity.

Chapter 2: Popular Social Networking Websites

Do you love using the internet to meet and talk to new people? If so, there is a good chance that you have heard of social networking websites before.

If you have not, you will want to familiarize yourself with them because they are rapidly becoming the most popular way to communicate with others online.

If you weren't already aware, social networking websites are website that essentially act as an internet community. While all social networking websites have their own rules and restrictions, many websites operate in a similar way, with similar goals.

Their goals are to allow internet users to connect with other internet users online, often from all around the world. What is nice about social networking websites is that they come in a wide variety of different forms.

There are many websites that are considered "general," websites. These websites do not really have any particular focus, but there are social networking websites that do have a particular focus. Those focuses often include dating, religion, and school.

If online social networking seems interesting to you, you will have to find a community to join. You can easily do this a number of different ways. By speaking to those that you know, on and offline, you could be alerted to popular social networking websites.

You can also find these websites on your own by performing a standard internet search. Whether you perform your own search or rely on recommendations from others, it is likely that you will find a fairly large number of social networking websites. Just a few of those websites that may find include Classmates, Orkut, Yahoo! 360, and MySpace.

Orkut is Google's version of a social networking website. This website was created and officially launched in 2004. Orkut has a large number of

member, from all around the world. What is nice about Orkut is that the system is easy to use, that is once you get in. To protect their social networking communities, a large number of social networking websites, including Orkut, have restricted access to the site. If you are interested in joining Orkut you must know someone who is already a member and they must invite you to join the community.

If you do not personally know any Orkut member, there is a good chance that you could connect with and obtain an invitation from someone you meet online.

Classmates is an online social networking website that is rapidly increasing in popularity. This website focuses on connecting long lost friends or old classmates. Classmates is free to use, but you must become a paying member to enjoy many of their member benefits.

These benefits include, but are not limited to, searching for old classmates, reading their profiles, requesting more information from your classmates, or even contacting them.

MySpace is another popular social networking website that can be found online. In fact, MySpace is known as being the most popular online social networking website. They currently have over one hundred million members! MySpace, like many other social networking websites allows you to create your own profile, in fact, your own personal page.

Once your page has been created, you can easily invite other members to become a member of your network and vice versa. In addition to having a traditional profile page, with your personal information, you can also display a large number of pictures, video clips, and music clips. Although there are a number of features that makes MySpace so popular, the most popular reason for its popularity is that fact that it is completely free to use.

As previously mentioned, MySpace, Classmates, and Orkut are just a few of the many social networking websites that you can find online. Additional sites include FriendFinder, Yahoo! 360, and more. To learn more about each of these sites or to join their community, you are advised to visit their online websites and request additional information. You should be able to find these websites by performing a standard internet search.

Chapter 3: Should You Join a Social Networking Website?

Are you interested in meeting new people online? If so, there is a good chance that you have heard of social networking websites before.

Social networking websites are, in a way, like a community. They allow internet users to connect with and communicate with each other. Despite the fact that social networking websites have rapidly increased in popularity and their popularity is only expected to keep on rising, there are many internet users who are unsure as to whether or not social networking websites are for them.

If you are interested in determining whether or not you should join an online networking website, you are encouraged to think about why those websites are so popular. Doing so will enable you to determine why other internet users make the decision to join an online social network. After that close examination, you may even find that those are the same reasons why you should or want to join. One of those reasons is the ability to easily meet another internet user.

Before social networking websites, it was difficult to meet other internet users. If you tried, you would have to rely on chat rooms or instant messaging services. As nice as these popular internet features are, they are not always considered safe. With chat rooms or instant messaging programs you were often given little reassurance that a person was who they claimed to be. Without profiles, there was no way that you could learn more about a particular internet user, even if you wanted to. Social networking websites have changed that.

Not only have social networking websites made it safer to meet people online, it also allows you to meet people that have the same or similar interests as yourself. Most social networking websites allow you to create your own profile; in fact, many even give you your own webpage. These profiles or pages will allow you to share information on yourself, including your likes and dislikes. Since all other network members should have the

same pages and profiles, it should be fairly easy for you to meet up with other internet users, especially those who enjoy or believe in the same things that you do.

Another one of the many reasons why you should join a social networking website is because you literally have a wide variety of different choices. As social networking websites increased in popularity, so did the number of websites that could be found online.

Although MySpace is often deemed the most popular online social networking website, there are others that are just as easy or as much fun to use. You should easily be able to find those websites by performing a standard internet search.

In your search, for social networking websites, you will come across a number of different networks. Many of those sites will have a particular focus. Unlike MySpace, which accepts just about any internet user, there are online networks that aim to accept internet users that have a particular hobby, view, or belief.

Online, it is not uncommon to find social networking websites that focus on politics, religion, pets, sports, and more. If you are unsure about joining an online networking community, specialty networking sites may be your best bet. They are a great way to test the waters and they are nice because they automatically pair you with internet users who have the same interests, views, or beliefs as you do.

Perhaps, the greatest reasons why should join a social networking website is because most are free to use. Popular free networks include Yahoo! 360, Orkut, and MySpace. In addition to free social networks, there are online networks in which you are required to pay to join.

Although you may not want to pay for something that you can obtain for free elsewhere, you will find that most paid networks offer you more membership benefits, when compared to free social networking sites.

Due to the fact that most social networking websites are free to use or at least free to try, you are encouraged to give them a shot. If you are unsatisfied with what you see, you can easily cancel your membership, often at any time.

Chapter 4: Why Social Networking Sites are So Popular

Do you use the internet on a regular basis? If you do, there is a good chance that you have heard of websites like MySpace, FriendFinder, Classmates, or Yahoo! 360.

What do all of these websites have in common? They are known as social networking websites. Social networking websites, over the past few years, have rapidly increased in popularity, so much that many are wondering why.

If you have used a social networking website before, it is likely that you are already fully aware of their popularity and the reason for popularity. There is just something about these websites that draw in millions of internet users. With a wide variety of different social networking websites available, there are a wide variety of different reasons for their popularity. One those reasons being the ease of use.

Social networking websites are, for the most part, easy to use. Most sites are easy to navigate. In fact, many require little knowledge of the internet. In addition to being easy to navigate, social networking websites also make it easier to meet new people online. There are many internet users who would love to make new friends online; however, that can sometimes be difficult do.

Without social networking websites, you would have to connect with internet users, often in chat rooms, and learn about their interests before deciding if you would like to consider them your "buddy." Social networking sites allow you to learn information about another internet user before ever having to make contact with them.

Another one of the many reasons why social networking sites are popular is because many are free to use. In fact, the majority of social networking sites, such as MySpace and Yahoo! 360, are free to use. Despite being free to use, many websites require that you register with them. This registration will not only allow you to create your own profile or online webpage, but it will also allow you to contact other networking members.

Although most social networking websites are free to use, there are some that are not. Classmates is one of those websites. Many of these websites give you a free trial period or a free membership. That membership can be used to help you determine whether or not the website is worth paying for. What is nice about paid online social networking websites is that many can be considered exclusive.

Since most internet users would not want to pay for something that they can get for free, most paid social networking sites are limited on the number of members they have. This may work out to your advantage because it tends to eliminate those who create fake accounts or aim to cause controversy online.

Social networking websites are also popular because they come in a wide variety of different formats. Websites like Yahoo! 360 and MySpace focus on a wide variety of different topics. This means that just about anyone can join.

However, there are other social networking sites out there that have a particular focus. These focuses may be on a particular religion, political following, or hobby. Most specialty social networking sites restrict the individuals that can participate in their network; thus, making your experience more enjoyable.

Finally, social networking websites focus on meeting new people, especially online, but over recent months, many have started including additional features only available to their online members. Many social networking members can receive their own free webpage, get free access to popular music videos, a free blog, and much more.

Although social networking websites are popular enough to bring in members on their own, these additional features are, in a way, providing internet users with an incentive to join.

Mentioned above were a few of the most popular social networks that could be found online. Those networks included MySpace, Yahoo! 360, and Classmates. If you are looking for additional social networking websites, you should easily be able to find some by performing a standard internet search.

Chapter 5: What Not to Put in Your Social Network Profile

Online social networks have rapidly increased in popularity, especially over the past couple of years.

Social networking websites are popular because they easily allow you to find, connect with, and develop friendships with other internet users, often ones that share the same interests as you. To find those individuals, you must join a social networking website and create a profile. It is often advertised that your social networking profile is the key to making and finding friends online.

As previously mentioned, your social networking profile is important when it comes to meeting other internet users. This is because, in most cases, internet users are looking to chat with someone who has the same goals, views, beliefs, and interests as they do. Without a personal profile, it would be difficult or impossible to tell what your interests are. That is why social networking profiles are not only important, but they are needed.

When it comes to social networking profiles, a lot of focus has been placed on what you should include in your profile or display on your profile page. It has been said that pictures produce the best responses, as well as detailed personal information.

Although a picture and detailed personal information may help to increase your page views, you may be getting views that you do not necessarily want. Despite what you may believe, most social networking websites do not have restrictions on who can view your personal profile. In fact, internet users, even those that do not belong to your online community, can easily see profile.

Since anyone, literally anyone, can see your social networking profile, on most social networking websites, you are advised to be cautious. Essentially, this means that instead of focusing on what you should put in your online profile, you should be focusing on what not to put. This is one the best ways to protect your safety, both on and offline.

As previously mentioned, pictures are often recommended with social networking websites. If you are interested in posing a personal picture of yourself in your online profile you can do so, but you are advised to carefully choose that picture.

While you will want to look your best, you are advised against posting a picture that is too revealing or seductive in nature. Most internet users can look at these types of pictures without feeling a thing, but for others these types of pictures spell danger.

If you make the decision to post a picture of yourself in your social networking website profile, you need to be careful about the rest of the information that you post.

Although you may not necessarily think about it, a picture is just a picture, but combined with your name and address, it could be a deadly combination. You are advised to only post your first name in your profile. This will make it more difficult for anyone to try and contact you off of the internet.

It is also advised that you carefully choose your location. A large number of online social networking sites require that you select a city, as well as a state. If it is allowed, you may only wish to list your state and not the city. If you are required to list the city and the state that you live in, you may want to think about using a nearby city or town, especially if you live in a small town.

If an internet predator wanted to contact you and you lived in a small town, it could be fairly easy for them to find you. That is why it is advised that you carefully select the answer to the location question.

In addition to the above precautionary measures, it is advised that you do not post detailed information on your children, the location of your home, your income, or when you will be leaving for vacation. By keeping these and the above-mentioned points in mind, you should be able to enjoy online social networking without having to always look behind your back.

Chapter 6: What is Social Networking?

Social networking, we have all likely heard of it before, but not everyone knows what it means?

If you were asked to define what social networking was, would you be able to give an accurate definition. Unfortunately, most individuals cannot, even though it is likely that they participate in some form of social networking, especially online.

Social networking is defined as the grouping of individuals together into to specific groups, often like a small community or a neighborhood. Although social networking is possible in person, especially in schools or in the workplace, it is most popular online. This is because unlike most high schools, colleges, or workplaces, the internet is filled with millions, if not more, of individuals who are looking to meet other internet users and develop friendships.

When it comes to social networking online, websites are used. These websites are known as social networking websites. Social networking websites are, in a way, like an online community of internet users. Depending on the social networking website in question, many of these online community members share a common bond, whether that bond be hobbies, religion, or politics.

Once you are granted access to a social networking website you can begin to socialize. This socialization may include reading the profiles or profile pages of other members or even contacting them.

The friends that you can make are just one of the many benefits to social networking online. Another one of those benefits includes diversity. Unlike in most schools or workplaces, the internet gives individuals, from all around the world, access to social networking sties. This means that although you are in the United States, you could develop an online friendship with someone in Japan. Not only will you make a new friend, you but may also learn a thing or two about a new culture.

As previously mentioned, social networking often involves grouping specific individuals or organizations together. While there are a number of social

networking websites that focus on particular interests, there are others that do not. These websites are often deemed traditional social networking websites. These types of websites typically have an open membership. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you can begin to create your own network of friends; thus, eliminating others that do not meet your criteria.

If networking on the internet sounds like something you would be interested in, you are encouraged to learn more about it, such as the dangers of social networking. These dangers often involve online predators or individuals who claim to be someone that they are not. Although danger does exist with networking online, it also exists with networking out in the real world. As when you are meeting friends at a bar, school, or work, you are advised to proceed with caution online. By being aware of your surroundings and who you are talking to, you should be able safely enjoying social networking online.

Once you have learned everything that you feel you need to learn, about social networking online, you can begin to search for networking communities to join. This can easily be done by performing a standard internet search. Your search will likely return a number of results, including MySpace, FriendWise, FriendFinder, Yahoo! 360, Facebook, Orkut, and Classmates.

Chapter 7: Using Social Networking Websites to Promote Your Online Website

Do you own or operate your own website? With the rising popularity of the internet, there is a good chance that you do.

A large number of internet users run their own personal websites, but others run their websites as a way to make money. Of course, any website owner wishes to promote their online website, but those who rely on their websites for income are more willing to. Whichever type of website you have, did you know that you could help to promote it with online social networking websites?

If you are wondering how and why you should use social networking websites to promote your online website, you are not alone. A fairly large numbers of internet users aren't even sure what social networking sites are or how they work.

Online social networking websites are like online communities. They give internet users an easy and fairly safe way to come together. Many social networking websites are designed to make it easier for you to search for and make contact with other internet users, especially those that you have something in common with.

With a fairly large number of social networking websites, including MySpace, having over a million users, there is a good chance that you could not only make new friends, but find internet users that would be interested in visiting your online website, especially if that website is your personal website. When joining an online networking community, you should be given your own profile page.

On this page you could not only describe yourself, your online website. By mentioning what your personal online webpage is all about and providing a link, you should receive a number of new visitors.

As previously mentioned, social networking websites can benefit all website owners, but especially those who are looking to make a profit with their

websites. This can be done one of two ways, by selling something or by relying on revenue from advertising. If you have a website that selling products or services, you may find it a little bit easier to use social networking sites to your advantage. This is because, if you wish, you could do product or service spotlights.

Each day, week, or month, you could showcase one of the products or services that your website sells. This could either be done right on your profile page or on a blog page, which is provided by most social networking websites.

If you are using your online website to make money with advertising programs, such as affiliate programs or Google AdSense, you may need to approach social networking websites in a different matter. Since you will not necessarily have a particular product or service to focus on, you will need to approach these websites as if they were personal websites.

If your website discusses being a dog owner, it may be a good idea to state your love for dogs in your profile. After doing so, it would be acceptable and not necessarily considered spam to add a link to your online website. As with all other types of online websites, social networking websites should help to increase the number of page views your website receives. In most cases, more page views mean more clicks which means money for you.

As you can easily see, there are a number of different ways that you can promote your online website, no matter what type of website you have or what you use it for. By keeping the above-mentioned points in mind, you should be able to see an increase in your page views, in no time at all.