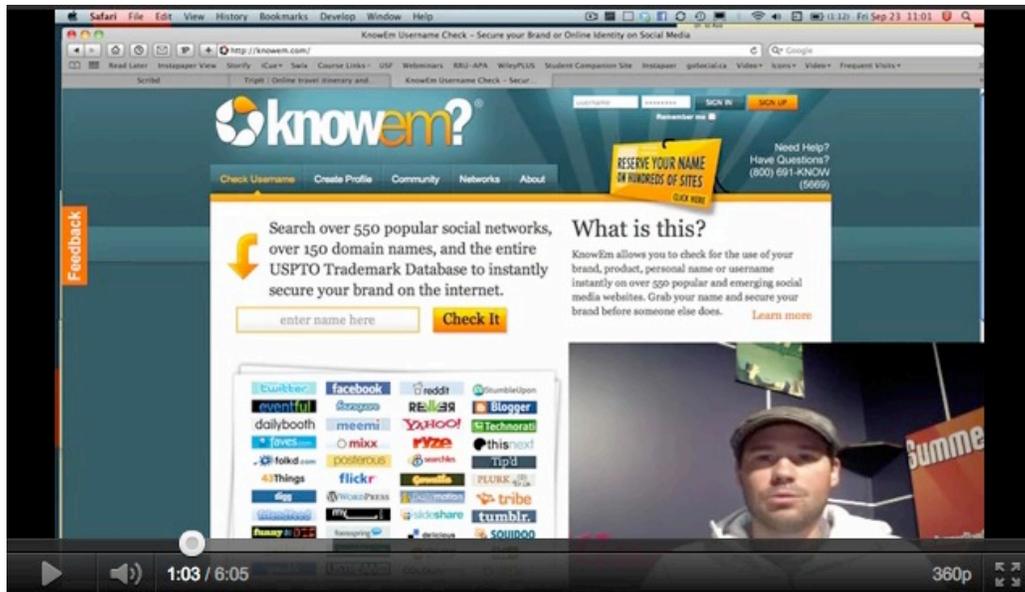


AthletesCAN Forum: GoSocial Keynote Overview/Resources:

View GoSocial's AthletesCAN Prezi.com presentation online at: <http://bit.ly/acan-gosocial>

Watch the Youtube video to get started: <http://youtu.be/2dl5LIUzlrE>



Overview:

During the recent AthletesCAN Forum presentation, GoSocial focused primarily on creating a framework for your online identity, one that is centered around your athletic persona. This 'presence framework' is both a conceptual framework that helps you to visualize and understand your online presence, however it also represents the degree of connectivity between various platforms/services such as your website, Facebook and Twitter. The goal of a presence framework is to ensure that your entire online identity (as it relates to your athletic persona) is fully connected, in sync and easy for you and your fans to navigate. Creating a presence framework can be done on your own (with a little effort) or you can hire the services of social media and/or web developer like www.GoSocial.ca. The point however, is that GoSocial believes you can do most of this on your own - you just need the guidance/education.

Aside from the development of a presence framework there is a key focus on establishing strategy for maintaining your online presence across multiple services/platforms/channels.

By constructing a strategic foundation in the form of a presence framework, you will ensure that you are able manage a distributed digital presence within a hub-and-spoke model (the conceptual framework seen in the presentation).

As seen within this model; websites are (generally) at the hub with various spokes (connective pipes) linking to periphery services such as Facebook, Twitter, Blog, Youtube, etc. Apart from the conceptual framework (hub & spoke model), the multiple services are deeply integrated (linked) with each other with specific strategies on how to leverage each service. Further to this, the hub is seen as the most robust/rich offering and represents the fullest experience which includes interactivity with the periphery services (ie: showing most recent Tweets within your website). Similar to a traditional “marketing funnel”, efforts are made to drive visits to the hub, however your goal within a presence framework should be to ensure your *content goes where the user is* as opposed to expecting the user to come to the content. This is very much a shift from web 1.0 (old web) to web 2.0 (new web).

GoSocial recommends that athletes utilize Facebook to leverage their athletic personas within the use of a ‘Facebook Page’ - this is akin to a company page, not a personal page. In order to create one, however, you do require a personal FB profile (account). You can create a Facebook ‘fan page’ at www.Facebook.com/page. GoSocial also recommends that you make an effort to keep your personal Facebook profile (personal account) for personal use - take time to go through your privacy settings and consider if you want fans to be able to find your personal profile page or not. Would you allow them to contact you? Your Facebook Page (fan page) should be used for fans, your personal account should likely not.

Facebook is also a platform where you can engage and build relationships with your fans/supporters. It’s meant to be a two-way conversation, not a one way megaphone. Make sure to take the time to actually speak to your fans, don’t just speak AT them.

Facebook is also a very rich/robust platform and allows you to deeply customize your fan page. Think of your Facebook fan page as a 2nd website. You can create ‘tabs’ that allow you to add lots of functionality. As an example, you can create a Youtube tab so that when you upload a video to Youtube they are automatically added to your Youtube ‘tab’ (section) on your Facebook page. Adding tabs like this for Youtube, Flickr and Soundcloud essentially allow you to create a very rich experience for fans. As long as you are creating content (ie: uploading photos, videos, etc) they will automatically show up on your FB page.

In the example above, a Youtube video is uploaded and automatically ‘pushed’ to your Facebook page. It can also be said that your Facebook page is automatically ‘pulling’ content from your Youtube account. In fact, both are happening - it’s a one-two punch! Although you can set up this ‘automatic’ process, you can also choose to manually do it and selectively share your Youtube video as a status update (for example). The point is that you can both automatically and manually push and/or pull content as you see fit.

The key in all of this is understanding how presence frameworks work and then determining what your objectives are. Do you want to reach as many people as possible

or do you want to keep it more intimate for friends family? For mass broadcast both Twitter and Facebook pages are great, for more intimate sharing you might choose to use Facebook Groups with your personal account. There are many options for sharing your athletic journey with large audiences and/or small/intimate audiences....make sure to do your research and inform yourself. Of course, contact GoSocial if you'd like some assistance.

In the following section GoSocial will provide a list of steps to get you started and will aim to keep it simple and within the realm of what you can accomplish on your own without having to pay someone. Of course you can expect that because of this approach you will not be receiving a thorough breakdown and there will be some gaps. If you wish to build your own presence framework you will need to apply yourself - I'm here to tell you that it's easier than you think once you understand the core concepts.

Getting Started - Setting up your presence framework

1. Go to www.GoDaddy.com (or another domain provider) and set up an account. If available, purchase www.yourname.com. It may not be available - try for www.yourname.ca. It may not be available...keep looking for alternatives. You may also want to consider creating an athletic persona. I was 'Airblais'. Therefore I purchased and used www.Airblais.com Freestyle skier Warren Shouldice owns both www.WarrenShouldice.ca and www.FlyingWookie.com (his athletic persona). We will utilize these domains later. Secure your name!
2. Secure your virtual real estate and secure a username on each service you'll be using. Go to www.KnowEm.com and search for your name without spaces ie: ryanblais You'll be notified of what services are available on multiples services using that name. When I searched for my name I found that there wasn't full availability, so I chose to utilize 'Airblais' as the username that I would register all of my accounts that were to be utilized to leverage my athletic persona. When I searched 'airblais' there was availability for all services. When we searched 'FlyingWookie' we found that there was availability on all services: Facebook, Twitter, Youtube, Flickr, Youtube, etc. Keep in mind that you may have already registered on some services and may have already set the username to something else. You may have to live with this, although some services allow you to change them after the fact. If you've already set the username for your Facebook Page (www.Facebook.com/Username) you won't be able to change it, on Twitter you can change it if you'd like - keep in mind that you'll have to notify your followers and it's likely not a great idea if you already have a large following.
3. If you don't already have one, create a Facebook page at www.Facebook.com/page . This will be the fan page for your athletic persona. When creating the page make sure to choose the 'artist, band or public figure' category. Make sure to fill out all the

information, add links to your website (if you have one) and add profile photos, etc. Take the time to properly fill this all out. Before you have an audience (fans that have “Liked” your page) make sure to start adding content such as photos, videos, status updates, etc. No one will see these (yet) but it’s important to create some content for when you officially launch/announce your page to your friends/family/sponsors/media, etc. Keep in mind that Facebook Pages are different than personal Facebook accounts. When you post content to your Facebook Page you should fully expect and understand that you are putting it there for everyone/anyone to see it. If privacy is important to you, make sure to consider what your posting. As an example, don’t post your home address or personal photos that you wouldn’t want EVERYONE to see. We will start connecting your other services (such as Youtube and Flickr) as well, but first we need to create them if we haven’t already.

4. Create an account on www.Youtube.com. If you’ve ever uploaded a Youtube video this means you already have an account. If you have an account ask yourself if the username you’ve selected is consistent with your athletic persona. Is your Youtube page (channel) something like this www.Youtube.com/skidude348. If so, you may want to consider creating a new account if you don’t already have a lot of videos uploaded. You can NOT migrate videos from an old account to a new one. I personally created a Youtube account as www.Youtube.com/Airblais2010. This was actually a mistake because all my other services used the username Airblais. I chose not to create a new account and move all my videos because I already had over 50 videos posted. I chose to live with my small mistake. I did, however, go and secure Youtube.com/Airblais in case I needed it in the future and so no one else grabbed it. In step 2. you should have already discovered if your desired Youtube username was available using www.KnowEm.com. The reason you want to use Youtube (or www.Vimeo.com) for your video is that it will allow you to push (syndicate) your video content to the world. This means you make it available for anyone to watch and/or share with their audience. Someone could take your video and add it to a blog (for example) or share on their FB page. You want this to happen (if your goal is for people to see your video). Because you’re ‘pushing’ your video content through Youtube, you’ll also be able to automatically ‘pull’ it back into your hub (website) and/or Facebook Page (via a tab app). We’ll get to this in a bit. If you do this, you’ll ensure that when you upload a new video it will automatically appear on your Facebook page within a specialized ‘video tab’. Of course, you can also manually share the video via status update at any time you’d like. Remember, there’s not point having a Youtube account if you don’t have any videos on it. Take the time to locate videos (training, competitions, interviews, etc) and upload them. If you don’t have any, start creating some!
5. Create an account on Flickr - the photo sharing community. Make sure to keep your username consistent on Flickr - same as it was on Youtube and with the domain that you purchased. So far, it should look something like this: www.SocialMediaJock.com,

www.Facebook.com/SocialMediaJock , www.YouTube.com/SocialMediaJock, www.Flickr.com/photos/SocialMediaJock , etc. You want consistency across your platforms/communication channels. *small note, you won't be able to set your www.Facebook.com/username until you have 25 fans that have "Liked" your page. When this happens make sure to get on it! Is it available? KnowEm.com

6. Create an account for Soundcloud - this is the Youtube of audio. This is a great service for hosting and sharing all of your audio clips such as radio interviews, small audio updates you might record before/after competition, etc. Your fans want content; video is great, but audio is easier and sometimes better. Look for opportunities to upload audio (even just you talking about how your competition went) and share/post to your Facebook page, blog about it or send out a Tweet. As with Youtube, we can create a special tab on your Facebook or within your website where all your audio files are archived for your fans and 'pulled' in. When you post a new audio soundbite they will automatically be there....again, you can also choose to manually post on Facebook as a status update or on Twitter if you'd like. The point is to make it easy for your fans to find and share lots of great content.
7. Are you on Twitter yet? If so, is your username consistent with your athletic persona? If not, you can change it within the settings section (if it's available). You should have already checked for its availability on KnowEm. If you have a large audience you might want to consider the implications of changing it. It won't 'break' anything, but you'll want to let your followers know that 'from now on' I'll be @FlyingWookie instead of @Wookie403. In fact, Warren chose not to change his name as he already had some fans and didn't want to confuse them. This was a choice of his, but now his Twitter account is 'out of sync' with his athletic persona. Not a big deal, but better to get it right in the beginning if you can. As previously mentioned, my Youtube account was not consistent with the rest of my usernames. Consider why you want to be on Twitter in the first place. You might want to reconsider if your plan is post the exact same thing to Facebook as you do to Twitter. Don't make the same mistake as many people and auto-post your Titter status updates (Tweets) to your Facebook status update. You don't want to do this because formatting will 'break' AND you'll be spamming your fans with a redundant message if they follow/like you on both platforms. Both Facebook and Twitter are for broadcasting and engaging with your fans - try to create a different experience for your fans on each service. Twitter might be your 'in-the-moment' updates, Facebook might be your longer form thoughts, photos, videos etc. There are tons of ways to set them apart; the point is to try not to duplicate the experience on Facebook and Twitter. You want your fans to feel as though they are missing something if they 'Liked' your Facebook page but haven't yet 'followed' you on Twitter.
8. Do you have a Blog? Do you want one? A blog is great for long form content. Think of it as a weekly or monthly update you might send out or as a place where you can really get into sharing your thoughts/activities in great detail when you want. Of course it won't just be written content, you can share links, add photos, talk about videos you

just uploaded, etc. Now, if you've already created an account on a site like Wordpress you already have a blog....no need to look any further. In fact WordPress is a blogging platform first, a website second (some people use Wordpress blogs as their hub). Many athletes choose to use the Wordpress blogging platform for their website (hub) as well. This is great, but Wordpress is a bit technical. If you have the will to learn it, go for it. If you want a simpler blogging platform you should consider creating a simple blog on www.Tumblr.com which is a very simple 'do-it-yourself' styled blog.

9. Go to www.About.me and create a 'connect page'. For those that don't have or don't want the hassle of creating a website you can use this as a replacement for your hub. Warren Shouldice has a website at www.FlyingWookie.com but he also created a personal connect page at www.About.me/WarrenShouldice. We set it up so that when someone visits www.WarrenShouldice.ca it will redirect to his About.me page. By doing this we essentially created a website for his athletic persona (FlyingWookie.com) and a website for his personal presence. This About.me page was essentially saying "hey, I'm Warren but you can also find me as FlyingWookie here, here and here. Warren would also use this to link to his LinkedIn page once he gets one and to generally tell people about himself. It's very much a personal webpage that serves as a hub for all his online identities - both athletic persona and personal. I've created one for myself at www.ryanblais.ca, you'll notice that I link to my personal Facebook account and not my Airblais Facebook page because I'm no longer an Athlete. For those of you that would like to create an About.me page to utilize as a website (hub) for your athletic persona just be sure to do it like this: www.About.me/FlyingWookie instead of like this: www.About.me/WarrenShouldice If you're not sure if this is a good idea check out how well it works for Bands on a similar service called www.OneSheet.com (which you could consider using as well) <http://onesheet.com/paramore/>. In this case, Paramore is using a connect page as hub for linking through to their presence framework. It's basically saying "hey, here's the basics about us as a band, but here are the links to where you can interact with us and see our cool content". Using a service like About.me or OneSheet.com is a very simple and powerful tool to create a simple website (hub) if you have already set up accounts on services like Facebook, Twitter, Youtube, Flickr, SoundCloud, etc.
10. Sign into GoDaddy then call up tech support. Ask them to direct you on how to forward/re-direct your domain name www.yourname.com to your newly created website/hub at About.me/yourname. Now when someone visits your web address www.yourname.com they'll be directed to your About.me connect page (hub). If you have a Wordpress site as a hub, there will be clear directions within the Wordpress help centre on how to 'connect' your Wordpress site to your new domain. Still not sure, call and ask GoDaddy support.

Connecting the Pipes - making sure your services are in-sync:

1. The process may be different depending on what you've chosen for your 'hub', but we'll want to connect the pipes so that your fans can get a glance at all your social sites from one place. If your hub is a website like www.FlyingWookie.com (built on www.Virb.com) you'll want to create sections that automatically pull in videos, pics, soundbites and blog. This is a bit technical, but give it a go if you're feeling up to it. You have a few options. You can add 'widgets' such as the Facebook and Twitter widgets on the side bar that show Warren's basic activity from his FB and Twitter pages. You can also choose to automatically pull from services such as Youtube. The FlyingWookie.com Youtube section has all of his videos that he's uploaded. We've simply embedded a Youtube playlist into his website that is always up to date and in sync. Google "how to embed a Youtube playlist" to get started. The process on a service like Virb.com is almost exactly the same as you'll find on another 'content management system' called Wordpress that we've already talked about. If, however, you create an About.me connect page and want to use it as your hub you'll have a much easier time. Simply start connecting the sites you want to your About.me page from the 'edit profile' tab. Choose your background, add your bio, pick your colors/fonts and then add your services such as Youtube, Facebook, Twitter, etc. It's that easy. Not all services are available, but most are. You now have a pretty great hub - as long as you've connected services like Youtube, Twitter and Facebook that have both content and activity.
2. You are now 'pulling' content from your many services (Youtube, Twitter, Facebook, Flickr, etc) into your hub. Now lets start pulling them into your Facebook Page as well. Go to www.Involver.com. Go to 'applications' and click 'install' on the Twitter app. You'll then be prompted to 'choose a page' - choose your Facebook athlete page and a Twitter tab will be added below the 'tab section' where the Wall, Info, Photos are on your FB page. Now go to your Facebook page and click on the new Twitter tab and click on 'edit tab settings' (the orange box). Enter your Twitter @username and how many Tweets you want to display. Voila, all your Tweets will not be pulled to a special Twitter tab on your Facebook Page. Many people have their Tweets auto sent to Facebook as a redundant status update - don't do this! Instead, create a Twitter tab. If you want to manually cross-post a Tweet to your Facebook that's fine, but don't make it automatic.
3. Pull your Youtube videos into a tab on Facebook. Same process as above...this time 'install' the Youtube tab. Same process, go back to your Facebook page and click on

'edit settings'. There are many more settings with this tab. You can choose to pull in the videos you upload as well as videos that you have selected on Youtube as your 'favorites' (these would be other peoples videos that you want to pull in from their Youtube accounts and display in your video section - perhaps team mates). You can choose to 'automatically post content to wall', but I do not suggest this. If you do this, an automatic Facebook status update would be sent every time you upload a video (on top of simply adding it to the tab). I'd prefer if you did this manually and customized the message when you post as opposed to the generic "Ryan just added a new Youtube video called X".

4. Pull your Flickr photos into Facebook. Visit <http://www.facebook.com/FlickrOnFanPage> and scroll down on the left hand column and look for 'add to my page'. A box will show up that will allow to select what page. Go through the settings and you'll be all set up....your Flickr photos will be available on Facebook as a special tab. The reason we are using a different service is because Involver only gives you two freebies.
5. Create a custom welcome page. I won't run you through how to do this step by step, however I will recommend two great services that make it quite easy. www.RootMusic.com and www.PageModo.com Both allow you create beautiful landing pages for your Facebook page. You do not want people landing on your Wall the first time they come to your page (before they've hit 'Like'). You'll want to control the look and feel, add a video welcome, choose your photo, add your Twitter stream, your blog, etc. Check out www.Facebook.com/FlyingWookie as an example. Once you create your page and have added it you must be sure to set it as the 'default landing page'. You do this by going to 'Edit Page' - 'Manage Permissions' and then view the options in the middle.....choose your 'Default Landing Tab' and select the tab you want. If you want to re-name that tab to something like 'Welcome' you simply have to go to 'Apps' in the 'Edit Page' section, find that tab you want to edit the name and click 'edit settings', then simply re-name it.
6. Generally speaking, tabs allow you to enrich the experience for your fans on Facebook. Explore your options for how you can create a better experience and see what services that you can 'pull' in.

Now what - where do you go from here?

1. Well, the good news is that you have a presence framework set up now - or are at least you're on your way there. This framework is literally just the skeleton. It won't be useful or compelling to your fans without content. You need to ensure that you put some thought into the type of content you create. Fans love photos, videos, status updates about your training/competitions, social commentary, sharing where you are in the world

and where you're going next. Be careful though...so far this all about YOU YOU YOU YOU. Athletes (I was guilty of this too) are generally very much about promoting themselves - it can quickly come across as vanity. Try to make sure to talk to you fans, thank them for cheering you on, ask them questions...generally try to engage with them. Of course you don't have to do this, but the extra effort will go a long way in building a strong fan base and closer, more personal relationships. Just be sure to have your limits on how much you want to 'open the conversation'.

2. Sign up for a free service/tool like www.Hootsuite.com to help you manage your framework from one dashboard. This will make your life a lot easier. There are many other types of services/tools like this...look around for something you like. A tool like Hootsuite will allow you to view all your activity from Facebook, Twitter, LinkedIn, Foursquare MySpace, Wordpress, etc. You can also schedule posts into the future and create alerts for when you're mentioned by others, etc. If you want to be efficient, save time and reach more people this can really help you. That being said, when you have the time, you should post a status update to Facebook from directly within Facebook vs. from within Hootsuite. This is because Facebook slightly penalizes posts from 3rd party services (remember the Facebook filter 'Edgerank'). That being said, the pros of using a service like Hootsuite far outweigh the downsides.
3. As an Athlete you likely have slots of down time on travel days, in between training sessions, at training camp, commuting with team mates to the gym, etc. Take these moments to engage with your audience on different services. This can be done much more efficiently if you have a smartphone (pocket computer). Both iPhone and Android have great apps for managing and posting for Facebook, Twitter, Flickr, Soundcloud...even Hootsuite apps. Blackberry isn't as powerful, but you can still find a way to create content and engage your fans while on-the-go. Also, look for opportunities to share content. If you see something cool, take a photo and post it with your commentary. Remember that you can also take great photos and videos with these phones and keep them for later. Try to think of yourself as a content creator. Your fans want content, give them some. Find the limit though...if you don't have anything worth posting, then don't post! Finally, don't always make it about YOU. You might even choose to post your commentary with pics about team mates, other athletes or topics that are trending in pop culture.
4. Ask your NSO what their policy is for social media. Do they provide guidance on what's acceptable or what's not? Have they developed a social media policy that is a part of your athlete agreement with them? For many years now, NSO's have been doing a great job at providing traditional media training so that when there's a camera and microphone in your face you'll likely give a good interview. We no longer require a cameraman and reporter to reach a large audience - you can do this on your own. This is a big change, are you prepared? Why has your NSO not expanded the media training to include social media training. Some of the training will overlap (ie: messaging, tone, re-directing, strategy, etc) but there will be totally new areas to cover

such as presence frameworks (creating a cohesive and connected presence) and training on the tools/service and best practices, conventions for each service. Ask your NSO to take a leadership role in educating the athletes...it's in the best interest of both you and the NSO.

Resources:

Central Hub: (website)

www.WordPress.com : Wordpress was originally designed as a blogging platform. Although still primarily a blogging platform it has now evolved into a very powerful and rich replacement or supplement to a website. Wordpress also plays nicely with tons of other services and is set up in a modular way that allows you to integrate your social services. Free.

www.WordPress.org (self hosted, more technical yet more powerful) Not recommended if you're looking for the easy route, but more options/customizations if you're up to the challenge.

www.Virb.com : Similar to Wordpress but with less features. For some, less features means less confusing. Also, there are many beautiful themes to choose from and a fairly simple 'back-end' that you can feel comfortable in. Virb also plays nice with various other services. FlyingWookie.com was built on Virb and is now managed by Warren who does not consider himself 'techie'. Virb is \$10/month but well worth it if you want a quality site.

www.Webs.com : Another option for DIY websites. Free and paid options.

www.MoonFruit.com : More of the same. Free & paid options.

Connect Pages: (alternative or supplement to website)

www.About.me : A great alternative to a traditional website. This would be considered the easiest way to create a website replacement that would serve as your hub. I highly recommend this for any athlete that wants a website but doesn't want the hassle, doesn't have the time or inclination to learn how to create one.

www.DooID.com : Another great connect page, also has a mobile optimized version so that when someone views it on a smart phone it adapts to the small screen. Check out an example I created when playing around with the service. Visit on your computer and/or smartphone - <http://dooid.com/ryanblais>. Paid service, but works great.

www.Flavors.me : More of the same. Free and paid.

www.Zerply.com : This is a type of connect page, but geared more towards showing off your professional side, great for portfolios and/or CV's. This service could be used for your online resume. Free

www.OneSheet.com: This service was first billed as the About.me for Bands! It's meant for artists, but would mostly work well for athletes too. Some of it's functions wouldn't not be geared for athletes though. Free.

Community Engagement Platforms: (where you engage with your audience. Some - such as Youtube - can also serve as 'social utilities').

www.Facebook.com: We've covered Facebook a lot, but one thing you should understand is that Facebook is best used for connecting with fans and forming a community. If you think of having a 'Fan Club' you'd like want to build it around Facebook. Great for building relationships with your fans. Also, you need to be aware of the significant differences between personal Facebook profiles and Facebook Pages. You should also always take your privacy very seriously, review your privacy settings every once in a while.

www.Twitter.com: Twitter is the broadcast platform of choice. If you're goal were to get a message, photo, video to the largest audience possible, as quick as possible you'd likely want to lean on Twitter. For most, Twitter is less intimate than Facebook but many would disagree and have built strong relationships on Twitter. You may choose to use Twitter to broadcast your own content or to follow those that you're interested in. If you really want to take advantage of Twitter be sure reciprocate with your followers...don't just expect them to re-tweet (share) your Tweets without you ever sharing theirs! Also, take time to learn the common conventions - how to use #hashtags, how to @mention people, shorten your long links with services like Bit.ly and share your location (beware of privacy).

www.Tumblr.com : A very simplistic blogging platform that is great for sharing your content. If Wordpress and Facebook had a baby, it would be Tumblr. Although not as common, many people have built great relationships and communities on Tumblr...just as you might expect to see on Facebook.

www.Linkedin.com: LinkedIn is the Facebook for business professionals. It's very much the-go-to social network for business networking. If you want to showcase your professional side, promote your CV and network like a pro - LinkedIn is for you.

www.Ning.com : Ning is a do it yourself social network. What if you could create your own private Facebook - well, you can. It's called Ning. This allows you to create a very rich community experience based around the functionality of social networks. Each one of

your fans would have their own profile, their own wall, and could participate in the community. Many 'fan clubs' for celebrities are built on Ning.

Social Utilities: (sites/services you utilize for their utility in hosting/manipulating/sharing different types of content such as video, photos, audio, documents, surveys, email newsletters, etc)

www.Youtube.com: The best (most popular) service for hosting and sharing videos. Youtube is also the service that plays nicely with most services. Ie: if you have Youtube videos they will likely be able to be pulled into services like About.me. Videos on www.Metacafe.com might not be able to be pulled in.

www.Vimeo.com : If you don't want to use Youtube (and many don't) your next best choice is the more beautiful and equally powerful Vimeo. Keep in mind however, you might run into services that don't yet place nicely with Vimeo.

www.Animoto.com : If you're looking to create beautiful photo/video slideshows Animoto is for you. You choose a few photos, a short video clip or two, pick some music, pick a theme and hit 'Go'. The video that it spits out is great and easy to make. Check out one I made in 25 minutes after I came back from Mexico <http://animoto.com/play/92McmjT8G6RM0l61NsIttQ> . These videos can be exported to Youtube. Free and paid.

www.Soundcloud.com: The Youtube of Audio. Soundcloud is almost everything you expect from Youtube, but for audio. This is the best way to share your audio clips. This can be your thoughts, radio interviews (ask for the station to send you an mp3 of the interview), etc. Soundcloud is starting to become the go-to service for audio and many many services play nicely with it, but not all yet. As an example, About.me does not yet support Soundcloud but will soon.

www.Flickr.com: Flickr is a photo sharing community. Many photographers (professionals and amateurs) gather on Flickr to share and explore photos together. Flickr is a great place for you to host all your athletic photos. There are free plans and paid if you have lots of photos. Posting your photos actually help you become easier to discover (helps with SEO) but also make all you photos easily sharable. As an example, we can easily push your Flickr photos (automatically or manually) to your Facebook page (in a tab), to your website and to your iPhone app (if you have one).

www.PhotoBucket.com: Very similar to Flickr.

www.Picasa.google.com: Google's take on photo community.

www.Foursquare.com : Foursquare is the most popular service for sharing where you are and what your doing. Facebook now offers a similar functionality (copied Foursquare) that

allows you to broadcast where you are, what you're doing and who your with. It's a function of Facebook called Facebook Places.....although Facebook may be removing this functionality soon. Foursquare allows you to 'push' you location 'checkins' to Facebook and Twitter. An athlete might use Foursquare and push to Facebook/Twitter to show their fans that they just 'checked-in' to 'Deer Valley Mountain Resort for the 2011 World Championships' - there would be a link with a Google maps of the location and a place to view comments/tips of what people are saying about the venue.

www.Box.net: Box.net is for online file sharing, content management and collaboration. Basically, if you want to store your files online (in the cloud) and want the ability to collaborate or share with people you may want to look into Box.net. This is a great service for teams/groups that need to share/collaborate on files on a regular basis. There are free accounts with paid upgrades for more storage.

www.Scribd.com: Scribd is a service that allows you to upload your files (Word, Excel, PDF, etc) with the purpose of then being able to display these files on websites, social networks, etc. When displayed on websites, these files show up a full readable previews instead of a link to download the file (although that is available too). When files are displayed it is very clear how they can share through their social networks, email, etc and buttons to view full screen. Scribd is the Youtube of Document sharing.

www.TripIt.com: Tripit is a great service to organize your travel. Essentially, when you get an email itinerary you simply forward it to Tripit and they spit you a break down flight schedule with added info, maps, flight alerts, etc. Tripit has apps as well so that you always have your flight info handy while you are traveling. This service is also a social network in it's own right and you are able to share with your friends (or the world) where you have been traveling. You can for example, get notified when your in London that your Tripit friend Marc is also there - a serendipitous connection is made.

www.PlanCast.com: PlanCast is a social service that allows you to create events. This would be a great place for you to upload your training camps and competition dates/locations. When people come to your PlanCast account they are able to RSVP if they are coming or not. The real power of PlanCast however is that it's a service that allows you to easily share (push/pull) your events to the world and for you to be able to integrate into your presence framework. As an example, we could add a Facebook tab on your page that automatically pulls in all of your PlanCast events. You c

www.Calendar.Google.com: If want to organized yourself you should be using a Calendar. Google calendar is a great service that allows you to create private, group or open/public calendars. Google calendars also plays nice with many other calendars services such as Apple's iCal and Microsoft Outlook.

www.EventBrite.com: If you have a fundraising event or some other big event planned where you need to sell tickets (or track free tickets) you may want to look into EvenBrite. This would be considered the 'social' event planning service.

www.PressDoc.com: PressDoc is a great service for NSO's. It's a service that allows the creation of 'social' press releases. Standard press releases are boring - they lack photos, audio, videos and they aren't explicitly designed to be easily shareable. PressDoc is good for any organization that sends out regular press releases. It's a great supplement to the tried and tested traditional methods.

www.StumbleUpon.com: StumbleUpon helps you discover interesting web pages, photos and videos that have been recommended by your friends and like-minded people. Not only is this service great for finding new websites, it's a great way to discover great content that you might want to share with your fans. If you remember, you want to create/share great content with your fans...it can't hurt to have a service that helps you find it.

www.SurveyMonkey.com : A great free way to easily create quick surveys for your fans or perhaps for your sponsors. You may have a speaking engagement and want quick feedback, SurveyMonkey could be used for this. Surveys are also optimized for mobile devices so that you can ensure people can quickly and conveniently take the survey no matter their device.

www.PollDaddy.com : Similar to SurveyMonkey.

www.Wufoo.com: Similar to SurveyMonkey and PollDaddy however it's primarily meant for creating forms. If you want to embed a form to capture information on your website you might want to choose Wufoo.

www.ContactMe.com: ContactMe is also a service that allows you to create forms. The reason this service is great is because you can take these forms and embed them around the web, on your Facebook page as a tab, etc.

www.MailChimp.com: If you send out email newsletters to your fans/sponsors you may want to consider the free/paid versions of MailChimp. This is one of the best email newsletter services out there and plays nicely with many other services. As an example, you would be able to create a FB tab so that your fans are able to subscribe or read your email newsletters right from within Facebook.

www.ConstantContact.com : Similar to MailChimp and probably more popular but with slightly less powerful 'social' features.

www.UStream.com : If you want to stream Live video to the internet, your website, your Facebook page or your app - UStream is probably the service for you. Streaming Live video is quite time consuming (lots of equipment set up) and requires a good wifi connection. There are however apps that allow you to easily do a live broadcast directly

from your phone but the quality/reliability is sketchy. I would not want to plan an official Live broadcast and only have a phone doing the recording/streaming. Live streaming is great for press conferences, post competition fan questions, special announcements, etc. Their real power comes in the fact that you can broadcast to your fans that you'll be Live and willing to take questions - makes for a very interactive experience if you have a fan base that shows up.

www.LiveStream.com: UStream's largest competitor. Just as good.

www.Justin.TV : The company that started it all. Another great service for Live streaming video.

www.Qik.com (Record and broadcast Live video from your mobile phone) This was the first company that allowed you to record/stream directly from your phone. Another one to consider, less options than UStream and LiveStream.

Tools, Services:

www.Hootsuite.com: Hootsuite is the 'social media dashboard' of choice for many people. From a single dashboard you are able to monitor and post to various social platform such as Facebook, Twitter, LinkedIn, etc. You are also able to schedule posts into the future and set alerts for when you are mentioned. There are both free and paid versions...for anyone taking social media seriously, they should consider the paid account.

www.TweetDeck.com: TweetDeck is very similar to Hootsuite. Another great social media dashboard and recently acquired by Twitter. This may mean that Twitter is going to make it better, or maybe they'll axe the service and build it into the actual Twitter service.

www.BufferApp.com: If you want the ability to quickly and easily schedule your Tweets for posting into the future you'll find that Buffer is a great service. There are also bookmarks that allow you to quickly share/schedule content posts while you're browsing the internet.

www.CrowdBooster.com: If you want to learn if you're doing a good job at engaging your fan base and to find out what's working and what's not working, you'll want to use a service like CrowdBooster. It's all about measuring and optimizing your social media marketing. Very visual and intuitive, great for anyone that's interested in improving their social media efforts.

www.EdgeRankChecker.com: EdgeRankChecker is a fairly new service that helps you maximize your Facebook exposure by determining an approximation of what your 'edgerank' score is. Essentially, the higher the score the more people you are actually reaching. It's best if you use this score as a guide, not an all-or-nothing approach to determining if you're doing a good job. The real value comes in the tips section and the articles on the blog that educate you on how to do a better job at engaging your fans.

www.Bit.ly: Bit.ly is the most popular service for shortening long URL's into bite sized ones that you can share on services like Twitter. It's also a great way to track how many people are clicking on your links, when, where, etc. It's a great analytics tool. If you need to know if your link is being clicked, Bit.ly can help. Also, each link you shorten gets a custom QR code that you can use to direct to that link. Be careful about using QR codes though, most everyone uses them poorly. If you're not sure what the best practices are for using QR codes make sure to Google it before trying. Finally, Bit.ly allows you to customize your own short links. So, as an example I could turn Bit.ly/jdu55ud into Ry.an/ajdry (links are not real, just examples). This allows you to add an element of branding so that when your links spread people will see that it's a link that was originally shared by you. If you'd like to see what type of short domains are available for you to use you can check out www.Domai.nr. You'll need to purchase the short domain and then register it with your Bit.ly account. A bit technical, but quite do-able.

www.Owl.ly: Very similar to Bit.ly. Owl.ly is the URL shortener that is bundled together with Hootsuite. If you're using Hootsuite, your links will be shortened with Owl.ly. It's also a great (but different) service.

www.Involver.com: Involver is a service that allows you to create free and paid tabs/apps on your Facebook page. Earlier we used Involver to install Twitter and Youtube tabs. You are allowed 2 free tabs.

www.PageModo.com : PageModo allows you create beautiful custom tabs for your Facebook. There's a bit of a learning curve, but the outcomes are great. Both free and paid service.

www.ShortStack.com: ShortStack is the most powerful Facebook tab/app creator that I've come across that is also relatively easy to use. They have both free and paid accounts.

www.RootMusic.com: This service is geared towards bands but it's great for creating custom welcome tabs. Facebook.com/FlyingWookie uses this service for the welcome tab. Very customizable and has both free and paid versions.

www.ReverbNation.com: Very very similar to RootMusic (also geared towards bands) but slightly more powerful and customizable.

www.aviary.com/tools: Aviary is a great service for you to use free online tools that are similar to photoshop. You don't need to pay any money to use great editing software, you just need to take the time to learn how to use them. Aviary has a great suite of products

www.QRstuff.com : If you are using QR codes (please ensure you're using best practices or don't bother) you will find that QRStuff is a great place for you to create free codes. You can also pay to have higher resolution files created if you need them for billboards or something. There are many other QR services, but this is a great one to start with.

www.GetShareSquare.com: ShareSquare is both platform for creating QR code campaigns AND for easily creating mobile landing pages (mini-websites). ShareSquare would be a great service to create a mini website that you could use as a digital business card. You'd take the QR code that it provides and print to the back of your business card. When someone scans it they will get a mobile optimized version of your mini-website. This service is also a great easy replacement (although limited in functionality) for those that wish to create a mobile version of their website. As an example, if you visit www.FlyingWookie.com on an iPhone you'll automatically be redirected to Warren's ShareSquare mini-website. He could also add the QR code to the back of his business card. The free version has adds, but you can probably live with that.

www.Wibiya.com: If you have a website like Wordpress or Virb, you can add a bar to the bottom of you page that allows you to add lots of social features in one easy step. Go to Wibiya and create an account, customize your bar and follow the instructions on how to install to your website. Check out the bar at the bottom of Wibiya's page for an example.

www.GoDaddy.com: If you want/need to buy domain names (such as www.yourname.com) you may want to use GoDaddy.com GoDaddy is actually quite confusing and complicated, but it is the service that plays nicely with most other services. In fact, if you're using another service and need to do add in domain functionality there will likely be step-by-step instructions of how to do it if you're using GoDaddy. They also have great (free) call-in customer/technical support that I use all the time. If you want to use another domain service provider that's fine, just know that GoDaddy is worth looking into based on it's popularity and support.

www.10Dollar.ca: A canadian domain name provider that I've used. Not great, but an example of another service available.

www.DudaMobile.com : Not everyone can afford nor has the expertise to create custom mobile apps. There are plenty of services that attempt to make the process easy and seamless with your current website. This service allows you to create 1-step mobile optimized versions of your website. Try it out, the result are mixed.

www.InterSquash.com : This is a service that tries to 'iPhone-ize' your site. Worth a look, but results are also mixed.

www.MoFuse.com : This is yet another service that attempts to help you build mobile web apps in minutes.

www.UppSite.com : This service helps you create 'native apps' which are the kind of app you'll actually download from the app stores. This is different than a mobile optimized web app (website). This service works fairly well if your website is on Wordpress.

www.WidgetBox.com: WidgetBox is a service that allows you to easily create both embed-able widgets AND mobile web apps. It's a bit pricey (\$25-\$100/month) but the results are

pretty good. This would be a do-it-yourself mobile web app. It's also built in HTML5 which is a new standard that works well for mobile (you don't need to care why this matters, but it does).

www.Screenr.com : Screenr is a great service that allows you to capture and share video screencasts from your computer. Have you ever needed/wanted to be able to record you screen and then share what you captured...this would be a tool for that. Maybe you'd want to capture a quick sneak peak of your website-in-progress and share to your fans.

www.Join.me: Join.me is a great free service that allows you to share screen with another user. Need to show your mom how to fix something on her computer but you in London - no problem.

www.KnowEm.com: We've already talked about KnowEm lots. Be sure to secure your virtual real estate. If you're not sure that you want to use Twitter you should still go and secure your username so that someone else doesn't.

www.NameChk.com : The same type of service as KnowEm.

Please please please take the time to provide GoSocial with feedback on this SurveyMonkey survey. No worries, you can take the survey on your computer or smartphone: svy.mk/oPpb5Y



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