



A Self-Guided Tour of Web 2.0 and Social Media for BOMA San Diego Workshop Participants

1. Set up a Google Alerts account and add at least one item you want searched on regularly. Make sure to note your user name/password so that you can refine your search parameters later.

www.google.com/alerts

User: _____

Pass: _____

2. Set up a Google Reader account and add at least one web site you read regularly to it. This may take a little practice to understand, which is why we've included the video "Google Reader in Plain English" in step 3.

www.google.com/reader

User: _____

Pass: _____

3. Review this (5-video) collection of "how to" videos about social media. It includes introductions to key social media concepts.

<http://tinyurl.com/BOMA-SM>

4. To better get a sense of Twitter's value, see this *New York Times* article by a reporter who spent a year trying to figure out what the fuss was all about. (Though slightly dated, the concepts hold true.)

<http://tinyurl.com/BOMA-NYT>

From here, follow this checklist to establishing your own social networking profile (directly from my PowerPoint slides):

5. Create either a Facebook.com or LinkedIn.com account.
6. Connect with (friend or follow) a professional group relevant to your career. (They can usually be found by using the "search" function via your account. Hint: "BOMA San Diego".)
7. Listen to (read) the conversations being held in that group. Ask questions when you feel comfortable doing so. Remember, it's a

conversation. Conduct yourself accordingly.

8. Post an article from a web page/article you liked. Simply copy/paste the article's web address from your browser to your Facebook/LinkedIn profile. When you do so, there is usually a step where you can add a comment. Do so.
9. Find a YouTube video relevant to what you do. This may require a little searching on YouTube. (Hint: Look for instructions on basics that clients always ask about.) Post to your profile. Tools for doing so appear just under the YouTube video screen. (it says "Share".)
10. Search for a friend or associate within Facebook /LinkedIn. When you locate one, invite them to "friend" you. (Hint: Audrey Dougherty or Casey DeLorme.)
11. Repeat steps 2 – 6 regularly to build your profile and network. You may even want to schedule time each week. You don't have to do this all at once. Consistency is more important than a bunch of heavy lifting. Your skills will improve with use.