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The Digital Hub

www.bournemouth.ac.uk/digitalhub

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How to use the Social Web?

- Get involved
- Listen and watch
- Converse
- Add value
- Engage
- Build trust
- Build influence

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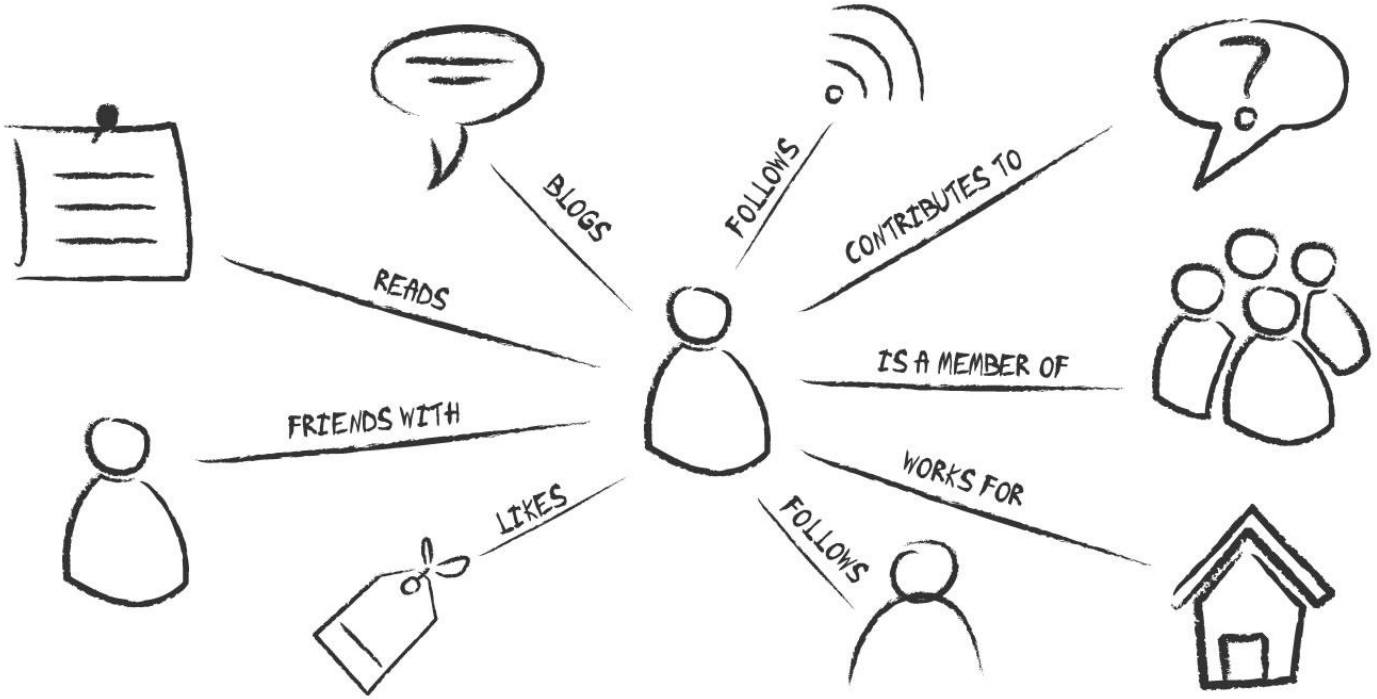
Social media objects

- Profiles in social network sites
- Status updates in social sites
- Blog posts
- Tweets in Twitter
- Pictures on picture sharing sites like Flickr
- Social bookmarks
- Videos on video sites
- Presentations on Scribd
- etc. etc. etc…

Evolution of search

http://www.youtube.com/watch?v=BlpTjP6h6Ms



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Bringing it all together

- Create content on website – optimised for keywords and metadata & ***make it shareable***
- Can you create a short video on the subject? Use descriptions, tags and titles with keywords
- Twitter your update with a keyword – hashtag (#)
- Mention your new article in your social networking sites – keyword links where possible
- Write a related article in your blog – find other blogs and leave comments about your article
- Submit a digital press release
- Bookmark it
- Post an article on an article marketing site
- Ping!