

Social Networking for Your Business



*A practical guide for businesses in using, participating and **profiting** from social networks and social media.*

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2011 Addendum

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Advanced Twitter Search

A feature that twitter strangely doesn't share with too many people is about give you the ability to monitor keywords and tags of interest.

If you where running a Business selling wholesale food products to Brisbane based restaurants. You can set-up sophisticated (and free) searches to let you know when restaurants in your area of interest have comments made about them.

This is an example of searching for “Bad Coffee” 100km around the Brisbane area. The Advanced Twitter search can be found here: <http://search.twitter.com/advanced>.

It will allow to refine your search to Words, People (*and referencing people*), Places, Dates (from early 2008), Attitudes (+, - or *Asking a question ?*), Links. Twitter provides and RSS feed for each search query as well.

The screenshot shows the Twitter Advanced Search interface. The search query is "coffee bad near:brisbane within:100km". The results are displayed in a list format, showing tweets from various users. The first tweet is from "cncptdreamgyrl" mentioning "Bad Ass Coffee" and a Yelp link. The second tweet is from "spidie" mentioning "burleigh isn't bad". The third tweet is from "AgaCosmic" mentioning "Hard work is for people with bad coffee skills". The fourth tweet is from "hughhoffy" mentioning "no bad coffee will be safe". The fifth tweet is from "tyerjamesberry" mentioning "That coffee from mecca in varsity was a bad idea". On the right side of the search results, there is a map showing the search area around Brisbane, a dropdown menu for "Within: 100 kms", a dropdown menu for "Show tweets written in: Any Language", and a section for "Trending topics" including #hatssexy, #notsexy, #verysexy, Black Opps, JUSTIN WON, and Esperanza Spalding.

These type of comments from consumers are really useful way of gathering real time intelligence easily. You can import this data into your business applications by RSS feeds. (see top right hand side of screen shot)

Google Alerts

Google Alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term.

You can use Google Alerts to monitor anything on the Web. For example, people use Google Alerts to:

- find out what is being said about their company or product.
- monitor a developing news story.
- keep up to date on a competitor or industry.
- get the latest news on a celebrity or sports team.
- find out what's being said about themselves.

Here's how it works:

1. You enter a query that you're interested in.
2. Google Alerts checks regularly to see if there are new results for your query.
3. If there are new results, Google Alerts sends them to you in an email.

For general queries like [football], you can get a summary of the new results every day. For specific topics, like [cardiovascular atherosclerosis], you might not get an email every day, but you'll find out when something new and relevant is published.

The screenshot displays the Google Alerts beta interface. On the left, there is a form to create an alert with the following fields: Search terms: "Coffee Brisbane" (with a "Preview results" link), Type: "Blogs", How often: "as-it-happens", Volume: "All results", and Your email: (empty). A "Create Alert" button is at the bottom. On the right, a sample email titled "Google Alert for today" is shown. The email header includes "From: Google Alerts <googlealerts-noreply@google.com>" and "To:". The main content of the email lists "3 new results for Coffee Brisbane". The first result is "View Post - The Edge VSO Blog" by dominique, with a snippet: "The man behind this initiative is Brisbane man about town, John Black. I spoke to him on the day that The Coffee Supplier closed opened its roller door for the last time about what pushed him over the edge from passive bystander to ...". The second result is "Udessi :: Australian design.art.craft.: Autumn 2011 ABCD Meetup!" by Kim Wallace :: Udessi, with a snippet: "For the Autumn 2011 meetup we'll be returning to Bar Alto at the Powerhouse in New Farm which has great parking, easy access to the bar, bar food, coffee and tea that you can order throughout the evening. Details: Autumn 2011 Brisbane ...".

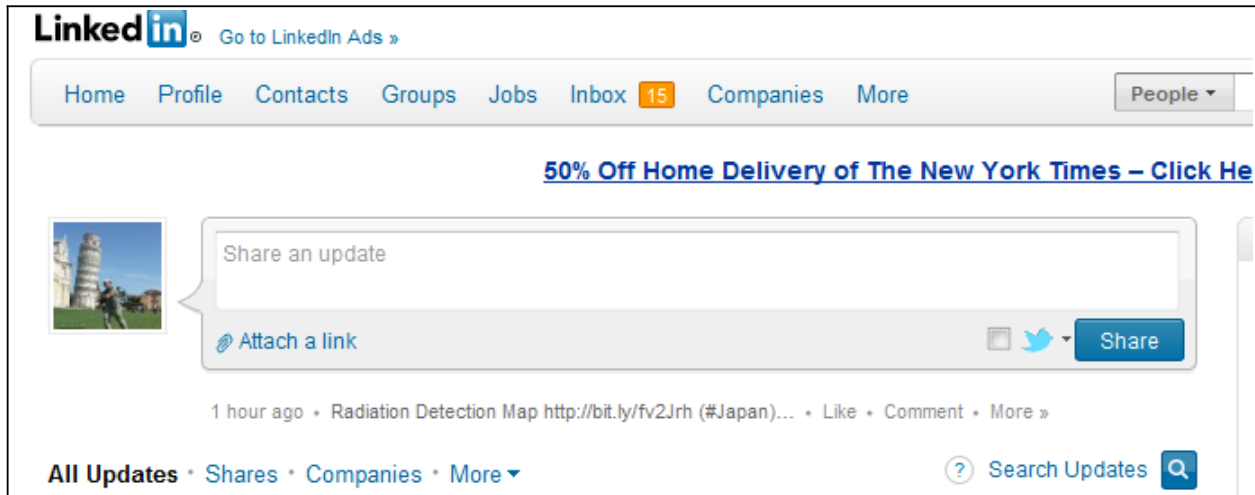
Google Help Guide for "Google Alerts"

<http://www.google.com/support/alerts/bin/static.py?page=guide.cs&guide=28413&topic=28415>

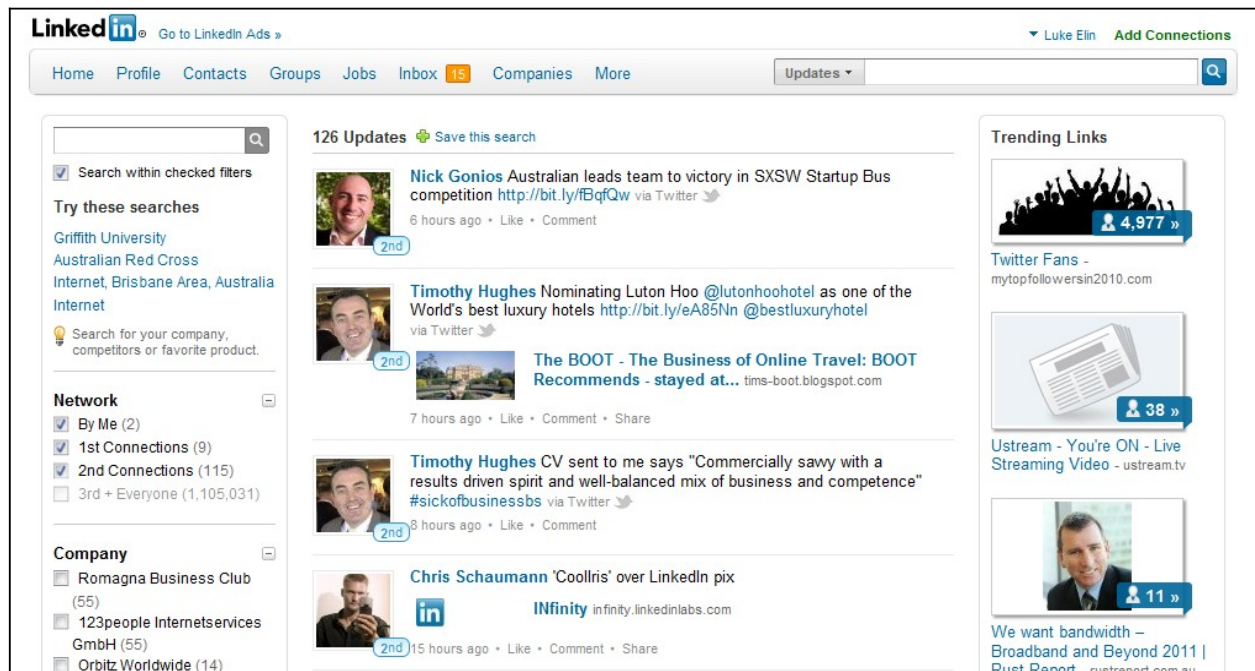
LinkedIn Signal

With some many tweets by produced currently. LinkedIn has created a filter to allow you to more conveniently view your tweets of interest and where there are from. All of the tweets, as well as status updates, from your extended LI network are now searchable via a number levels of filters.

You can find it underneath “share update” it called “Search Updated”



The user interface is really simple, with search filters on the left, timeline in the middle, and trending links on the right. Here’s a screenshot of what it looks like when searched for the term “internet”. It show me all the people in my Extended LI network 126 updates and 115 2nd level connections.



<http://www.youtube.com/watch?v=BDhj72OPCzk>