



Beth Schillaci

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Monitoring Resources

Google Alerts - http://www.google.com/alerts	Backtype - http://www.backtype.com/
Filtrbox - http://www.filtrbox.com/	BoardTracker - http://boardtracker.com/
SM2 - http://sm2.techrigy.com/main/	

What to Monitor:

- Company Name
- Product Name(s)
- Competition
- Executive Names
- Industry Specific words – general words will provide too many results that will make it unmanageable.

Blogs Resources

WordPress Blog Software <ul style="list-style-type: none"> • Free version: http://wordpress.com/ • Self-hosted version: http://wordpress.org/ 	Blogger - https://www.blogger.com/start
WP Themes - http://wordpress.org/extend/themes/	Technorati - http://technorati.com/
WP Plug-ins - http://wordpress.org/extend/plugins/	

Microblogging Resources

Twitter – http://twitter.com	Quotably - http://quotably.com/
Twictionary - http://twictionary.pbwiki.com/	Plurk - http://www.plurk.com
Twitscoop - http://www.twitscoop.com/	FriendFeed - http://friendfeed.com/
Twitter Search - http://search.twitter.com/	Twhirl - http://www.twhirl.org/
Monitter - http://www.monitter.com/	TweetDeck - http://www.tweetdeck.com/beta/

Things to remember when blogging/microblogging:

- Individuals blog, not companies
- Be open and transparent
- Engage your audience
- Be prepared for feedback, both good and bad
- Have fun