Social Bookmarking & Sharing
CHEAT SHEET

Introduction

It used to be that the only people who saw the content that an organization created (online) were those that they specifically asked to take a look at it (via email), those that subscribed to it (via RSS feeds), or those that actively searched for it (via search engines). One of the business benefits of the rise of the now-common social media platforms, is the ability for people to see information they would never have had an opportunity to see that is found by the people they trust – the people who comprise their Social Graph. One person who posts a great article about a blog to their Facebook profile or to Twitter can literally drive hundreds, if not thousands of people to that article. There are also sites that have been created specifically for sharing with others the content that is found online. There is a mindset that has developed, that the first person to post about something they find before anyone else they know earns a cachet of being 'cooler' than their social media peers.

So the question is, how do you take advantage of this from a business perspective? The answer is two-fold:

1. **Create great content.** Whether it is a blog post, a youtube video, or a new mini-app on your Web site, make it interesting and relevant to your target audiences.
2. **Tell some people about it.** Once you have created the great content, post it to your social platforms (Facebook, LinkedIn, Twitter).
3. **Make it easy** for others who find the content to also tell their social graph about it.

The first two are easy – they are totally under your control. To do number three, all that you need to do is provide the mechanism for someone to simply click on an icon that represents the major social platforms and directly creates the entry on that platform in the user's account. And you do this through 'Chicklets.'
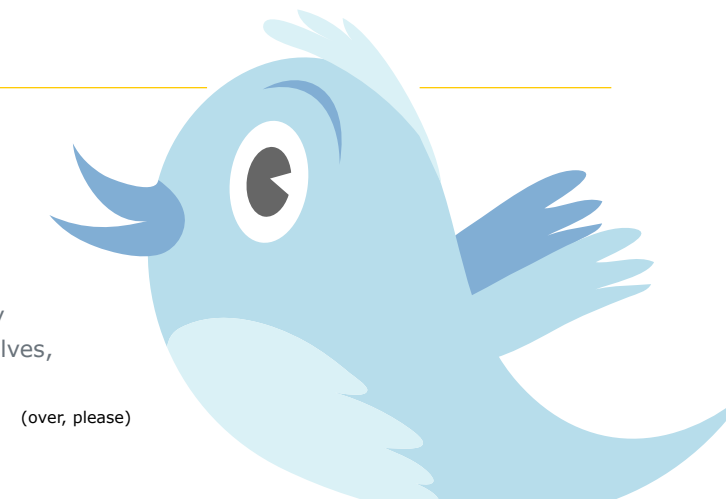
Chicklets

Chicklets are those tiny icons that you will see at the bottom of Web pages, and blog posts, and other online content. Ad Age, for example, uses these:

You will find these at the bottom of every page and article on the AdAge.com web site. With one click a reader of an article can tell everyone they know about something that they find interesting. And something like this should be on every page of your Web site also.

A couple of questions remain: what do each of these Chicklets represent, what other sites exist that could be included in your Chicklets, and what other options exist to make it even easier for the content creator to show the most common Social Bookmarking and Sharing sites?

Categories

There are two main categories of sites that you should include in your chicklets. The first are the social networking platforms themselves. The main ones, of course, are **Facebook**, **LinkedIn** and **Twitter**. But depending upon your audience / customer base, you might want to include any that are specific to your business. For example, if your business is focused on the consumer market in Latin America, you would probably want to consider including a site such as Hi5. The second category is the actual social bookmarking sites themselves, of which there are hundreds. In fact, there are a couple of lists that show over 700 social bookmarking sites (see http://www.social-bookmarking-sites-list.com/). So, which should you choose?

Top Sites

These are some of the top social bookmarking sites, based on a combination of Inbound Links, Alexa Rank and U.S. traffic date from Compete and Quantcast*:

digg.com: a social news website for people to discover and share content by submitting links and stories, and voting and commenting on submitted links and stories. Voting stories up and down is the site's cornerstone function, respectively called digging and burying.**

Yahoo! Buzz: a community-based news article website, much like Digg, that combines the features of social bookmarking and syndication. Users can be allowed to publish their own news stories, and link to their own or another person's site.

StumbleUpon.com: an Internet community that allows its users to discover and rate Web pages, photos, and videos. It is a personalized recommendation engine which uses peer and social-networking principles.

reddit.com: a social news website on which users can post links to content on the Internet. Other users may then vote the posted links up or down, causing them to become more or less prominent on the Reddit home page.

newsvine.com: Newsvine is a community-powered, collaborative journalism news website which draws content from its users and syndicated content from mainstream sources such as The Associated Press. Users can write articles, seed links to external content, and discuss news items submitted by both users and professional journalists.

delicious.com: (formerly del.icio.us, pronounced "delicious") is a social bookmarking web service for storing, sharing, and discovering web bookmarks.

kaboodle.com: a social shopping network on the web! It's a place where you can express your own style and meet other stylish people by discovering, recommending, and sharing products. Kaboodle allows you to add and save products from almost anywhere on the web to your shopping lists and wish lists.***

mixx.com: a user-driven social media web site that serves to help users submit or find content by peers based on interest and location. It combines social networking and bookmarking with web syndication, blogging and personalization tools.

Propeller.com: Propeller, previously known as Netscape. com, is a social news aggregator operated by AOL-Netscape. It is similar to Digg; users can vote for which stories are to be included on the front page and may comment on them as well.

Technorati.com: an Internet search engine for searching blogs. By June 2008, Technorati indexes 112.8 million blogs and over 250 million pieces of tagged social media.

fark.com: a community website that allows users to comment on a daily batch of news articles and other items from various websites. Links are submitted by Fark members (collectively referred to as "Farkers"), which moderators can approve ("greenlight") for posting on either the main page or one of the subsidiary tab pages.

slashdot.org: Slashdot, sometimes abbreviated as /.,[1] is a technology-related news website. It features user-submitted and editor-evaluated current affairs news with a "nerdy" slant. Each story on the site has an Internet forum-style comments section attached.

Other sites you might want to consider including in your chicklets: twine.com, clipmarks.com, dzone.com, faves.com, blinklist.com, diigo.com, spurl.com, and furl.com. You should also consider adding an Icon that allows the user to email the link to the website as one of your chicklets.

Icons

There are many free Chicklet image libraries on the web that you can download and use. Search for "free social media image libraries", or a great resource is: http://icon-library.iconshock.com/design/web-20-50-beautiful-and-free-social-icon-sets/. Every time you post something, you will need to create the chicklets and the links for each.

Generators

Another option is to use a service that will automatically generate the chicklets and associated links every time you create content, such as http://sharethis.com. While easier to implement and use, you have less control over the specific links and order of the chicklet icons.

Starmark