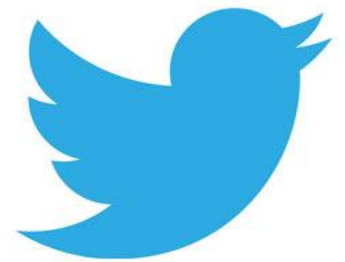


# THE SOCIAL MEDIA STRATEGY GUIDE



GARIN KILPATRICK

## THE SOCIAL MEDIA STRATEGY GUIDE

**BY: GARIN KILPATRICK**

Social Media is everywhere. If you want your brand to gain traction online you need to tap into the brand building power of social media.

By reading this report you will discover cutting edge information about Blogging, Facebook, Twitter, LinkedIn, Facebook, Google+, YouTube, and more.

In this guide I'll reveal some of my most powerful strategies for building your brand on social media.

These pages contain some of the most powerful tools and the tactics you need to maximize your social media results.

I hope you enjoy The Social Media Strategy Guide and if you do please share it with your friends!

Your Friend in Social Media Success,

GARIN KILPATRICK

A handwritten signature in blue ink that reads "Garin". The signature is fluid and cursive, with a large initial 'G'.

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*The first step towards massive Social Media success starts with a blog.*

Social media sites are awesome, and building strong social media brands is important, but ultimately the best thing you can do for your brand is to have a web property that is 100% owned by you.

An analogy I once heard that made great sense is that your blog is like your hub and your social media sites are the spokes.

A blog should be your home base where you bring all of your active social media profiles together under one roof.

Your blog is the social center of your online activities, and should connect your visitors to your active social media profiles using social plugins like a Facebook Like Box and a Twitter Follow button so your blog visitors can easily connect with you on social media.

When it comes right down to it, you don't really own your social media sites. But a blog is your own web property, and the best way to brand yourself on the Internet, and the largest and best blogging platform with the most powerful social media integration options is WordPress.

## WORDPRESS

Having a WordPress self-hosted blog can help you rapidly accelerate your online success. A blog is your online hub. This is the place where you can connect people with your social profiles from across the web and encourage them to join you in your most effective channels.



WordPress is a blogging platform, and also a powerful CMS (Content Management System).

WordPress is integrated with a database and makes it easy to organize and optimize your content for search engines like Google.

Within the WordPress backend (the dashboard) you can schedule posts, password protect content, assign user roles and permissions, install rich themes and plug-ins, manage commenting, and more.

There is confusion among new bloggers about the difference between a wordpress.org and a wordpress.com blog. You can remember the difference between wordpress.org and wordpress.com by knowing that wordpress.com is hosted and owned by WordPress, whereas a wordpress.org blog is owned and hosted by you.

With wordpress.com your customization options are limited. If instead you go with a web host like [Bluehost](#) and you own your own blog you will have access to thousands of different themes and plug-ins, most of which are completely free.

Custom features are what will set your blog apart from the millions of sub-par bloggers and show that you are more serious about online success than someone who is too cheap to spend a few dollars a month to have a strong online presence.

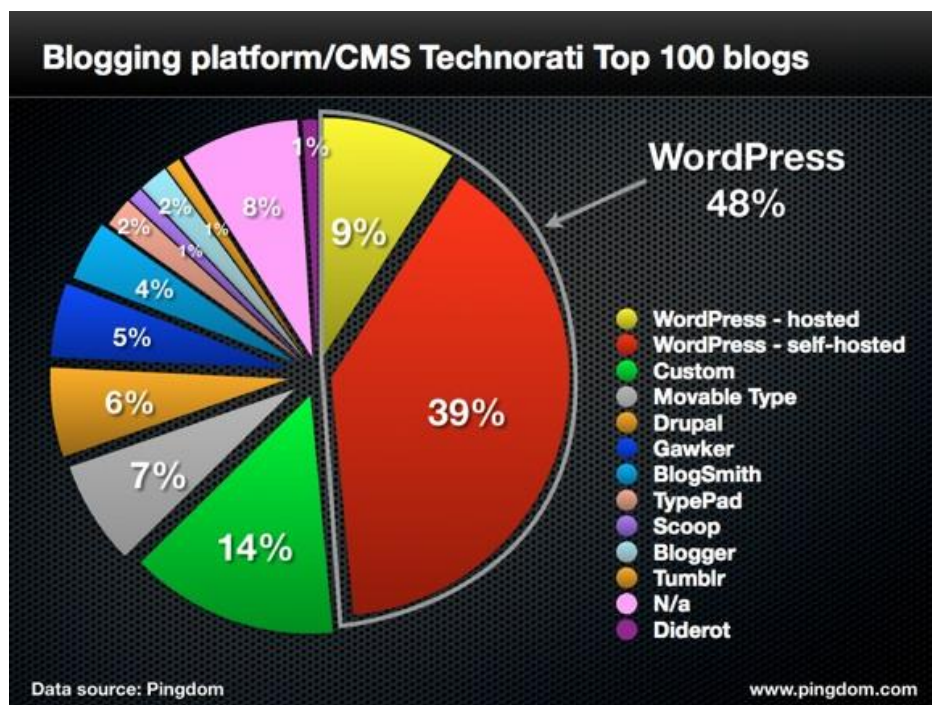
With [a self-hosted blog](#) I recommend install social media sharing features like Twitter and Facebook widgets, custom toolbars, social sharing buttons and much more.



WordPress blogs have been so beneficial to me I now own and manage four of them:

- [GarinKilpatrick.com](http://GarinKilpatrick.com)
- [MarketingStrategyHQ.com](http://MarketingStrategyHQ.com)
- [TwitterToolsBook.com](http://TwitterToolsBook.com)
- [fbAdvance.com](http://fbAdvance.com)

All of my blogs are built on WordPress, which is arguably the best open source website software in the world. WordPress is used by more of the top 100 blogs than any other platform as the graphic below illustrates.



One of the main reasons why WordPress is so popular is because of the thousands of powerful WordPress plugins that enable you to extend your site in many ways with just a few clicks.

Another reason for the success of WordPress is because it is open-source, which means the WordPress source code is free to download and modify. The majority of WordPress plugins are free as well.

Social media is so central to blogging and all online success I make sure that all of my blogs have social media sharing plugins enabled.

The free WordPress plugins I currently use are:

- [AddThis Smart Layers](#)
- [Shareaholic](#)
- [Floating Social Bar](#)

The easiest way to get set up with WordPress is by getting hosting from a reliable web host likes [Bluehost](#). Bluehost has a one-click install for new WordPress setups and great live support via live text chat or phone.

You can get started with your own WordPress blog and content management system in just 10 minutes with this handy [10 Minute WordPress Website Setup Guide](#).

WordPress comes with a few free themes that you can use that look pretty good and work just fine. But if you want to really make the most of your blog I recommend stepping your game up with a high quality [Premium WordPress theme](#).

### **Get a Great Domain for Your WordPress Site**

Older domains have more authority with search engines so if you can snap a quality old domain by all means do so.

Spend some serious time thinking about your domain and online brand before you buy. Try to make it as descriptive and catchy as possible.

It is important to try and make your content available wherever your readers are, so I syndicate my content to as many social media channels as possible, including [Facebook](#), [Twitter](#), [YouTube](#), [Google Plus](#), and more!

I recommend going with a .com domain, since these are awarded more SEO fuel from Google and are the most familiar domain on the net. Other quality domain suffixes to consider are .net, and .org.

## TWITTER

**Twitter is the fastest way to build your brand and community online.**

Twitter is a social media platform and a “micro-blog.” Unlike most Facebook profiles, which have a variety of privacy features and are typically only viewable by your friends, Twitter is open for anyone to read like a regular web page.



Although for some the thought of anyone reading your tweets might be slightly intimidating at first, engaging on this new medium is an exciting and exceptionally empowering new way to communicate with the world.

Twitter is a quick and easy way to share with the world the content you produce, and the kind of person you are. There is a lot more to Twitter than this guide will cover, which is why I launched the [Twitter Tools Book](#) blog.

It is possible to make your tweets secured, but I encourage you not to put a lock on your tweets. If you encounter a negative person (which is rare) you can easily block their account.

Below you will find information about some different Twitter tools that will give you some powerful options for expanding and managing your Twitter network.

## HOW TO GET MORE TWITTER FOLLOWERS

How to get more Twitter followers is a topic I've talked about at length. Rather than copying the entire article into this document, which will lead to a larger file for you to download, I recommend checking out my blog post on the topic for [75 Powerful Ways to Get More Twitter Followers](#).



The fastest way to get more Twitter followers is to buy them and if you decide to go that route I recommend the Twitter marketing services from [Grow My Twitter Network by Sprout Followers](#).

If free followers is what you're after the top strategy for you to implement is to initiate hundreds of targeted followers on a daily basis, wait a few weeks, and then unfollow those who do not reciprocate.

## TWITTER TOOLS

Twitter tools have the potential to take your presence on Twitter to the next level.

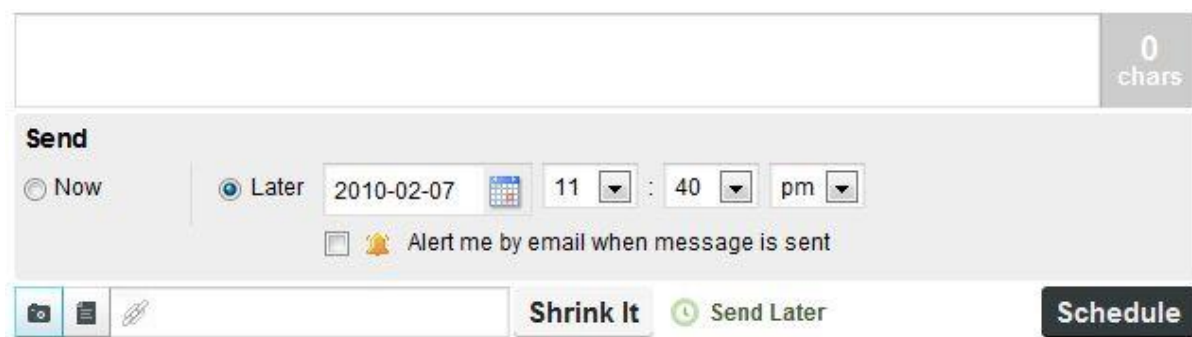
As your Twitter network grows the right tools can help your Twitter presence become an immense success!

## HOOTSUITE

[Hootsuite](#) is simply the best way to manage Twitter from your web browser. This is the only tool that is included both in this guide and in my free report on the top [Twitter Tools](#).

Hootsuite brands their Twitter Tool as “The Professional Twitter Client” and they offer several features to back up this claim.

Tweet Scheduling is my favorite feature of HootSuite. To schedule a tweet simply click “Send Later,” choose the time and date you want your tweet to be sent, click



The screenshot shows the HootSuite interface for scheduling a tweet. At the top, there is a text input field for the tweet content, with a character count of 0. Below the input field, the 'Send' section is visible. It includes radio buttons for 'Now' and 'Later'. The 'Later' option is selected, and the date is set to 2010-02-07, with the time set to 11:40 pm. There is a checkbox for 'Alert me by email when message is sent'. At the bottom of the interface, there are icons for adding media, a 'Shrink It' button, a 'Send Later' button, and a 'Schedule' button.

“Schedule” and viola! Your tweet will be scheduled and kept in the pending tweets queue.

Hootsuite offers integration of Twitter, Facebook Profile and Pages, LinkedIn, Ping.fm, Wordpress.com, and Foursquare.

## MANAGE FLITTER

[ManageFlitter](#) is powerful web app that can help you unfollow irrelevant people with ease.


With Manage Flitter you can:

- Clean up the people you follow
- Find out who is not following you back
- Unfollow Inactive Twitter Users
- Unfollow Twitter users who have the default avatar

### ManageTwitter - Twitter Account Management

- Clean up and manage who you follow.
- Find out who isn't following you back.
- Find out which inactive accounts you follow.
- Easily search inside your Twitter stream.

[Start](#)



Manage Twitter builds a list of people based on one of these undesirable criteria and then allows you to perform a bulk unfollow of up to 100 people at a time.

## TWITTER TIPS

### HOW TO: WRITE RETWEETABLE TWEETS

*Tweets with links retweet more often than those without.*

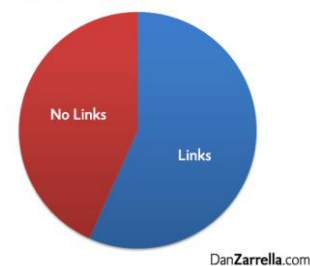
For your tweet to be retweeted make it catchy. Be bold.

Leave enough room in the tweet for your username to be included.

**Retweet Example:** RT @Garin: Get a FREE copy of The Social Media Strategy Guide from:

<http://GarinKilpatrick.com>

Link Occurrence in ReTweets



### HOW TO: GET MORE RE-TWEETS

As your tweets are retweeted you will probably find that you pick up a few new followers each time. Sometimes this strategy will enable you to pick up several new followers, depending on what you tweet, when you tweet it, and who retweets you.

A good strategy for attaining retweets is to Tweet your best stuff out during peak times. The peak time for Twitter is after lunch.

Between noon and 4 p.m. EST is when you will probably find that you get the most retweets, but make sure to experiment because everyone's network is different.

I wrote a post called [35 Ways to Get More Retweets](#) with contains a gold mine of great advice for getting more retweets!

I also recorded this blog post as a twenty minute podcast that you can listen to if you prefer!

## TWITTER EMAIL TOOLS

Not everyone is able to spend all day on TweetDeck. The Twitter email tools below offer Twitter summary services, and alerts, delivered directly to your inbox!

## NUTSHELL MAIL



**Stay Connected to Twitter From Your Email Inbox**

NutshellMail delivers you Saved Searches, Latest Tweets, @Replies, New Followers, Latest Quitters all in a single email.

[View Sample](#)

The advertisement features a blue background with a large white Twitter bird icon on the left. On the right, there is a screenshot of a Twitter profile page for 'nutshellmail' with 546 followers and 245 updates. Below the profile, there are sections for 'New Followers', 'Latest Quitters', 'Search Results (web design)', and 'Latest Replies'. The 'Search Results' section shows several tweets related to web design, including one from 'JohnHager' about a 'No Limits Internship Program' and another from 'alchame' about 'Tempe Web Design Company Revenue Growth'. The 'Latest Replies' section shows a tweet from 'shawnmck' replying to 'nutshellmail' about following friends.



[Nutshell Mail](#) offers a daily email service that is second to none.

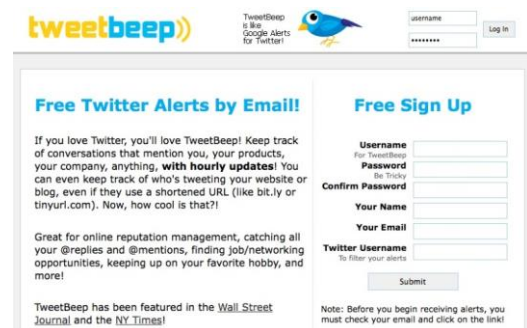
Nutshell sends updates about new followers/unfollowers, mentions, and direct messages.

If you are just looking for a summary of Twitter and other social media activity Nutshell Mail is the way to go.

Nutshell mail also offers a daily Facebook and LinkedIn email summary service.

## TWEETBEEP

[TweetBeep](#) offers simple free Twitter Alerts by Email. You can use TweetBeep to keep track of conversations based on keywords or Twitter usernames.



The screenshot shows the TweetBeep website interface. At the top, there is a navigation bar with the 'tweetbeep' logo, a Twitter bird icon, and a 'Log In' button next to a username field. Below the navigation bar, the main content area is split into two columns. The left column is titled 'Free Twitter Alerts by Email!' and contains promotional text: 'If you love Twitter, you'll love TweetBeep! Keep track of conversations that mention you, your products, your company, anything, with hourly updates! You can even keep track of who's tweeting your website or blog, even if they use a shortened URL (like bit.ly or tinyurl.com). Now, how cool is that?!' and 'Great for online reputation management, catching all your @replies and @mentions, finding job/networking opportunities, keeping up on your favorite hobby, and more!'. It also mentions 'TweetBeep has been featured in the Wall Street Journal and the NY Times!'. The right column is titled 'Free Sign Up' and contains a registration form with fields for 'Username', 'Password', 'Confirm Password', 'Your Name', 'Your Email', and 'Twitter Username'. A 'Submit' button is located below the form. A note at the bottom right of the form states: 'Note: Before you begin receiving alerts, you must check your email and click on the link!'

The competitive advantage TweetBeep has over other twitter alert solutions is the option of receiving hourly updates.

## TRENDISTIC



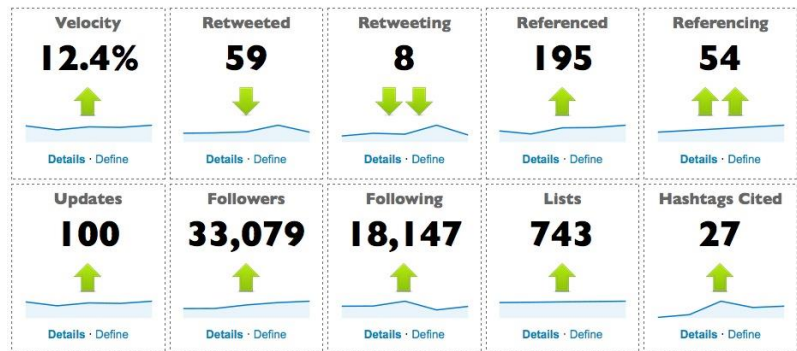
[Trendistic](#) is an excellent way to graph trends on Twitter.

In addition to providing a great information resource, trendistic graphs can also be embedded into

a website. These embeddable graphs can be static, like a snapshot, or dynamic and always up to date!

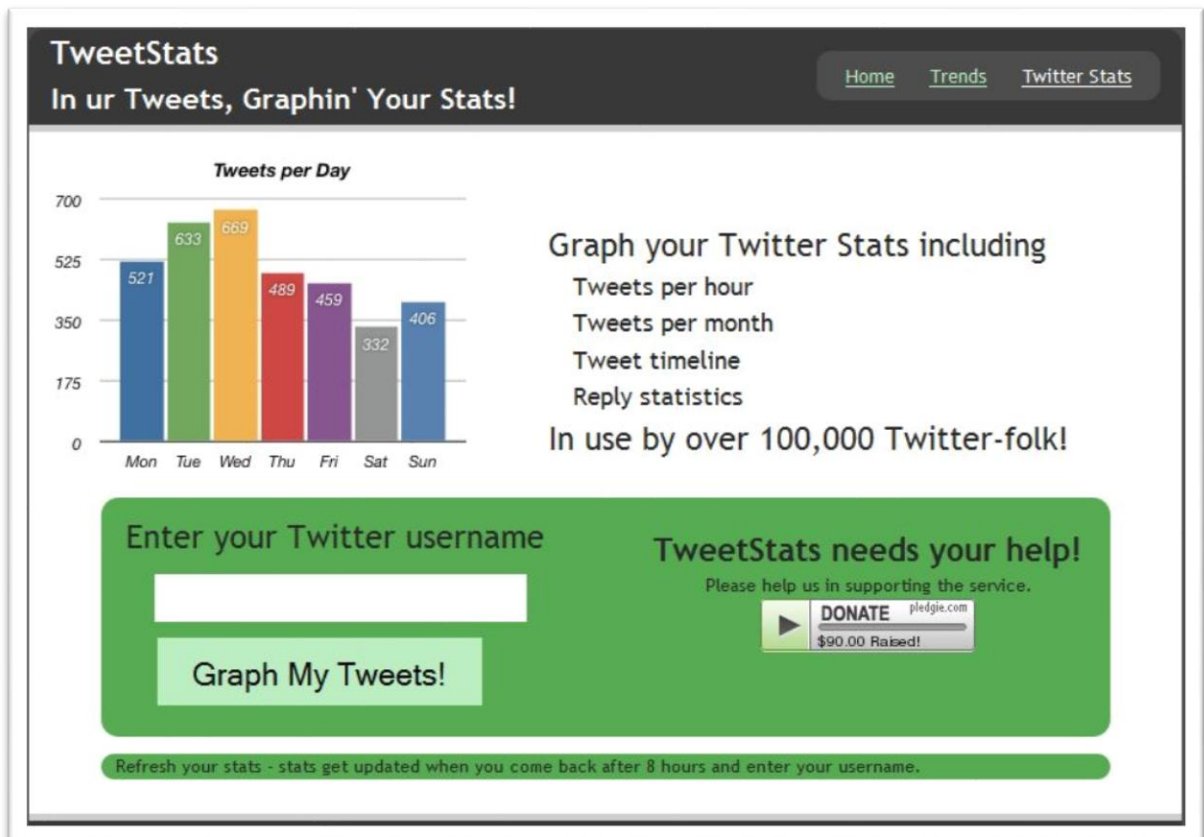
## TWITALYZER

[Twitalyzer](#) tracks trends on Twitter. This free service covers nearly 30 metrics and measures that are important indicators of a user's behavior in Twitter.



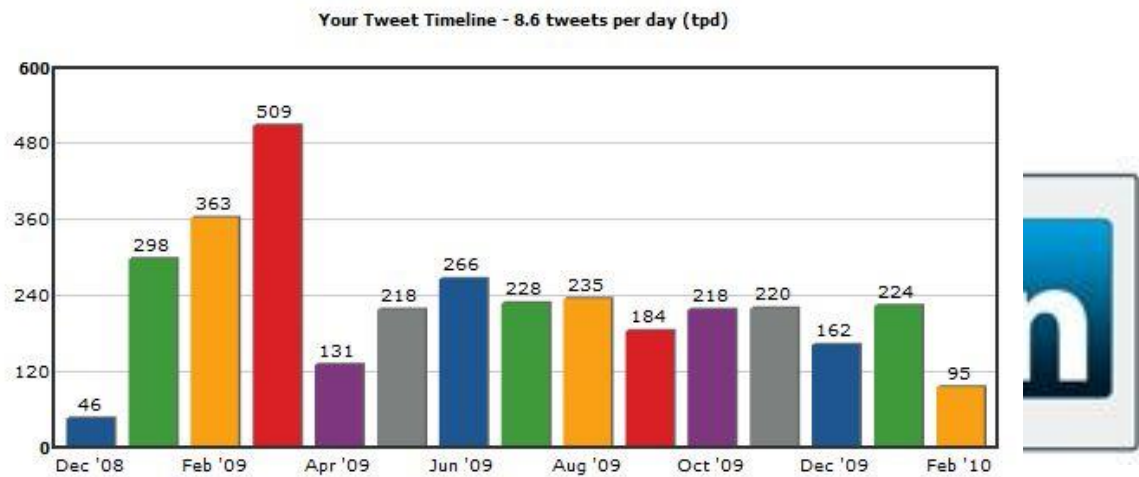
## TWEETSTATS – TWITTER STATISTICS FOR ANY USER

[TweetStats](#) is extremely easy to use (just enter your Twitter username) and provides meaningful data in a matter of minutes.



TweetStats provides different graphs showing monthly, daily, and hourly tweeting frequency. It also shows who you retweet, and the frequency of your Retweets to tweets.

Also graphed are the top interfaces that you have used (web, TweetDeck, etc.) and which users you reply to the most.



## LINKEDIN

LinkedIn is a massive social network for professionals. LinkedIn is a great platform because of its size, and also due to the way it connects new people.

Here is how LinkedIn facilitates new connections: Let's say I'd like to network with someone on LinkedIn, and this person is a 2nd connection of mine (friend of a friend). All I need to do is request an invitation to connect with this person via our mutual contact.

Another cool feature of LinkedIn is how it enables you to recommend your co-workers and also to request and receive recommendations from others.

Recommendations you receive will then appear on your profile. This is a really great way to show prospective new employers that you are a capable and well-liked colleague. What's more, it feels great to have someone write a beaming recommendation about you.

I include the link to my LinkedIn profile on my resume and all the time new employers are looking to this network to recruit new employees.

## INTEGRATE TWITTER WITH LINKEDIN

Twitter and LinkedIn recently reached a deal so that Twitter tweets could be imported as a LinkedIn status and tweets can be exported to Twitter from LinkedIn.

*Updating Twitter from LinkedIn* is simple. Once you click the Twitter link from your profile you can setup a Twitter account in a few steps. Now click the **more** tab, then **Tweets** and that will take you to a page that displays your twitter stream and has the status box (pictured above) which you can use to send a tweet.



*Updating LinkedIn from Twitter* is also simple. All you need to do is specify on the **Twitter settings** page if you want to either import all tweets, or only the tweets that contain the hashtag **#in**.

## STUMBLE UPONS LINK SHORTENER: SU.PR

[Su.pr](http://Su.pr) is a URL shortening service with a focus on helping your content get more traffic! Every Su.pr URL you create exposes your content to the StumbleUpon community, which is comprised of nearly 8 million users.



You will need a StumbleUpon account to access the Twitter integration features of Su.pr, the traffic analytics, and custom URLs, but getting one is worthwhile if driving traffic is your goal.

## FACEBOOK

Facebook is the king of social media networks and currently boasts over 750,000,000 users worldwide!

One way to really make your Facebook profile stand out is by adding custom html to your Facebook profile page.

### HOW TO: CREATE A CUSTOM USERNAME FOR YOUR FACEBOOK PROFILE OR PAGE

For example, the custom url of my personal profile is:

<http://www.facebook.com/garinkilpatrick/>

For my Facebook Page I use my full name:

<http://www.fb.com/garinpeterkilpatrick>

You can customize the URLs of your own Facebook profile and pages by surfing to:

<http://www.facebook.com/username/>



## HOW TO GET MORE LIKES ON FACEBOOK

In the past I have ranked #1 in Google for “Get More Facebook Likes” so I know the topic well. My initial article that ranked #1 had 50 tips and it has since evolved into [101 Ways to Get More Likes on Facebook](#).



The fastest way to get more Facebook likes is to buy them so if you want to get results fast I recommend the [Facebook marketing services from Spike My Likes](#).

EXPORT YOUR FACEBOOK STATUS UPDATES VIA RSS OR TEXT MESSAGES

If you go to [facebook.com/notifications](https://facebook.com/notifications) you will be able to choose how you would like to syndicate your status updates, as RSS or Text Messages.

The benefit to this can be importing your status updates into a custom designed feed reader on your blog.

## HOW TO: SCHEDULE YOUR STATUS UPDATES ON FACEBOOK AND TWITTER

[Sendible.com](http://Sendible.com) is a site that allows you to import your contacts from a variety of address books, and schedule status updates to multiple networks.

Status updates supported by Sendible include: your Facebook Wall, Facebook Page, and other Social Media sites like Twitter and LinkedIn.



## EXPORT THE EMAILS OF YOUR FACEBOOK FRIENDS AS A .CSV LIST.

Facebook turns emails into images so until recently there was no easy way to download the emails of your friends without manually copying them all out.

Luckily before I did this I discovered the video below.

The video above shows how Yahoo offers a service that will automatically pull all of your Facebook emails into a comma separated list.

## FACEBOOK LITE

[Facebook lite](http://Facebook lite) is a faster, stripped-down version of Facebook worth knowing about. If you ever cannot access facebook.com you will probably be able to access Facebook lite. With Facebook lite you cannot use any applications but you can still send messages and view pictures, which are the two main features of facebook.



## INSTALL A FACEBOOK *LIKE* BUTTON INTO YOUR WORDPRESS SELF-HOSTED BLOG

I just implemented this tip on this very page, as you can see below.

To do so I went to Plugins/Add New, and then searched for: “facebook like button.” I installed three different plugins and the best one I found was called “WP FB Like.”

Facebook provides [a like button building tool](#) that is quite easy to use, and generates code to copy and paste automatically.



You can get a like button by going to the [like button plugin page](#) within the facebook developers portal.

If you have a Wordpress blog better way to install this feature into all of your posts and/or pages is with the wordpress plugin: **WP FB Like**. I installed over five facebook like plugins and this one was the easiest to configure, so I recommend it.

If you don't want a “like” button you can change the verb to “recommend”, as the image above shows.

Videos are an awesome way to gain exposure for your online brand, and if you forget about getting videos into your online branding you can forget about getting free traffic from YouTube, the second largest search engine on the web.



YouTube recently rolled out a redesign of their site and now social media sharing on YouTube is easier than ever!

Many of your friends probably already have YouTube, which is why I recommend connecting your Facebook and Twitter accounts with YouTube.

### Account Settings

The screenshot shows the "Account Settings" page for a YouTube user, specifically the "Sharing and Connections" section. On the left is a navigation menu with options: Overview, Profile Setup, Playback Setup, Email Options, Sharing (highlighted), Privacy, Mobile Setup, Manage Account, and Monetization. The main content area has a "Save Changes" button at the top. Below it is a heading "Connect YouTube to your other favorite services to automatically share your activity and see activity from friends on other s manage all your Google connected accounts [here](#)." The page is divided into two columns: "Activity Sharing" and "Connected Accounts".

Activity Sharing	Connected Accounts
Include these actions in my feed:	Automatically share my activities with these networks:
<input checked="" type="checkbox"/> Like a video	Facebook - <a href="#">Connect</a>
<input type="checkbox"/> Comment on a video	Twitter - <a href="#">Connect</a>
<input type="checkbox"/> Subscribe to a channel <a href="#">?</a>	Reader <a href="#">...</a> - <a href="#">Disconnect</a>   <a href="#">Disable AutoShare</a>
<input checked="" type="checkbox"/> Favorite a video	orkut - <a href="#">Connect</a>
<input checked="" type="checkbox"/> Upload a video	MySpace - <a href="#">Connect</a>
<input checked="" type="checkbox"/> Add video to playlist	

Main strategies I use for getting more subscribers are an aggressive video creation plan, combined with social media promotion, and building as many links to [my YouTube channel](#) as possible!

YouTube dominates the online Video space. If you Upload your Video to only one Video Network YouTube is your best bet. They are the biggest and serve over one billion videos daily.

Below are 25 video blogging tips that cover several different ways that you can get the best videos and the most views and interaction possible.

### 1. Connect other social media accounts with YouTube

The chances are you already have friends on Facebook and you may even have followers on Twitter as well and sharing your videos with these audiences will really help your content get off of the ground when you first get started on YouTube. You can even set your YouTube channel up so that your content shares to your social networks automatically when you upload it.

### 2. Distribute Your Videos With OneLoad

There is also significant niche traffic to be had by uploading Videos to numerous networks, and a great way to manage this is with a site called [OneLoad](#).



OneLoad is a video syndication site that distributes videos you upload to multiple video sites, saving you from having to upload the same video multiple times.

### 3. Be Professional

You don't need to be wearing a suit and tie but at least remember to shave. If you

can afford it hire a professional video production studio like [TheBizMedia](#) to help you with your video.

If you want to produce a Viral Video you should do your best to find a good professional setting. I just use a couch but it works for me because that is where I feel most relaxed, which brings me to my next point.

#### **4. Get as Comfortable as Possible**

Video Blogging is a little nerve racking, so it helps to be comfortable. Find the place where you feel most comfortable, your favorite couch or chair perhaps, and get set up. Plenty of light is also a necessity, but not so much that it feels unnatural. Personally, I prefer to record when no one is around so I can focus on the video at hand and get in “the zone.”

#### **5. Make sure your Batteries are Charged**

I have learned this lesson the hard way. Trust me when I say it sucks if you get into a good dialogue and are cut off mid-sentence due to a failing battery. A dead battery disrupts the entire flow so make sure you are charged up.

#### **6. Use a Script**

Sometimes I just wing it, but having a script makes the production process significantly less painful. Knowing exactly what you want to say before you say it allows you to focus on delivery when the camera is rolling. It is best to look at the camera as much as possible so bullets are a great way to ensure you achieve the best results possible.

## 7. Remember YouTube has a 15 minute video limit

Even though they support HD Video YouTube still implements a 15 minute video length cap. 10 minutes is a good target to aim for, and even just 5 minutes is enough time for many videos.

If your plan is to create a video longer than 15 minutes you will be forced to chop it up. I recently had this length cap increased since I have produced several videos at this point but if you are just starting out 15 minutes will be the max length



## 8. Practice makes Perfect

The more videos you are able to make the more natural it will feel for you to be in front of a camera. Until you feel perfectly comfortable talking into a lens I recommend filming several different sections to your video and then piecing them together.

## 9. Use a Tripod

I bought a compact tripod from a local electronics store for under \$20 and I use it almost every time I shoot. I also had a Heavy Duty tripod stand given to me and I use this as well for some scenes. A steady camera makes a video much better so if you do not have a tripod handy ensure the person handling the camera is careful to hold it still.

## 10. Give yourself time to edit

The Photographer Thomas Hawk says that for about every ten pictures he takes

he usually only keeps about one. When shooting video a similar rule applies: record a lot, use a little.

### **11. Start a Video Podcast**

If you are unfamiliar about how Podcasting works you should look into it because getting your content into iTunes potentially opens it up to millions of iTunes users!

### **12. Video Blog with an iPhone**

If you have an iPhone you are able to take Video with your phone, and you also are able to stream video with the app I will mention next.

### **13. Ustream for iPhone**

I have not yet been able to get Qik to work for me but it allows a live stream of video to be shared from an iPhone or nokia video phone. This app also has built in chat features so that people watching can comment and ask questions that can then be answered by those participating in the live stream.

### **14. Optimize Your Video Title**

Think about that the keywords are that people will be using to search for your video. How to titles work well, How To Do Something, How To Learn Something. Try to be descriptive and search keywords related to your video to get ideas from what is already out there.

### **15. Create a Custom Channel & Video Player with Blip.tv**

[Blip.tv](http://Blip.tv) is another video site that is compatible with tube mogul. My favorite feature of blip is that they allow you to create a custom video player, using

whatever color you want for the border and text, and even including the name of your brand beside the play bar.



### **16. Let There be Light**

A camera is just a device that captures light so it helps to have plenty of light if you want a high quality video.



### **17. Natural Light is Best**

Natural light simply looks the most natural, and is difficult to reproduce. If you cannot film during the day I recommend buying daylight effect bulbs, unless you are willing to spring the extra cash for professional lighting.

### **18. Keep your Videos Short and Sweet**

Brevity is the art of wit. Twitter is proof that it works. If you produce 5 minute videos instead of 10 minute videos you can produce twice as many and you will be planting twice as many seed to grow YouTube video success.

### **19. Film in HD**

I don't have an HD camera yet so I can't follow this advice, but I plan to get one so I can asap. YouTube supports 1080p now, which is phenomenal quality. The main setback to HD is long upload times, but for the quality you get, it is so worth it.

### **20. End on a Positive Note**

Go out with a bang. Save the best for last. End with a smile and keep your viewers eager for more.

## 21. Get Great Editing Software

One of the many reasons I am happy I bought a Mac is because it comes stock with the easiest video editing program I have ever used, iMovie.

I have also edited on a PC, and when I did I used Adobe Premiere.

## 22. Do a Screencast

Screencasts are a great way to produce quality content without having a camera in your face.

TechSmith is a software company that produces two cool pieces of software for screen casting. For the record a screen cast is a video of what is happening on your screen. The more affordable option is [Jing](#), which I have purchased and am quite happy with. For advanced features such as cursor zoom and others check out Jing's big brother, [Camtasia](#).



## 23. Use Screenr to Screencast

If you are looking for a free screencasting solution check out [screenr](#). Screenr is powerful, simple, and works on either Mac or PC. You can download screenr videos, upload to youtube, and easily share them with your Twitter network.

## 24. 12 Seconds.tv

This tip is really just an elaboration of tip 18, keep it short and sweet. Sign up for a [12seconds.tv](#) account and you can create 12 second videos that you can share with your friends. These are great for concise little messages, like an update of



where you are, or what you are working on. 12seconds even has a 12cast iPhone app for vlogging from your iPhone.

## 25. Create a Video Challenge

Are you have a skill that you think goes unmatched? Put it to the test and create a video challenging others to step up to the plate. If you can get a ton of video responses there is a good chance that the people who make them will tell their friends about the challenge and this will help you build hype and get views!

## GEO-LOCATION SOCIAL MEDIA PLATFORMS

### FOURSQUARE

[Foursquare](#) is a cool mobile game that makes it easy and fun to share your location. Foursquare is a way to build trust on Twitter since it shows that you are a real human, and you actually go places. Foursquare is growing like crazy and provides yet another platform for you to connect with your friends.

An added benefit for foursquare users is that many businesses use it to connect with customers by offering special deals, like free coffee, to people who use foursquare to check into their venue multiple times.



Foursquare integrates nicely with Twitter and provides a great way for you to meet up with new people. Foursquare has the best mobile integration with solid apps available on the iPhone, Blackberry, Android, and Palm Pre.

## GOOGLE SOCIAL MEDIA

### GOOGLE PROFILES

Surf to [Google.com/profiles](https://www.google.com/profiles) to get started, and Google will automatically suggest links to your different profiles around the web, such as your Twitter Profile.

By linking in your Twitter Page into your Google Profile this offers one more way for people to follow you on Twitter.

### GOOGLE PLUS

Just recently Google launched a social network of its own called Google Plus.

Google Plus has taken off like a bullet and hit [twenty million users](#) in just 24 days, a feat that took both Facebook and Twitter over a thousand days to achieve.

With this impressive growth in mind Google+ might one day dethrone Facebook as the largest Social Media network, but currently Facebook is still leaps and bounds ahead as they close the gap to a billion users a little more each day.

In this report I share over 50 Google Plus tips and tricks that will help you get off to a great start on this powerful new platform!

### YOU CAN NOW OPEN A BRAND PAGE ON GOOGLE+

Google plus started out as an invite only platform, then shifted to be open for all people to join, and now brands can join and open brand pages.

To open up a brand page surf to: <https://plus.google.com/pages/create>



### Create a page

#### Pick a category

- Local Business or Place
- Product or Brand
- Company, Institution or Organization
- Arts, Entertainment or Sports
- Other

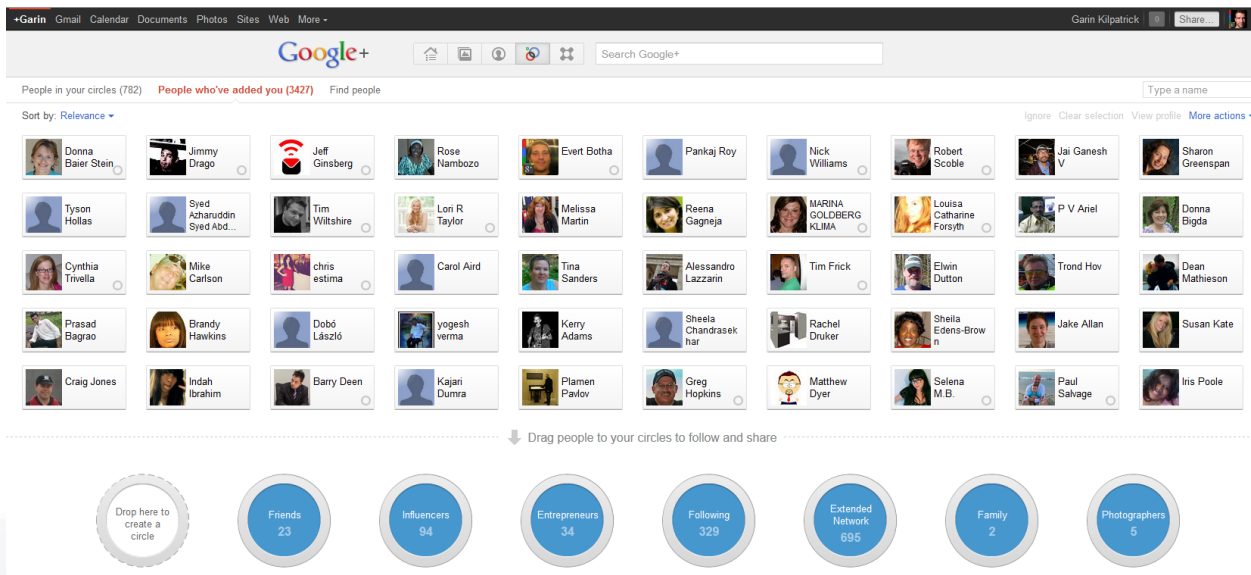
#### Add your info

Creating a page brings you closer to your customers, fans, and followers on Google+.

- Start real face-to-face conversations with Hangouts
- Create circles to share the right message with the right people
- Help people recommend you on Google Search and ads with the +1 button

## ADD PEOPLE TO YOUR CIRCLES

Surf to <https://plus.google.com/circles> and you can organize your contacts into circles.



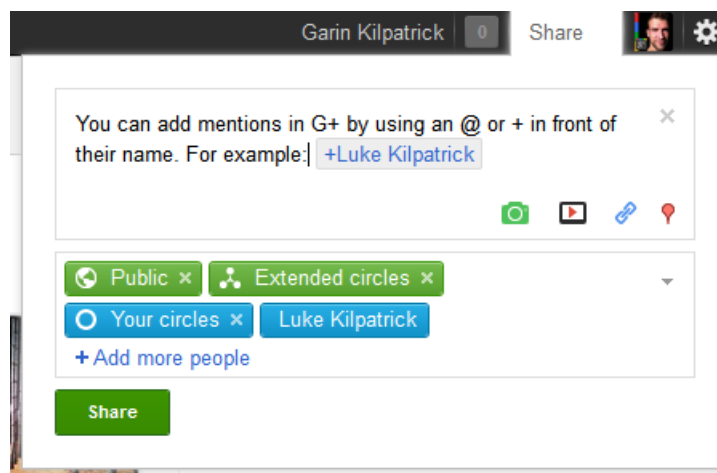
The drag and drop interface makes it easy to organize the people you follow into relevant streams.

Currently I use six circles and they are:

- Family
- Friends
- Influencers
- Following
- Extended Network
- Entrepreneurs

People can't see the name of the circle you've put them in, only if you have put them in a circle or not.

### 3. HOW TO: MENTION SOMEONE ON GOOGLE+



You can add mentions in G+ by using an @ or + in front of their name.

Mentioning someone will cause them to receive notification of your mention.

### DRAG AND DROP TO SHARE

You can drag and drop media from your desktop into Google+ to share it with your network.

To do this you have to have the edit window already open.

## RICH FORMATTING

Use these symbols if you want the text you are posting on Google Plus to be **Bolded** *Italicized*, or ~~Struckout~~:



## EDIT COMMENTS

The ability to edit comments is one of my favorite features of Google+. You can access this feature via the arrow in the top right of a post.

## SETTING YOUR NOTIFICATIONS

You can adjust your notifications for Google+ by clicking the gear icon in the top right hand corner of Google+.

Posts About Photos Videos +1's Buzz View profile as...

**Garin Kilpatrick** · Nov 11, 2011 · Public

Don't let fear stop you from living your life to the fullest.

"Every man dies. Not every man really lives."  
—William Wallace

#YouOnlyLiveOnce #YOLO

[More photos from Garin Kilpatrick](#)

+1 - Comment - Share

+13 · Jenn Hunter, Tim Moore and 11 more

7 shares · A.J. Collazo, Fouad Al Zomir, Jenn Hunter, Jennifer Archibald, Melinda Martinez an...

## GOOGLE PLUS KEYBOARD SHORTCUTS

**j:** In the stream, you can click 'j' to navigate down to the next item

**k:** Navigate up.

**@ or +:** mention someone in a post

**q:** While on the Home tab, press twice the q letter on the keyboard to search and add people to your chat list.

**Space Bar:** Scroll down stream.

**Shift + Space Bar:** Scroll up stream.

**Tab:** Scrolls through comments/users on a post

**Enter:** Hitting Enter when focused on a Post opens up the comment box.

**Tab + Enter:** End comment.

## TWITTERFEED

If you are looking for a way to export a feed to Twitter you can also use [Twitterfeed](#). With Twitterfeed you will be able to specify how often Twitterfeed will refresh your feed, such as every 30 minutes.



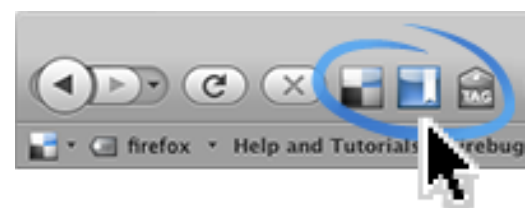
I don't recommend that you import someone else's feed, since this can easily spam your twitter feed. But if you want to auto-post your own blog posts to Twitter Twitterfeed is a great way to do so.

## DELICIOUS

Delicious is a Social Bookmarking site. This site is a great way to manage your bookmarks so that you can keep them organized and access them from anywhere.

If you want to use delicious to manage your bookmarks your bookmarks will be given your own delicious bookmarks page just like mine: [delicious.com/garinkilpatrick](http://delicious.com/garinkilpatrick).

Delicious has a great firefox plugin that makes it easy to tag and bookmark a new page.



This plugin also allows you to manage your bookmarks within a side panel in your web browser, rather than having to go to delicious.com every time.

Delicious bookmarks are open to the world and each delicious bookmark to a page creates a back link to it, and this adds SEO fuel to your website, meaning your website will get more traffic from Google.

The delicious website has a main page that showcases any the most bookmarked delicious links. If your page can make it to the home page of delicious by receiving a bunch of bookmarks within a short period of time this can lead to a windfall of traffic.

## PINTEREST TIPS

According to Alexa.com, Pinterest is the 30<sup>th</sup> most visited site in the world, and the 15<sup>th</sup> in the US.

What's more important is that Pinterest is #1 in terms of social

media traffic referral, so you should definitely be syndicating your content to Pinterest.

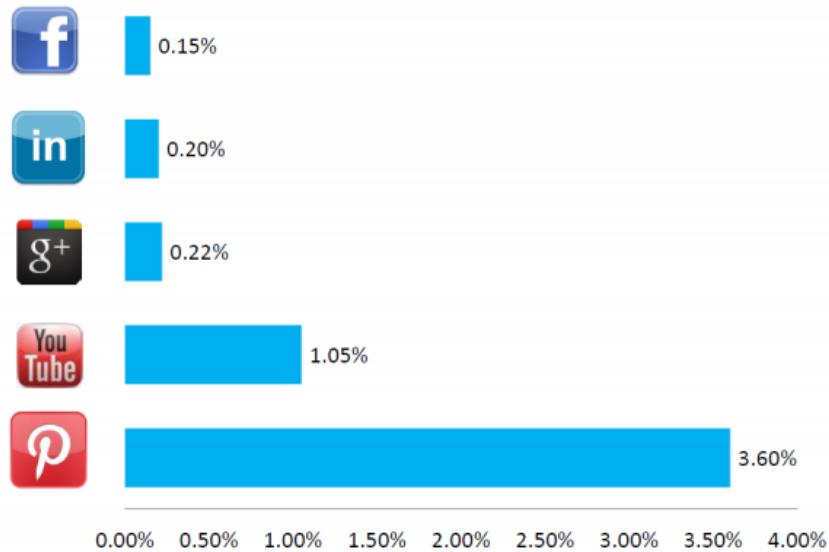
Although Pinterest is not as big as Facebook or Twitter it can send much more organic traffic for free so you should create a profile there and take the time to connect with people you know who are on Pinterest.

You can find me on Pinterest at: <https://pinterest.com/garinkilpatrick/>





## Referral Traffic Percentages



In just three months, Pinterest doubled its monthly unique visitors to a whopping **25 Million**. That growth is faster than any standalone site - *ever*.

Making sure that your blog has “Pin it” buttons installed and that your content contains compelling visual content are two smart strategies to start with and below are some powerful Pinterest tips to consider using as well.

### 1. CONNECT PINTEREST WITH FACEBOOK

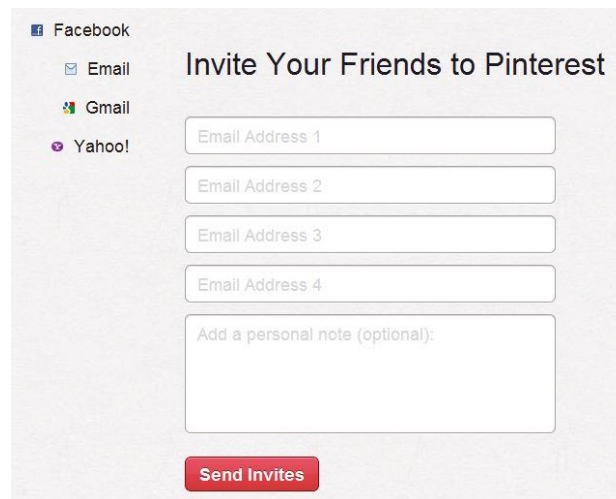
Connecting Pinterest with Facebook will enable you to share your pins with your Facebook friends and you will get some of them to follow you in the process.



## 2. INVITE FRIENDS TO JOIN PINTEREST

If you invite your friends to Pinterest it's a give in that they will follow you after signing up.

Pinterest makes it easy for you to invite your friends via email, Facebook, Gmail, and Yahoo.

A screenshot of the 'Invite Your Friends to Pinterest' interface. On the left, there are four selection options: Facebook (with a blue 'f' icon), Email (with an envelope icon), Gmail (with the Gmail logo), and Yahoo! (with a purple 'y' icon). The main area is titled 'Invite Your Friends to Pinterest' and contains four text input fields labeled 'Email Address 1', 'Email Address 2', 'Email Address 3', and 'Email Address 4'. Below these is a larger text area labeled 'Add a personal note (optional):'. At the bottom center is a red button with white text that says 'Send Invites'.

If you use the invite Facebook friends feature to invite more than one person at a time this will send one invite with several people copied on the message, and this will seem quite spammy, so if you are using this feature I recommend you send invites one or just a few invites at a time.

## 3. TWEET YOUR PINS

After you connect your Twitter account with your Pinterest you will be given the option to tweet new pins you post. If you want to tweet your pin simply choose "tweet" and your pin will be posted to Twitter!



#### 4. USE #HASHTAGS

Using #hashtags on Pinterest will automatically query a search for whatever word you tag.

Using this tactic will cause your content to syndicate to a stream of content that others will access when they click on the same #hashtag you used.

This means more exposure for your content, which will lead to more followers for you.



**Garin Kilpatrick** via **Garin Kilpatrick**

Repinned 11 weeks ago

Repin

Edit

From garinkilpatrick.com



The ones who are crazy enough to change the world are the ones who do. [#Inspiration](#)

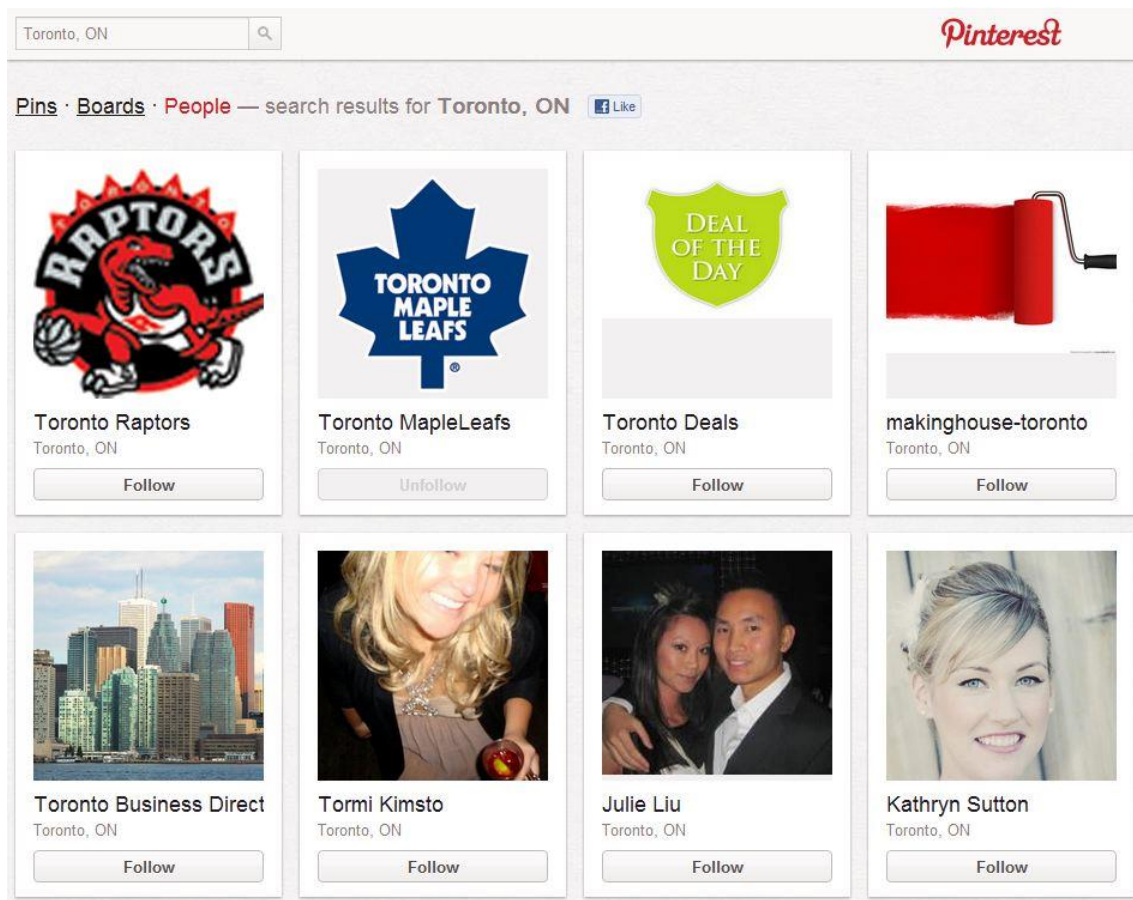
## 5. INITIATE CONNECTIONS

An effective way to get other people to follow you is to follow them first. The more relevant you can make these connections the better.

In addition to connecting with people you are already connected with on Twitter and Facebook you can **find local pinners in your area**.

To do this simply enter the name of your city, and the state or province it is located within.

The results will look something like what you see below:



If you follow people from the same area as you there is a good chance they will follow back since they are from the same place and there is a good chance your pins may be relevant to them.

## 6. COMMENT ON THE PINS OF OTHER PEOPLE

This tip is simple, but effective.

Don't just live simple little one word comments, if you want to make an impression put some thought into what you say, and add a unique interpretation to the content that was pinned.

If you make a positive impression on another pinner by commenting there is a good chance that they will follow you to encourage more of your comments.



## 7. INSTALL A FOLLOW BUTTON INTO YOUR WEBSITE

Installing a Pinterest follow button will help you connect with your website visitors who are active on Pinterest.

Pinterest Follow buttons can be found on the [Pinterest Goodies](#) page.

### “Follow Button” for Websites

Click the button of your choosing below to select the HTML code to embed. Then, copy and paste the code onto your site where you'd like it to appear.

Follow me on <i>Pinterest</i>	<code>&lt;a href="http://pinterest.com/garinkilpatrick/"&gt;&lt;img src="http://pas</code>
<i>Pinterest</i>	
	
	

The follow buttons act similarly to any linked image on your site. They can be used inline with your content, or as part of a sidebar.

## 8. CONTENT IS KING

A great way to get more followers on Pinterest is to post plenty of compelling content. If the content you post is awesome then the chances of it getting liked, repined, and commented on is significantly higher.

Higher levels of engagement and sharing of your content will lead to more links back to your profile and ultimately more followers.

## 9. TRY TO GET YOUR PINS TO THE "POPULAR" PAGE

Although this feat is easier said than done you can get some insight into what type of content is popular on Pinterest by checking out the top pinners.

The website [Repinly](#) tracks Pinterest pins, boards, and pinners and has a section of their site where you can sort [the most popular pins](#) by category or even view the most popular pins of all time.



## 10. PIN YOUR BLOG CONTENT

The easiest way to get traffic to your blog from Pinterest is to post content via the URL it is published on.

To do this go to the top right of Pinterest and click the "Add" button, then select "Add a Pin" and enter the URL.



Once you click "find images" you will be able to choose the image you want to pin and pin it. Easy as pie.

## 11. INSTALL "PIN IT" BUTTONS INTO YOUR BLOG

Pin it buttons make it easy for people to pin your content, so more people will pin your content if you use them, and you will get more traffic and followers as a result.

To install a Pin it button go to the Pinterest [Goodies page](#) or if you have a self-hosted Wordpress blog and want to install the floating social sharing plugin you see to the right it is named [Slick Social Share Buttons](#).

## 12. USE SIMPLE CALLS TO ACTION

If you want to get more Pinterest followers simply come right out and tell people that they should follow you on Pinterest.

For example: You should follow me on Pinterest [here](#).

Dustin Curtis did a similar showing that this exact wording gave him the best results for [getting more Twitter followers](#) (see tip #3).



## 13. ENGAGE THE TOP PINNERS

Several of [the most Followed Pinner](#)s have over a million followers on Pinterest and the top Pinner Jane Wang is closing in on 3 million followers fast.

Check out the content that they share since it has certainly been vital to their success and sharing similar content could help your presence on Pinterest grow as well.

#### 14. USE PINTEREST TO CREATE TUTORIALS

The next time you create a step by step tutorial you could create an image with text for each step and then pin those images to a Tutorial board.

#### 15. GIVE YOUR PINS & BOARDS GREAT DESCRIPTIONS

Many people neglect this step and give their pins a simple dot or slash for a description. These people are missing out on a huge opportunity for plenty of Google traffic to their pins.

I have noticed Pinterest pages popping up more and more in my search results and other search engines index it as well.

Always give detailed descriptions of the content you are pinning so your pins can be found by people searching the web.

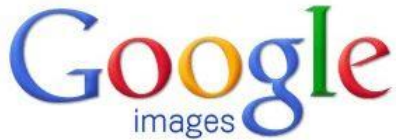
Describe your pin boards as well since I have seen these collections of images popping up in Google even more so than individual pins.

#### 16. PIN HIGH QUALITY IMAGES

If you are going to pin an image to Pinterest and you notice it is low quality you can use a Google images trick to find other (usually better quality) instances of the same image.

Simply drag and drop the image you have over top of the [Google Images](#) search field and a "drop image here" box will appear. Simply drop in the image and Google will do the rest.





## 17. USE STUMBLEUPON TO DISCOVER CONTENT

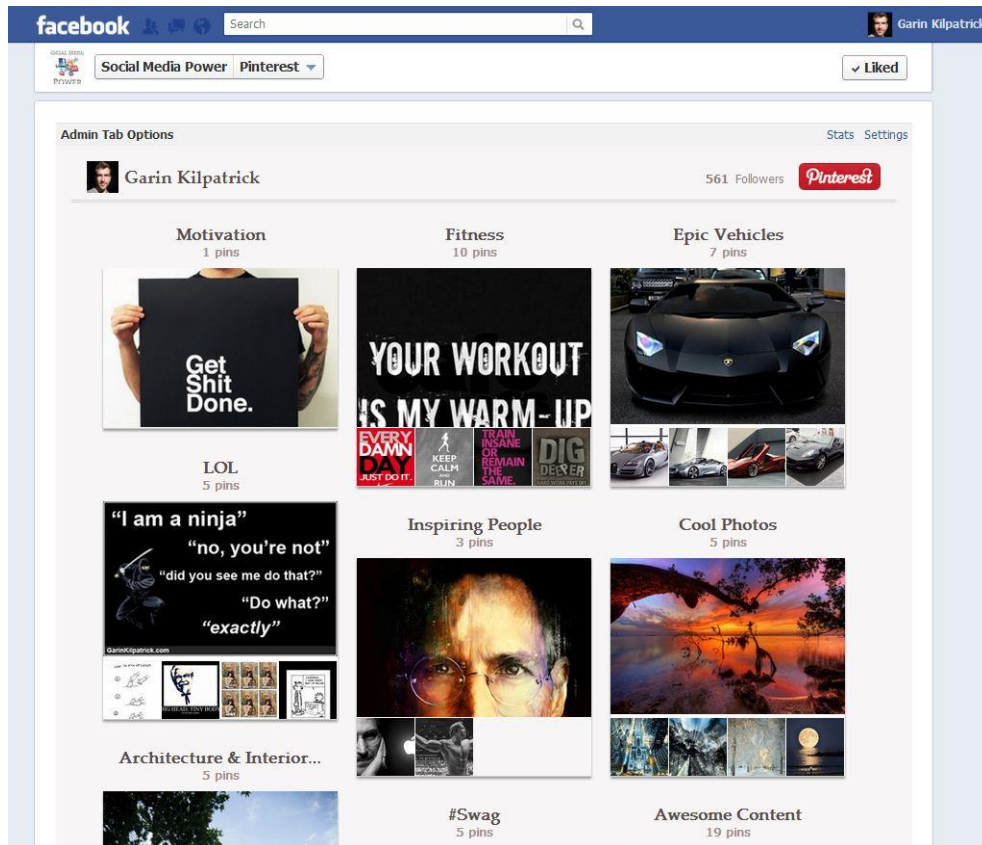
[StumbleUpon](#) is a discovery engine that consistently delivers quality content. It is good to source your content from multiple places but if you are at a loss of where to look StumbleUpon is a cool place to start.

## 18. ADD A PINTEREST APP INTO YOUR FACEBOOK PAGE

An awesome company called Woobox recently made a Pinterest app for Facebook pages that is as simple to install as simply putting in your Pinterest username and choosing if you want to display only some of your boards.

If you have a Facebook page this is one easy way to [make your Facebook page more powerful](#).

You can see what this app looks like via the image below or you can go straight to my [Social Media Income Lab Facebook Page](#) and check it out live.



## 19. INSTALL A PINTEREST WIDGET INTO YOUR SITE

If you have a WordPress blog then the best options for a Pinterest widget are available to you.

The first option is a [Pinterest RSS Widget](#). This plugin has over 10,000 downloads currently and describes itself as widget to display thumbnails and titles of the latest Pinterest Pins from a specific user via their Pinterest RSS feed.



Another option is the [Pinterest Pin Board plugin](#) which DISPLAYS THUMBNAILS OF YOUR LATEST PINTEREST PINS ON YOUR WEBSITE.



I also found a tutorial for installing a [Pinterest widget into Tumblr](#) using widgetbox, and this tutorial could be applied for installing the widget shown into many platforms besides just Tumblr.

## CONCLUSION

Although the tools I just described are just the tip of the social media iceberg, they amount to a great way of getting started with social media.

I will be updating [The Social Media Strategy Guide](#) over time so let me know in the comments what kind of social media content you'd like to learn about in the future.

If you liked this free report feel free to share it with your friends!

For more of my most powerful social media secrets check out my Facebook Marketing product [fbPower](#) and my social media solution the [Social Media Income Lab](#).

Cheers,

A handwritten signature in black ink that reads "Garin". The signature is fluid and cursive, with the first letter 'G' being particularly large and stylized.

Garin Kilpatrick

[GarinKilpatrick.com](http://GarinKilpatrick.com)