

Time remaining until
next presentation:

:15



Set...

NEXT PRESENTATION:

#3 - 10 Online PR Tools
Janet Thaeler, Newspapergirl

Technorati.com



The screenshot shows the Technorati.com website interface. At the top, there is a green header with the Technorati logo and a search bar containing the text "Blogs Posts playground". Below the header is a navigation menu with categories: Technology, Business, Entertainment, Lifestyle, Sports, Politics, Videos, Blogging, and Twitter. A secondary menu includes: Blog Directory, Top 100, Tags, People, Write for Technorati, and State of the Blogosphere. Below the navigation is a section for "Ads by Google" with links for Music Video, Music Youtube, Wordpress, and Submit a Blog. The main content area displays "Posts relating to 'playground' (113)" with social media icons for Facebook, Twitter, Email, and RSS. A green bar contains a link "Click to refine this search". Below this is a pagination bar showing "Page: 1 2 3 4 5 6 7 ... 12". A link "Look up 'playground' at The Free Dictionary" is also present. The first search result is titled "The WORST Playground Fails Of All Time (PHOTOS)" from "The Huffington Post" with an authority of 917. The snippet reads: "Playgrounds are supposed to a be fun, safe environment for kids to frolic around in, so we were pretty alarmed when we saw these ridiculous playgrounds ranging from unintentionally sexual to downright dangerous. When it comes to serious 'fails' they dont get much worse than these playgrounds, slides, and inflatables. ...". The post is dated "1 week ago".

#9

Hootsuite.com

The screenshot displays the Hootsuite web interface. At the top, there is a navigation bar with the HootSuite logo, a search bar, and a "Send Now" button. Below this is a row of tabs for different social media streams: Facebook Pages, Featured, and several Twitter streams. The main content area is divided into three columns:

- Home Feed:** Contains a list of tweets from users like @lanewsnow and @prsarahevans, including text and links.
- Mentions:** Shows tweets where the user is mentioned, such as from @healthy_travel and @MelHaikenhealth, all of which are retweets of a tweet from @BergineLA.
- Direct Message (Inbox):** Lists incoming direct messages from users like @LApicks, @BabysBelly, @LASTory, and @LifeThroughArt.

#8

Google Alerts/Tweetbeap

grocerybike@gmail.com | [Settings](#) |


Google alerts Manage your alerts

Your Google Alerts [Switch to HTML emails](#)

Search terms	Type	How often	Email length	Deliver to
<input type="checkbox"/> "  - 1-800-Flowers 🌸 "	Everything	once a week	up to 20 results	Email
<input type="checkbox"/> "Greg Jarboe"	Everything	once a week	up to 20 results	Email
<input type="checkbox"/> "I Need a Killer Press Release"	Everything	once a day	up to 20 results	Email
<input type="checkbox"/> "Internet Florist"	Everything	once a week	up to 20 results	Email
<input type="checkbox"/> "Janet Meiners"	Everything	as-it-happens	up to 20 results	Email
<input type="checkbox"/> "Janet Thaeler"	Everything	once a week	up to 20 results	Email
<input type="checkbox"/> "mom bloggers"	Everything	once a day	up to 20 results	Email
<input type="checkbox"/> "press release tip"	Everything	once a day	up to 20 results	Email

#7

Social Oomph



Avoid following spammy accounts by using our *Vet Followers* feature. Enable it by editing your Twitter account entry.

Janet Thacker
Free
2:53 pm GMT

Featured
Your Image Here
Feature your [Twitter](#) or [StatusNet](#) profile here for 24 hours and have it seen *more than 126,000 times!* Do you think it would give you fantastic or awesome exposure?
[Click Here To Learn How!](#) [Click Here](#)

WHO IS NOT FOLLOWING YOU BACK? - Friday, September 3rd [hide]
Want to know who is not following you back? Use the super-easy view that [FollowerHub](#) provides you. Easily unfollow those you don't want to follow. Try it now! [FollowerHub.com](#) (same owner as SocialOomph)

Click the question mark on the right for context-sensitive help -->

New Update [Click Here to Test Drive SocialOomph Professional](#)

Main Landing Page
Schedule New Update
Schedule Blog Post
Shorten URL
Statistics ▶
Social Accounts ▶

Use Draft:
Update Text:
[Shorten URLs](#)

#6

Tweepsearch.com

TweepSearch
In ur Tweeps, Crawl'n' their Bioz!

About Help

Sign in with T

TweepSearch **BETA**

Follow us

Pro tip: Click on an avatar to limit the search to that person's followers.

Results: 1 - 20 of 121 for Utah social media [csv export]. Sort by: last update ↑ | screen name ↓ | followers ↓ | friends ↓

This could be you! (@dacort on Twitter) - Seattle, WA
Interested in having your profile here? Contact dacort [at] tweepsearch.com for more details in order to help TweepSearch grow. Reserve a keyword for \$10 for 30 days, or share with five others for \$5. *last recorded update about 1 awesome-second ago*

@AlexanderLaw / Alexander Lawrence Salt Lake City, Utah theentrepreneursblog.com	Entrepreneurship, business funding, new ideas, social media , investing, franchising, startups. All things business! #entrepreneur <i>last recorded update 7 months ago</i>	followers: 13,227 friends: 8,179 updates: 1,712
@Chillami / Home Holidays Family Salt Lake City, Utah , USA www.homeandholidays.com	PASSIONATE abt Life & Social Media . I provide Virtual Assistance 4 twttr, Facebook, LinkedIn & others. Check out my other twttr accounts at http://bit.ly/1NGE7W <i>last recorded update 7 months ago</i>	followers: 53,262 friends: 50,994 updates: 5,049

#5

Scrapbook for Firefox

The screenshot shows the Mozilla Firefox browser interface with the ScrapBook extension installed. The browser window title is "Twitter Lists (part 1) - Twitter Wants Your Brand - Mozilla Firefox". The menu bar includes "File", "Edit", "View", "History", "Bookmarks", "ScrapBook", "Tools", and "Help". The ScrapBook extension is visible in the sidebar, showing a folder named "StumbleUpon" with a sub-item "StumbleUpon: The Silent Soci...". A red arrow points from the sidebar to the "ScrapBook" menu, which is open, showing options: "Capture Page" (Ctrl+Shift+L), "Capture Page As..." (Ctrl+Shift+K), "Bookmark with ScrapBook..." (Ctrl+Shift+J), "Capture All Tabs...", "Show in Sidebar" (checked, Alt+K), and "StumbleUpon". Another red arrow points from the sidebar to the "StumbleUpon" sub-item. The main content area displays the article "Internet Business & Marketing Strategy -" by Andy Beard, published on September 1, 2010. The article title is "Twitter Lists (part 1) - Twitter Wants Your Brand".

Drop down menu

can see in sidebar

#4

Swap.Grosocial.com

The screenshot shows the Swap.Grosocial.com website interface. At the top left is the logo for 'swap by grosocial'. To the right of the logo is a Facebook 'Like' button with a count of 44. Further right are links for 'Hi, Janet', 'Settings', 'Swapbox', and 'Sign Out'. Below these links are two buttons: 'Swapbox' and 'My Profiles'. A welcome message reads: 'Welcome, Janet! You have unlimited swaps available during beta.' Below the welcome message is a navigation bar with buttons for 'swap now', 'received', 'sent', '1 pending', 'completed', and 'history'. The main content area features a search form titled 'What type of user would you like to swap updates with?'. The form includes a text input field, a dropdown menu for 'Industry', and a text input field for 'Minimum # of Fans/Followers'. A 'search' button is located at the bottom of the form. A blue callout box on the right side of the form provides instructions: 'Enter a couple of keywords describing the type of business you'd like to swap status updates with. For example, if you're looking for restaurants, type "restaurant". You may also type in page names here to include in the search.' A '+ Advanced Search' link is also visible.

swap by grosocial

Like 44

Hi, Janet Settings Swapbox Sign Out

Swapbox My Profiles

Welcome, Janet! You have unlimited swaps available during beta.

swap now received sent 1 pending completed history

What type of user would you like to swap updates with?

Examples: ABC Company, restaurant, musician, etc.

+ Advanced Search

Minimum # of Fans/Followers Industry

search

Enter a couple of keywords describing the type of business you'd like to swap status updates with. For example, if you're looking for restaurants, type "restaurant". You may also type in page names here to include in the search.

#3

LinkedIn Answers & Groups

Basic Account Upgrade Welcome, Janet Thaler - [Add Connections](#) - [Settings](#) - [Help](#) - [Sign Out](#)

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(317\)](#) [More...](#) [Advanced](#)

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

Ask a Question

Get answers from your connections and experts in your network.

Answer Questions

Recommended categories for you:

- Search Marketing
- Public Relations
- Internet Marketing
- Small Business
- Job Search

Rate Answers

You have 8 closed questions to rate:

- How is your business using the iPad for sales/marketing?
- What small business conference or association conference is...
- What do you think of this free affiliate ebook? I like it except...
- Have you used these blog writing services?
- Have you ever found success tweeting your news to journalists on...
- Can you recommend a Wordpress plugin that would be helpful to PR...
- Do you Have Funny Press Release Headlines to Share?
- Would you pay \$50 to hear Seth Godin speak? What ideas do you...

New Questions From Your Network

Q. **What is the most successful sales incentive program for employees that you've experienced / observed? And why was it so successful?**
0 answers | Asked by Stephen Haigh [2nd] | 25 minutes ago in Compensation and Benefits

Q. **Needed: NJ Employment Law Specialist. Hi I need a Great referral for a friend who has been wrongfully terminated. Complicated by re-hab, depression and his brother being the boss. Thank you**
0 answers | Asked by Curtis Aubry [LION 5300+ 16.9 Million Network] [2nd] | 26 minutes ago in Employment and Labor Law

Featured Category

#2

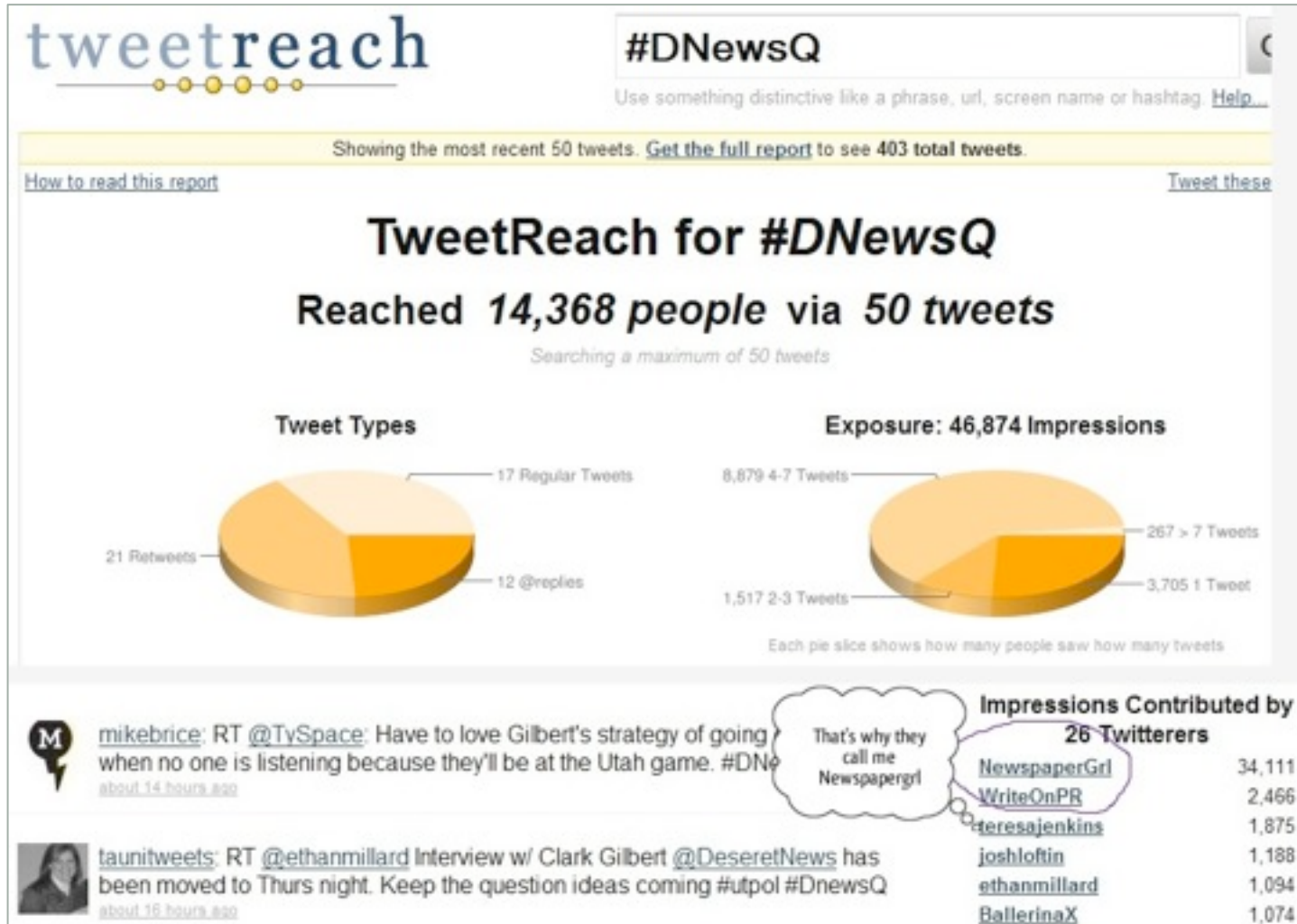
Twittergrader.com

The screenshot shows the Twittergrader.com website. At the top left is the logo for 'TWITTER grader .com'. To the right is a navigation bar with links for Home, Twitter Elite, Search, Tools, API, Blog, and Login/Register. Below the navigation bar is a 'Like' button with a count of 122. The main content area is titled 'Top users by Location'. There is a search box containing the text 'Utah' and an orange 'Go' button. Below the search box, it says 'Examples: Cambridge, MA OR Rome OR California'. The text below reads 'The following are some of the Twitter Elite in: **[Utah], [United States]**'. Below this is a table of results.

Rank	Name	Bio	Grade	Followers	Updates	Location	Action
1	 peoplesearch125 (People Search) doiop.com/PSE	I am here to help you find someone. Are you looking for a family member? A friend or classmate? I can help you find who you are looking for. I will help you..	100	45,148	11,983	North Ogden, Utah	

#1

TweetReach





CONTACT

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Author of: I Need a Killer Press Release, Now What???



**See you at
the next
Crunch Lunch!**

Novell | OSTC
Open Source Technology Center

UVBB
Utah Valley Business Blog

uvef
Utah Valley Entrepreneurial Forum

> coworkutah™