



2012 Spring Leaders Meeting- Social Media Blog/SlideShare Cheat Sheet

1. SlideShare	2. Setting up your SlideShare profile
<ul style="list-style-type: none"> • Acquired by LinkedIn • Post all public presentations, PDF documents, white papers, articles, webinars, videos • All files embeddable • Can track # of downloads, favorites 	<p>Use your personal name or local section/district</p> <p>Complete the description in detail using searchable keywords</p> <p>Include your name in the description</p>
3. Blogging	4. Blog Post Titles are Critical
<ul style="list-style-type: none"> • Google loves blogs • Gives you a home base to post your content • Every post grows a larger footprint on Google • Can be personal or professional 	<ul style="list-style-type: none"> • Blog post titles page become the title page for search engines. • Use keywords, make it interesting
5. Writing a good post	6. Make blog posts scannable
<ul style="list-style-type: none"> • 2-3 paragraphs • It does not have to be all original content – use articles, references, quotes • Make proper attributions • Include an image 	<ul style="list-style-type: none"> • Use headings and short paragraphs • Include graphs • Use keywords as much as possible
7. Write in compelling language	8. Be Yourself
<ul style="list-style-type: none"> • Be opinionated • Be provocative • Disagree / take a position • Have fun with it 	<ul style="list-style-type: none"> • Let personality shine through • Don't overthink it • Use humor
9. Blog frequency	10. Blog tools
<ul style="list-style-type: none"> • Consistency counts • 1-2x week is good 	<p>Recommended: Hosted WordPress and requires a domain or subdomain</p>



<ul style="list-style-type: none">• Biweekly/Montbly OK	<p>Others:</p> <ul style="list-style-type: none">• Blogger• Wordpress.com• Tumbler
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