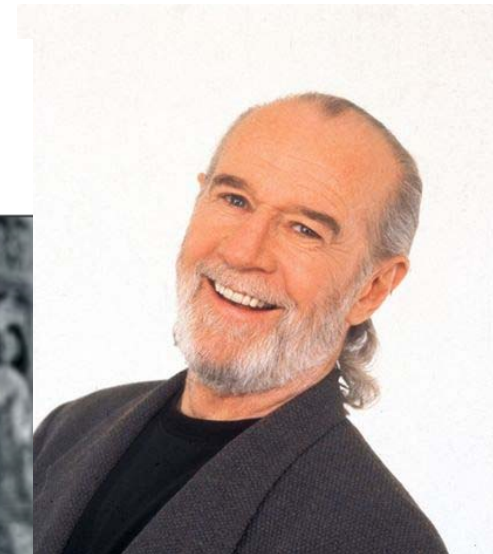


# Creating Content for Social Media



**Afraid of What!? Strange  
Fears of Things that Don't  
Even Exist**



**the ideas...**

# Step Back... and Identify Your:



- **Social Goals**
- **Desired keywords**
- **Related keywords**



# Research

- **Social Sites**
- **Competitors**
- **Search Engines**

**What worked... What didn't**






# Social Sites

Search Digg

Include Buried Stories

 **reddit** SEARCH RESULTS

previous search

**delicious** Home Bookmarks People

Searching Everybody's bookmarks for:

[Sign in](#) to search your own bookmarks


links from: **all time** sort by: **relevance**

 **Irish flooding** (flickr.com)  
submitted 7 months ago by **andymad** to pics  
1 comment share save hide report



Everybody's bookmarks


Urls to Improve Your **Reddit** Experience | Brent Csutoras s

First saved by: **tracy\_malkemes**



Web

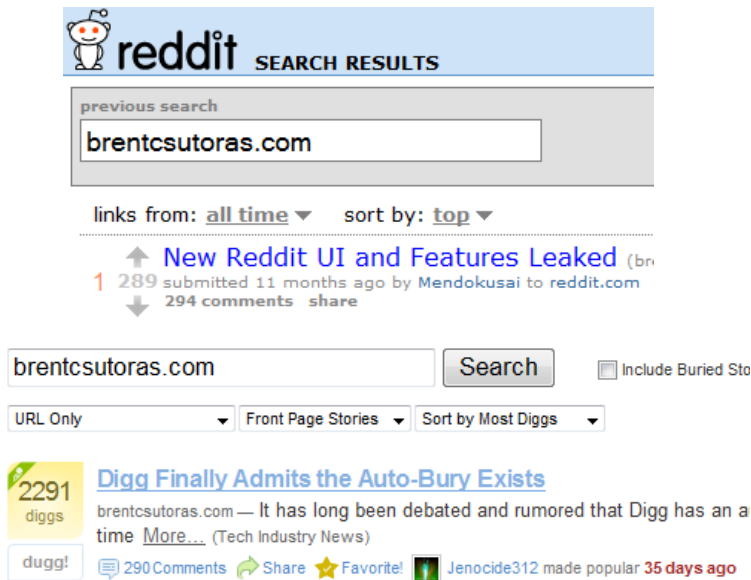
**Obama wins the Presidency!** : politics  

Nov 4, 2008 ... Barack **Obama wins**, Elizabeth Dole loses, what else could a guy ask for feel like a giddy little school girl! permalink; replycancel ...  
[www.reddit.com/r/politics/comments/7beo2/obama\\_wins\\_the\\_presidency/](http://www.reddit.com/r/politics/comments/7beo2/obama_wins_the_presidency/) - 492k -  
[Cached](#) - [Similar pages](#) - 





# Competitors & Search Engines



reddit SEARCH RESULTS

previous search  
brentcsutoras.com

links from: **all time** ▼ sort by: **top** ▼

↑ **New Reddit UI and Features Leaked** (br  
1 289 submitted 11 months ago by Mendokusai to reddit.com  
↓ 294 comments share

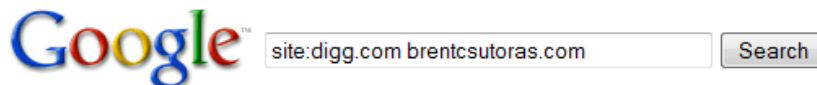
brentcsutoras.com Search  Include Buried Sto

URL Only Front Page Stories Sort by Most Diggs

**2291** diggs **Digg Finally Admits the Auto-Bury Exists**  
brentcsutoras.com — It has long been debated and rumored that Digg has an a  
time [More...](#) (Tech Industry News)




dugg! 290 Comments Share Favorite! Jenocide312 made popular 35 days ago

- Top [keyword]
- Best [keyword]
- Greatest [keyword]
- 10,50,101 [keyword]



Google™ site:digg.com brentcsutoras.com Search

Web

[Digg - Reddit's New Onesie and The First Baby Redditor](#)    
See the original image at [brentcsutoras.com](#) — ... [brentcsutoras.com](#) — Reddit has f  
released their new onesies and also named one lucky baby as the ...  
[digg.com/tech\\_news/Reddit\\_s\\_New\\_Onesie\\_and\\_The\\_First\\_Baby\\_Redditor?t=2377967!](#)  
- [Cached](#) - [Similar pages](#) - 

# Lots of Ideas... Now What?

- **Most likely to succeed**
  - What has the best chance to go popular
- **Most beneficial for site**
  - Regular readers, Brand, Conversion
- **Most likely to get links**
  - Resourceful, Comprehensive, Evergreen
- **Good for Writers**
  - Experience, Passion, Desire



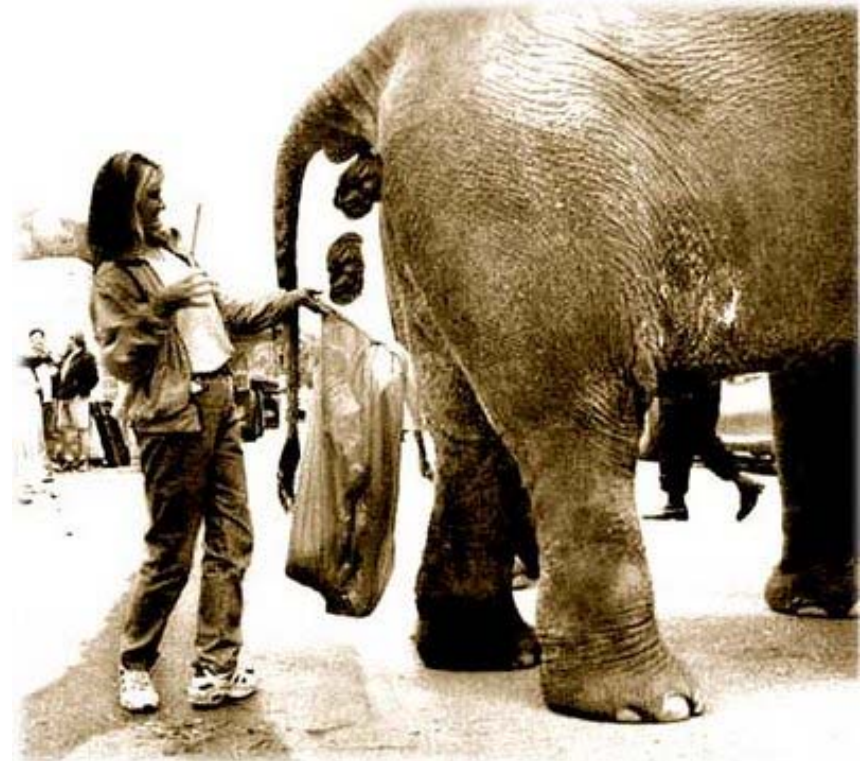
# Keep the Ideas Coming...





## Some Tips...

- **Involve Your Staff**
- **Current Events**
- **Avoid '10'**
- **Don't Accept Crap**



**Want These Slides...**



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