

Your Web presence . . .



Is it what you want it to be?

Our goals:

- Hit the easy stuff
 - LinkedIn
 - Facebook
 - Twitter
- Talk about building your site
 - Domains
 - Hosting
 - WordPress

Start with Google

- Who owns your URL? A porn queen? A Realtor?
- Are there images?
- Does Facebook come up?
- How about LinkedIn?

Think about: Who are you?

- I don't go by "old lady with pig."
- Come up with six words, adjectives to describe your interests, specialties. A motto.
- Come up with a sentence to describe yourself. An elevator speech.

The social media mullet

Basic Account Upgrade

LinkedIn [Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(32\)](#) [More...](#)

People

Paul Thiel 1st 

Innovation, Service, Insight, Growth, Change
Orange County, California Area | Investment Management

Current

- **Board of Advisors at Institute for Nonprofit Education and Research**
- **Board of Directors at YMCA of Orange County** 
- **Vice President at CitizensTrust**

Past

- Vice President at AllianceBernstein L.P. 
- Partner at McClain Media & Marketing LLC
- President & CEO at TruCost Inc.

[see all...](#)

Education

- Stanford University - Executive Program
- Northwestern University - Executive Education
- University of Virginia - Darden Graduate School of Business Administration

[see all...](#)

Recommendations 11 people have recommended Paul

Connections 500+ connections

Websites

- [My Company](#)
- [My Company](#)
- [My Blog](#)

LinkedIn: Business in front.

facebook 1 11 Search

Sandra Fish gearing up for Saturday's big game as i contemplate putting the photo albums in the box and just found the highly annoying Iowa State fight song key chain Jennifer Charlier Cox gave me! thanks, kiddo! that'll annoy the crap out of Chuck Fish Saturday!! 4 hours ago clear

Wall Info Photos Boxes Video +

What's on your mind?

Attach: **Share**

Options

RECENT ACTIVITY

- Sandra likes Fourmile Fire Relief Fund.
- Sandra commented on Judith Houlding's status.
- Sandra commented on Joanna Nasar's status.

3 more similar stories

- Sandra is attending TOM TANCREDO FUNDRAISER ARIZONA SHERIFF JOE ARPAIO. · Comment · Like · Invite guests

Lisa Greim I gotcher Axis of Evil RIGHT HERE.
4 hours ago · Like · Delete

Write a comment...

Sandra Fish gearing up for Saturday's big game as i contemplate putting the photo albums in the box and just found the highly annoying Iowa State fight song key chain Jennifer Charlier Cox gave me! thanks, kiddo! that'll annoy the crap out of Chuck Fish Saturday!!

Sandra Fish gearing up for Saturday's big game as i contemplate putting the photo albums in the box and just found the highly annoying Iowa State fight song key chain Jennifer Charlier Cox gave me! thanks, kiddo! that'll annoy the crap out of Chuck Fish Saturday!!

SIGMA KAPPA
Crush Party
February 11, 1978

View Photos of Me (49)

Edit My Profile

it's all about the learning.

Information

Networks:
Colorado Faculty

Relationship Status:

Facebook: Party in the back.

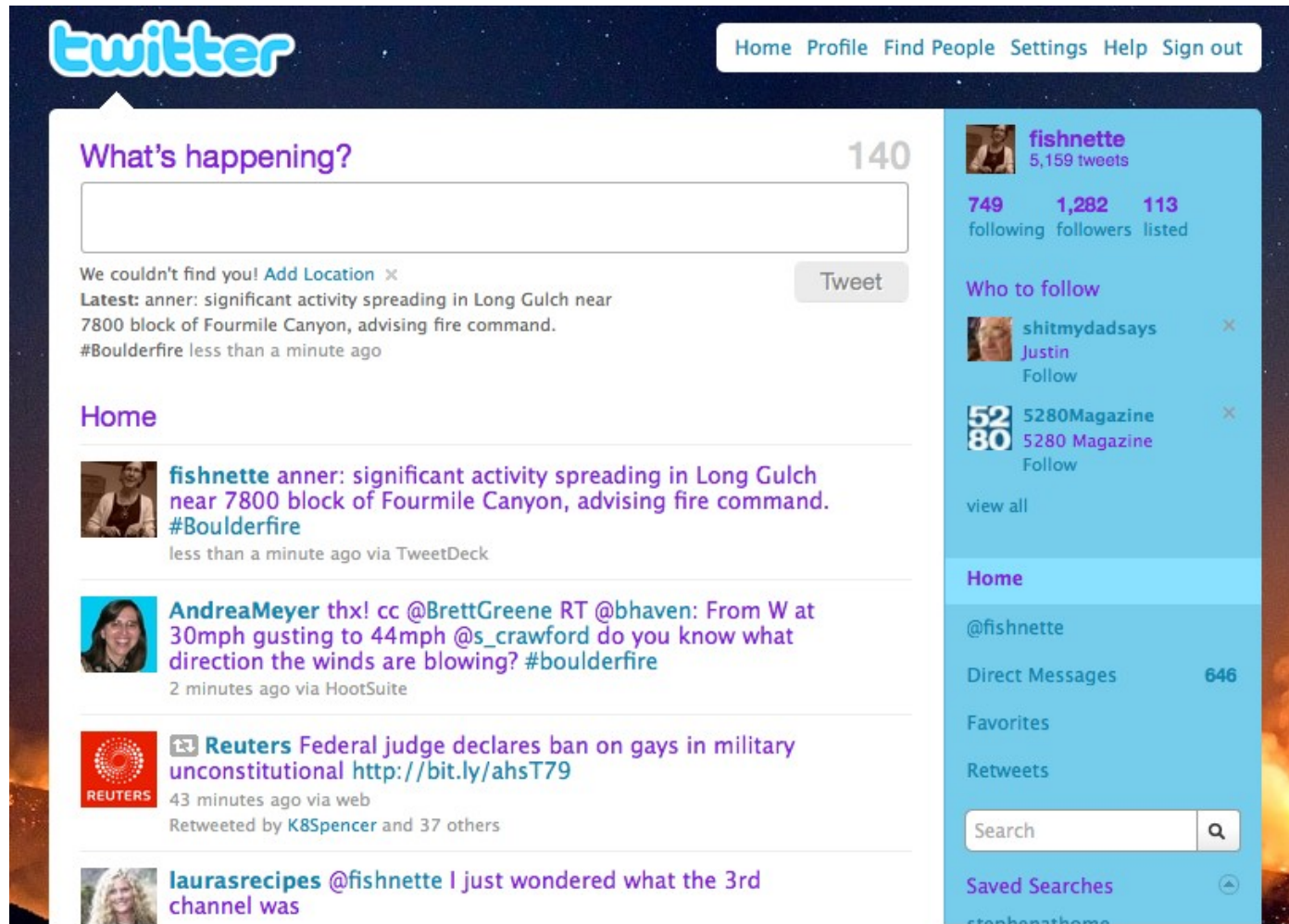
Used LinkedIn:

- As an online resume
- To keep up with professional contacts
- To search for jobs
- To network

Use Facebook

- To have fun with your friends
- But also to share links to work
- Share yours, share theirs
- Track key sources (e.g., pols)
- Some folks have two pages, one for real friends, one for professional

And then there's Twitter



- Maybe for the ADD among us
- Great way to follow news, stuff you're interested in, Justin Beiber?

You don't have to do it...

- You can look at it periodically
- Great to [search](#)
- Good for [trends](#)
- Great to track some [pols](#)
- Good to monitor your community

But . . .

- It's a great way to build community
- It's a good way to interact
- Can't beat it for breaking news
- It's the Ham/CB radio of the 2010s!

The little things

- @ (aiming at someone)
- # (hashtag for topic)
- D (direct, private message)

Twitter tools

- Tweetdeck
- Hootsuite
- From the Web
- Twitter on phone or iPad

Potential hazards

9 minutes ago via web



agripundit 7000 ac. fire in Boulder, CO. Its sure gonna take lots of Priuses and solar panels 2 make up for that big ol' carbon emission! **#boulderfire**

42 minutes ago via web

 1 Retweet

From Colo Farm Bureau spokesman

Do you own your name?

- www.yourname.com - what happens?
- Consider buying your own URL
- Costs about \$8 to \$15 a year
- You don't have to use it
- If it's taken, spin it

Should you have your own site?

- To display your work
- Put up your resume
- Have a presence
- Professional project
- Write about stuff you might pitch

Some examples...

- Dan Petty
- Morgan Heim's ecoledes
- Mo's main site
- Mo's blog
- Stacey Lindsay
- Staci Baird
- My personal pages
- One class page

Hosting...

- You could get it for free
 - [Weebly](#)
 - CU Webhosting & redirect your URL
- You could pay
 - More versatility
 - More space

CMS / Design considerations

- HTML pages that you code yourself
- Blog software
- Combo of the two...
- Frameworks

HTML/code it yourself

- You need to know some basics
- Use basic text editor
- Use more sophisticated editor
 - Komodo Edit
 - Text Wrangler
 - Xcode on Mac
- Other software:
 - Dreamweaver
 -

Blogging software

- Blogger
- Wordpress
- Moveable Type
- Typepad

Frameworks

- Requires some scripting knowledge
- More of a plug-in/component system, with a CSS wrapped around it
- Examples:
 - Ruby on Rails
 - Drupal (PHP)
 - Django

WordPress

- Many free themes
- Lots of widgets
- Not just blogging
- Many use it for their sites