

Social Media Checklist

PAPEN South – August 11, 2014

Category	Purpose
Email	Send short text and graphic messages to specific recipients
Web Pages	Post info about products and services, general interest to visitors, interactive
LinkedIn	Post credentials, link to contacts, search for contacts & relationships, groups
Facebook	Link to social friends, share photos, events, news, relationships
Twitter	Post and search for 140 character messages, use hash tags, follow others
Text Messages	Short messages and photos to other smart phones
Tumblr	Post photos and news of general interest to others
Pinterest	Post photos and news of general interest to others, craft projects
Search Engine	Google, Bing, Yahoo – search for text or graphics with desired key words
Blogs	Events, observations, opinions, editorials
Newsletters	Constant Contact – send newsletters, monitor % opened, manage contacts
Publications	Newspapers, magazines, trade journals – US and foreign
Phone Apps	Android, iPhone, tablets – Information and other software applications
Wiki's	Wikipedia - Collaborative collections of information
Music	iTunes - current and old songs on demand to computer, phones
Movies, TV	Netflix – current and old movies & TV shows on demand to TV, computer, phone
Online Stores	Amazon, eBay – buy “anything” for delivery online or ship to your home
Job Sites	Search for job openings in your area, post your resume
Compensation	Salary.com – Job descriptions & salaries for jobs in selected metro areas
YouTube	Post & watch video clips about almost anything
Cloud Storage	Dropbox - Store and access your files from computers, tablets and smart phones
Cloud Backup	Carbonite – automatic off-site backup for all your text, graphics and data files
Virtual Meetings	Skype, GoToMeetings – multi-person virtual meetings via audio & video sharing

Site	Purpose
Training	College credit courses, non-credit, certificate programs and seminars
Brochure-ware	Virtual brochures on various products and services offered by merchants
Online Banking	Check acct balances, transfer between accts, pay bills online
Online Doc Gen	MS Office 365, Google Office – word docs, spreadsheets, PowerPoint, etc
Investments	Fidelity – buy / sell stocks, bonds, mutual funds, manage retirement funds
Matchmaking	eHarmony – find a match using your 29 criteria
Income Taxes	TurboTax – fill out forms, check math, submit payments or request a refund
Local Buy / Sell	Craig’s List – buy or sell items or services locally
Find Local Services	Angie’s List – find repair / remodelers, doctors, lawyers
Photo Printing	Snapfish – upload photos and order prints to be mailed to you
Real Estate	Zillow – notify me when houses come on the market that meet my specs
B&B	AirBnB, VRBO – Find and make reservations for B&B’s around the world
Med Records	Local hospitals & labs making your lab results available to you online
Calendars	Google Calendar – groups can post events for members (free)
Private Taxis	Lyft & Uber – Phone App to match riders with drivers of private taxis
Pwd Manager	RoboForm – remembers all your passwords and signs you in automatically
Anti-Virus	Scans your memory, disk, incoming emails & attachments for virus software
Surveys	Survey Monkey – Survey your customers, suppliers, group members, etc
Games	Amusement, relaxation, challenge, strategy, competition, 2 player, multi-player
Event Registration	Constant Contact, Evite – send event invitations, registration, payment, options
Your Web Site	Post whatever you want for only \$15 / year domain fee + free site & editor