

Social Media Club



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WORKSHOP: YOUR VERY OWN MIT DOMAIN BLOG

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 - Installation
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 - Social Links
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- Blogging best practices
 - Search Engine Optimization (SEO)
 - 20 lessons in Social Media

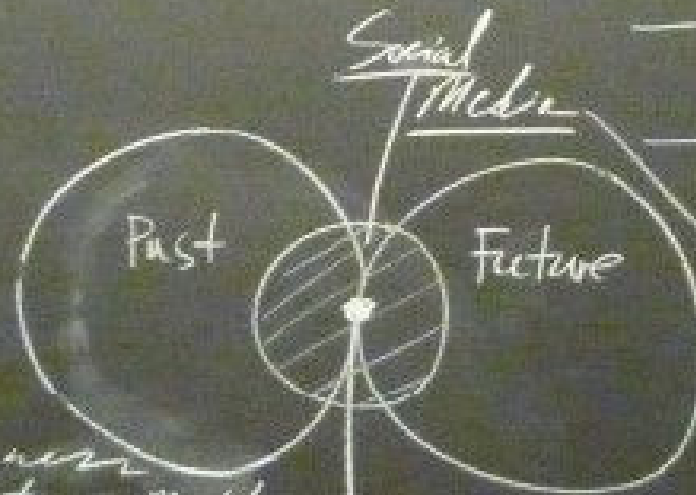
yourdomain.mit.edu: Values

- Journal: cataloging your **experience** here at MIT
- Reinforcing your **learning**
- Exchange of **ideas**
- Increased **branding** of your program, MIT, and most importantly –YOU
- Blog cluster related to specific topic within MIT = higher ranking in **Google**
- YourDomain.mit.edu: resources + build **credibility**
- Very efficient and inexpensive **communication** tool for your initiative/project/club/start-up

Intro:

- My digital footprint → Record my

Social Media → Share with
Reflection.



→ Your network
→ both you

→ Your Business
Start-up, Marketing.

→ Career: future. Now

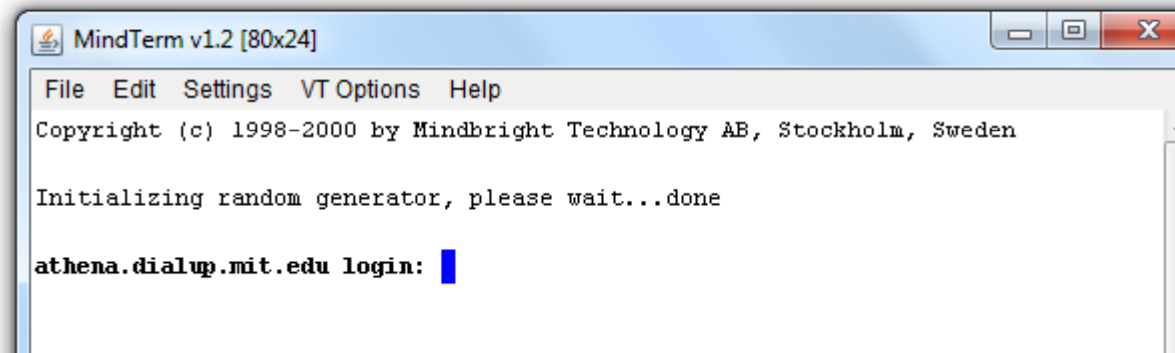
→ Influence: future

yourdomain.mit.edu: Installation

MindTerm SSH: X.dialup.mit.edu

This Java applet should allow you to connect to X.dialup.mit.edu securely using SSH. You should take a few minutes. A new window should open once the applet is running.

If your SSH connection hangs, try leaving this browser window open and on this page; some brow



```
MindTerm v1.2 [80x24]
File Edit Settings VT Options Help
Copyright (c) 1998-2000 by Mindbright Technology AB, Stockholm, Sweden

Initializing random generator, please wait...done

athena.dialup.mit.edu login: █
```

If you have a reasonable reason for wanting a short URL (in specific technical jargon, a DNS CNAME pointing to the script server and a corresponding virtual host configuration on the server), you can request one using [our hostname management system](#).

You can use the `stella` command on Athena or [via the web](#) to check if the hostname you would like is available. You can also transfer hostnames that you or your group owns.

scripts.mit.edu

MIT SIPB Script Services for Athena

[scripts](#) | [cron](#) | [hostnames](#) | [blog](#) | [faq](#)

Search

Contact

Feel free to contact us with any questions, comments, or suggestions.

scripts@mit.edu

Feeds

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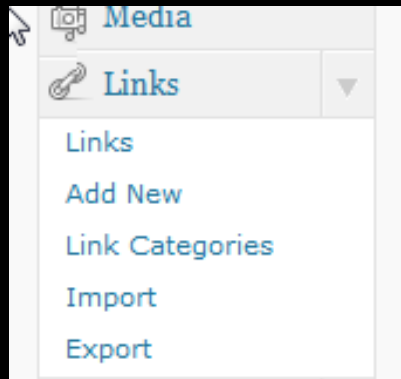
yourdomain.mit.edu: Installation

- add scripts
signup-web
- add scripts
scripts-start
- yourusername.scripts.mit.edu/blog
- **Hostname**
- Yourusername.mit.edu

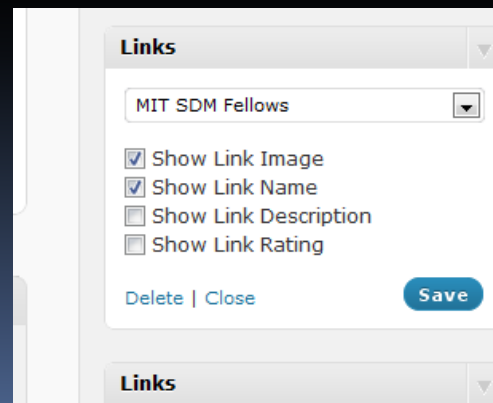
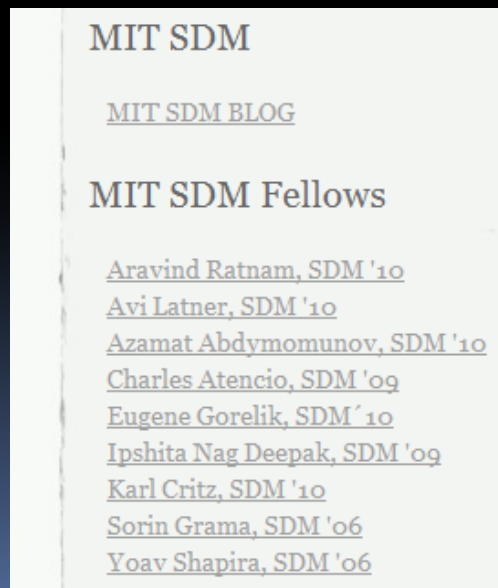
Configure Wordpress: Basics

- `/%postname%/`
- <http://yourusername.scripts.mit.edu/blog>
- *Privacy Settings: Site Visibility*

Configure Wordpress: Blogroll



A screenshot of the 'Add New Link' form in WordPress. The form has three main sections: 'Name', 'Web Address', and 'Description'. The 'Name' field is empty with an example: 'Nifty blogging software'. The 'Web Address' field is empty with an example: 'http://wordpress.org/' and a note: '— don't forget the http://'. The 'Description' field is empty with a note: 'This will be shown when someone hovers over the link in the blogroll, or optionally below the link.' A mouse cursor is pointing at the 'Web Address' field.



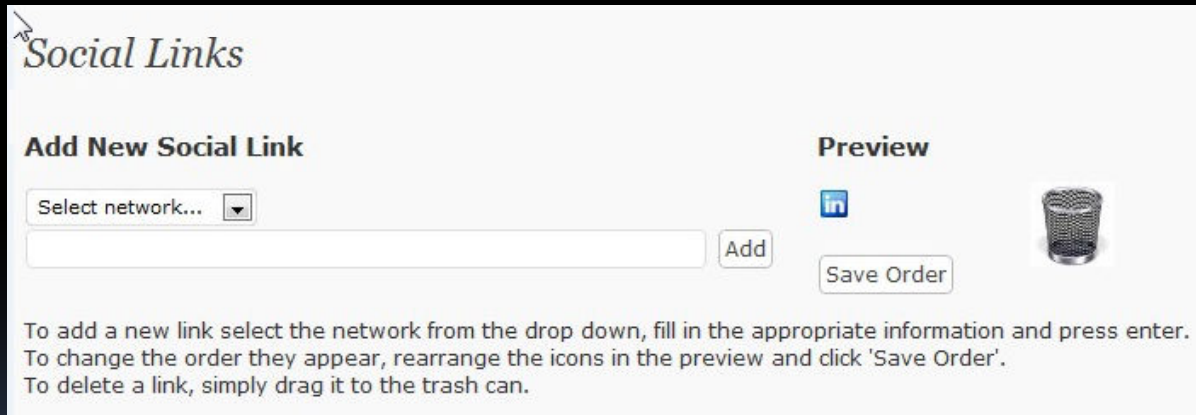
Configure Wordpress: Social Links

Social Links

[Deactivate](#) | [Edit](#)

Social Links is a sidebar widget that displays icon links to your profile pages on other social networking sites.

Version 1.0.11 | By [Kareem Sultan](#) | [Visit plugin site](#)





Social Links

Add New Social Link

Select network...

Preview

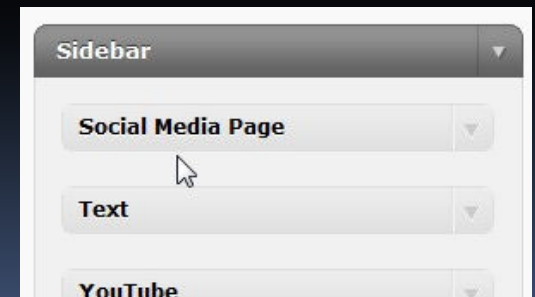
 

To add a new link select the network from the drop down, fill in the appropriate information and press enter.
To change the order they appear, rearrange the icons in the preview and click 'Save Order'.
To delete a link, simply drag it to the trash can.



Tools


- Tools
- Import
- Export
- Social Links



Sidebar

- Social Media Page
- Text
- YouTube

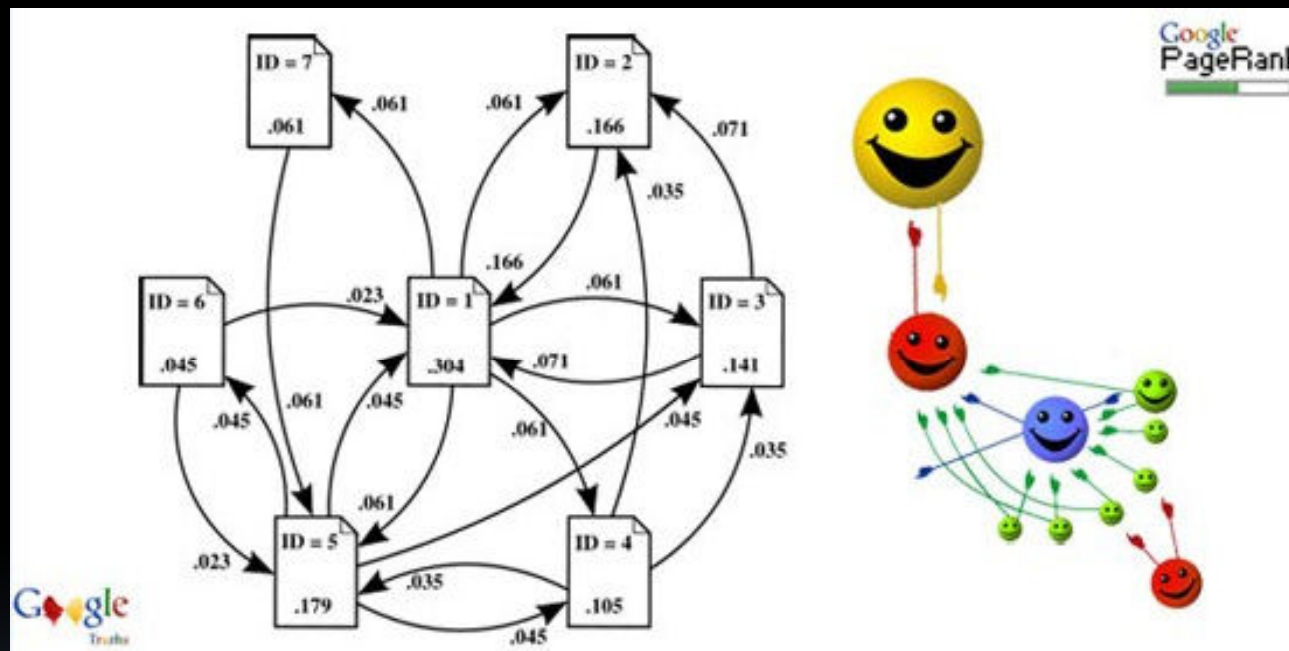




Congratulations
on your new blog!

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Blogging best practices: Search Engine Optimization (SEO)



- Blog post **Titles!!**
- Links, descriptions, RSS, pictures info, people names
- Languages,
- Tech TV, Networkedblog, Twitter-Linkedin-Youtube-FB

20 Lessons in Social Media

1. Start with something you're passionate about (have a PURPOSE)
2. Consistency, passion
3. Experiment! Learn-by-doing
4. Be-inclusive: Give credits to others
5. Patience
6. Honesty (get naked?)
7. Good enough is good enough.
8. Content-technology balance
9. Persuasion – find overlap of interests between you and your audience
10. Iterative-learning-process

20 Lessons in Social Media

1. Listen before speaking, learning before teaching
2. Humor
3. Past, Present, Future – analyze and feedback
4. Asking first
5. Accountability-to-oneself-and-others
6. Consistency and commitment
7. Local-Global symbiosis. If you're big, act small. If you're small act big.
8. Give-more-than-you-receive
9. Architect/plan your social-media-strategy
10. Empathy. Show-that-you-care



Thank you!

Lets keep learning together at:

<http://tinyurl.com/YourMITblog>

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Appendix: Your Facebook links in your Blog

RSS in Page

RSS in Page

short code `[rssinpage rssfeed='feedURL']` generates a list of RSS feed items with date, title, link and description; optional attributes: `rssitems='number'` sets the number of items to return, default is 5; `rssorder='asc'` returns items from oldest to newest, default is 'desc' which returns items from newest to oldest; `rsstarget` allows for feed link to be opened in new window by setting to '_blank', default is '_self'; `rssdateformat` allows item date to be formatted using php date parameters, default is RFC 2822 formatted date; `rssdescription='no'` suppress description display, default is to show it; `rsscss` allows you to set a css class to style the list, default is the content list style in the theme; `rssformat` allows you to format the output using format parameters e.g. the default `x: Yz` where `x` is the date, `Y` is the title with a link, `y` is the title, `z` is the description; `rsstitlelength` allows you to truncate the title to a certain character length.

[Deactivate](#) | [Edit](#)

Version 2.3 | By Titus Bicknell | [Visit plugin site](#)

The screenshot shows the 'Edit Page' interface for a 'Microblog' widget. The widget title is 'Microblog'. Below the title, the permalink is shown as `http://www.rafamara.com/blog/links/` with 'Edit' and 'View Page' buttons. The 'Upload/Insert' toolbar is visible, and the 'HTML' tab is selected. The shortcode `[rssinpage rssfeed='http://www.facebook.com/feeds/share_posts.php?'` is entered into the text area.

Appendix: Your **LinkedIn** Profile in your Blog

LinkedIn hResume





LinkedIn hResume LinkedIn hResume grabs the Microformatted hResume block from your **LinkedIn** public profile page allowing you to add it to any page and apply your own styles to it.

[Deactivate](#) | [Edit](#) Version 0.3.2 | By [Brad Touesnard](#) | [Visit plugin site](#)













Edit Page

About

Permalink: <http://www.rafamara.com/blog/rafael-maranon/> [Edit](#) [View Page](#)

Upload/Insert    

Visual [HTML](#)

B *I* ABC            

[Rafael Marañón Bio](#)

```
[lnhr url="http://www.linkedin.com/in/rafaelmaranon" caching="*on|off*"]
```