

Online PR Resources
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Phil's links tagged "OnlinePR" updated daily:
<http://delicious.com/philrj/onlinepr>

Online PR

The Newhouse New Media Series: newmediaseries.syr.edu
Examples of Student Bloggers @ Auburn: www.loveliestvillage.org/journal/student-blogs
PR Open Mic: www.propenmic.org
The New PR Wiki: www.thenewpr.com
Online PR: www.online-pr.com
MyRagan: Where Communicators Meet: www.myragan.com
Creating an Online Resume: www.readwriteweb.com/archives/the_resume_rebooted_a_look_at_web_enabled_job_hunting.php
How to Use the Web to Build a Powerful Reputation in Any Industry: www.doshdosh.com/how-to-use-the-web-to-build-a-powerful-reputation-in-any-industry/

Books — Must Read!

The New Rules of Marketing and PR by David Meerman Scott
Naked Conversations by Robert Scoble
PR 2.0: New Media, New Tools, New Audiences
Tactical Transparency: How Leaders can Leverage Social Media by Shel Holtz & John Havens

Books — Then Read These!

The New Influencers by Paul Gillin
Marketing for the Social Web by Larry Weber
The Corporate Blogging Book by Debbie Weil
Now Is Gone: A Primer on New Media for Executives by Brian Solis
Putting the Public Back in Public Relations by Brian Solis

Monitoring, News Readers, and RSS

Pew Internet & American Life Project: www.pewinternet.org
What is RSS? www.problogger.net/what-is-rss
NetVibes: www.netvibes.com (Check out www.netvibes.com/philipryanjohnson)
Google Reader: www.google.com/reader
NYTimes RSS feeds: www.nytimes.com/services/xml/rss/index.html
CNN.com RSS feeds: www.cnn.com/services/rss
69 Tools to Monitor, Measure, and Track Your Website: vandelaydesign.com/blog/tools/69-tools-to-monitor-measure-and-track-your-website
Filtrbox: www.filtrbox.com
Google Alerts: www.google.com/alerts

PR Professional Research Services

HighBeam: www.highbeam.com
Cision (MediaSource, CisionPoint): us.cision.com

Bulldog Reporter's Media List Builder: listbuilder.bulldogreporter.com

Research Databases Available Through SU Library

World Advertising Research Center (WARC): www.warc.com.libezproxy2.syr.edu

Mintel: academic.mintel.com.libezproxy2.syr.edu

Market Research.com: academic.marketresearch.com.libezproxy2.syr.edu

Where to Find Blogs

Technorati (search by topic): www.technorati.com

Google Blog Search: blogsearch.google.com

How to Start a Blog

WikiHow: www.wikihow.com/Start-a-Blog

Blogger: www.blogger.com - free blogging tool

Wordpress: www.wordpress.com - free blogging tool

ProBlogger: www.problogger.net - a great resource

31 Days to Building a Better Blog Headquarters: www.problogger.net/31-days

Blogging Toolbox: 120+ Resources for Bloggers: mashable.com/2007/06/19/blogging-toolbox

Blogging Tips - 29 Topics and Sentence Starters for Your Next Blog: www.hotcoding.com/geek/blog/200611/38766.html

DreamHost: www.dreamhost.com - create your own domain name, easy to set up

Creating Keyword-Rich Content — Search Engine Optimization (SEO)

Google AdWords Keyword Tool: adwords.google.com/select/KeywordToolExternal

Free keyword suggestion tool: freekeywords.wordtracker.com

Beginner's Guide to Search Engine Optimization: www.seomoz.org/article/beginners-guide-to-search-engine-optimization

How Analytics are Changing Business: www.fastcompany.tv/video/how-analytics-are-changing-business

69 Tools to Monitor, Measure, and Track Your Website: vandelaydesign.com/blog/tools/69-tools-to-monitor-measure-and-track-your-website

3 Ways to Immediately Increase Search Engine Traffic: performancing.com/promotion/3-ways-to-immediately-increase-search-engine-traffic

Web Site Grader: www.websitegrader.com

How to Get Traffic for Your Blog: sethgodin.typepad.com/seths_blog/2006/06/how_to_get_traf.html

Measuring the ROI of Blogging

Forrester Creates a Model to Measure Blogging ROI: www.micropersuasion.com/2007/01/forrester_creat.html

Corporate Blogging ROI: Now We're Talking!: www.mpdailyfix.com/2007/02/now_were_talking_corporate_blo_1.html

Online Community ROI: Models and Reporting: redplasticmonkey.wordpress.com/2008/03/28/online-community-roi-models-and-reporting-research-study-posted/

Blogging ROI Links: www.digitalquery.com/2006/04/blogging_roi_li.html

How to Podcast

HowStuffWorks: computer.howstuffworks.com/how-to-podcast.htm

Podcasting Software: www.podcastingnews.com/topics/Podcasting_Software.html

Wikipedia – Podcast: en.wikipedia.org/wiki/Podcasting

How to Create YouTube Videos

CNET Online Courses: home-video-tutorials.classes.cnet.com/create-youtube-video

Apple's iMovie software: www.apple.com/ilife/imovie

A Few PR Blogs to Watch (and add to your news reader!)

Power 150 (a list of the top marketing & PR blogs): www.adage.com/power150

PR Voices: www.prvoices.com

PR Network: networks.feedburner.com/PRnetwork

PR Blogs: www.prblogs.org

PR 2.0: www.briansolis.com/index.htm

Marketing Lens: www.marketinglens.com

What's Next Online: www.whatsnextblog.com

Strumpette: strumpette.com

Micro Persuasion: www.micropersuasion.com

Consumerist: www.consumerist.com

Web Ink Now: www.webinknow.com

New Media Signal: www.newmediasignal.com

Mashable (Social media news): www.mashable.com

Twitter – twitter.com

The Big Juicy Twitter Guide: www.caroline-middlebrook.com/blog/twitter-guide

17 Ways You Can Use Twitter: www.doshdosh.com/ways-you-can-use-twitter

TweetScan: www.tweetscan.com

Social Brand Index: www.socialbrandindex.com/twitter

40 of the Best Brands on Twitter and the People Behind Them: <http://mashable.com/2009/01/21/best-twitter-brands>

Social News and Bookmarking Sites

Digg: www.digg.com

Reddit: www.reddit.com

Newsvine: www.newsvine.com

StumbleUpon: www.stumbleupon.com

Delicious: delicious

Last.fm (music): last.fm

Flickr: www.flickr.com

Topix: www.topix.com

Squidoo: www.squidoo.com

News Release Services

Pitch Engine: pitchengine.com

Business Wire: www.businesswire.com

Market Wire: www.marketwire.com

PrimeNewswire: www.primezone.com

PR Newswire: www.prnewswire.com

PRWeb: www.prweb.com