

## **ATLAS Speaker Series**

Navigating the New Social Media Landscape - Week 1, March 30, 2009  
with Gwen Bell - <http://www.colorado.edu/atlas/bell/>

## **Social Media Etiquette Handbook**

*Remember that social media communities are real relationships, real conversations, and as such, they should be treated like they are real. It's not about a me, myself, and I mentality. It's about the collective, the community, and the common good.*

<http://www.techipedia.com/2008/social-media-etiquette-handbook/>

## **Study: Twitter users are mobile, urban, and engaged online**

*In its first look at Twitter, the Pew Internet & American Life Project discovers that Twitter users tend to be younger and more mobile than the general Internet population, but they also consume more news through the Internet and tend to engage in social activities online differently than everyone else.*

<http://arstechnica.com/web/news/2009/02/study-twitter-users-are-mobile-urban-and-engaged-online.ars>

## **Times Online UK: Online Networking Will Prove Crucial**

*Now you have to keep your portfolio up to date, and be ready to find new ways of networking. There will be a rise in people joining professional forums on Facebook and using Twitter.*

[http://business.timesonline.co.uk/tol/business/career\\_and\\_jobs/recruiter\\_forum/article5732527.ece](http://business.timesonline.co.uk/tol/business/career_and_jobs/recruiter_forum/article5732527.ece)

## **Free Monitoring Tools**

<http://google.com/alerts>  
<http://tweetbeep.com>

## **Navigating the New Social Media Landscape Forum**

Interact, ask questions & get answers at <http://gwenbell.com/forum>

## **Gwen Bell Online**

<http://gwenbell.com>  
<http://twitter.com/gwenbell> - use course hashtag #cuatlas when asking questions