

## Social Media Awareness Check

Check the tool if you are familiar with it

Circle the tool if you use it

Indicate if you use it for personal or business reasons

For business use, using a scale of 0 – 4 indicate your perceived value.

0 = no value, 4 = extremely valuable.

## Social Networking

Tool	Familiar	Personal? Business?	Customer Value
Bebo			
Facebook			
FastPitch!			
Friendster			
Gather.com			
KickApps			
LinkedIn			
MOLI			
MySpace			
Ning			
Orkut			
Plaxo			

## Publishing

Tool	Familiar	Personal? Business?	Customer Value
Blogger.com			
Constant Constant			
Joomla			
Knol			
SlideShare			
TypePad			
Wikia			
Wikipedia			

## Photo Sharing

Tool	Familiar	Personal? Business?	Customer Value
Flickr			
Photobucket			
Picasa			
Radar.net			
SmugMug			
Twitxr			
Zoomr			

## Audio Sharing

Tool	Familiar	Personal? Business?	Customer Value
iTunes			
Podbean			
Podcast.net			
Rhapsody			

## Video Sharing

Tool	Familiar	Personal? Business?	Customer Value
Brightcove			
Google Video			
Hulu			
Metacafe			
Viddler			
YouTube			

## Micro Blogging

Tool	Familiar	Personal? Business?	Customer Value
Plurk			
Pownce			
Twitter			
Twixter			

## LiveCasting

Tool	Familiar	Personal? Business?	Customer Value
Live 365			
Justin.tv			
SHOUTcast			
Talkshoe			

## Gaming

Tool	Familiar	Personal? Business?	Customer Value
4 4 Evolution			
Entropia Universe			
EverQuest			
World of Warcraft			

## Productivity

Tool	Familiar	Personal? Business?	Customer Value
Acteva			
AOL			
BitTorrent			
Constant Contact			
Eventful			
Google Alerts			
Google Docs			
Google Gmail			
MSGTAG			
ReadNotify			
Survey Monkey			
Tiddlywiki			
Yahoo!			
Zoho			

## Aggregators

Tool	Familiar	Personal? Business?	Customer Value
Digg			
FriendFeed			
Google Reader			
iGoogle			
My Yahoo!			
Reddit			
Yelp			

## RSS

Tool	Familiar	Personal? Business?	Customer Value
Atom			
FeedBurner			
PingShot			
RSS 2.0			

## Search

Tool	Familiar	Personal? Business?	Customer Value
EveryZing			
Google Search			
Icerocket			
MetaTube			
Redlasso			
Technorati			
Yahoo! Search			
EveryZing			

## Mobile

Tool	Familiar	Personal? Business?	Customer Value
airG			
AOL Mobile			
Brightkite			
CallWave			
Jott			
Jumbuck			
SMS.ac			

## Interpersonal

Tool	Familiar	Personal? Business?	Customer Value
Adobe Connect			
AOL			
Go To Meeting			
iChat			
Jott			
Meebo			
Skype			
WebEx			

## Your Score

How many tools have a check?

How many tools are circled?

How many are used internally?

How many are used externally?

Which category had the greatest number of checks and circles?

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Being aware and being experienced are two different things.

If you circled more than 25 tools, your social media experience is greater than 95 percent of the people surveyed.

Anything between 15 and 25 is very impressive and suggests that you may already be experimenting with these tools and exploring new opportunities

If you circled between 10 and 15 tools, you are a little above average.

Between 5 and 10 is average.

From the book ***The Social Media Bible***, by Lon Safko and David K Brake, John Wiley & Sons, Inc.