

## *Making Connections*

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Use these sites to find topics and people who share your interests, then follow and friend them.

### Prospect

- [TweetBeep.com](#)
- [Geochirp.com](#)
- [Demandspot.com](#)
- [Tweetscan.com](#)
- [mrtweet.com](#)
- [TweetDeck.com](#)

### Use Directories to Attract Followers

- [Wefollow.com](#)
- [Twellow.com](#)
- [Listorious.com](#)

## *Lead Management Systems*

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Integrated systems to capture, organize, and manage leads

- [Xobni.com](#) (Inbox spelled backwards)
- [BoomTownIDX.com](#)
- [TigerLead.com](#)

## *Tracking and Measurement*

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Find out how you—and everyone else—is rated in the online universe

### Facebook

- [Facebookinsight.com](#)

### Twitter

- [Klout.com](#)
- [Twittergrader.com](#)
- [Twittercounter.com](#)
- [tweetVolume.com](#)

### Blogs

- [Technorati.com](#)

### The Industry

- [Hitwise.com](#)
- [Netpop.com](#)
- [Alexa.com](#)
- [Hittail.com](#)

### General

- [Google analytics](#)
- [Google alerts](#)

## Contact Management

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Organize and manage your social media connections

- [Plaxo.com](#)

## Resources

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### SEO

Find the keywords you need to succeed online

- [wordtracker.com](#)
- [hittail.com](#)

### Content

Create instant status updates for those times you don't feel "interesting"

- [generatus.com/TagCloud.asp](#)

### Design

Three great sites to help you create your online look at competitive prices

- [Logotournament.com](#)
- [99designs.com](#)
- [Crowdspring.com](#)

### News

Stay current with news from these industry-specific sites

- [AgentGenius.com](#)
- [NewsGeni.us.com](#)

## Tools

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### URL Shorteners

Shorten ungainly addresses, making them easy to remember and share

- [Bit.ly](#)
- [Is.gd](#)
- [Ow.ly](#)
- [Tinyurl.com](#)

### Domain Names

Find out what combinations of your name are still available for your domains and subdomains

- [Namechk.com](#)

## Pictures

The most popular app for loading your pictures on Twitter

- [Twitpics.com](http://Twitpics.com)

Online tool for creating 3D images of your pictures

- [Photosynth.com](http://Photosynth.com)

## Image

Create a personal avatar that will follow you on all your online sites

- [en.gravatar.com](http://en.gravatar.com)

## Email

Prioritize your most important emails

- [Awayfind.com](http://Awayfind.com)

## Mobile Apps

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- [Hootsuite.com](http://Hootsuite.com)
- [UberTwitter.com](http://UberTwitter.com)
- [Tweetie.com](http://Tweetie.com)
- [Facebook.com](http://Facebook.com)
- [LinkedIn.com](http://LinkedIn.com)

## Blog Apps

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The top sites to host your blog

- [Wordpress.com](http://Wordpress.com)
- [Activerain.com](http://Activerain.com)
- [Tumblr.com](http://Tumblr.com)

## Twitter add-ons to your Blog

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Automatically notify your followers when new content has been added to your blog

- [twitterfeed.com](http://twitterfeed.com)
- [Twitpress.com](http://Twitpress.com)

Automatically add tweets from others about your blog to your blog page in the form of comments

- [TweetBacks.com](http://TweetBacks.com)

## Telephone Tools

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Use these tools to streamline your voicemail and other phone services

- [Slydial.com](http://Slydial.com)
- [Google.com/voice](http://Google.com/voice)

## Online Collaboration

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These tools allow you to share work documents with others in real time

- [Drop.io](http://Drop.io)
- [Wiggio.com](http://Wiggio.com)

## The Esoteric

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- [Wordle](http://Wordle)

**Please stay in touch! We welcome feedback.**



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[#socialthebook](https://twitter.com/#socialthebook)

[www.Twitter.com/JayPapasan](http://www.Twitter.com/JayPapasan)

[www.Twitter.com/BenKinney](http://www.Twitter.com/BenKinney)



download at [www.socialthebook.com](http://www.socialthebook.com)

\* A compilation of online tools from Soci@l, as well as some other favorites.