

Social Media Information Resources and References

**Note that several of these have free newsletters that you can subscribe to

- <http://www.Socialmediaexaminer.com>
- <http://www.clickz.com/>
- <http://www.targetmarketingmag.com>
- <http://www.digitaltrends.com/>
- <http://socialmediasocialmarketing.com/>
- <http://www.wilsonweb.com/>
- <http://www.searchenginewatch.com>
- <http://www.facebook.com/nonprofits>
- <http://www.google.com/blogsearch>
- <http://technorati.com/write-for-technorati/>
- LinkedIn discussion groups such as Social Media Marketing, Those in Media, Digital Marketing, Oncology Pharma
- http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
- <http://www.changefoundation.ca/docs/socialmediatoolkit.pdf>

Tracking/Monitoring

- <http://socialmention.com/> (type in subject to see recent inquiries)
- <http://www.socialmediaexaminer.com/4-free-tools-to-help-you-socially-monitor-your-brand/>
- <http://www.socialmediaexaminer.com/how-to-track-tweets-facebook-likes-and-more-with-google-analytics/>

Toolkits

- [The Change Foundation. Using Social Media To Improve Health Care Quality: A Guide to Current Practice and Future Promise.](#)
- [Centers for Disease Control and Prevention. The Health Communicators Social Media Toolkit.](#)

REFERENCES

- http://en.wikipedia.org/wiki/Social_media
- <http://blog.nielsen.com/nielsenwire/global/led-by-facebook-twitter-global-time-spent-on-social-media-sites-up-82-year-over-year/>
- <http://mobihealthnews.com/7505/72-percent-of-us-physicians-use-smartphones/>
- <http://mashable.com/2011/06/23/global-social-networks/>
- [\(http://latimesblogs.latimes.com/technology/2011/07/twitter-delivers-350-billion-tweets-a-day.html\)](http://latimesblogs.latimes.com/technology/2011/07/twitter-delivers-350-billion-tweets-a-day.html)
- [\(http://latimesblogs.latimes.com/technology/2011/07/twitter-delivers-350-billion-tweets-a-day.html\)](http://latimesblogs.latimes.com/technology/2011/07/twitter-delivers-350-billion-tweets-a-day.html)
- [\(Kraus & Shullman, 2011\)](#)