

**Getting started with Social Media:
Your 30-Day Plan**

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Monday	Tuesday	Wednesday	Thursday	Friday
1—Let's start with Twitter. Go to www.twitter.com ; Click Help and watch the Howcast video. Very helpful!	2—From your Twitter home page, click Find People and search for people and organizations you want to follow.	3—Send your first Twitter message or 'tweet.' Offer an opinion about a timely topic.	4— Tweets are more useful when they link to info. Want to share an interesting article? Use www.tinyurl.com or http://bit.ly to fit the URL into your 140-character update.	5—What are you passionate about? Tweet your interest; then look at Trending Topics to see what's hot. Follow someone new.
6—LinkedIn next. Go to www.linkedin.com and create an account. Block out an hour and have your resume handy. Tweet about your new LinkedIn profile.	7—Go back to LinkedIn and search for colleagues to add to your network. Send invitations. It's best to write a personal note on your invitations instead of relying on the default message.	8— Tweet today. Check your LinkedIn inbox. Send a request to two colleagues, asking for a LinkedIn recommendation.	9—Check your LinkedIn account for invitation responses or invitations extended to you. Accept only those from individuals you know.	10—Tweet today. Visit your LinkedIn account and add a tool, such as the Reading List by Amazon.
11— Now it's time for Facebook. If you don't have an account, open one at www.facebook.com . Use the prompts to get started.	12—Tweet about your new Facebook account.	13— Update the status bar on your LinkedIn profile. Mention a conference you plan to attend and add a link to it.	14— Visit Facebook to look for friends and send "friend requests."	15—Tweet today. Join the HBA LinkedIn group. See what members are writing about.
16— Check Facebook for friend responses. Become a fan of a favorite cause.	17—Tweet today. Visit www.Mashable.com for more info and how-tos.	18—Check LinkedIn. Invite people you met at the HBA Leadership Conference to join your network.	19—Visit your Twitter account and retweet an interesting update from someone you follow.	20—On Facebook, write on a friend's wall. Add a photo of yourself at the HBA conference.
21—Tweet today from your mobile phone.	22—Write a LinkedIn recommendation for a colleague.	23— Accept new invitations on Facebook.	24— Direct Message someone on Twitter.	25—Contribute an article to the HBA LinkedIn group.
26—Leave Twitter running in background; check hourly to see what's new.	27—Tweet today from your mobile phone.	28—Unfollow anyone who tweets too frequently about boring stuff.	29—Acknowledge a fellow tweeter in your update; use the @symbol.	30—Cross-reference all your social media accounts.