

# FINDING NEW INFORMATION TO SHARE WITH NETWORKS

## EXAMPLES OF SUCH INFORMATION

- Articles (news stories, blog posts, photos, videos, etc.) found online
- Photos shared from your own hard drive or devices

## WHERE DO YOU TYPICALLY FIND IT?

- Newspapers
- Blogs
- Newsletters you've subscribed to via email
- Social media networks (links provided by others)

## EXAMPLES:

- While checking your email in the morning, you see a featured news story about cyber-warfare, which relates to your niche. Bookmark it in a folder called "To Share Later."
- While networking on Facebook, your friend posts a link to an article about Alzheimer's, which is related to your niche. You click the link, and the story appears on your screen, but you're in a hurry. Bookmark it to read and share at a later time.
- While sitting on the tarmac at an out-of-town airport, you see Airforce One land, taxi, and park right in front of you. Whip out your phone, take the photo, and upload it to Facebook.

## TIMESAVER TIP

If you're going to share it in one place, share it in a couple of places. Don't duplicate everything, however. People will feel you're spamming them.

Also, expert Guy Kawasaki recommends you tweet a shared item up to EIGHT times on Twitter, because it's such an information firehose. I think eight is excessive, so I repeat things FOUR times, max. The simplest way to repeat a tweet is to schedule them for a future date and time. The best way to do this is by using HootSuite.com.

Finally, set up your Facebook posts to publish automatically on Twitter. (Don't do the reverse, however, as it's seen as spammy by FB peeps.) Go to Facebook.com/Twitter and follow the directions.