



Quick Start Guide to using del.icio.us

About social bookmarking:

Social bookmarking is a way for Internet users to save, organize, share, and search bookmarks of web pages (text, audio, video, image) online. Part of the beauty of social bookmarking is how individual, yet universal, it is due to its non-hierarchical folksonomy and taxonomy (vs. the standard browser based bookmarking).

Del.icio.us continues to be the most popular tool, and was a pioneer in tagging when it was founded in 2003.

Getting started:

Navigate to <http://del.icio.us/> and register for an account. When prompted install the del.icio.us toolbar for quick tagging of articles online (part of registration process, if not try reinstalling - <https://secure.del.icio.us/register?step2>).

The del.icio.us icons will appear as one of the following in your internet browser:

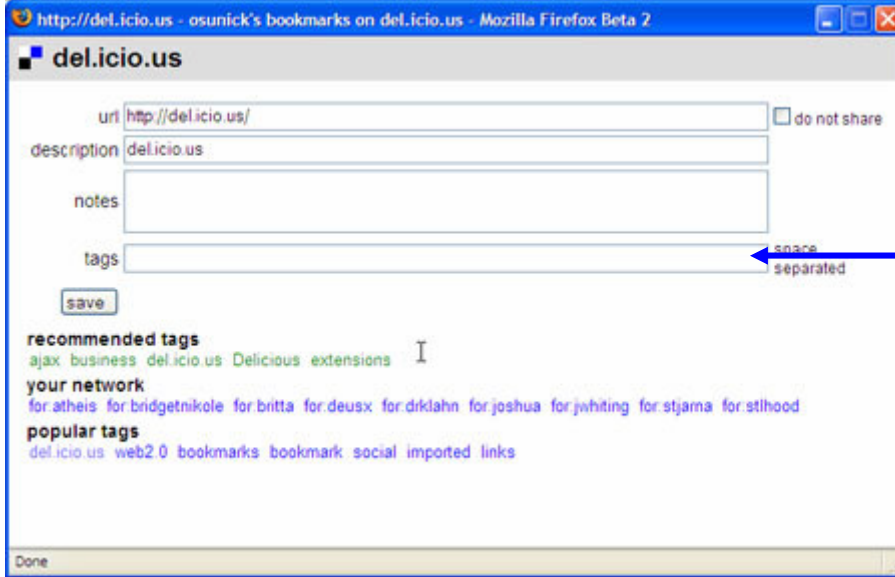


Tagging articles:

When you come across an article, report, etc. on the web that you'd like to save/bookmark, you can tag it to your account on del.icio.us. When you are on the page you want to save, click the "tag" or "post to del.icio.us" buttons on your toolbar (you can also use social tagging icons that are present on some websites).



A screen similar to this one will appear -

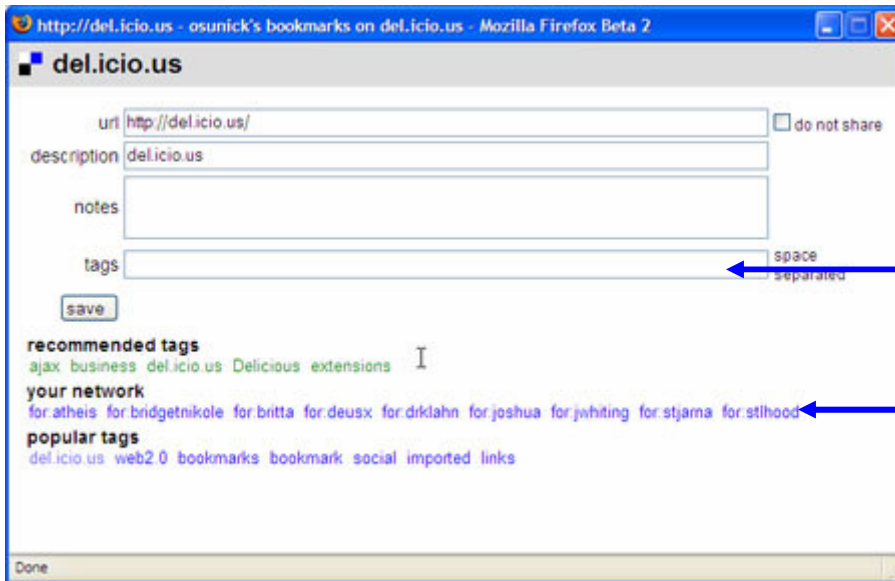


Enter tags that relate to the item you are posting. For example, an article about search engine optimization could use tags such as: *SEO research website_architecture*. Tags are separated by spaces in del.icio.us.

Sharing with others:

One of the great uses of social tagging is the ability to share what you find interesting or relevant with others. If your friend or colleague is using del.icio.us, it's easy to send them links which they can then easily save to their own accounts. In the "**tags**" field, along with the descriptive tags you included above, enter the following – **for:X** (e.g. to share with *Wildfire Strategic Marketing* the 'tag' is: for:WildfireSM).

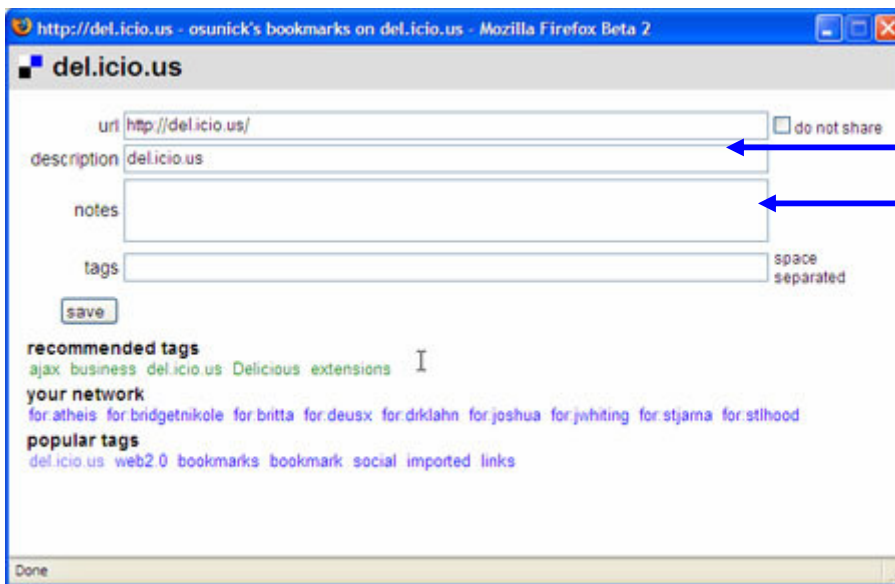
You can also users to your network to enable faster entries (the "for:" tag shows up under "your network"). If you are subscribing via tag cloud on a website you should see an "Add me to your network" link in the widget.



Description & notes fields:

A description acts as the title for the tag. When you choose to tag an article to delicious the "description" field is already populated with the Title tag from the web page. You can choose to leave the description as is, or modify it to something more relevant to you.

The notes section functions as a quick summary of the post or thoughts that are specific to you as an individual that will help you manage your bookmarks more effectively.





Private vs. Public:

When saving a post you can choose to share it with the world, or keep it private. Simply check the "do not share" box beside the URL and the bookmark will only be visible to you.

And you're done!

When you're finished adding tags, a description, and notes click **save** and the article will be posted to your account. You can access your bookmarks at any time by visiting the del.icio.us website, or, if you've installed a "tag cloud" on your website you can access all articles within a chosen tag directly from your website.

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If you want to explore del.icio.us further, check out the help section – <http://del.icio.us/help/>

There are of course many extensions and additional uses such as bundling tags that we encourage you to explore, but this guide is meant to get you up and running and getting the most out of social bookmarking quickly and easily.

If you have any questions feel free to drop us a line at info@wildfirestrategy.com. Happy tagging!

