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## Online Presence Resources

### Guidebooks & Tutorials

- Facebook
  - [www.mashable.com/guidebook/facebook](http://www.mashable.com/guidebook/facebook)
  - [www.gcflearnfree.org/facebook101](http://www.gcflearnfree.org/facebook101)
- Twitter
  - [www.mashable.com/guidebook/twitter/](http://www.mashable.com/guidebook/twitter/)
  - [www.gcflearnfree.org/twitter101](http://www.gcflearnfree.org/twitter101)
- Pinterest
  - [www.pinterest.com/about/help/](http://www.pinterest.com/about/help/)
  - [www.gcflearnfree.org/pinterest101](http://www.gcflearnfree.org/pinterest101)

### Facebook Apps for Small Businesses

- Extended Info ([www.facebook.com/extendedinfo](http://www.facebook.com/extendedinfo)): Can be used as an extension to the info tab to elaborate on your company, products, etc.
- Scribd for pages ([apps.facebook.com/involver\\_epdmxwnq/](http://apps.facebook.com/involver_epdmxwnq/)): Makes it easy to share documents, allowing fans to view and download documents right from the app's tab on your business page
- TabJuice ([apps.facebook.com/tabjuice](http://apps.facebook.com/tabjuice)): Online marketing, sales and social media application offering an all-in-tab shopping experience directly on their Facebook pages
- Ecwid ([apps.facebook.com/ecwid-shop/](http://apps.facebook.com/ecwid-shop/)): Creates e-commerce storefront in Facebook. Allows customers to use multiple payment options and shop on your Facebook page.
- EasySocialShop ([apps.facebook.com/easysocialshop/](http://apps.facebook.com/easysocialshop/)): Allows you to sell on Facebook integrating other E-commerce platforms. Supports eBay, Etsy, Amazon, Shopify, and Magneto.
- YouTube ([apps.facebook.com/involver\\_appjgeph/](http://apps.facebook.com/involver_appjgeph/)): Install this app to integrate your latest videos from your business' YouTube channel into your Facebook page
- Fan of the week ([apps.facebook.com/fanofthe/](http://apps.facebook.com/fanofthe/)): Allows you to highlight one loyal fan each week and even add in a reward

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### **Mobile Apps**

- Productivity (available from iTunes; Google Play)
  - LogMeIn: Access PC or MAC from your mobile device
  - QuickOffice: Edit Word, Excel, and PowerPoint documents
  - OneDrive: Edit Word, Excel, and PowerPoint documents (with Office 365 subscription)
  - Google Drive: Share/edit documents (requires gmail account)
  - Evernote: Capture your thoughts with this note-taking app
  - GoodReader: Read documents and can function as a “file explorer”
  - Prezi: Edit & share prezi presentations
  - WebEx: Participate in videoconference meetings from your mobile
  - SignEasy: Simple way to sign documents
  
- Storage/Backup (available from iTunes; Google Play)
  - Dropbox
  - OneDrive
  - Google Drive
  - Carbonite
  - Mozy
  - SugarSync

### **Social Media Management**

- Hootsuite ([www.hootsuite.com](http://www.hootsuite.com)): Post/manage multiple social media profiles including Facebook, Twitter, LinkedIn, etc.
- TweetDeck ([www.tweetdeck.com](http://www.tweetdeck.com)): Post/manage multiple social media profiles including Facebook, Twitter, LinkedIn, etc.
- CoTweet ([www.cotweet.com](http://www.cotweet.com)): Excellent tool for small businesses that share social media duties among employees
- Bliss Control ([www.blisscontrol.com](http://www.blisscontrol.com)): Excellent site with links to manage all your social network settings (need to be logged in to social media accounts for links to work properly)
- Tagboard ([www.tagboard.com](http://www.tagboard.com)): Great resource to track hashtags

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### **Websites/e-Commerce**

- Shopify ([www.shopify.com](http://www.shopify.com))
- Zoho ([www.zoho.com/sites/index.html](http://www.zoho.com/sites/index.html))
- Google ([www.gybo.com/mississippi](http://www.gybo.com/mississippi))
- Weebly ([www.weebly.com](http://www.weebly.com))
- Wix ([www.wix.com](http://www.wix.com))

### **Image Editing**

- PicMonkey ([www.picmonkey.com](http://www.picmonkey.com))
- morgueFile ([www.morguefile.com](http://www.morguefile.com))
- iStock ([www.istockphoto.com](http://www.istockphoto.com))

### **Blog/E-Mail**

- Wordpress ([www.wordpress.com](http://www.wordpress.com))
- Blogger ([www.blogger.com](http://www.blogger.com))
- MailChimp ([www.mailchimp.com](http://www.mailchimp.com))
- ConstantContact ([www.constantcontact.com](http://www.constantcontact.com))

### **Mobile Optimization**

- Convert website to mobile version
  - bMobilized ([www.bmobilized.com](http://www.bmobilized.com))
  - FB Fanpage Mobilizer ([apps.facebook.com/fanpagemobilizer](https://apps.facebook.com/fanpagemobilizer))
  - Mobify ([www.mobify.com](http://www.mobify.com))
  - DudaMobile ([www.dudamobile.com](http://www.dudamobile.com))
  - GoMo ([www.howtogomo.com/en/d/](http://www.howtogomo.com/en/d/))
- Location-based services
  - Google Maps ([www.google.com/places](http://www.google.com/places))
  - Yelp ([www.yelp.com](http://www.yelp.com))
  - Mapquest ([www.mapquest.com](http://www.mapquest.com))
  - Urbanspoon ([www.urbanspoon.com](http://www.urbanspoon.com))
  - Foursquare ([www.foursquare.com](http://www.foursquare.com))
  - Push Local ([www.pushlocal.com](http://www.pushlocal.com))

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- Mobile payment processing
  - Squareup ([www.squareup.com](http://www.squareup.com))
  - PayPal ([www.paypal.com/webapps/mpp/merchant](http://www.paypal.com/webapps/mpp/merchant))
  - Intuit ([www.gopayment.com](http://www.gopayment.com))
  - PayNearMe ([www.paynearme.com](http://www.paynearme.com))
- Mobile App Development
  - M Star Inc. ([www.mstarinc.com/mobile-application](http://www.mstarinc.com/mobile-application))
  - Emerging Technologies ([www.elantechnologies.com](http://www.elantechnologies.com))
  - Do it Yourself (DIY) ([www.zdnet.com/blog/small-business-matters/14-diy-mobile-app-development-resources-for-small-businesses/2288](http://www.zdnet.com/blog/small-business-matters/14-diy-mobile-app-development-resources-for-small-businesses/2288))
  - Conduit Mobile ([mobile.conduit.com](http://mobile.conduit.com))
- QR Code Generator ([qrcode.kaywa.com](http://qrcode.kaywa.com))
- URL Shortener
  - GooGl ([goo.gl](http://goo.gl))
  - Bitly ([www.bitly.com](http://www.bitly.com))
  - TinyURL ([www.tinyurl.com](http://www.tinyurl.com))

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