



Tag your way to del.icio.us domination

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More and more people are using del.icio.us to keep track of their favourite web links. Make this terrific tool even more effective with a tagging strategy that maximizes your links' value to you, your colleagues, and the great big world. Here are some tips:

Be a lemming. Check how other people are tagging the kinds of sites you want to remember.

Follow the herd. When in doubt, pick the tag that seems to have the most links. (The online version of this article tells you how to figure that out.)

Avoid camels. Camel case (you know, CamelCase) doesn't work -- it just comes out as all lower case letters, with the words mashed together.

Like nature, del.icio.us abhors a vacuum. Blank spaces don't work either. So if you tag something "camel case" it will show up on the tag page for "camel" and the tag page for "case".

Punctuate with care. Before you create a tag with an underscore or a dash, ask yourself: does this tag exist in a non-underscored form? Whatever you do, stay away from commas: comma-separating a del.icio.us tag will add a comma to your tag's name.

What is del.icio.us?

del.icio.us (<http://del.icio.us>) is a free service for managing your collection of favourite web links. Unlike your browser's bookmarks folder, you can access your del.icio.us links from any Internet-connected computer. Even better, it lets you share your links with like-minded friends and colleagues -- and easily discover new and valuable resources.

For more on using del.icio.us, visit
<http://www.socialsignal.com/delicious>

Independence is a virtue. Before joining two separate words, see if they'd be more useful as independent tags. Rather than using the tag "canadianpolitics", try using "Canada" and "politics".

Hang out at crossroads. Find the resources you're interested in by using intersecting tags. For example, find del.icio.us links on Canadian politics by visiting <http://del.icio.us/tag/Canada+politics>.

Co-ordinate your efforts. If you're part of a professional community or community of practice, consider establishing a common set of standards for how to tag resources you want to share among yourselves. A wiki can help do the job.

Tags are written in pencil. Unlike a Tiffany engraving, a del.icio.us tag is not a permanent commitment. If you realize that you've used the wrong tag for a particular link, you can always re-edit that link. Even more useful, del.icio.us will let you rename any of your existing tags.

On del.icio.us, everyone knows you're a dog. You're tagging in public, so think twice before adopting the tag "enemies" for your business competitors, or "prospects" for all the folks you're pitching.

Shh! This one's for:you. If you know a friend or colleague's del.icio.us username, you can send him or her a private, recommended link by tagging it "for:username".

Spread the word. The very best way to refine your del.icio.us tagging practice is to embed yourself in a community of del.icio.us users. Start building that community today by encouraging everyone you know to leave browser favorites behind, and get del.icio.us.

For the original, full version of this article, visit
<http://www.socialsignal.com/delicious-tags>



About us

Online strategies for real-world success.

We know the web inside and out. But we also know that your organization's goals come first. Our combination of communications skills, technical expertise and community experience gives us a unique ability to envision and implement the best solutions for your organization.

We bridge the worlds of strategic communications and web development, assembling and managing the team that's best suited to your particular goals and requirements. Turn to Social Signal to harness the power of the latest digital communications tools – and of the best technology providers – in the service of your mission.

Social Signal builds online communities.

We develop and implement leading-edge strategies for online community-building.

Social Signal engages your audience and stakeholders.

We plan, set up and manage a wide range of online participation processes, from formal consultations to community dialogues.

Social Signal helps you make the most of blogging.

We can help you translate your public relations strategy into a distinctive online voice.

Social Signal helps you communicate when the computer's off.

From a single, powerful speech to a strategy that integrates your on- and offline communications, Social Signal can help.

Our principals

Alexandra Samuel, CEO

Alexandra combines hands-on experience implementing online strategies with an extensive research background in digital democracy, e-governance and Internet activism. Her recent projects include managing the online launch of telecentre.org and developing the online community strategy for NetSquared.org. Alexandra holds a Ph.D. in Political Science from Harvard University, where her research focused on the creative frontiers of online political engagement.

Rob Cottingham, President

Rob is a seasoned communications strategist who is known online as an e-campaigning innovator, and offline as one of Canada's leading speechwriters. His recent projects include creating the Confeederation election blog aggregator and writing the final report for the Prime Minister's External Advisory Committee on Cities and Communities. Rob maintains a long-running blog at robcottingham.ca and writes SpeechList, a free e-mail newsletter on speechwriting.

