

# How to build a Ping account

[www.ping.fm](http://www.ping.fm) is a distribution tool that allows you to link all your social networks into one place and post a single message to up to 32 different social media sites in one click.

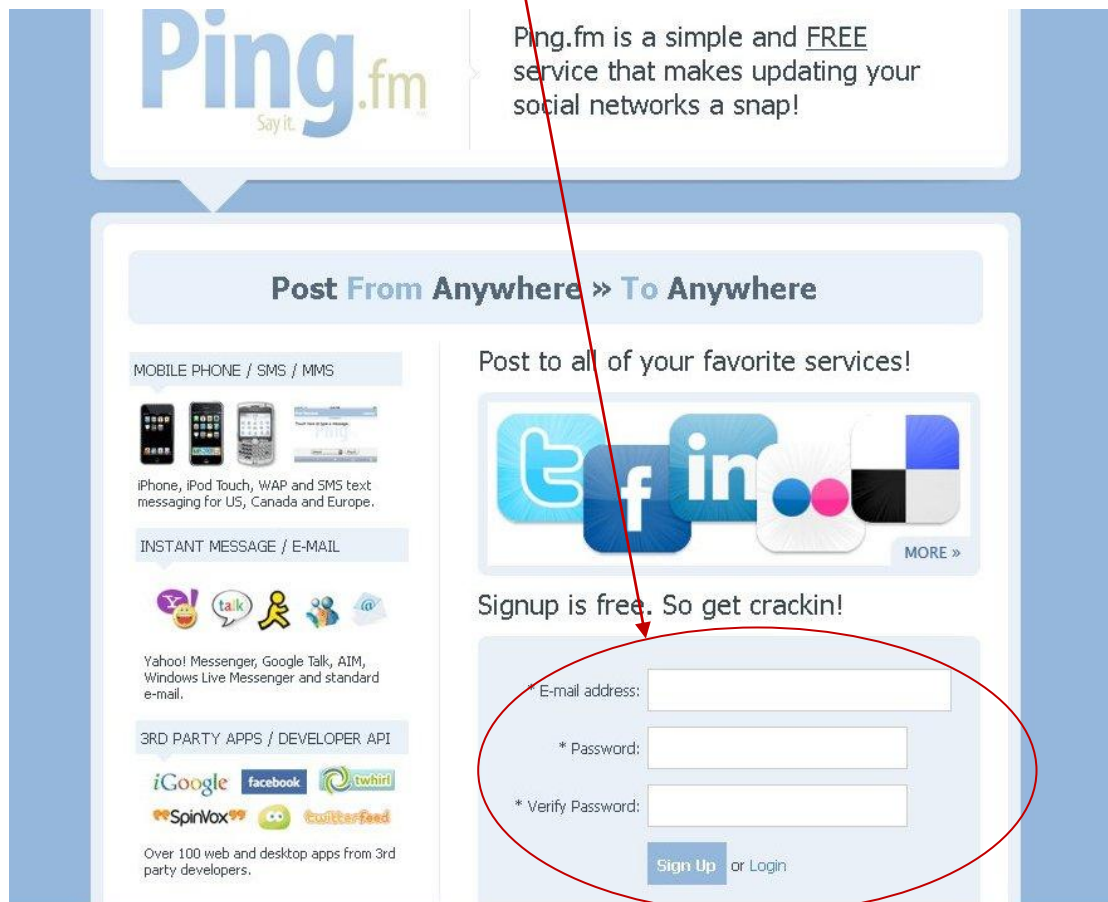
- If you write a blog and put the link and a few words of description into Ping, the link will go to every network that you've linked to.
- If you tweet and use Ping it will send your tweet as a status update to all the social media sites you have connected to Ping.

Ping can be linked to Hootsuite so, if you post into Hootsuite, Ping will spread your post even further.

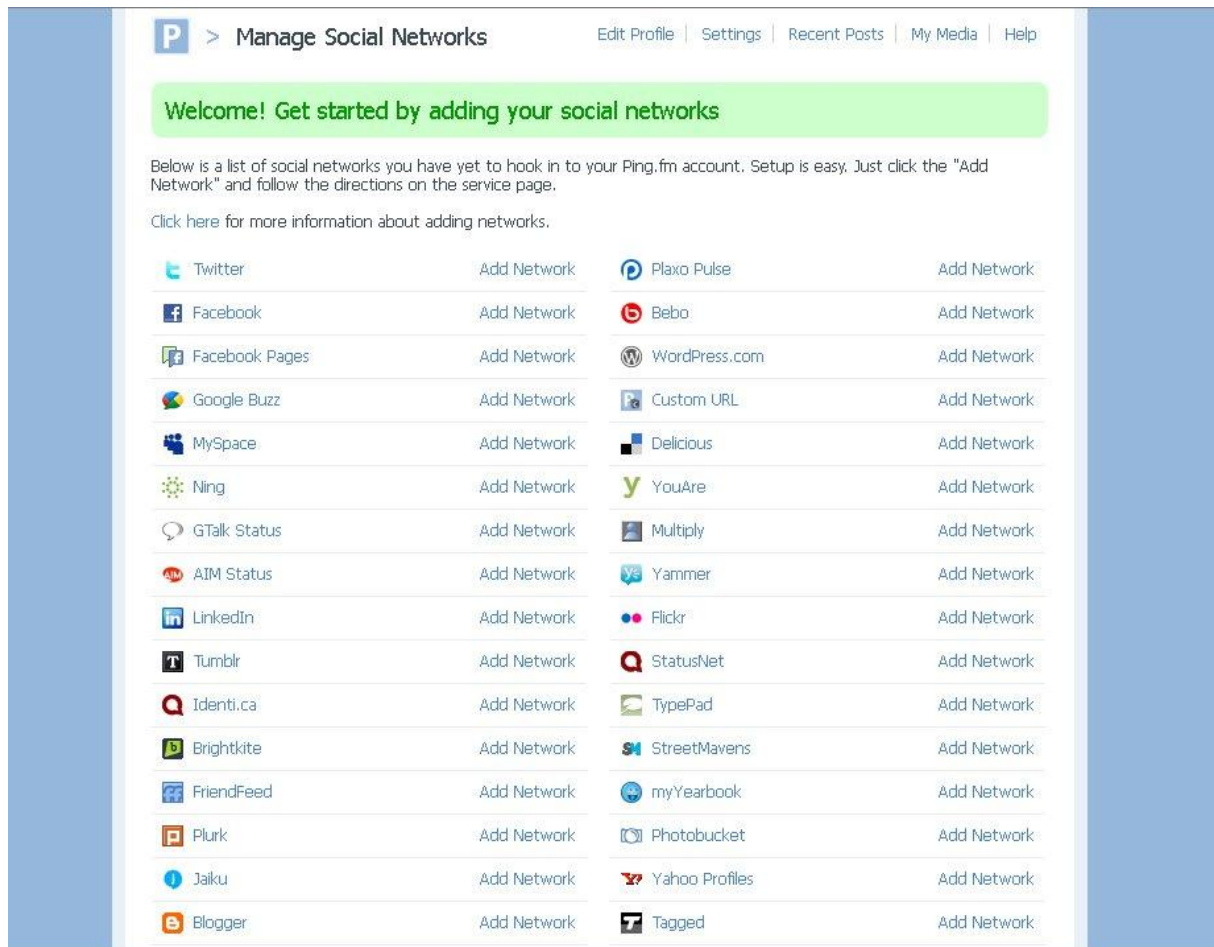
A word of warning – be careful not to duplicate posts. If your Ping account includes Twitter, Facebook and LinkedIn and you send to those accounts via Hootsuite AND include Ping, some of them don't filter duplicate posts and you get two of everything appearing.

Linking Ping with the social media you already use is pretty straightforward.

Go to [www.ping.fm](http://www.ping.fm) and create an account.



Once you're signed up it will take you directly to the social media management page:

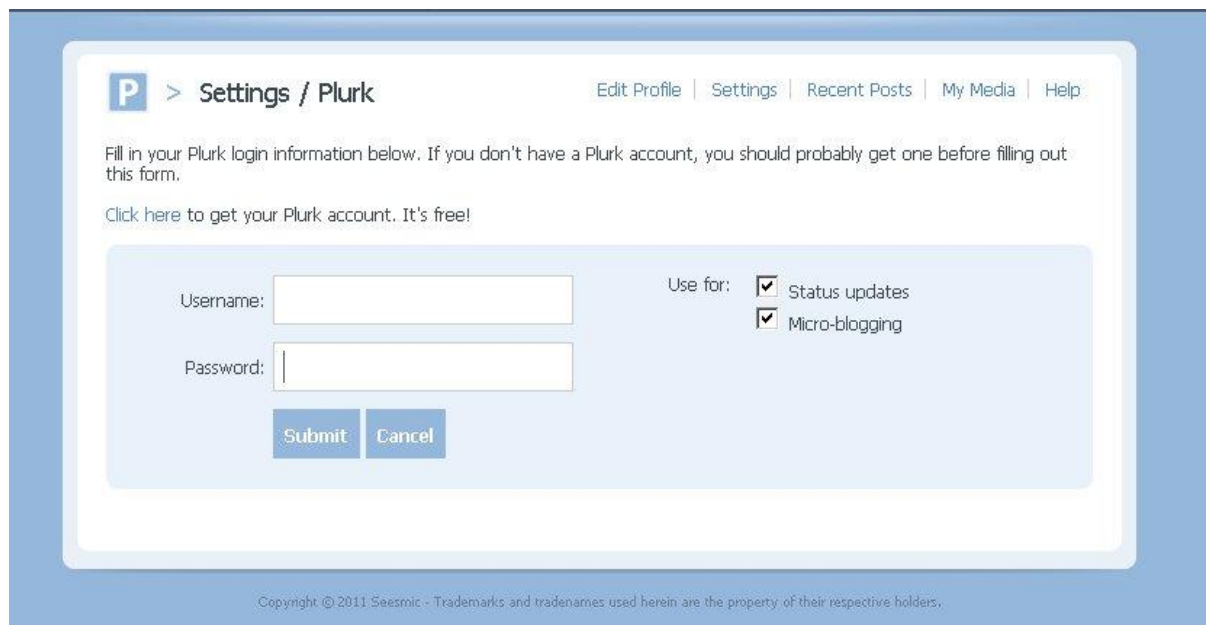


These are all the social media networks Ping can be connected with.

Start with the ones you've already got accounts with and click on 'Add Network' next to the account and it will take you to a page that allows you to connect your account. This will either be:



or a straight log in for your account with that network.

A screenshot of the Plurk 'Settings / Plurk' page. The page has a blue header with a 'P' logo and navigation links: 'Edit Profile', 'Settings', 'Recent Posts', 'My Media', and 'Help'. Below the header, there is a text block: 'Fill in your Plurk login information below. If you don't have a Plurk account, you should probably get one before filling out this form.' followed by a link: 'Click here to get your Plurk account. It's free!'. The main content area contains a login form with two input fields: 'Username:' and 'Password:'. To the right of the 'Use for:' label, there are two checked checkboxes: 'Status updates' and 'Micro-blogging'. Below the input fields are two buttons: 'Submit' and 'Cancel'. At the bottom of the page, there is a small copyright notice: 'Copyright © 2011 SaaSmic - Trademarks and tradenames used herein are the property of their respective holders.'

## What about the social media networks you're not already on?

Ping is a one way system, it only sends information out. You can't interact with the social media you're connected with so you'll need to decide whether to add more accounts than the ones you're already connected with.

Realistically, you've probably only got accounts with a handful of these networks and may not even have heard of some of them! So do you ignore them?

No!

They're all offering you opportunities to reach more people so my advice would be to connect up to as many as possible.

This means that you will need to create an account on each network.

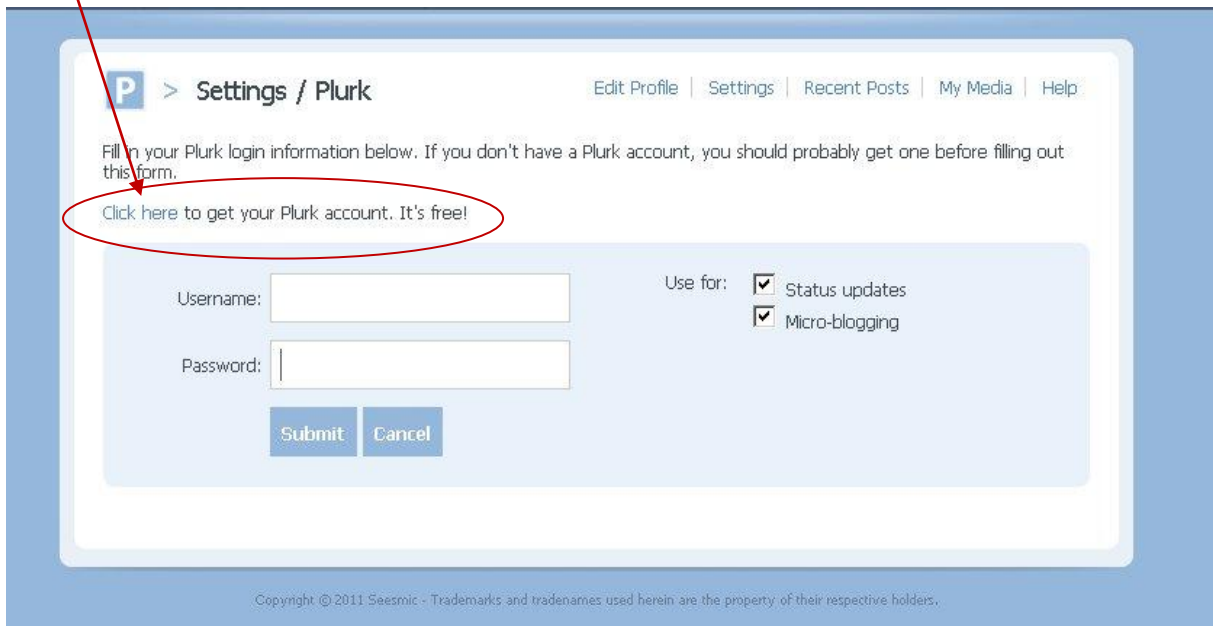
You need to have a profile on each network you link to if you expect people to take you seriously. The profile needs some content and a picture or people will ignore you as a 'fake' account.

This takes time and you may want to do this over a period of time, adding one network a day or a week and connecting it to Ping.

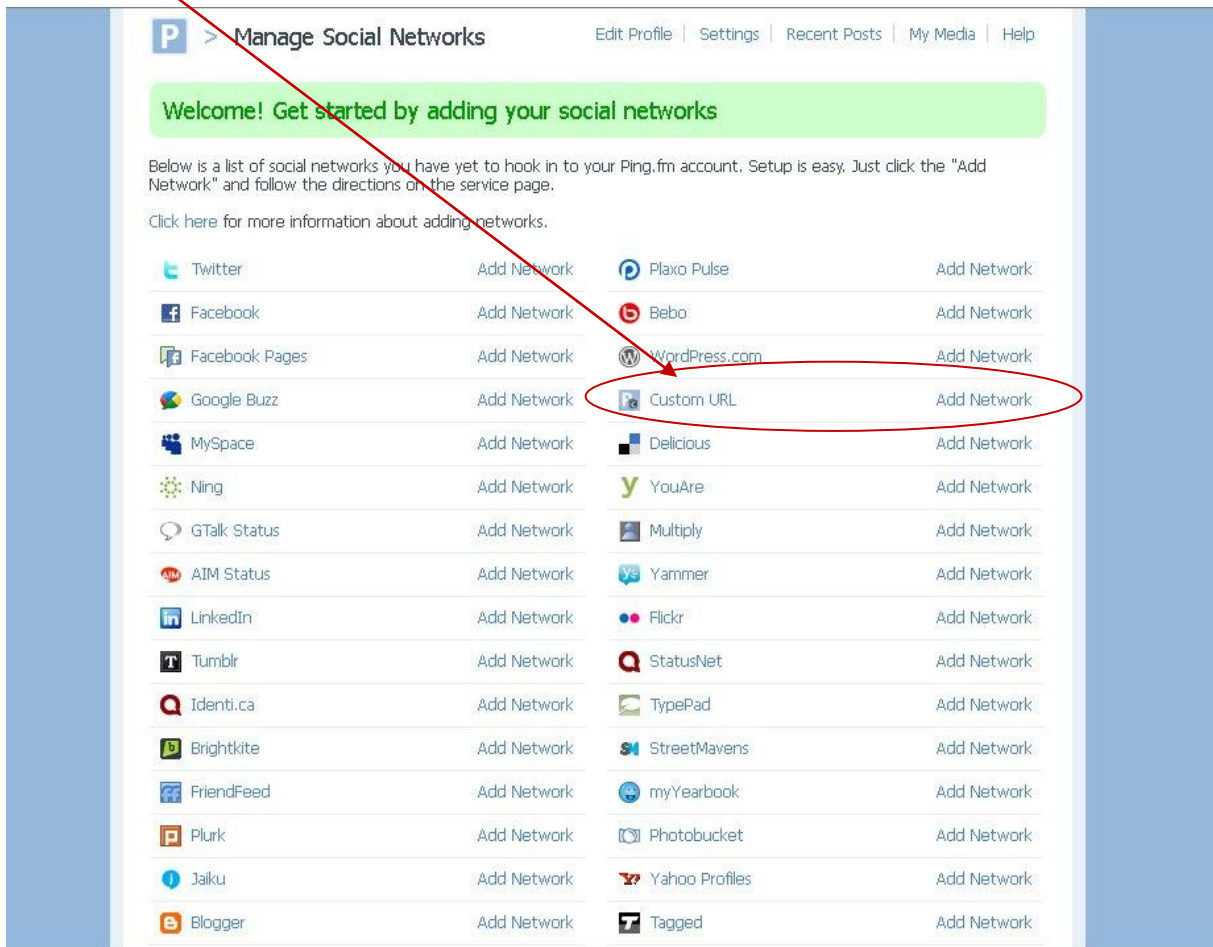
Most of us don't have the time or resources to manage this many networks, so you will need to choose the ones you want to invest time in. These are usually Twitter, LinkedIn and Facebook.

If you want to know when people on the other networks interact with you, most allow you to set up an email alert when someone posts a message or comment. It means you can respond and although you're reactive rather than proactive, at least you don't ignore people.

Ping allows you to set up accounts directly from Ping.



If you have a social network that's not listed here you can add one additional network.



I have mine set up to post into Ecademy, but you may have another network you want to post to.

Once you've got this all set up you can:

- Post the link to your blog directly into all your networks.
- Connect your Ping account to Hootsuite so you can feed all these account when you tweet.

It means you can post once and your comments and information appear in many places. It's a useful tool to build awareness and extend your reach to many more potential customers and referrers.

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### **... and finally**

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Call +44 1245 473296

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*Lesley Morrissey is an expert in readability and specialises in helping people to develop a website that works for their business.*

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