

Nut & Bolts: Integrating Social Media into Your Web Site

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Social media can take many forms from simple forums, blogs, wikis, podcasts, photo sharing and social bookmarking to dedicated social networks like Facebook and Google. While social networks like these are great tools in and of themselves, they also present opportunities to leverage them to enhance your organizations website. This segment of the panel will discuss specific ways how you and your organization can leverage social media in to enhance your website - whether it is using Flickr to showcase photos on your site or using comments from Facebook there are many options and ways to leverage these resources.

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