

AIMS Canada Reference
Quick Start Guide to tagging to del.icio.us

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:

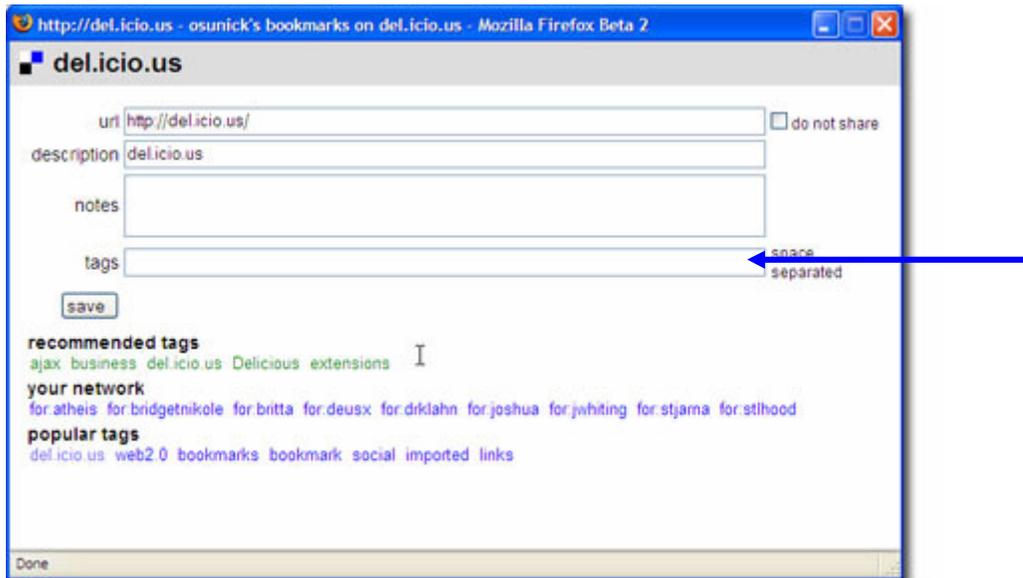


Tagging articles:

When you come across an article, report, etc. on the web that you'd like to share with AIMS members as a resource, you can tag it to the AIMS 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.



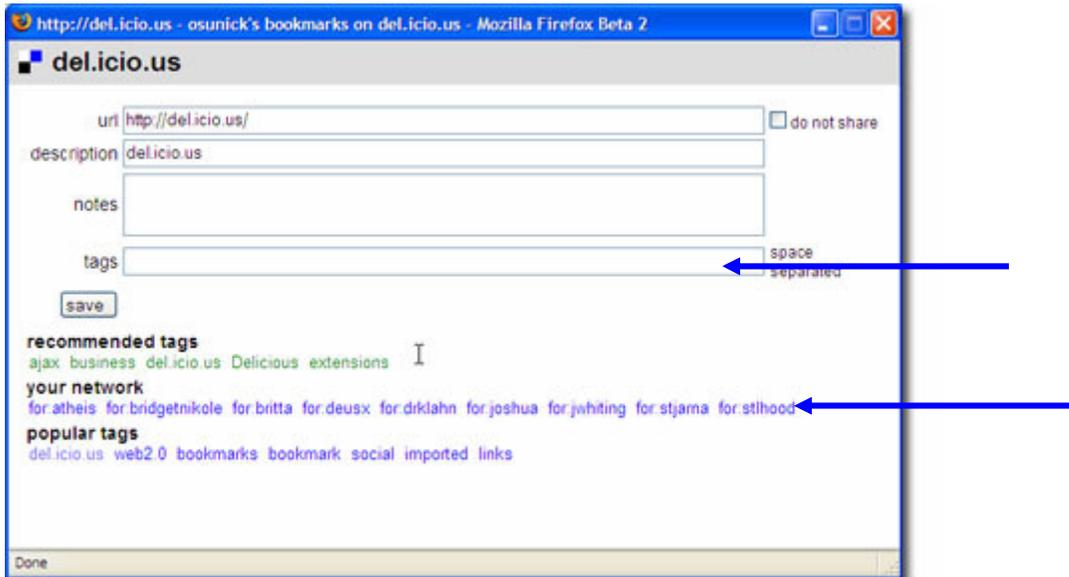
A screen similar to this one will appear -



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.

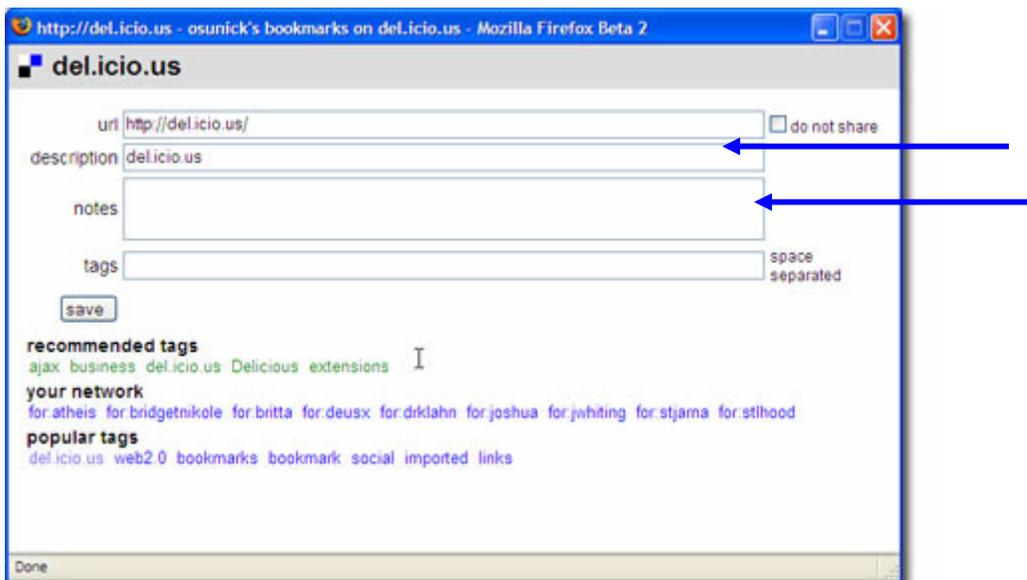
Sharing with AIMS Canada:

In the **"tags"** field, along with the descriptive tags you included above, enter the following – **for:AIMS_Canada**. You can also add AIMS_Canada to your network to enable faster entries (the "for:" tag shows up under "your network" – On the AIMS blog on the left hand side you'll see a button which says "add me to your network". You can also add AIMS to your network from your del.icio.us account)



Article description & notes fields:

A description acts as the title for users browsing tags. When you choose to tag an article to delicious the "description" field is already populated with the title of the article. If however the description is confusing or not appropriate, please edit prior to posting for AIMS.



When you're done adding tags, hit **save** and the article will be sent to the AIMS queue to be added to the resource list. Once posted to the AIMS network (typically twice per week) the article will be accessible to all members of AIMS Canada through del.icio.us.

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

If you have any questions or need help getting started tagging for AIMS, please contact Tamera Kremer at tamera@wildfirestrategy.com

AIMS Tags (categories)

(please use these keywords for consistency)

Online_media
Web_analytics
SEM
SEO
Branding
Usability
Web_design
Social_media
Research
Web2.0
Affiliate_program
Podcasting
Blogs
WOM
CRM
Mobile_marketing
Online_strategy
Email_marketing
Privacy
Ecommerce
Viral_marketing
UGC
Social_networks
Virtual_worlds
Planning
Interactive_marketing
Associations
Video
PR
Behavioural_targeting