



Thirty Day Challenge 2009 – Training – Day 15

2009TDC15f: Reader and Twitter

Running Time: 3mins



Intro

Boy oh boy do things move FAST when you're on the Internet!

I've JUST put together Day 15, literally, I was just editing the final video when I see Andrew Nez shoots me through a Tweet saying "Hey, check out Google Reader". Sure enough, there's an **amazing new feature** that you just have to rush out and do now.

I'd still definitely **do everything you've been watching so far today**, because there are a lot of uses - particularly when you've got Mobile Devices - to still **use Posterous** and still use that strategy.

But I've got to say, **to quickly send off a Tweet or to quickly update Facebook**, this new Google Reader feature totally rules.

Let me show you what it does and how it works.



Send To in Google Reader

[Starts at 00:00:46]



First of all, you have to turn it on in the **Settings**.

So, go to your **Settings** [clicks **Settings** link at the top of the Google Reader interface], and you'll see there's a whole new function here and it's called **Send To**. So we just click on **Send To**, and Voila! Look at this.

[Reads] "You can select some other sites and services to send your shared items to"

You can choose Blogger, Digg...

Well, for me, **Facebook** and **Twitter** are the two key ones, (right now, for you, posting to Facebook means posting to your **personal** profile – your Fan Page will come in the fullness of time – another reason to use Posterous in the mean time).

Just tick on both of those [and **Save Settings**]. Then, when we go back to our Google Reader, check this out. Look, there's a little **Send To** category [at the bottom of the Article Display].

30 Day Challenge

there is no charge for awesomeness



Just click on that and you'll see there's a Drop-Down – **Facebook** or **Twitter** [clicks on **Twitter**, then switches to **Twitter** – text and Link has been added to the **Update** box in Twitter].

There we go, that has been filled in [**Update** box], and I can edit it, then just click **Update**.

Boom, off you go.

Alternatively, [switches back to Google Reader] if we click **Send To** > **Facebook**, it will send the information to Facebook (here, I only have my personal Facebook profile set up, so if I find something interesting to Family and Friends, I would use this). [Switches to Facebook]

It does a really nice job of filling it in, too.

So, there you have it, to new cool tools – released literally about 2 hours ago, and perfect for you in your Thirty Day Challenge – and again that concept of **leverage**, which we've talked about all of today.

That's it from me today – hope you're having fun doing the Thirty Day Challenge. Speak soon.



Summary:

Using Send To in Google Reader

- Go to **Settings** in Google Reader
- Click **Send To** tab
- Tick the Services you require (Twitter, Facebook etc.)
- **Save** Settings
- Use **Send To** link at the bottom of an article

Links:

Propeller - <http://www.propeller.com/>

Posterous - <http://www.posterous.com/>

Pre-Season Lessons

Twitter - <http://www.thirtydaychallenge.com/training/preseason/twitter.php>

Google Reader - <http://www.thirtydaychallenge.com/training/preseason/googlereader.php>