

SOCIAL BOOKMARKING

What is social bookmarking?

Social bookmarking is a way to store, organize, and search websites. You can save links to (or “bookmark”) web pages that you want to remember and/or share. These bookmarks are usually public, but you can choose to save them privately and share them only with specific people, groups, and networks.

Social bookmarking sites use “tags” or keywords to help organize your bookmarks. Tags also help people search bookmarks and find information. For example, if you were to tag this page, you might use the tags, “HIV”, “AIDS”, “Social Bookmarks”, “New Media”, “AIDS.gov”.

There are many social bookmarking sites, but some of the most popular ones are [delicious](#) and [diigo](#). Others like [digg](#) and [reddit](#) allow you vote on or rate other people’s bookmarks.

Social bookmarking in response to HIV

- Organize HIV resources and share them with your colleagues, clients, and friends.
- Engage with others who are bookmarking and tagging HIV-related websites.
- Subscribe to receive updates when an HIV website or article is tagged.
- Provide opportunities for people to bookmark or tag your website and articles.

Examples from the field


- AIDS.gov’s “Playing Favorites - Organizing and Sharing Bookmarked Webpage” blog post: <http://blog.aids.gov/2009/08/playing-favorites-organizing-and-sharing-bookmarked-webpages.html>

Where can I learn more about social bookmarking?

- Common Craft’s Video “Social Bookmarking in Plain English”: www.commoncraft.com/bookmarking-plain-english
- Avert’s “Guide to Social Bookmarking”: www.avert.org/social-bookmarking-help.htm

Thinking about using social bookmarking?

- Check out “Understanding Your Audiences” at AIDS.gov to help decide if social bookmarks are an appropriate tool to meet to reach your target audience(s).

 Exit Disclaimer: Links marked with this image are non-government websites

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Conversation**

website: www.AIDS.gov

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