



## Take One: Get Started in Social Media With 1 Practical Resource

**Resolutions galore!** The beginning of the year is utter madness. Most people have a list of personal and professional resolutions a mile long. All of us have good intentions to fulfill these resolutions, but by the end of the month, we are defeated by the pressure of the list. To help you overcome this obstacle and perhaps assist in achieving some of those professional goals, we have selected some resources from our library to yours to inspire success. **Just take one!**

### Books:

- **The Element by Sir Ken Robinson** – explore the point at which natural talent meets personal passion. Robinson shows how we can think differently and use this new thought strategy to transform the challenges of living and succeeding in today's world.
- **The New Community Rules by Tamar Weinberg** – go beyond the tools of the social media industry and discover the core principles needed to participate in online communities - whether you're a one-person business or part of a corporate entity.
- **Measuring Public Relationships, the Data-Driven Communicator's Guide to Success by Katie Paine** – take a practical qualitative and quantitative approach to measuring relationships with this easy to digest guide of valuable insights and practical examples.

Inspiration is not insular to the social media community. Broaden your mind and thought by going beyond the non fiction and professional works and find new ideas hidden in the pages of alternate worlds. Check out [Books on the Nightstand](#) podcast for more illuminating conversations about books and reading.

### Multimedia:

- **What Matters Now** – is the work of more than 60 people with big ideas and something to say. It will inspire you to make some changes in 2010, and to keep doing work that matters.
- **Common Sense Approach to Marketing with Web 2.0 Tools** – when common sense is not so common, this simple presentation outlines the principles and some of the tools of the trade you will need to rock the new year.
- **Marketing in 2010: Social Media Becomes Operational** – is the work of 10 marketers who reveal the connection points between ideas and people that change businesses and their stories.

Continue to think outside the box and check out the [TED videos of past and present](#). The speakers lead riveting talks in twenty minute packages that you can fit into your day no matter how hectic your schedule.



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## Chats:

- **#cmtychat:** A weekly chat on Fridays at 1pm EST focusing on the business of online community building, managing, moderating and measuring. Founded and moderated by Sonny Gill and Bryan Person, [@sonnygill](#) and [@bryanperson](#).
- **#socialmedia:** A weekly chat on Tuesdays at Noon EST focusing on hottest topics in the social media industry. All chats are archived and easily searchable. Founded and moderated by Marc Meyer and Jason Breed, [@marc\\_meyer](#) and [@JasonBreed](#).
- **#kaizenblog:** A weekly chat on Fridays at Noon EST focusing on using kaizen in social media. Founded and moderated by Valeria Maltoni, [@ConversationAge](#).

Numerous conversations are occurring on every topic across the social web at all times. Start participating in progressive thought and action by joining a chat of your choice. For a list of twitter chats, check out this [massive chat schedule](#).

## Pace Yourself...

Do not stress and try to read, digest and put all of these ideas into action at once or you will burn out way before February has begun. Take it easy and find inspiration as it comes. Do not try to force ideas. Allow one idea at a time to form naturally. Here at Radian6, we will continue to share the resources and ideas we discover on our [blog](#), [Twebinars](#), [webinars](#) and [monthly content](#). Please let us know what you would like for us to talk about...after all our inspiration begins with you. [Send us an email](#) or a [tweet](#) with your thoughts. **Happy New Year!**