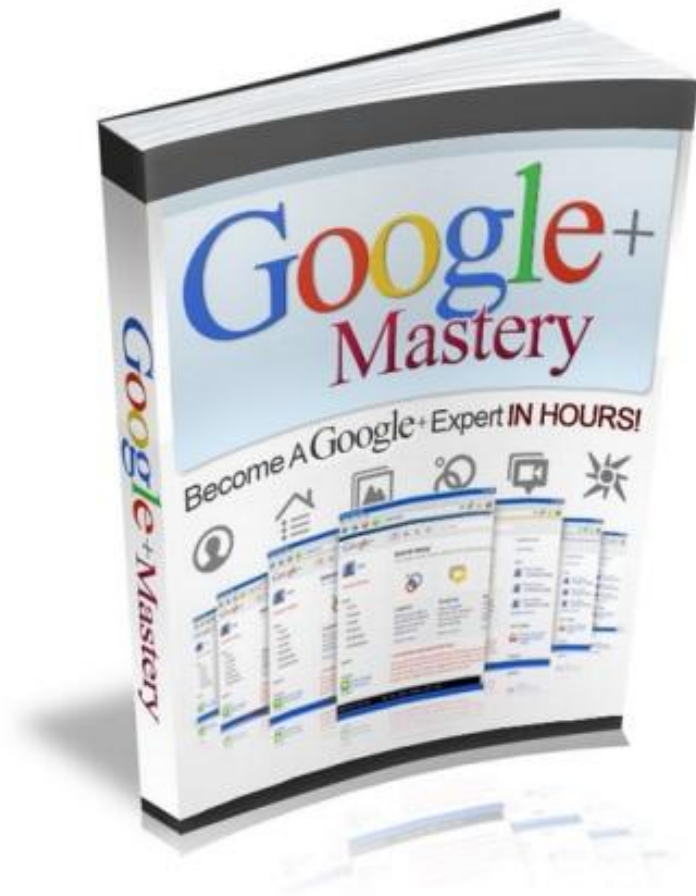


GOOGLE+ MASTERY



BY

[YOUR NAME HERE]

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INTRODUCTION

Google+ is the hottest and newest social network that was created to compete with Facebook and Twitter. With more than 10 million users who share more than 1 billion pieces of content every day, Google+ hopes to have more social connections and key features than any other applications and programs to date.

Vic Gundotra, Senior Vice President of Social for Google led the Google+ project, which launched a private Beta on June 28, 2011. Here is Vic's Google+ Profile page:

<https://plus.google.com/107117483540235115863#107117483540235115863/posts>

Google+ Features

The Google+ social network has a collection of products intended to interest every user. You'll want to explore its newsfeed called **Stream**, a video chat service known as **Hangouts**, **Sparks**, a recommendation engine, **Circles**, which is a friend management service, **Photos**, to share with your favorite

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people, and **Huddle**, which is a texting service for groups of people.

It's being touted that Questions and Games are the upcoming features scheduled for launch in Fall 2011/Winter 2012.

The Google Navigation Bar

Since Google considers Google+ as an extension of itself, you'll notice in the Google navigation bar that it now includes a link to your Google+ profile.

With all the other visual changes that Google has associated with Google+, you will now be able to see the number of notifications you've received. This is similar to the way Facebook would let you know how many notifications you have once you're logged into your account.

New User Challenges

It's important to mention that beginning users are trying hard to overcome confusion when learning about and using all of the features that are

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available in Google+. Even advanced users scramble to discover new ways to adapt Google+ into their business and marketing plans.

This Google+ guide has been created to eliminate the confusion and to provide you with explanations for creating profiles, circles, and connecting you with a variety of social media opportunities.

BEHIND THE GOOGLE+ STRATEGY

One of Google's strategies for getting people worldwide to use the Google+ platform and service is to make life just a little bit easier for you.

Let's say that you wanted to buy a new mobile phone. Instead of calling ten of your friends and asking them for tips and buying hints, you could just go online and search. If your friends have found a phone they liked or bought, their "vote" will show up as a +1 with their name, indicating to you that they liked it, and you should check it out.

When you click the +1, you're telling your friends, your family, and the rest of the world that this is something they should check out.

People will be able to find your recommendations the minute they're looking for them. They won't need to send out an email, make a phone call, or send a text message. Your recommendation is already in the search engine results. How convenient is that?

When you click a +1 button anywhere on the web, it just might be for something that you would not necessarily mention to your friends or send them an email about. But the handy outcome is that their vote for an item, a service, a hobby, or information has already been tagged by you as

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something worthwhile.

DO +1 RESULTS SHOW UP IN SEARCH ENGINE RESULTS?

If a user +1's a URL on your site, the Google search result snippet for that URL may be annotated in search results and search ads.

However, your site may make the same content available via different URLs.

For example, your site may have several pages listing the same set of products. One page might display products sorted in alphabetical order, while other pages display the same products listed by price or by rating. For example:

```
http://www.example.com/product.php?item=swedish-fish&sort=alpha
```

```
http://www.example.com/product.php?item=swedish-fish&sort=price
```

If Google knows that these pages have the same content, they could index only one version for their search results. As a result, +1's for the other versions may not appear in search results.

IMPORTANT NOTE: You can make sure Google displays +1 annotations for

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the most search results possible by adding the rel="canonical" property to the non-preferred versions of each page. This property should point to the canonical version, like this:

```
<link rel="canonical" href="http://www.example.com/product.php?item=swedish-fish&sort=alpha">
```

This tells Google: "Of all these pages with identical content, this page is the most useful. Please prioritize it in search results."

Then when someone lands on a search page for the term they typed, they'll see +1 buttons with their friends' names attached.

How do my friends names get associated with a product I'm searching for?

This happens because your friends have already created a Google+ profile, and when they saw something they liked, they clicked the +1 button; that's what makes their names show up in the results.

UNDERSTANDING THE GOOGLE+ BUTTON AND ICONS

The team at Google+ has created a Google+ button and an assortment of icons that you will want to become familiar with while learning more about this new platform.

The Google+ button is only one small aspect of the total system. However, it functions in a similar way with the “Like” button associated with Facebook. When you want to share something that you have found specifically of interest to you on the Internet, then you can press the +1 button.

This is an example of the Google+1 button:



Google+ icons have also been created, and you'll become more familiar with them in the sections that follow. To get started, going from top left and down on the right to the left, you'll see Google+ icons for Circles, Hangouts, Home, Sparks, Profile, and Photos.

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ADDING A GOOGLE+ BUTTON TO YOUR WEBSITE

The fastest and easiest way to add a Google+1 button to your website, is to access this URL and follow the instructions:

<http://www.google.com/webmasters/+1/button/index.html>

Sizes for Configuring +1 Buttons

+1 button icons are available in four heights: small (15px), medium (20px), standard (24px), and tall (65px). Several button sizes, including the tall button will allow the counts that indicate the number of times someone has +1'd an item on your site. A screenshot of the +1 button sizes is shown below.


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| Button type | Example | Width (px) | Max width (px) | Height (px) |
|------------------------|---|------------|----------------|-------------|
| Small without count |  | 24 | — | 15 |
| Small with count |  | — | 70 | 15 |
| Medium without count |  | 32 | — | 20 |
| Medium with count |  | — | 90 | 20 |
| Standard without count |  | 38 | — | 24 |
| Standard with count |  | — | 106 | 24 |
| Tall |  | 50 | — | 60 |

GOOGLE+ FEATURES

Now you'll learn more about each Google+ feature. Then you'll learn how to create your Google+ profile.

Google+ Stream / Home

| | |
|--|--|
|  | <p>The Google+ Stream is a place where users can share content and see what all their other friends are sharing. To better understand Google+, think of it as being similar to the Newsfeed in Facebook.</p> |
|--|--|

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Google+ Circles



Understanding Circles is essential to mastering Google+. You cannot simply “friend” your friends, like you do on Facebook, or “follow” different people as you would on Twitter. Instead, Google+ gives you more control over who sees your content.

You can select multiple friends and then drag-and-drop them into groups. This makes it easier to share things with friends, family, or the entire world.

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Google+ Circles Editor

| | |
|---|--|
|  | <p>Google has created unique animations for adding and removing friends to your circles.</p> |
|---|--|

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Google+ Sparks



Google+ Sparks is Google's content recommendation and discovery engine. Any user can search various topics and find relevant articles, videos, and photos. Users can then share that content with their friends and anyone in their circles.

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Google+ Hangouts



Google+ has a unique video chat feature called Hangouts, which lets you chat with up to 10 people at the same time.

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Google+ Photos



Google+ allows you to upload and share photos with your friends. It includes photo tagging and comes with a fully-built photo album product, powered by the technology behind Picasa (also owned by Google).

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Google+ Profiles



Google+ Profiles are similar to most profile pages. It includes basic information about the user, such as interests, occupation, and profile photos.

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Google+ Huddles

| | |
|---|--|
|  | <p>Huddle is another feature, but it's not included in the Web-based version of Google+.</p> <p>It allows you to have a conversation via texting with individuals or groups of people. You tap the Huddle icon and enter the name of the person (or people) you want to text.</p> <p>You can also add one or more circles (each huddle is limited to 50 people). People will get invitations to join. Then write your message and send it.</p> |
|---|--|

GOOGLE+ MOBILE APPS

The Google+ mobile apps are relatively straightforward. They come with five different icons and a notifications bar. The mobile app allows you to access your stream, take and upload photos, view and update your profile, and manage your circles.

Two features stand out about the Google+ mobile apps. The first is a feature called “Huddle,” which is essentially a group texting feature similar to Beluga and GroupMe. Huddle allows you to put a group of your friends together so you can send and receive group texts.

The second unique feature of Google+’s mobile apps is something called “Instant Upload.” This feature automatically takes the pictures you take and syncs them with your desktop. This makes it ultra-simple to share photos since they’re uploaded into a private album you can manage and share at your convenience.

Google+ also has a mobile interface that allows you to post updates, check what your circles are posting, comment, and +1 your friends’ posts, and update your location.

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iPhone App for Google+

The Google+ iPhone app has a fairly intuitive interface, a clean design and unique features. Although any iPhone user can download the app now, only users with Google+ invitations can currently use it.

Here a short list of Google+ iPhone features.

- **View your stream three ways.** Tap “Stream” to view current updates in your circles. Swipe your finger across the screen from right to left to view incoming messages from people near your current location. Swipe your finger once more from right to left to view incoming posts from everyone who has put you in a circle.
- **Check in to any locations near you.** Default settings will only display your location to your circle of contacts. From here you can attach a photo from your phone’s gallery or take a picture.
- **Remove your location from Google+ Updates.** Click the pencil icon at the top right to create a new post. Click the X next to the location listed just above the camera icon. The message will say “No location attached.”
- **Comment on a post.** To comment, post, or mute a post, you must tap the individual post, which takes you to a new page. On that page,

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you can access a drop-down menu with all the options that you can perform.

- **Upload photos to Google+.** You can upload photos individually or in bulk. Tap the pictures to select them and click Share.

TIPS FOR GOOGLE+ BEGINNERS

Whether you're just beginning to use Google+ or if you've already created a profile, these tips will help your learning curve.

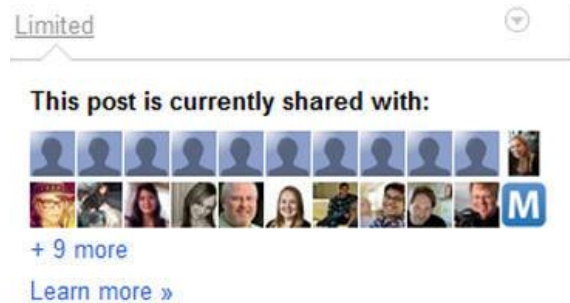
- **Mute Annoying Posts.** A post you commented on could quickly become popular and suddenly you could find responses to it spiraling out of control. To stop receiving updates from a post and remove it from your stream, click the arrow at the top of the post, then select "Mute this post." To unmute it, follow the same steps and select "Undo mute."
- **Keyboard Shortcuts.** To quickly maneuver through your Google+ stream, as well as format your posts using bold, italic and strikethrough fonts, use any of the keyboard shorts shown in the chart below.

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| Google+ Keyboard Shortcuts | |
|---------------------------------------|-------------------------------|
| *Word* = Word | J = Scroll one post down |
| _Word+ = <i>Word</i> | K = Scroll one post up |
| -Word- = <i>Word</i> | Q = Jump to Chat feature |
| Space = Scroll down your Stream | Return = Start comment |
| Shift + Space = Scroll up your Stream | Tab + Return = Finish comment |

- **Vanity URLs.** Google+ does not currently offer vanity URLs, or a shorter URL that you can use to point others to your profile. However, by going to gplus.to: that service can shorten your Google+ URL into something simpler. Just copy and paste the string of numbers identifying your Google+ page. This will create your vanity URL that will look like this: gplus.to/your username.
- **Double-Check With Whom You're Sharing Information.** It's easy to forget who you've put into which Circles. If you ever have doubts when posting an update or sharing a link on Google+, click the "Limited" link at the top. You'll see photo icons for each of the people who will be able to view and share your post with their connections.

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- **Tag Someone in a Post.** Facebook uses the "@" symbol followed by someone's name to tag a person in a status update. To tag a person in an update on Google+, type the +symbol, followed by their username. As you type, Google+ will autofill possible options.
- **Share Google+ from Gmail.** When you're logged into your Gmail account, a gray bar between your username and the Settings gear icon says "Share..." This lets you post to your Google+ account without leaving Gmail. To do so, just click the Share button and the same status toolbar from the Google+ interface will pop out, letting you post a picture, video, link, or update.
- **Disable Google+ Email Notifications.** Within a short amount of time after you've created your Google+ profile and added people to your circles, your email inbox will become flooded with notifications. To turn off specific email notifications, visit your Google+ settings page; indicated by the gear icon in the top right of your Google+ page. Then choose Google+ settings, and make your selections. Below is a

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screenshot of this option.

| | |
|--|-------------------------------------|
| Posts and mentions of my name | Email |
| Mentions me in a post | <input checked="" type="checkbox"/> |
| Shares a post with me directly | <input checked="" type="checkbox"/> |
| Comments on a post I created | <input checked="" type="checkbox"/> |
| Comments on a post after I comment on it | <input type="checkbox"/> |
| Circles | Email |
| Adds me to a circle | <input checked="" type="checkbox"/> |
| Photos of me | Email |
| Wants to tag me in a photo | <input checked="" type="checkbox"/> |
| Tags me in a photo | <input checked="" type="checkbox"/> |

- **Drag-and-Drop Functionality from your Desktop.** You can add photos, videos, and links to an update in Google+. First, click the camera, video, or paperclip icons, then search your desktop and folders, and upload it. Or, simply drag and drop the picture, video, or link from your desktop directly into the Share box.
- **Manage how others see your circles.** Under your Google+ profile picture is information about the people you have in your circles and the circles you are included in. To edit people in your circles, click the edit profile button. Then hover over your Circles information. To edit it, click the gray globe icon. From there, choose whether you want others to see who you have in your Circles and who has put you into their

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circles.

- **Disable Google+ and Delete Your Profile.** If Google+ just isn't for you and you want to leave the service, click your full name or email address in the Google+ bar, then click "Account settings" and choose "Account overview." From there, click "Delete profile and remove associated features." That process will delete your profile and remove your Google+ posts, circles and other content. You will still be able to access Gmail and most other Google services.

MANAGING YOUR GOOGLE+ PRIVACY SETTINGS

Understanding how to change your Google+ privacy and security settings is essential.

To change your privacy settings:

1. Click the gear icon at the top right of the black bar in your Google+ settings page.
2. From the "Account overview" tab, choose the elements you wish to change.

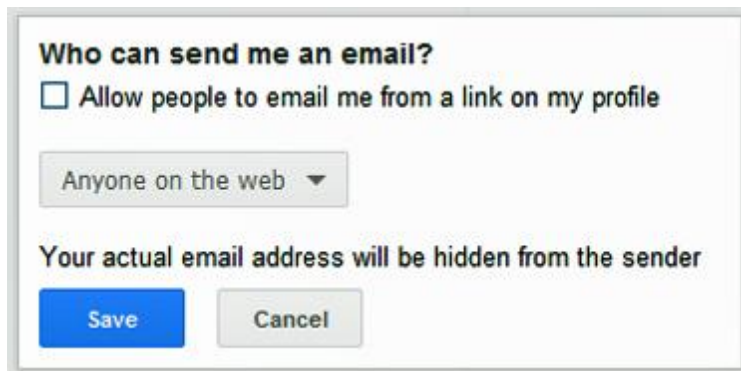
How to Prevent Someone on Google+ from Emailing You

While Google+ doesn't display your actual email address, one setting lets anyone send you an email by clicking a button, which could possibly expose you to an influx of spam or unwanted communications.

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To disable the email option:

1. In Google+, click the gear icon at the top right corner of the page, and then select **Google+ Settings**.
2. Select the **Profile and privacy** tab on the left, and then choose **Edit visibility on profile** next to **Public profile information**.
3. Make sure that the box is unchecked to disable this feature. Otherwise choose who to give this option to from the drop-down menu.



The screenshot shows a settings dialog box titled "Who can send me an email?". It contains an unchecked checkbox labeled "Allow people to email me from a link on my profile". Below the checkbox is a dropdown menu currently set to "Anyone on the web". A note below the dropdown states "Your actual email address will be hidden from the sender". At the bottom are two buttons: "Save" (in blue) and "Cancel" (in grey).

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How to Selectively Disable Post Resharing on Google+

When you post an update or link in Google+, you have the option to share it publicly or with certain circles. When your post appears in your friends' streams, they can then reshare your post with their friends, unless you disable this option.

When you don't want others to share one of your posts, follow these instructions:

1. Write your post or share your link and choose the circles you want to share it with.
2. Once it's posted, click the drop-down menu on the left of the post, and then select "Disable reshare."

This will remove the "Share" link next to "Comments," preventing others from reposting it. Visit this same drop-down menu to tweak other settings for your posts, including editing the text after publishing it, deleting the post, and disabling the comment feature.

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How to Export Your Google+ Data

Google+ gives you the option to download your Google+ information and activity to your computer. You can download Picasa Web albums and photos, your Google profile, Google Buzz information, Google Contacts and Stream activities.

To download your data:

1. Click your full name or email address in the Google+ bar, then select "Account settings."
2. Choose the "Data liberation" tab, and then click either "Download Your Data" to export everything, or select a specific service.

HOW DO YOU JOIN GOOGLE+?

At the time this report was written you will need someone to invite you to join Google+. Although this limitation will not be in place forever, you will need a Gmail account to join Google+.

After you have accepted a Google+ invitation, you will then be presented with a page that asks you to create your public Google Profile. Just fill in your name, birthday, and the remainder of the data for your Google+ Profile to get started.

The Google+ Cheat Sheet

It's no secret that the Google+ Cheat Sheet is circulating around the Internet. Should you wish to get access to it, just type "Google+ Cheat Sheet" into your favorite browser.

The Cheat Sheet gives you a list of shortcuts that might come in handy when you're becoming familiar with the Google+ services and platform. For your convenience, it's included here, although it might not display as clear as if




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you downloaded and printed your own copy.

Google+ Cheat Sheet

Help adding more, send me a message at bit.ly/googlesimon

Share what's new...



1

Word = **Word**
Word = *Word*
-Word- = ~~Word~~

2

You can add photos, videos, or links to your posts by dragging links directly to the share box.

3

Circles are like Following people on Twitter. People do not have to follow you.

4


Mention people in your posts by adding + or @ in front of their name.

5

Send Private messages to people by only sharing your post with them, disable reshare.


6

Clicking the timestamp on a post will display that post with a permalink.

 **Public** x

7

Green: People who are not in your circles may see this post.

 **Friends** x

Blue: Only people in your circles can see this post. Unless it's shared.

8

Hotkeys:
Space = Scroll down Stream.
Shift Space = Scroll up Stream.
J = Single post down scroll.
K = Single post up scroll.
Q = jump to chat.
Return = Start Comment
Tab, Return = End Comment.

9

To prevent people from sharing your post, click the arrow at the top-right of the post and choose "Disable reshare."

10

Clicking the +1 button on a post is the same as "Like" on Facebook. Clicking the +1 button again, will remove your +1.

11

Using +1 on a post will not list the post on your +1 page. Using +1 on the web will.

Page
40

CREATING YOUR GOOGLE+ PROFILE

If you've already created a Google Profile, that data will automatically be imported to your Google+ Profile; in fact, your Google+ Profile replaces it.

When you first join Google+, you will be asked to enter a few key details, such as your tagline (a brief description of yourself), your employment and your education. It will also ask you to choose a profile photo. Once you set these details, you can add other profile details.

These include an Introduction, Bragging Rights, Occupation, Places lived, Relationship, Looking for, other names, Nickname and Search visibility. You can also add links that relate to yourself. Most users add a personal website or blog, as well as their Twitter, Facebook, and LinkedIn accounts.

IS GOOGLE+ SUITABLE FOR BUSINESSES?

Although business owners found a way to make Facebook profitable in a social community environment, Google seems to feel that their initial launch of Google+ is not suitable for businesses. Their plans are to begin Beta testing Google+ for Business in August 2011.

But even if Google will create “the perfect environment” for Google+ businesses, savvy business owners with experience in social media, SEO, and mobile apps can already begin to drive traffic to their sites using Google+.

One disadvantage for this season of time, however, is that you need to find a way to get invited to join Google+. Certainly, if you’re already a member of LinkedIn, Facebook, Twitter, and any number of other social sites, you shouldn’t have much of a problem getting an invite.

IMPLEMENTATION CAUTIONS TO CONSIDER

Just as with any other social media site, think and plan very carefully before you sign up for a Google+ account, or respond to an invitation. Why? If you know someone in the business world and you accept an invitation with your personal account, then you're exposing your personal details to people that you might not want to be so transparent with.

For some business owners, this is a non-issue. For others, especially those who have young children, or who wish to keep personal matters personal, you might want to think twice about who will see your personal information and your circle of friends.

TIPS FOR ADVANCED USERS

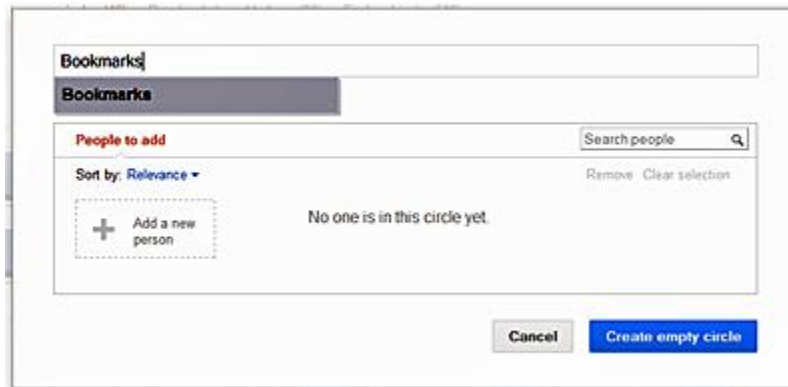
Check out these tips for information on bookmarking posts, tracking your Google+ stats and more.

How to Bookmark Google+ Posts

Depending on who you follow, there may already be a lot of activity in your Google+ stream. Although Google+ doesn't yet have a "Favorite" button like Twitter does, there's still a way you can save interesting posts to read later. Here's how to do it.

1. Visit your Circles tab. Create a new circle, name it accordingly (for example, "Bookmarks"), but do not add anyone to it.
2. When you see a post that you want to bookmark and save for later, click the Share button at the bottom of the post and share it only with your empty Bookmarks circle.

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3. To review the updates you've bookmarked, click your Bookmarks circle on the left navigation to view its stream, which will contain all the posts you've saved.
4. To remove the post from your Bookmarks circle, click the drop-down menu in the top-right corner, and then select "Delete this post."

How to Track Your Google+ Stats

Created by the co-founder of stats site [Twitter Counter](#), [Google+ Statistics](#) tracks the top 100 Google+ users (determined by how many followers they have) and lets you track your own statistics. You can quickly see how many

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people have added you to their circles, your progression, and where you rank in the list of popular Google+ users.

To obtain your own statistics, you need to connect your Google account to the site.

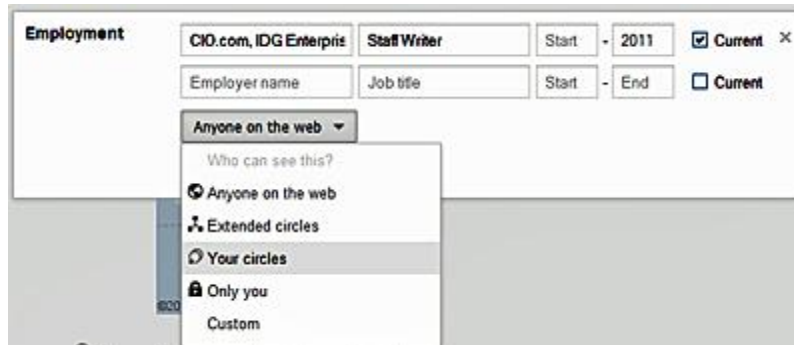
Also in Google+ Statistics you can monitor Google+ statistics such as the male-to-female user ratio (today, 87 percent of Google+ users are male, according to the site) and obtain code to promote your Google+ account on your site or blog with a widget.

How to Adjust Your Profile Privacy

You can modify the information in your profile and choose who sees it. If you only want your employment and occupation information visible to those in your Friends circle, for example, follow these steps:

1. Visit your profile page and select Edit Profile at the top.
2. Click the section you want to edit, and then choose the drop-down menu that says "Anyone on the web."

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3. From there you can choose "Extended circles" to make your information visible to everyone in your circles and your friends' circles.
4. You can customize your setting, which lets you add specific people and circles.

There is no option yet to exclude individual people.

How to Add a Google+1 Button to Your Wordpress Blog or Site

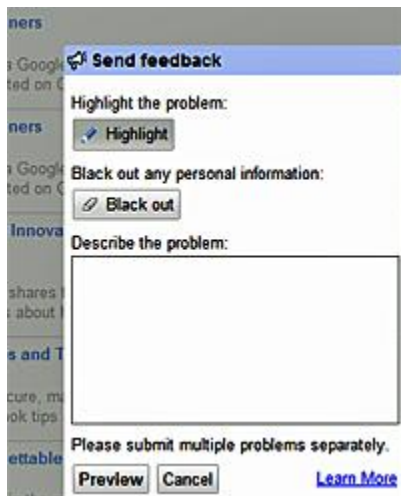
To upload a +1 button to a WordPress blog, visit Wordpress's [Plugin Directory](#) for directions and code for installing a Google+1 button on your

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site.

To add a Google+1 button to your website, visit this [Google page](#) to create a customized button and for more information.

How to Send Google Feedback



If you've had enough time to play around with Google+ and have some ideas, bugs to report or suggestions, Google encourages you to send them feedback. At the top-right of your Google+ account, click the gear icon and select "Send Feedback."

A popup will appear that lets you mark up your screen or make suggestions, using a highlighting tool, a text box to describe the problem and a blackout tool to hide your personal information.

When you're done, click the Preview button to see the report you're about to send. The feedback tool collects the URL and title of the page you're visiting, the browser and operating system you're using, as well as any browser extensions. It also collects the HTML structure of the

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page and your email address.

How to Improve the Google+ Reply Mechanism

By grabbing the [Replies and More Google+ Chrome extension](#), the extension puts links throughout Google+ that let you reply to the author of any post or comment with a single click, and without all the "+" typing hassle.

How to Start a Private Conversation

To start a private conversation with a friend or multiple friends, just share an update like you normally would, but remove "Public" and any other circles from the share box. Then, tag your friend or friends using the "+" syntax.

They'll receive notifications about the message, and you'll be able to have an ongoing dialogue in the comments for the post. If you want to be extra safe, you could also disable resharing.

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View Posts from People in Your Geographic Area

The Google+ mobile app allows you to view posts from people in your geographic area using the section labeled "nearby."

NOTE: You can also access that function from your desktop, too. Just load Google+ mobile to your desktop.

Access a Hidden Feature in the Google+ Mobile App

The Google+ mobile app has a hidden feature. When viewing your Stream, press the menu key and select "Manage Views." Then, check off all your favorite circles and select "Done." You'll now be able to swipe right from the main Stream to view those circles individually.

Move Specific Circles to the Top of Your Stream List

Circles whose names begin with a period (like ".Save") will always shoot up to the top. Names starting with an asterisk (like "*Important") will appear next.

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Make Your Circles Appear Above the Default Google+ Circles

The default Google+ circles will always appear above everything else. To get around this programmed element, create your own new circles to replace the default ones, such as "My Acquaintances" to replace "Acquaintances." Just make sure that you move everyone from the default circle to your new replacement circle; then delete the default circle when you're done.

A Quick Way to Move People On Your Google+ Page

To quickly move people into circles on your Google+ Circles page, hold down Ctrl or Shift to select more than one person at a time. You can also click and drag to draw a box and select multiple people to move.

How to Copy One Circle into Another Circle

To copy one entire circle into another circle, click inside the first circle and select "View circle in tab." Then select "More actions" and "Select all." Now,

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just drag the entire group into the other circle and it's done.

How to Make Your Friends Rotate Like a Carousel

On the Circles page, hover your mouse over a circle that has at least 30 people in it. Then scroll with your mouse's scroll wheel. The faces in the circle will rotate around like a carousel, giving you a nice graphical way to see who's inside your circle.

How to Get a Permanent Link to any Google+ Post

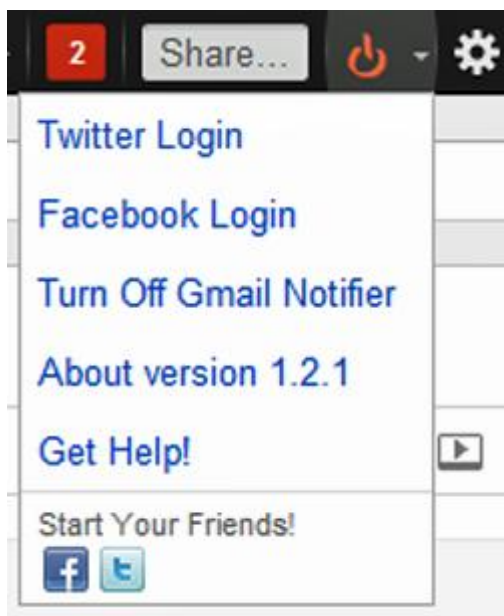
You can get a permanent link to any Google+ post by clicking on its timestamp. If the post was shared publicly, this link will work for anyone even if they aren't signed into the Google+ service.

UPDATING TWITTER AND FACEBOOK WITH YOUR GOOGLE+ POSTS

Google Chrome offers several extensions that you can use with Google+, including one that allows you to post an update to Twitter and Facebook right from Google+.

Called [Start G+](#), the extension adds Facebook and Twitter share buttons to the Google+ interface.

NOTE: You have to download and install Google Chrome before you can add a Chrome Extension.



Visit your Google+ account once you [download the extension](#). At the top of the page, next to the gray "Share..." button, you'll see something new—a red power button.

Click it to link your Facebook and Twitter accounts (it will require your respective usernames and passwords) and the next time

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you share using Google+, you'll see the new Facebook and Twitter share buttons.

Click them on or off to share with your appropriate network.

In addition to the Facebook and Twitter buttons, the "Start G+" extension also adds a Gmail notification box to the top bar that displays how many unread emails you have. Clicking it will let you access your emails from inside Google. You can visit the drop-down menu under the power button to turn it off.

MIGRATE YOUR FACEBOOK DATA TO GOOGLE+

As with any migration, you could encounter bumps and snags along the way. However, by using this migration strategy, it might help the process.

Migrate Your Friends

A social network is nothing without a group of friends with whom to talk, so the first thing you'll want to do is migrate your friends. Not everyone you know is going to be on Google+ yet, but it's a good idea to make sure you don't leave anybody out. You can always send those other late adopters an invite to encourage them.

The easiest way to migrate your Facebook friends is to import them through a Yahoo email address. That might sound strange but it's a known fact Facebook shuts down apps that use browser extensions. Facebook doesn't like non-partners pulling friend data.

The non-Yahoo methods usually add your Facebook friends to Google Contacts, which you probably don't want. You may not have a Yahoo

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account, but that's what makes this method so simple. You don't need to fill up your main address book with Facebook extras. It takes only a few minutes to import your contacts.

To import your Yahoo or Flickr contacts,

1. Go to mail.yahoo.com and click the Create New Account button. If you already have an account, you can skip this step.
2. When the account is created, sign in and select the Contacts tab.
3. Click "Import Contacts" and choose the Facebook option.
You should now see all your Facebook contacts in your Yahoo address book.
4. Log into your Google+ and go to the Circles tab.
5. Click "Find and Invite" and then click the Yahoo button to add all your friends.

Migrate Your Photos

Migrating your photos is ridiculously easy with Move Your Photos Chrome

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Extension. Install it, click its icon in the extension bar, and log in to your Facebook account. Select the photos you want to transfer and click the upload button at the very bottom of the page. You'll see the progress bar in the lower right-hand corner. Don't log out until the upload has been completed.

When it's done, you'll see your albums in Google+. By default, they won't be public, but you can adjust each album's privacy settings by clicking the "Edit" link under "Visible To."

If you don't want to use Chrome, you can grab a [similar extension for Firefox](#), but you have to transfer albums one by one. If you have Chrome installed, it's much faster to migrate your photos.

Migrate Your Videos

The only way to migrate your videos, unfortunately, is to download all your Facebook data and re-upload the videos.

To migrate your videos:

1. Inside your Facebook account, choose Account, and then select Account Settings.

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2. Scroll down to "Download Your Information."
3. Click the "learn more" link and then select the Download button.
4. It will take awhile to gather your info, but you'll receive an email when it's done, and you can download a ZIP file full of your photos, videos, and profile information.
5. You'll have to upload them one by one, so log into Google+, click on your profile, and go to "Videos."
6. Select "Upload New Videos" and re-upload your videos to your Google+ profile.

NOTE: If any of your videos are missing, you can retrieve them by installing the Video Download Helper extension for Firefox. Then just navigate to the video you want to download, play it, and click the arrow next to the icon in the add-on bar.

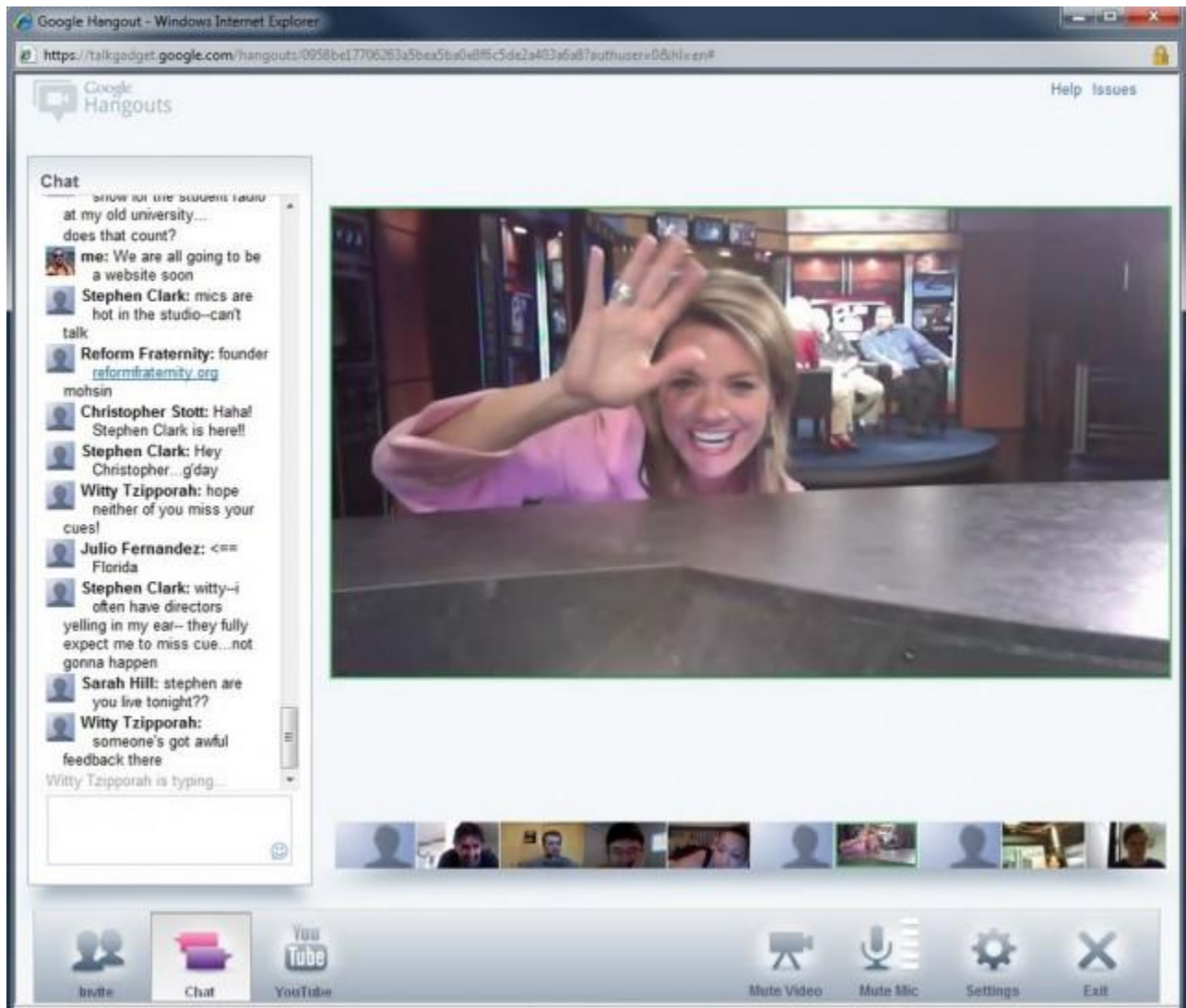
HOW TO USE GOOGLE+ FOR YOUR BUSINESS

Even before Google releases their Beta for a Google+ Business Environment, here are several suggestions that might work for you.

Hosting Audience Hangouts

Although Google+ Hangouts limits your video chats to 10 people at a time, it's a great way to connect with friends and business associates or clients. Following is an example of how one journalist is using Hangouts to her advantage.

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[Sarah Hill](#), an anchor for KOMU-TV in Columbia, Missouri, has been inviting her Google+ fans to join her in Hangouts, the network's video chat service. KOMU hosts a Hangout during the 5:00 p.m. newscast to give viewers a behind-the-scenes look at the newsroom. She then interviews people in the

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Hangout on-air about their reactions to the day's news.

"G+'s video chat feature is turning into KOMU's own version of a satellite window," Hill said. "It's free. The video and audio are of air-able quality — no lugging gear to 9 different places to get 9 different opinions. You simply invite 9 viewers to your Hangout and the news comes to you."

One chat brought in people from Pakistan, New Zealand, Orlando, New York, LA, Missouri, Iowa and England. Hangout participants were floored by Hill's ability to multitask.

Engaging Readers

Despite Google telling brands the platform isn't ready for them yet, media organizations have quickly jumped on board. Like many of the early adopters from the journalism world, Canada's top news source [CBC](#) has been posting links to stories with prompts that solicit reader feedback.

With the natural enthusiasm for engagement and intelligent conversation, Google+ could become a place where business owners could generate solid feedback from their audiences.