

# What are Social Media Lists?

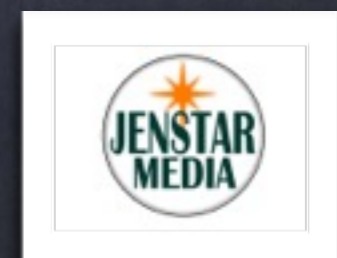
The image shows two overlapping screenshots of social media list creation interfaces. The left screenshot is from Twitter, titled "Your lists", and shows a list of categories to include in a list for the user @AuthorJohnMason. The categories are: Books (checked), Design, NaplesCo, Naples, Health & Nutrition, Photographers, Business News, AustraliaConnections, momsites, Inspiration (checked), and Technology. A "Create a list" button is at the bottom. The right screenshot is from Facebook, titled "Interests", and shows a list of interest categories with a "+ Add Interests" button at the top right. The categories are: ★FACEBOOK Experts & Resources! (20+), Pages and Public Figures (11), Inspirational People on Facebook (20+), Tech Entrepreneurs (20+), Health News (20+), Entertainment News (20+), Recipes (20+), Child Causes (20+), Social Entrepreneurs (20+), Innovative Brands (20+), and Media Publishing (20+). In the center, there are two large blue arrows pointing right. The top arrow has the Twitter bird logo and the word "twitter" in white. The bottom arrow has the word "facebook" in white, with a hand cursor icon pointing to it.

<https://twitter.com/lists>

<https://www.facebook.com/help/www/440058336033758?rdrhc>

<http://about.me/nicoleflothe>

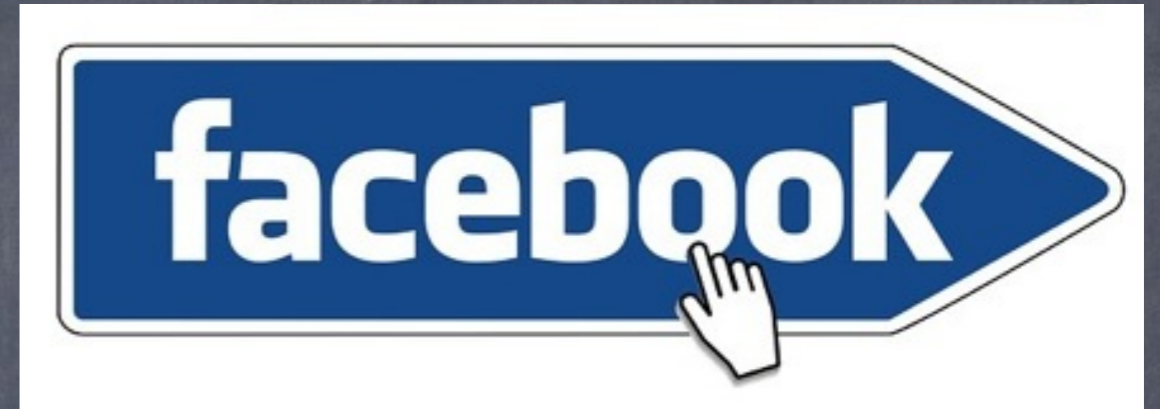
<http://en.wikipedia.org/wiki/About.me>



# Why create a List?



- A list is a curated group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the users on that list. An example might be Authors, and create a list of publishers that you would want to follow and or subscribe to one of their lists.



- Interest lists are an optional way to organize the content you're interested in on Facebook. You can create your own interest lists based on the things you care about, or follow other people's lists. For example, you could create a Top Chefs list that features Chefs' Pages and public updates from Restaurant members.

# Quickly Share Content

### SWFL Media & Info Sources

A public list by Chris Silk

MEMBERS: 190    SUBSCRIBERS: 9

Subscribe

Tweets

List members

List subscribers

Recently added members - View all

- wendy fullerton @WendyFu... Follow
- Haley Webb @HaleyWebbWx Follow
- Mike Sullivan @MikeSullyW... Follow
- Janet Wilson @tvjanet Follow

### Tweets

**Party Genie** @PartyGenieApp · 6m  
This Iceland Ice Cave Proposal Is Hauntingly Beautiful [huff.to/1gM87d8](http://huff.to/1gM87d8) #LetsParty  
View summary    Reply    Retweet    Favorite    More

**The News-Press** @thenewspress · 9m  
Lee County's a bad place to be poor [newspr.es/1bFy6A](http://newspr.es/1bFy6A) What it means for #SWFL [pic.twitter.com/pPx34TcTgM](http://pic.twitter.com/pPx34TcTgM)

County	Score
Cobb County, GA	2.8
Lee County, FL	9
Denton County, TX	9.5
Clark County, NV	12.3
Travis County, TX	13.1

Here are the best and worst housing markets for availability of affordable rental units for the poor.


Market	Score
Suffolk County, MA	50.4
Washington, DC	44.7
Middlesex Courtv. MA	44.4

BEST FIVE MARKETS AFFORDABLE, AVAILABLE UNITS PER 100 RENTERS

**The News-Press** @thenewspress · 14m  
Lee County foreclosures fall in March [newspr.es/PfVSe8](http://newspr.es/PfVSe8) #swfl  
View summary    Reply    Retweet    Favorite    More

**Everyday Health** 10 mins · @

Substitute the word "behavior" for "substance" and you open up the definition of addiction to all kinds of dependencies.



### 8 Common Behavioral Addictions - Addiction Center - Everyday Health

Behaviors can be as addicting as substances like alcohol and drugs. Learn which activities can cause serious problems for some people.


EVERYDAY HEALTH

Like · Comment · Share · 6

---

**FITNESS Magazine** 15 mins · @

Skip the salon and get gorgeous hair at home. In 7 minutes. Yep.



### The 7-Minute Blowout

Skip the salon and give yourself an OMG-orgeous blowout at home.

ON THIS LIST (26)

- Discovery Fit and Health
- Men's Fitness
- Ju-Don Roberts
- Yahoo Health
- Richard Besser
- Stephanie Paige Miller
- Men's Fitness
- Health.com
- Women's Health

Last updated by Vadim Lavrusik on August 6. Added Kyle Cheney.

English (US) · Privacy · Terms · Cookies · More

Facebook © 2014    Chat (56)

### YourYear

A public list by Shelly Aristizabal

#YourYear This is Your Year To Design And Live The Life of Your Dreams. [www.shellyaristizabal.com](http://www.shellyaristizabal.com)

MEMBERS: 5    SUBSCRIBERS: 0

Subscribe

Tweets

List members

List subscribers

Recently added members - View all

- Heartbeat Magazine @Hear... Following
- Key4Women @Key4Women Following

### Tweets

**JenStar Media** @jenstarmedia · 1h  
Hello April! These will be delicious tomorrow at the Lunch & Learn with Business Women Connect from 11:30am -... [fb.me/1ma6taS8w](http://fb.me/1ma6taS8w)  
Expand    Reply    Retweet    Favorite    More

**Nicole Flothe** @trackthetime · 1h  
My friends at Naples Sea Life Lights have so many lovely designs that make me think of sunny florida sunshine.... [fb.me/6ztcLfQvh](http://fb.me/6ztcLfQvh)  
Expand    Reply    Delete    Favorite    More

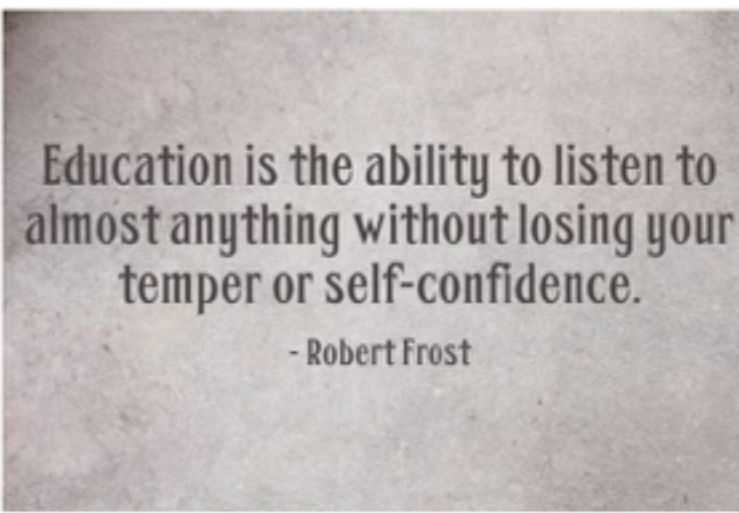
**JenStar Media** @jenstarmedia · 2h  
I agree, Never Stop Dreaming! [fb.me/3leFVZXO6](http://fb.me/3leFVZXO6)  
Expand    Reply    Retweet    Favorite    More

**Key4Women** @Key4Women · 3h  
Preparing your employees for 360-degree feedback leads to better results. 5 ways to prep them: [ow.ly/uSnTK](http://ow.ly/uSnTK)  
View summary    Reply    Retweet    Favorite    More

**Key4Women** @Key4Women · 7h  
Women in the developing world are starting businesses thanks to donations from people around the world. #inspiring [ow.ly/uSpbF](http://ow.ly/uSpbF)  
Expand    Reply    Retweet    Favorite    More

**Knewton** 11 hrs · @

"Education is the ability to listen to almost anything without losing your temper or self-confidence."  
- Robert Frost



- Robert Frost


Like · Comment · Share · 9

**suTok** Brave New Talent

- enda inter arabe
- Homeless World Cup
- MicroVentures Inc. - Hapinoy
- Kickstarter
- Ushahidi
- Fundacion Paraguaya
- Knewton
- DonorsChoose.org

Last updated by Arianna Huffington on February 21. Added TechSoup.

English · Facebook



# Create Lists on Twitter & Facebook

The screenshot shows the Twitter profile of Nicole Flothe (@trackthetime). The profile includes a bio: "WebDesign, Social Media Expert, networking, Nurse, Speaker, Blogging, Managing Editor of Heartbeat Connection Magazine, Naples, FL · heartbeatmag.com". Statistics show 6,602 tweets, 2,787 following, and 4,119 followers. A dropdown menu is open from the profile picture, showing options: Lists, Help, Keyboard shortcuts, Twitter Ads, Settings, and Sign out. Below the profile, there are sections for "Lists" (Subscribed to / Member of), "Magazines" (Magazines that provide resources on local and international updates, 5 members), and "Books" (Authors, Publishers, News). A "Who to follow" section is also visible, listing "Naples Daily News @ndn" and "Florida Weekly @FloridaWe...".

The screenshot shows the Facebook "Create New List" interface. It features a search bar at the top with the text "Search for people or pages...". Below the search bar, there are categories for "Pages", "Following", "Friends", "Art", "Books", "Business", "Causes", "Entertainment", "Food", "Games", "Lifestyle", "Music", "News", "Politics", "Sports", and "Technology". The "Pages" category is selected, showing a grid of 61 items on the list, including "HEART", "CAN", "est", and "STAND OUT". There is an "Add to this list" button. Below the list, there are "LIST SUGGESTIONS" for "Dwyane Wade", "Magic Johnson", "TED.com", "Surf and Sunshine", and "Terri Levine", each with an "Add" button. A "See More Suggestions" link is at the bottom.

- To create Lists on Twitter go to the gear icon on the top right and choose Lists from the drop down menu.

3

- To create Lists on Facebook go to the left lower side of your news feed page and click on Interests.



# Subscribe to Lists on Twitter & Facebook

On Twitter check out other business lists, i.e. Naples News has a SWFL Media & Info Sources list.

**Add Interests** + Create List

Follow interest lists or create your own.

Search for lists...

**Suggestions**

- People that make you FEEL FAT** by Trey Ratcliff  
Featuring Clare Grant, Derek Jeter and 25 others  
6,591 followers  
Follow
- LindyHop** by Brad Hettervik  
Featuring Atomic Ball Room, Shesha Marvin and 25 others  
2,569 followers  
Follow
- Men's style** by Morin Oluwole  
Featuring Perry Ellis, Ben Sherman and 23 others  
6,983 followers  
Follow

On Facebook you choose to Follow other lists that you search or that are suggested.

**ParadiseCoast** @ParadiseCoast  
Official travel and tourism news from the Naples, Marco Island, Everglades (Bureau - Southwest Florida)

**Florida Weekly** @FloridaW  
Community Newspaper co  
Business, Arts and Enterta  
Bonita Springs, Nap

Context menu:  
- Tweet to @ParadiseCoast  
- Add or remove from lists...  
- Block @ParadiseCoast  
- Report for spam

**SWFL Media & Info Sources**  
A public list by Chris Silk

MEMBERS: 190  
SUBSCRIBERS: 9

Subscribe

**John Mason**  
@AuthorJohnMason

John Mason is a national best-selling author, minister, executive author coach and noted speaker. He is the author of best-selling An Enemy Called Average.  
Tulsa, OK · freshword.com

TWEETS: 705  
FOLLOWING: 50  
FOLLOWERS: 1,594

**Following**

Followed by HootSuite and Shelly Aristiz

**Tweets**

Retweeted by John Mason  
**Steven Bartz** @StevesKnees · Jun 25  
It's not how much we do that matters; it's  
#AnEnemyCalledAverage #Productivity  
Expand

**John Mason** @AuthorJohnMason · 3h

Context menu:  
- Tweet to @AuthorJohnMason  
- Add or remove from lists...  
- Block @AuthorJohnMason  
- Report @AuthorJohnMason for spam  
- Turn off Retweets  
- Turn on mobile notifications  
- Embed this Profile

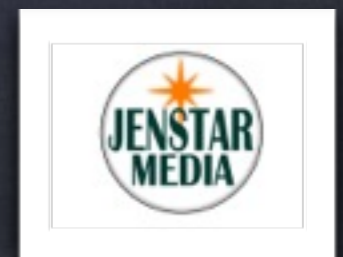


Your lists

Include @AuthorJohnMason in:

- Books
- Design
- NaplesCo
- Naples
- Health & Nutrition
- Photographers
- Business News
- AustraliaConnections
- momsites
- Inspiration
- Technology

Create a list



# Make sure to Share Your List

---

## TWITTER-

To find a list's URL to share:

Go to the list you'd like to share.

Copy the URL that shows up in your browser's address bar.

It will look something like this:

[https://twitter.com/username/lists/list\\_name](https://twitter.com/username/lists/list_name)

Paste the URL into a message to anyone with whom you want to share the list.

---

## FACEBOOK-

To find a list's URL to share:

Go to the list you'd like to share and click Share button or if you created it then copy the URL that shows up in your browser's address bar.

It will look something like this:

<https://www.facebook.com/lists/10151785317756811>

Paste the URL into a message to anyone with whom you want to share the list.

