



Take your bookmarks on the road

By Molly Morris, memDesigns, December 2008
© Molly Morris, All rights reserved

We've been publishing our newsletter on web design and emarketing news for almost a year and a half, and have always strived to provide readers with useful and relevant information to help build your web presence and emarketing strategies. Most newsletters include links to useful tools and resources. The [newsletters are archived on our website](#), but what happens when you remember once reading something about a tool that you now want to access, but can't remember what exactly it was or what newsletter issue to go back to.

We now have a solution. Every link referenced in our newsletters is now available to you through social bookmarking at <http://delicious.com/memdesigns>.

What is social bookmarking?

Just like the bookmarks or favourites you set in your web browser for quick access to your favourite websites, social bookmarking allows you to have those bookmarks available to you from any computer, wherever you are, and to share your bookmarks with others. Instead of being stored within your browser, your bookmarks are stored on a website, like [Delicious](#) (which is what I've chosen to use.) Once you sign up for a free account, you have the option of importing your current browser bookmarks to your Delicious bookmark page, or you can start fresh and bookmark only those pages you want constant access to. If you're going to import your current browser bookmarks you might want to take some time to clean them up and edit before you do so. I tend to bookmark very temporary or time-specific pages, and am not too conscientious about deleting them after their usefulness is exhausted, and don't need to clog up yet another list with, for instance, the driving directions for last summer's day trips.

How public are my bookmarks?

You have the option to make any single bookmark in your delicious page public or private, but your page itself is fully public. Of course, people will have to know you have a page - and its URL, to find it,

unless they take a lucky guess or it comes up in a search. Also, on the home page of Delicious is a list of popular and recent bookmarks, and if one of yours appears on that list, it does so with a link to your page. If you really want to use social bookmarking as a private bookmark list, then you need to make every bookmark on your page private (by clicking the "Do Not Share" button when you create the bookmark.), so that for anyone happening upon the page, it will appear as if there are no bookmarks at all.

A few other delicious morsels

- You can put a delicious icon on your web browser toolbar for instant bookmarking of websites to your delicious list.

When you have a delicious account, you can develop a network of other delicious users. You can then send individual bookmarks to people in your network and get their bookmarks. You can hide your network list from public view or keep it visible for all to see who your friends are.

- You can also "subscribe" to receive notification of new pages that are bookmarked under specified "tags". Tags are simple descriptive words that categorize pages. So, if you subscribe to "recipes" you will get notified anytime anyone adds a bookmark with that tag.
- Bells and whistles notwithstanding, I find the best use of delicious to be the simple ability to bookmark my favourite web pages in a place that I access from any computer.