

The Challenge – Module 3 – Day 5

2010TCMD3D5d: Setting Up an Identi.ca Account

Running Time: 3 mins



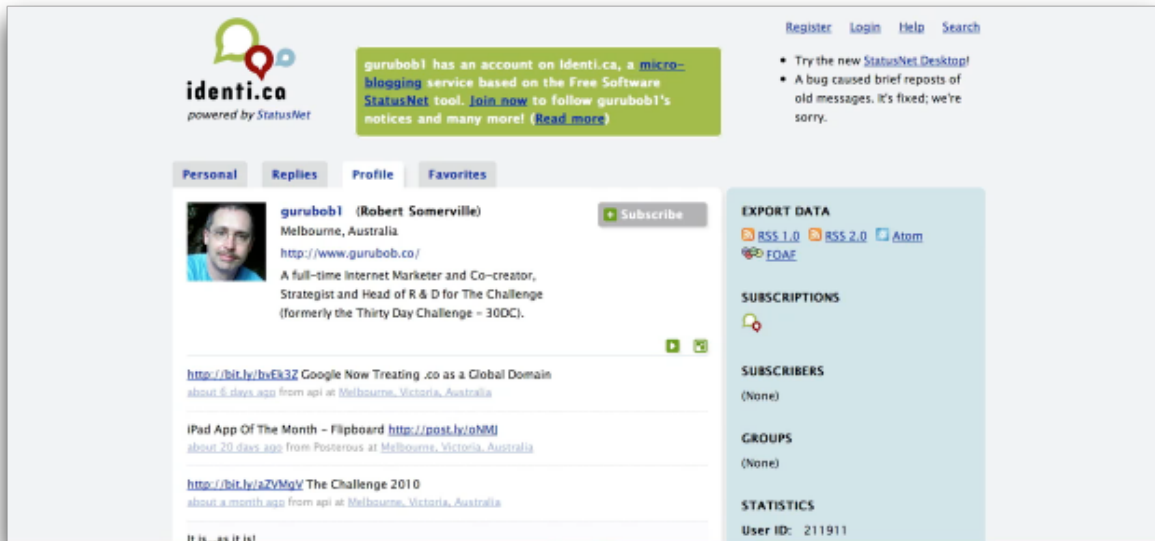
The screenshot shows a video player interface. At the top left is the 'The challenge' logo with the tagline 'there is no charge for awesomeness'. To the right is the year '2010'. The main title of the video is 'Setting up an Identi.ca site to add to Posterous'. Below the title, there are two buttons: 'MODULE 3' and 'DAY 5'. At the bottom right is the website URL 'www.challenge.co'. The video content shows a preview of an Identi.ca profile for 'gurubob1 (Robert Somerville)'. The profile includes a photo, location (Melbourne, Australia), a website link (http://www.gurubob.co/), and a bio: 'A full-time Internet Marketer and Co-creator, Strategist and Head of R & D for The Challenge (formerly the Thirty Day Challenge - 30DC)'. There is also a 'Subscribe' button.

Intro

Hi, everybody. **Guru Bob**. And in this third and last video for day five of module three for **the Challenge**, I'm going to be showing you how to set up a profile on a service called **Identi.ca**.

Now, I had anticipated that we'd be showing how to set up a **TypePad** blog, but as I've mentioned in the last video, unfortunately, it appears that TypePad, whilst they previously offered a free blogging service, they have now gone to a paid model, but only a very limited free trial. So, that's not going to be a possibility. So, I'm just going to pick another of the sites that **Posterous** interfaces with. And we're going to look at **Identi.ca**.

Overview



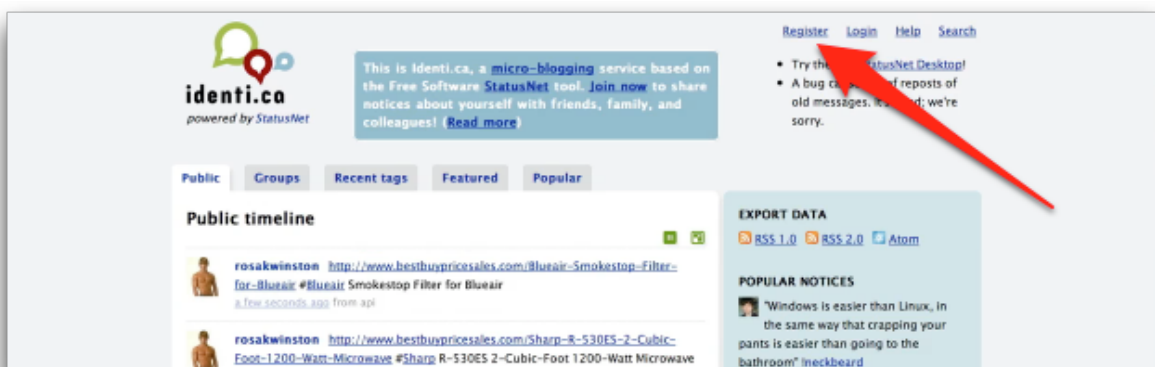
Now, if you have a look here at my Guru Bob profile on Identica, you can see that it rather like Twitter in the sense that you can have a small limited like microblog-type post. But in the **profile** of the site, you can put a link to a site, which is what you're going to be using to link to your Wordpress blog.

Setting Up and Identica Account

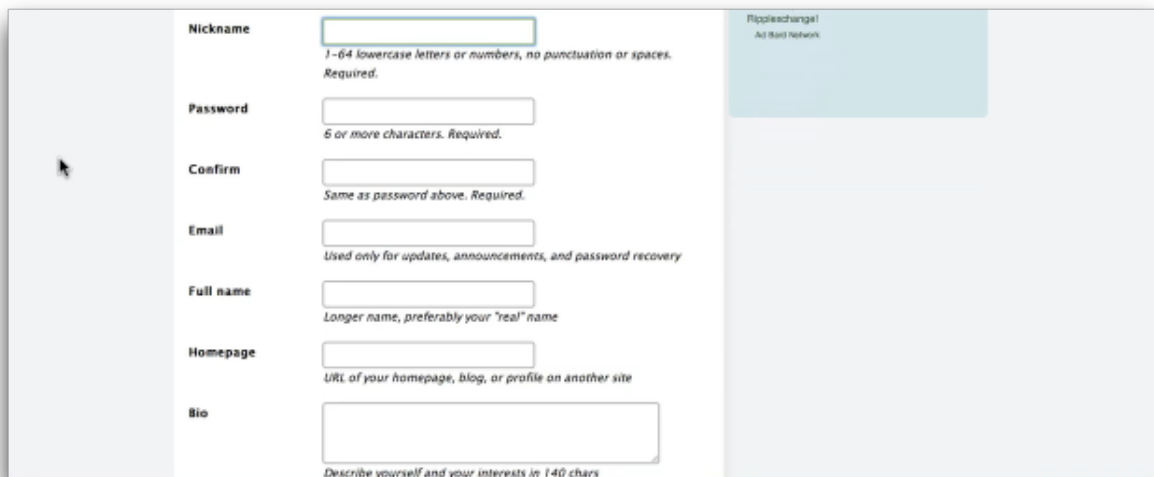
So, how do we set this up? Well, of course, in order to register, you need to go to:

<http://www.identica.ca>

Then, in the top right-hand corner of the Page, there's a link to **Register**. So, we're going to click on that.



And it asks for some information here.



Registration form fields:

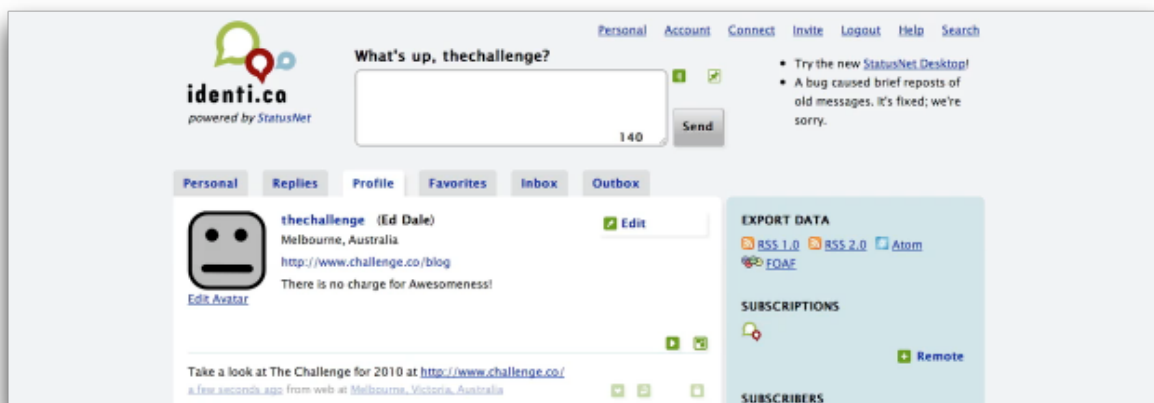
- Nickname: 1-64 lowercase letters or numbers, no punctuation or spaces. Required.
- Password: 6 or more characters. Required.
- Confirm: Same as password above. Required.
- Email: Used only for updates, announcements, and password recovery.
- Full name: Longer name, preferably your "real" name.
- Homepage: URL of your homepage, blog, or profile on another site.
- Bio: Describe yourself and your interests in 140 chars.

And I'm just going to fill this in relative to **the Challenge**. And once I've done that, we'll see what it looks like at the back end.

[TIP: Try to create a **Nickname** that contains your **Theme Keyword Phrase**, and use your **WordPress Direct/Micro-Niche** site address as the **Homepage**]

Ok, so, I went through the registration process. **Identi.ca** sends you an **activation email** that it is necessary for you to click on before they allow you to make any posts.

Here is my **Profile**.



Profile page for **thechallenge** (Ed Dale) on **identi.ca** (powered by StatusNet).

Profile details:

- Location: Melbourne, Australia
- Website: <http://www.challenge.co/blog>
- Bio: There is no charge for Awesomeness!

Recent post:

Take a look at The Challenge for 2010 at <http://www.challenge.co/>
a few seconds ago from web at Melbourne, Victoria, Australia

Navigation: Personal, Replies, Profile, Favorites, Inbox, Outbox

EXPORT DATA: RSS 1.0, RSS 2.0, Atom, FOAE

SUBSCRIPTIONS: Remote

SUBSCRIBERS

You can see as part of the set up, I'm required to give a location and a bit of description and a URL to my site, which appears in the profile here for the account. And I've already taken the opportunity to make a quick post here.

You can see down the bottom here, **take a look at the Challenge for 2010 at** and I've given a URL back to the main Challenge website.



So, **Identi.ca works very similarly to Twitter** in this regard. And once you've added your Identi.ca details into your Posterous account, then every time you make a post at Posterous, a little microblog status update will be published to Identi.ca which will link back to the post that you've made. So, this is quite a nice, cool service to get yourself a quick back link. And **Google seems to really like Identi.ca**. It seems to index new accounts on this service very quickly. So, you should be given credit for your profile like pretty fast.

Wrap Up

Alright! Well, that's Identi.ca. That completes the signup.

Don't forget to add this account to your Posterous setup.

So, we hope that you'll set up here on day five of module three. And tomorrow, I'll be showing you how to set up three more sites on three different Web 2.0 platforms. I'll see you tomorrow.

Actions

- **Sign up for an Identi.ca account**
- Include a link to your micro-niche blog in the **Homepage** box on the **Profile**
- Add the Identi.ca account to your Posterous account

Handy Tip - Try to create a **Nickname** that contains your **Theme Keyword Phrase**, and use your **Wordpress Direct/Micro-Niche** site address as the **Homepage**.

Resources:

Identi.ca - <https://identi.ca/main/register>
Click here to signup for an Identi.ca account.

Identi.ca Support - <http://identi.ca/doc/help>
Click here to get support using Identi.ca.