



Orital
Digital Healthcare
Consultancy

How to access and use Orital's Delicious Bookmarks

A step-by-step guide

Introduction to Delicious

- Delicious is a “social bookmarking” service, designed for storing, sharing, and discovering web bookmarks
- Orital has selected a specialised set of bookmarks for you to access
- These bookmarks will give you examples of online communities, use of social media and blogs, and will show you what your competitors are doing online
- Follow this step-by-step guide for help accessing and utilising this resource



1. Visit www.delicious.com/oritalconsulting

You'll arrive at this page:

The screenshot shows the Delicious website interface. At the top, there is a navigation bar with 'delicious' and links for 'Home', 'Bookmarks', 'People', and 'Tags'. A search bar is located on the right with the text 'Search Delicious' and a 'Search' button. Below the navigation, the user's profile 'Orital Digital Healthcare Consultancy's Bookmarks' is displayed, including a site URL and an email address. A sidebar on the right offers options like 'Save a new bookmark' and 'Add to my Network'. The main content area shows a list of bookmarks with titles, dates, and counts. A 'Tags' sidebar on the right lists various tags and their associated bookmark counts.

Bookmark Title	Date	Count	Tags
7 Steps to Measuring Your Brand's Social Media Health	16 AUG 10	22	GeneralSocialMediaResources
Benchmarking competitor use of social media using The Social Media Balance Sheet™ > Smart Insights Digital Marketing	13 AUG 10	13	GeneralSocialMediaResources
The British Society for Rheumatology	06 AUG 10	22	Rheumatology
EULAR - The European League Against Rheumatism		4	Rheumatology
European Respiratory Society		29	RespiratoryDiseases
British Thoracic Society > Home			RespiratoryDiseases

Tag	Count
HCPCCommunities	17
GeneralSocialMediaR...	11
NonBrandControlledP...	10
YouTube	10
BrandSponsoredPatie...	9
Facebook	8
Twitter	8
Pfizer	6
PharmaAndHealthcare...	6
AstraZeneca	5



2. Note the list of “tags” and “tag bundles” on the right-hand side of the screen.

This is how you sort the links.

Tags	Options
▼ Top 10 Tags	
HCPCommunities	17
GeneralSocialMediaR...	11
NonBrandControlledP...	10
YouTube	10
BrandSponsoredPatie...	9
Facebook	8
Twitter	8
Pfizer	6
PharmaAndHealthcare...	6
AstraZeneca	5
▼ Tag Bundles	
▶ Pharma Companies	13
▶ Therapy Areas	8
▶ Unbundled Tags	23
▶ All Tags	44



3. Click on a tag bundle (for example, Therapy Areas) to see groups of related tags.

Orital Digital Healthcare Consultancy's Therapy Areas Bundle
Bookmarks | Network | Tags | Subscriptions | Inbox
Site: <http://www.oral.com> Email: info@oral.com
See more bookmarks in [Popular](#) or [Recent](#).

oralconsulting Therapy Areas x Bookmarks 26
Display options v

Bookmark	Tag	Count
06 AUG 10 The British Society for Rheumatology EDIT DELETE	Rheumatology	13
EULAR - The European League Against Rheumatism EDIT DELETE	Rheumatology	22
European Respiratory Society EDIT DELETE	RespiratoryDiseases	3
British Thoracic Society > Home EDIT DELETE	RespiratoryDiseases	26
British Lung Foundation Home Page EDIT DELETE	RespiratoryDiseases	19

Tags Options v

- Therapy Areas 8
 - CardiovascularDisease 4
 - Dermatology 4
 - Haematology 3
 - InfectiousDiseases 2
 - NeurologicalDiseases 4
 - Oncology 4
 - RespiratoryDiseases 3
 - Rheumatology 2
- Tag Bundles 2
 - Pharma Companies 13
 - Therapy Areas 8
 - CardiovascularDisease 4
 - Dermatology 4
 - Haematology 3



4. Clicking on a tag (for example, HCPCommunities) shows you only links which have been tagged with that topic.

The screenshot shows a Delicious bookmark page for the user 'Orital Digital Healthcare Consultancy'. The page title is 'Orital Digital Healthcare Consultancy's HCPCommunities Bookmarks'. The breadcrumb trail is 'oritalconsulting > HCPCommunities > Type another tag'. The main content area displays a list of bookmarks with their dates, titles, and edit/delete options. On the right side, there is a sidebar with 'Bookmarks 12', 'Display options', and a list of tags, with 'HCPCommunities' being the active tag. The list of bookmarks includes:

Date	Title	Count
09 JUL 10	Mainpage - DocCheck	12
	DooX - the healthcare community	14
06 JUL 10	The Social Networking Site for Doctors A Social Network for Doctors. DocGreet.com	3
	Medscape Physician Connect Discussion Board	20
	doc2doc - Doctors Community, Forums and Doctors Networking	69
	MedPharmaConnect - Index	2
	OBGYN Women's Health: Obstetrics, Gynecology, Menopause, Osteoporosis, Endometriosis, Menopausal	75

You can then click on the links you're interested in to open the web pages.

